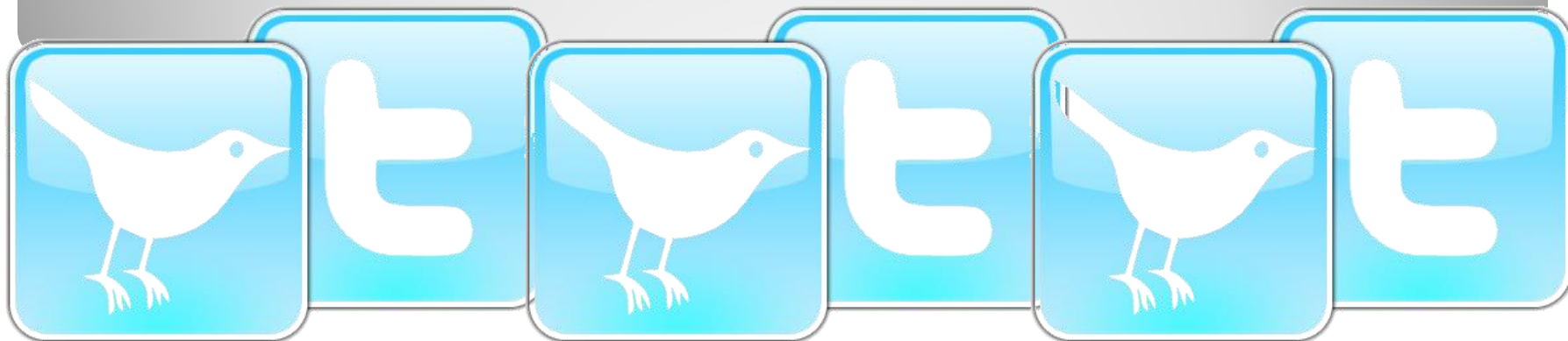


twitter 101



Northbrook Public Library
February 23, 2012

What You'll Learn

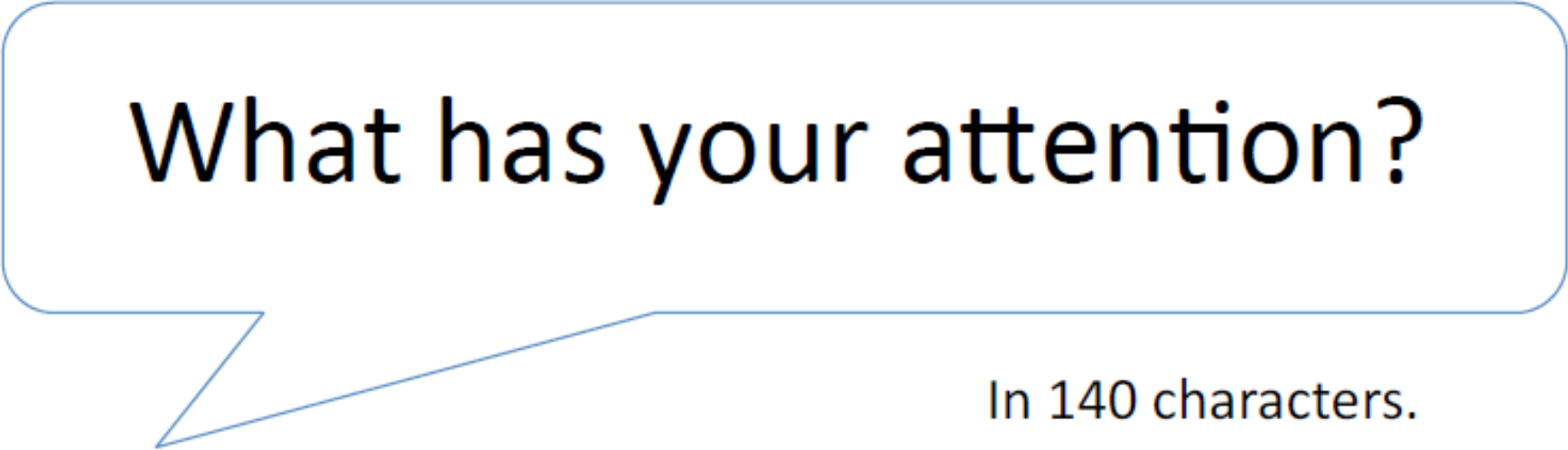
1. Twitter Basics

2. Create Your Account

3. Tweet!

~~What are you doing?~~

Credit: mixuan.net
<http://www.slideshare.net/minxuan/how-twitter-changed-my-life-presentation>



What has your attention?

