

I'M NOT CALLING
YOU A TWEETER /
JUST TWEET @
ME!



MAKING THE MOST OF YOUR TWITTER
PRESENCE, PROFESSIONALLY AND
PERSONALLY!

BEGINNING BASICS

Twitter was originally created to answer one simple question in 140 characters or less –

**What are you
doing?**

It can be used both personally and professionally!

BEGINNING BASICS

There are some 'best practices' everyone on Twitter should follow –

- 1. Complete your profile and have a focus.**
- 2. Be selective when following.**
- 3. Start (and keep on!) tweeting! Communicate!**
- 4. Make use of #hashtags.**
- 5. Network and engage!**

COMPLETE YOUR PROFILE & HAVE A FOCUS!

- Add your avatar – an actual photo, cartoon, logo – of YOU!
- Complete your bio – Three sentences (or less) to tell what you do, add interest, and show your personality.
- Use a hashtag to ‘brand’ yourself! #booknerd
- Focus – Let others know what to expect from you and your tweets.



BE SELECTIVE WHEN FOLLOWING!

- One of the unspoken rules of Twitter –

**DON'T
AUTOMATICALLY
FOLLOW EVERYONE
WHO FOLLOWS YOU!**

Tweets

Following

Followers

Favorites

Lists



View all photos and videos

Who to follow · Refresh · View all

- Cisco Collaboration** @Cisco...
Followed by Ron Garan
Promoted · Follow
- Jim Carrey** @JimCarrey
Follow
- the.ffmpeg.librarian** @effinglibrarian
Followed by a lavoie and others
Follow

Browse categories · Find friends

Trends · Change

- #InfernoAtIndigo Promoted
- Angelina Jolie
- #Leafs



Lisa E
@little_lisae

this is me in real-life. I'm a library tech, a mom, a garden junkie, a fashion & beauty obsessed #booknerd. my opinions are my own

5,159
TWEETS

271
FOLLOWING

251
FOLLOWERS



Tweets

- christacouture** @christacouture 8h
Best typo-poetry in a long long time: "I kissed all your questions."
Retweeted by Lisa E
Expand
- Lisa E** @little_lisae 12 May
The thoughts behind my Mother's Day gifts are precious. Plus, I made out like a bandit! [instagram.com/p/Z0In-bi2lc/](https://www.instagram.com/p/Z0In-bi2lc/)
Expand
- Lisa E** @little_lisae 11 May
"RT @msemilymccombs
Compliment a strange woman on the street today!" & tell every mom tomorrow "Happy Mother's Day!" & you, Happy Birthday!
Expand
- Margaret E. Atwood** @MargaretAtwood 11 May
Waving from #Peleelsland, where the Birdy Ones are assembled. Cerulean, Ruddy Duck, many more! @peleelslandbird
Retweeted by Lisa E
Expand

Profile summary



Ingrid Henny

@MagpieLibrarian FOLLOWS YOU

Emerging Leaders 2012! Rainbow Book List Member! An urban kid's+YA librarian+advocate who makes Effie Trinket look busted. Freebasing sequins since 1978.

Queens+Brooklyn - <http://www.magpielibrarian.wordpress.com>

21,667

TWEETS

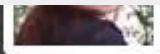
554

FOLLOWING

2,125

FOLLOWERS

Followed by Librarian Voices, Kate Rowe, Librarian Wardrobe



Caroline A.

@caro_writ FOLLOWS YOU

That anosmic library technician with a pencha media, red peppers, manga, and z Newmarket, Ontario

347

TWEETS

89

FOLLOWING

70

FOLLOWERS



Emma B.

lyprissyant FOLLOWS YOU

an unapologetic film, TV, music & lit nerd...but se, I'm a senior media producer/film journalist (@cineplexmovies)!

Toronto

728

FOLLOWERS



Following



Lindsay Zier-Vogel

@lindsayzv FOLLOWS YOU

writer, gluten-free baker, love letter-er and maker of things. lindsayziervogel.com toronto - loveletteringproject.com

6,320

TWEETS

470

FOLLOWING

703

FOLLOWERS



Following



Following

BE SELECTIVE WHEN FOLLOWING!

So how am I supposed to get followers?

- i. Be patient, grasshopper.
- ii. Let them come to you.
- iii. It's not a competition. And ...