In 140 characters.

Credit: [mixuan.net](http://www.mixuan.net)

<http://www.slideshare.net/minxuan/how-twitter-changed-my-life-presentation>

Changing Our World



1985: "Coca-Cola executives announced the return of the original formula on July 10, less than three months after New Coke's introduction."-Wikipedia

Today?

"Back then, we couldn't Tweet, blog or bombard Facebook with angry comments on the soda switch...The moral of the story seems to be that while the immediacy of social media reaction can derail your corporate plans, it also provides an opportunity to quickly and accurately gauge what your next steps should be."

-Jessica Shilling, LJWorld.com

```
graph TD; A((TWITTER POSSIBILITIES)) --- B((Finding People)); A --- C((Breaking News)); A --- D((Professional Networking)); A --- E((Watching Trends)); A --- F((Finding Subjects (knitting).))
```

**TWITTER
POSSIBILITIES**

Finding
People

Breaking
News

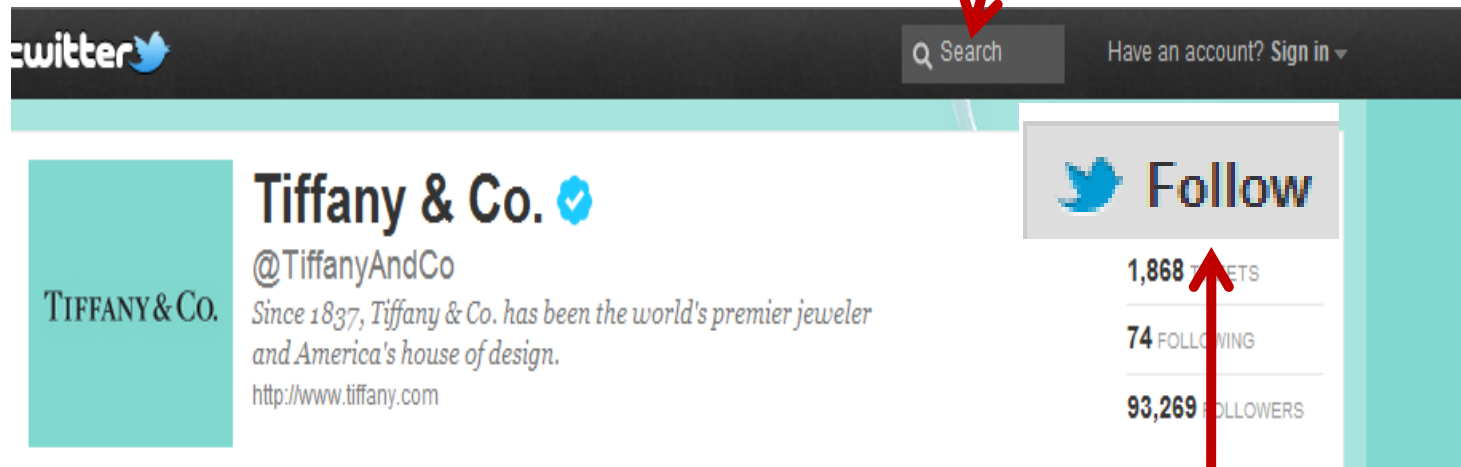
Professional
Networking

Watching
Trends

Finding
Subjects
(knitting).

You can just “follow” people for a while to get the hang of it...

Search Box



The image shows a screenshot of a Twitter profile for Tiffany & Co. The profile includes a header with the Twitter logo, a search box, and a sign-in link. The profile name is "Tiffany & Co." with a verified badge, and the handle is "@TiffanyAndCo". The bio reads: "Since 1837, Tiffany & Co. has been the world's premier jeweler and America's house of design." and the website is "http://www.tiffany.com". On the right side of the profile, there is a "Follow" button and statistics: 1,868 TWEETS, 74 FOLLOWING, and 93,269 FOLLOWERS. Two red arrows point to the search box and the follow button.

twitter

Search

Have an account? Sign in

Tiffany & Co. ✓

@TiffanyAndCo

Since 1837, Tiffany & Co. has been the world's premier jeweler and America's house of design.