**NO ONE REALLY CARES HOW
MANY FOLLOWERS YOU
HAVE!**

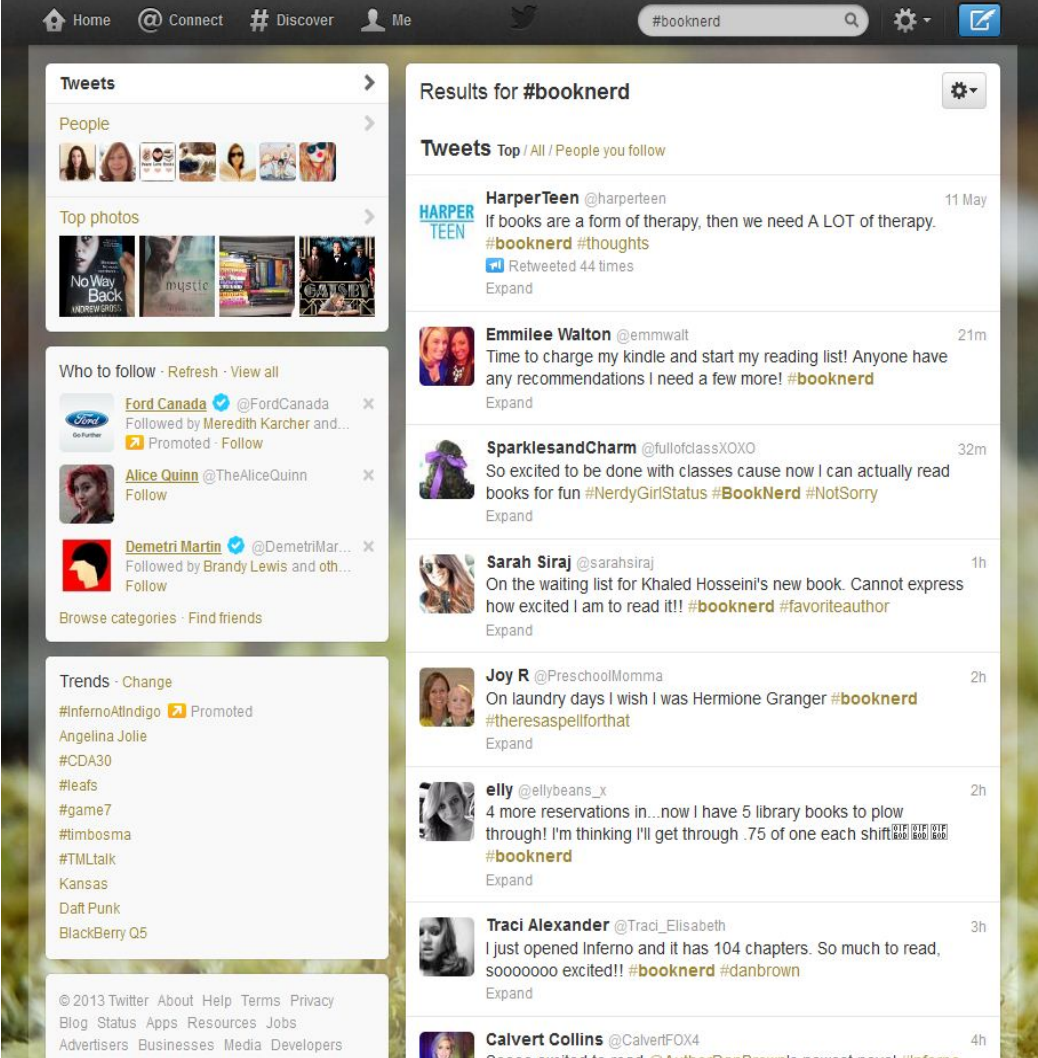
START (AND KEEP!) TWEETING! COMMUNICATE!

- **Too many people create an account and then just let it languish. Don't leave your account active if you aren't going to use it.**
- **Pace yourself!**
- **Tweet early, Tweet often. Ask questions. Join conversations about things that interest you.**

Comment (using the “ @ “, of course) on smart things your Twitter friends say. Say “thanks!” when others share good info.

MAKE USE OF #HASHTAGS.

- Keep an eye on what's trending
- Come up with your own #hashtag
- Find the key ones for your field and use them ALL OF THE TIME.
- Hashtags give your tweets a longer, more focused life. They connect you to people seeking out others in the same area or industry.



The image shows a screenshot of a Twitter search results page for the hashtag #booknerd. The page is divided into several sections:

- Home/Navigation:** At the top, there are navigation icons for Home, Connect, Discover, and Me, along with a search bar containing "#booknerd".
- Tweets:** A section titled "Tweets" with a right-pointing arrow. It includes sub-sections for "People" (with profile pictures) and "Top photos" (with book covers like "No Way Back" and "mystic").
- Who to follow:** A section titled "Who to follow" with a "Refresh" and "View all" link. It lists three accounts: "Ford Canada" (promoted), "Alice Quinn", and "Demetri Martin".
- Trends:** A section titled "Trends" with a "Change" link. It lists several trending hashtags, including "#InfernoAtIndigo" (promoted), "#AngelinaJolie", "#CDA30", "#leafs", "#game7", "#limbosma", "#TMLTalk", "#Kansas", "#DaftPunk", and "#BlackBerryQ5".
- Results for #booknerd:** The main content area showing search results. It includes a "Results for #booknerd" header and a "Tweets" filter. The results list several tweets from users like HarperTeen, Emmilee Walton, SparkiesandCharm, Sarah Siraj, Joy R, elly, Traci Alexander, and Calvert Collins, all discussing books and reading.

#booknerd

#readyssetgatsby

#nerdisttheword

#ACTION40

NETWORK AND ENGAGE!

- **Live-tweet a conference or event (hint, hint #ACTION40)**
- **Reach out and connect with someone new!**
- **Do ‘Follow Friday’**
- **Think about how you can enter the dialogue in an inspiring, motivating, entertaining, and educational way.**
- **Make noise beyond the Twitter-sphere. Add your Twitter address to your email signature, your online profiles, even your business cards. Add a Twitter RSS feed to your web page or blog.**

FOLLOW GAIL!

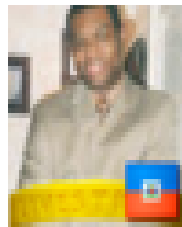
- A fellow Library Technician, Gail Hussey has exemplified the best way of using Twitter in both a personal and professional way!
- Her Twitter feed is comprised of interesting posts about Georgian College and education (GC had a #focusonstudents Twitter chat!), to social activism and music!
- Follow her! <https://twitter.com/GCLibraryLady>


FOLLOW FRIDAY OR #FF



TheAnalyst #FF @AskAaronLee He has the best tweets about Twitter, and he's a nice guy too!

8:54 PM Feb 5th from HootSuite



2morrowknight #FF -  Power Tweeters and Content Masters!
@AskAaronLee @JeanLucr @Flipbooks @TrendTracker
@Zaibatsu

4:35 AM Jan 30th from web

NETWORK AND ENGAGE!

- **Enjoy.** Twitter delivers a cool world of conversation, chat, social currency, and great information to one place.
- **Work and play with it.** Twitter has a huge part to play in the world-wide online social media ecosystem.

Have fun!

TWITTERING AWAY THE DAY

“I don’t have time for all this”, you say?

- **Then don’t bother. If you don’t have time to develop a mutual online interest, a social media relationship or a community, few people will want to read about you and your life.**
- **Whether you love it, like it, or hate it – Twitter gives you a new, sometimes magical, reach. People are using it with great results. Do it or don’t. It’s your runway. Your launch and landing. Your choice.**

“Caroline A. (caro_writ).” Twitter. N.p., N.d. Web. May. 2013.

“Emma Badame (pollyprissyant).” Twitter. N.p., N.d. Web. May. 2013.

“Gail Hussey (GCLibraryLady).” Twitter. N.p., N.d. Web. May. 2013.

“Ingrid Henny (MagpieLibrarian).” Twitter. N.p., N.d. Web. May. 2013.

“Lindsay Zier-Vogel (lindsayzv).” Twitter. N.p., N.d. Web. May. 2013.

“Lisa E (little_lisae).” Twitter. Twitter. N.p., N.d. Web. May. 2013.

“Results for #booknerd.” Twitter. N.p., N.d. Web. 11 May. 2013.

Richardson, Jael. “I HATE(D) TWITTER.” *Jael Richardson*, 20 June. 2012. Web. April. 2013.

Lee, Aaron. “How to: Do a Proper Follow Friday on Twitter.” *Ask Aaron Lee*, Feb. 2010. Web. April. 2013.

“Welcome to Twitter.” Twitter. N.p., N.d. Web. April. 2013.