http://www.tiffany.com

Follow

1,868 TWEETS

74 FOLLOWING

93,269 FOLLOWERS

Follow Button

Consumer Tweets

The image shows a screenshot of a Twitter profile for 'Ron of Japan' (@RonofJapan). On the left side, there is a vertical green banner with the text 'NORTHBROOK PARK DISTRICT' and 'Ron of Japan | Chicago | Northbrook'. The profile header includes the restaurant's name, handle, bio, and location. The main content area is divided into sections for 'Tweet to Ron of Japan', 'Tweets', 'Following', 'Followers', 'Favorites', 'Lists', 'Recent images', and 'Similar to Ron of Japan'. The 'Tweets' section displays several tweets from the account and others mentioning the restaurant, many using the hashtag #eggsauce.

Profile Information:

- Profile Name:** Ron of Japan
- Handle:** @RonofJapan
- Bio:** Chicago's Japanese Steakhouse and the premier Teppanyaki restaurant experience.
- Location:** Chicago & Northbrook, IL
- Website:** <http://rojfordinner.com/>
- Followers:** 99
- Following:** 168
- Tweets:** 314

Vertical Banner:

- Text:** NORTHBROOK PARK DISTRICT
- Text:** Ron of Japan | Chicago | Northbrook




Tweets:

- Tweet 1:** Ron of Japan @RonofJapan 16h
"@B_BYOUTIFUL: Or Ron of Japan... Mhhhhmmmm!!!" ROJ !! Always a great pick!
- Tweet 2:** Ron of Japan @RonofJapan 16h
"@Roll14Me2_BBG: @SirMichaelRocks where ya at lets have a #jefe meetin at ron of japan #shogun" always a great meet up spot
- Tweet 3:** Ron of Japan @RonofJapan 5 Feb
"@ehardner: @RonofJapan s #eggsauce yummy" Always!!!! Follow us!
- Tweet 4:** Ron of Japan @RonofJapan 3 Feb
"@ehardner: Ron of Japan #woooooohooooo" #eggsauce follow us!!
- Tweet 5:** Ron of Japan @RonofJapan 3 Feb
"@MsKryssi: Going to a business meeting with our Fannie Mae Representative at Ron Of Japan. Oh Yes! Today is definitely a good day #eggsauce
- Tweet 6:** Ron of Japan @RonofJapan 3 Feb
"@mepurbandz: Hope I get either Ron of Japan grand lux or the cheesecake factory this weekend" #eggsauce ROJ is an epic spot!! Follow Us!
- Tweet 7:** Ron of Japan @RonofJapan 3 Feb
"@EYE_CANDii 23: At Ron Of Japan... Mmmhuh good!! ☺☺☺"

Similar to Ron of Japan:

- Tom Poulos @poulos_t Follow
- Scott Ullmann @ScottUllmann Follow
- amyboylephoto @amyboylephoto Follow


Business/News Tweets

Home
Connect



Tweet to Caterpillar Inc.



CNNMoney.com ✓

@CNNMoney

The world's leading business and finance website and the online home to @FortuneMagazine and @Money Magazine.

<http://CNNMoney.com>

✈ Follow ↓

29,530 TWEETS

822 FOLLOWING

358,389 FOLLOWERS

CNNMoney

Tweet to CNNMoney.com

Tweets >


Following >

Followers >

Favorites >

Lists >

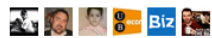
Recent images >



Tweets

8 RETWEETS


3 FAVORITES





9:32 AM - 6 Feb 12 via TweetDeck - Details

[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#)


Similar to Caterpillar Inc.


 **Chevron** ✓ @Chevron
Follow

 **DuPont News** @DuPont
Follow


 **Careers At HCA** @ac
Follow


Similar to CNNMoney.com >


 **Matthew Mochow** @CNNITSMO
Follow


 **Hank Bishop** @hank_bishop
Follow


Tweets


 **CNNMoney.com** @CNNMoney
Is today's recovery enough to earn Obama a second term? Obama vs. Reagan: A tale of two recoveries - cnnmon.ie/zRXz0L by @CRileyCNN
✔ Promoted by CNNMoney.com

 **CNNMoney.com** @CNNMoney
University of Charleston is utting tuition by 22% -- here's how: cnnmon.ie/wW3pp9

 **CNNMoney.com** @CNNMoney
Honeybees are still dying mysteriously: cnnmon.ie/yaXdGj

 **CNNMoney.com** @CNNMoney
Apple 2.0: What's on Apple's iTV? bit.ly/y4W2KP \$AAPL





Caterpillar Inc. @CaterpillarInc

Thank you to our followers for a great 2011. We look forward to continuing the cooperation in 2012!

23 Dec



Chicago Cubs

@Cubs

Official Twitter feed of the Chicago Cubs. Check for team promotions, unique news and giveaways. See official rules:

<http://tinyurl.com/cubsrules>

Wrigley Field <http://cubs.com>

Follow



Follow the

A BIG MESS

Stay in

Form fields for Name, Email, and Password.

Sign up



Chicago Cubs @Cubs

It's February. PITCHERS AND CATCHERS ARE COMING #SpringTraining ... pic.twitter.com/gXnBgBKD

Promoted by Chicago Cubs

Hide photo



The official Twitter of the CHICAGO CUBS

cubs.com

Follow Us @TheAcademy



twitter.com/theacademy

Home Connect Discover Search



The Academy

@TheAcademy
The Academy of Motion Picture Arts & Sciences - Oscars fans, come one, come all!
Beverly Hills, CA <http://www.oscars.org>

 Follow 

1,815 TWEETS
66 FOLLOWING
117,583 FOLLOWERS

Tweet to The Academy

Tweets

- [Following](#)
- [Followers](#)
- [Favorites](#)
- [Lists](#)
- [Recent images](#)



Similar to The Academy

Tweets

-  **The Academy** @TheAcademy 19h
The lunch is beginning so we're done live-tweeting for the moment, but we'll have more video highlights later today. Thx for following!
-  **The Academy** @TheAcademy 19h
"This is not a political issue, but a human issue. That is what A Better Life is about." - Demian Bichir [#NomLunch](#) [#Oscars](#)
-  **The Academy** @TheAcademy 19h
"I'll tell you my best joke but I'm not a comedian so it's not funny." - Nick Nolte [#NomLunch](#)
-  **The Academy** @TheAcademy 19h
Just a few actors hanging out at lunch [#NomLunch](#) [#Oscars](#)
pic.twitter.com/LUHqNoSf
 [View photo](#)
-  **The Academy** @TheAcademy 19h
"It's been a pretty amazing, surreal year...I'm hoping I don't get the call where someone says "Kidding!" - Melissa McCarthy

Creating an Account



Welcome to Twitter.
Find out what's happening, right now, with the people and organizations you care about.

[Sign in](#)
 Remember me · [Forgot password?](#)

New to Twitter? [Sign up](#)

[Sign up for Twitter](#)



Hi, AnonymousBland.

Please confirm your Twitter account by clicking this link:

https://twitter.com/account/confirm_email/AnonymousBland/8CE6G-B79B7-132854

Once you confirm, you will have full access to Twitter and all future notifications will be sent to this email address.

The Twitter Team

If you received this message in error and did not sign up for a Twitter account, click [not my account](#).

Please do not reply to this message; it was sent from an unmonitored email address. This message is a service email related to your use of Twitter. For general

Welcome, Anonymous Bland

Get started in less than 60 seconds.

Next

Tweets



The Twitter Teacher

1 min

This is a Tweet. Tweets are short messages that have up to 140 characters and can contain links like <http://twitter.com>.



[Redacted text]



[Redacted text]



[Redacted text]



[Redacted text]



[Redacted text]

Start by following 5

Next

Find Lady Gaga, football, news...

Back

Results for: **chicago tribune**



Chicago Tribune
@chicagotribune

Follow



Chicago Tribune Live
@CTLonCSN

Follow



Kevin Pang
@kevinthepang

Follow



TribLocal
@TribLocal

Follow

Skip This Step >>



Browse categories

Select topics you're interested in. Follow people you want to hear from.

Try 5 more

Next

Find Lady Gaga, football, news...

Music 101 suggestions



Sports 78 suggestions



Tweets



[Redacted tweet text]



[Redacted tweet text]



[Redacted tweet text]



[Redacted tweet text]



[Redacted tweet text]

Skip This Step >>



Find people you know

Add your contacts securely.

Try 5 more


Done

Find Lady Gaga, football, news...

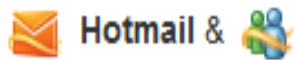
 Gmail

Search contacts

anonymousbland1@gmail.com

 Yahoo

Search contacts



Search contacts

Messenger

 AOL

Search contacts

Tweets



[Redacted tweet text]



[Redacted tweet text]



[Redacted tweet text]



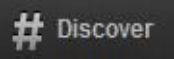
[Redacted tweet text]



[Redacted tweet text]

Skip This Step >>





Search



Anonymous Bland

@AnonymousBland

[Edit your profile](#)

0 TWEETS

0 FOLLOWING

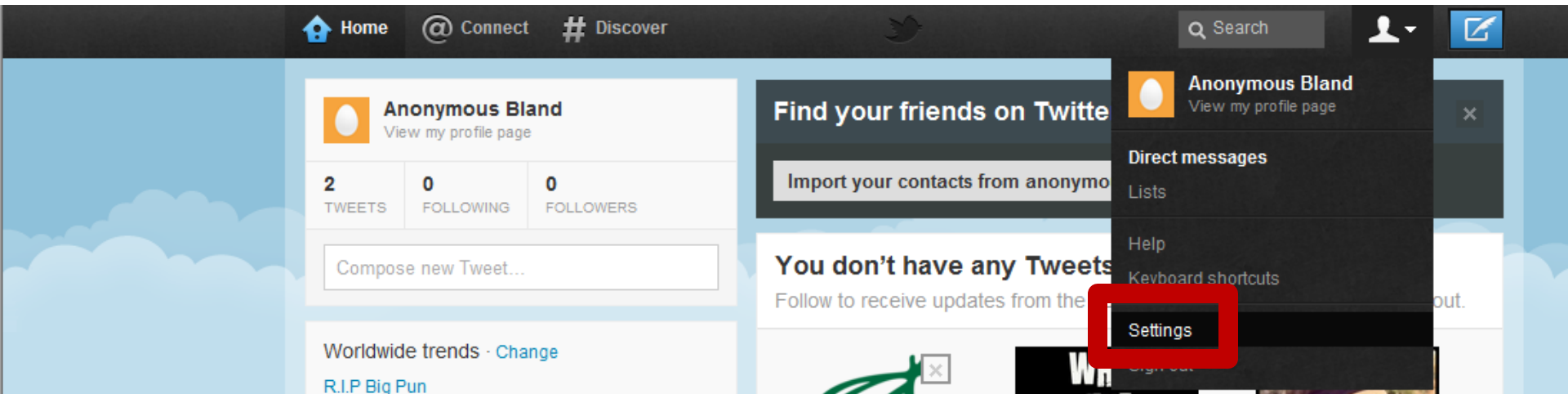
0 FOLLOWERS

- Tweets >
- Following >
- Followers >
- Favorites >
- Lists >

Tweets

@anonymousbland hasn't tweeted yet.

Menus



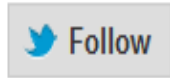


Tiffany & Co.

@TiffanyAndCo

Since 1837, Tiffany & Co. has been the world's premier jeweler and America's house of design.

<http://www.tiffany.com>

 Follow

1,868 TWEETS

74 FOLLOWING

93,269 FOLLOWERS

Stay in touch with Tiffany & Co.

Join Twitter today

Sign up

Tweets 

Following 

Followers 

Tweets

- 
Tiffany & Co. @TiffanyAndCo 42m
 A beautiful moment. RT @andiedrye: My heart skips a beat at the very thought of you. @TiffanyAndCo #truelovepictures ow.ly/8Tg9t
 View photo
- 
Tiffany & Co. @TiffanyAndCo 1h
 @quintessenceblg We're looking forward to it, too!
 ← In reply to quintessence
- 
Tiffany & Co. @TiffanyAndCo 1h
 Thanks! RT @falloneh: Love this @TiffanyAndCo ad. No frills, just right to the point :) [instagr.am/p/onng5/](http://instagram.com/p/onng5/)
 View photo

The Tweet

•140 Characters or Less



WWF @WWF

9 Jan

Singapore supermarket taking shark fins off shelves ow.ly/8nGYC
Another positive step forward for sharks!!



SP 4449 @sp4449

3 Jul

Arrived into Portland Union Station!



DizzyFeetTweet DizzyFeetFoundation

Come and enjoy a fabulous evening of art and dance with Dizzy Feet on October 14! Featuring live music, an open...

fb.me/11M9maqPo



What's happening?



I am taking a class with [@gwynonite](#) I've never used Twitter, but I will hopefully learn a lot! <http://bit.ly/1wgYxU>. #education.



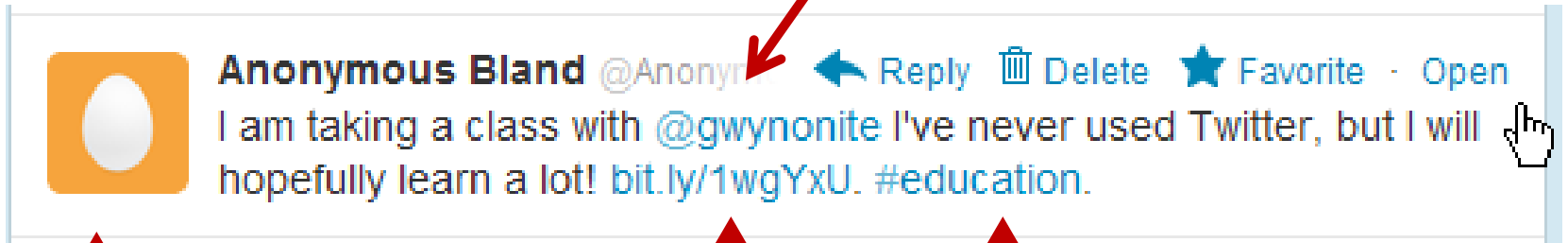
Link will appear shortened

10

Tweet

Twitter Username

Mentioning
"gwynonite" in her post
(the @ will link it to
her profile)



Avatar
(Picture)

Link

Hash Tag



Anonymous Bland

@AnonymousBland

Edit your profile

2 TWEETS

0 FOLLOWING

0 FOLLOWERS

- Tweets >
- Following >
- Followers >
- Favorites >
- Lists >

Tweets



Anonymous Bland @Anonymo [Reply](#) [Delete](#) [Favorite](#) · [Open](#)

I am taking a class with @gwynonite I've never used Twitter, but I will hopefully learn a lot! bit.ly/1wgYxU. #education.



Anonymous Bland @AnonymousBland

22h

I am taking a Twitter class . I am liking it so far. northbrook.info

twitter

Retweeting (RT)



Anonymous Bland

@AnonymousBland

Edit your profile

2 TWEETS

0 FOLLOWING

1 FOLLOWERS

Tweets >

Following >

Followers >

Favorites >

Lists >

twitter

© 2012 Twitter About Help Terms Privacy
Blog Status Apps Resources Jobs
Advertisers Businesses Media Developers

Tweets



GoRedForWomen @GoRedForWomen

4 Feb

Retweet for a cause. Each retweet sends \$2 towards [#lifesaving](#) [#heart](#) research & education @GoRedForWomen from @Macy's.

Retweeted by Anonymous Bland



Anonymous Bland @AnonymousBland

7 Feb

I am taking a class with @gwynonite I've never used Twitter, but I will hopefully learn a lot! bit.ly/1wgYxU. #education.



Anonymous Bland @AnonymousBland

6 Feb

I am taking a Twitter class . I am liking it so far. northbrook.info

Hashtags

The Home Screen shows “Trending” Hash Tags. You can select worldwide, a particular country, or in this case, Chicago:

Chicago trends · [Change](#)

[#ifyouknowmeyouknow](#)

[#ThingsBlamedOnLebron](#)

[#20FollowersILove](#)

[Happy Chocolate Day](#)

[The Most Important Question You Can Ask](#)

[Austin Rivers](#)

[Will Ferrell](#)

[Chicago Auto Show](#)

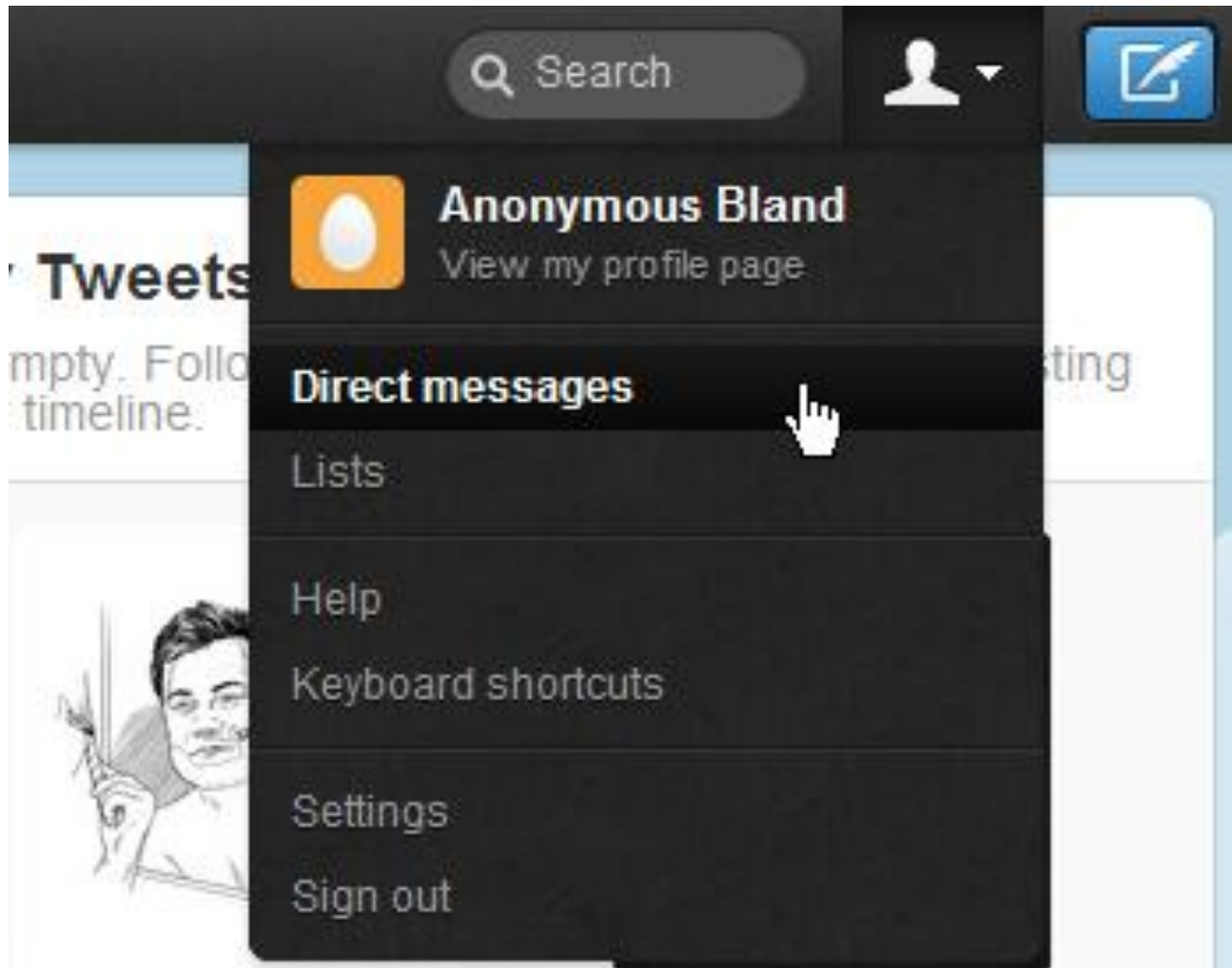
[In Paris](#)

[Jay-Z & Kanye West](#)



Tweet [#Oscars](#)

Direct Messaging



Twitter Etiquette

- Customize.
- Be relevant.
- Respond in a timely manner.
- Thank people.

@northbrookpl



Search



Home

Profile

Messages

Who To Follow



northbrookpl



Northbrook Library

@northbrookpl Northbrook, IL

<http://www.northbrook.info>

[Edit your profile](#) →

Tweets

[Favorites](#)

[Following](#)

[Followers](#)

[Lists](#) ▾



northbrookpl Northbrook Library

TGIF! Tell us what you're reading!

27 Jan



northbrookpl Northbrook Library

Teen Award Winners! The Printz and its Honors: If you're looki...

bit.ly/yHDfHd

27 Jan



northbrookpl Northbrook Library

Concert for Africa at Northbrook Jr. High: In 2004 Northbrook ...

bit.ly/wwwJqRC

26 Jan



About @northbrookpl

481

Tweets

14

Following

148

Followers

12

Listed

Similar to you · [view all](#)



jwehrheim Jill

Chicagoland YA librarian



hpstorylady Miss Deena

Youth Services Librarian and Storyteller



gwynonite Gwyneth Stupar

Becoming a cultured, well-rounded and polite human...

Following · [view all](#)



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[Resources](#) © 2012 Twitter



**KEEP
CALM
AND
TWEET
ON**