Twitter 101

What the TWEET is going on?

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#BCTweets
Twitter Basics
What is Twitter?

An online social networking and microblogging service that allows users to read and send “tweets,” which are messages limited to 140 characters.
Twitter Vocab

Tweet: 140 character message

Handle: Your Twitter username

Retweet: Re-sharing or giving credit to someone else’s tweet.

Mention (@): A way to reference another user by his username. The user is notified when he receives mentions.

Favorite: A “like” on Twitter. Users get a notification when you favorite a tweet.

Feed: The stream of tweets you see on your homepage.

Direct Message (DM): A private message between two people. You can only receive a direct message if both you and the person you message follow each other.

Hashtag (#): A word or phrase preceded by a pound sign (#) and used to identify messages on a specific topic.

Trending: When a topic is getting a large volume of tweets per minute, that it begins to take over the Twitter feed.

#BCTweets
This unusually helpful sentence, including all of the spaces and all of the punctuation, is precisely one hundred and forty characters long.
Think Conversations...
Batman: I don't want to patrol on Halloween unless we absolutely have to.
Why not?
Seriously? Remember last year?
Last year was fantastic!
You replaced me five times throughout the night with random kids that were dressed up as me!
Yeah. That third one was great. We should have got his number.

Batman: Can I go to Mark's sleepover on Friday night?
I don't know, has all crime been abolished from Gotham City yet?
... no.
Then I'll see you in the Batcave at 8.

Batman: Hey, are you outside right now? Or near a window?
No. Subway tunnels fighting Killer Croc. Why?
That's why.
You should really give Gordon your number. It's been on for like two hours.
Are you ready to tweet?

#BCTweets
How Twitter Conversations Work

In movies, it’s easy to tell when conversations are taking place...well, most of the time.

EXT. INCINERATOR HOPPER - NIGHT

The Toys land in a giant vortex of trash being sucked down into the glowing eye of an incinerator.

It’s chaos -- trash tumbles over itself as sparks and ashes fly through the air. The ROAR is overwhelming.

Woody stands and starts trying to climb out.

The Toys do the same, climbing desperately, fighting against the trash tumbling into the vortex of fire.

They slip, fall, get up and slip again. It’s a nightmare -- no matter how fast they climb, they inexorably slide backwards. Rex slides past Woody, towards the incinerator.

REX

Ahhhhhh!

WOODY

Rex!!!

Woody grabs Rex’s hand, slides further toward the inferno. They are all being pulled inescapably downward.

There’s no way out. Jessie looks at Buzz.

JESSIE

Buzz...! What do we do?
How Twitter Conversations Work

In Movies

Woody
Hi Buzz. How are you doing today?

Buzz
Doing great. Looking forward to flying this afternoon.

On Twitter

Woody
@BuzzLightyear Hi Buzz. How are you doing today?

Buzz LightYear
@Woody Doing great. Looking forward to flying this afternoon.
Searching on Twitter
Twitter Search

• Twitter search shortcuts:
  • near:”city state” helps you find tweets in your area
  • -filter:links and you won’t get tweets that used links
  • ANY TIME YOU GET REALLY GOOD RESULTS, SAVE THE SEARCH!
A hashtag is a word or phrase preceded by a pound sign (#) and used to identify messages on a specific topic.

There are two types of hashtags:

1. **The searchable**
   Good luck, #RedSox! I hope you bring home another #WorldSeries trophy!

2. **The emphasis**
   I just spent $12,000 to catch Game 6 of the World Series. #YOLO
#YOLO = You Only Live Once
#TBT = Throw Back Thursday (old pictures shared)
#FF = Forward Friday (recommend that other people should follow these accounts)
#HireEagles = share job opportunities to fellow BC alumni
#bc98, #bc01, #bc80, etc.
#Oscars
#BostonStrong
#OnceAnEagleAlwaysAnEagle
#iphone
#ReplaceSongTitleWithPuppy
#Jesuit
#SB48 or #SuperBowl
#Survivor
#WeAreBC = used when sharing great news (typically sports) about BC
Customizing Your Profile
Profiles 101: Customize!

- Do you have a username picked out?
- Do you have a profile picture?
- Do you have a header image?
- Do you have a complete bio?
Connecting with Folks on Twitter

#BCTweets
Find Folks to Follow!

• Followerwonk.com
  ▪ Enables you to search Twitter bios.
• Twellow.com

• Ask questions

• Engage in the current conversation

• Retweet people

• Follow people first (most people will follow back!)

• Use hashtags

#BCTweets
A tweet-up is a local meet-up with Tweeters. This could be hanging out a local restaurant/bar to seeing a movie.

A twitter chat is an interactive chat at a scheduled time on Twitter. There usually is a hashtag everyone uses during the chat so you can see who is participating.
Organization
Twitter Lists: A great way to organize!
Scheduling
Scheduling Tools

- **Sprout Social**
  - ($39, $59, and $99 packages/month but 50% off for non-profits)

- **HootSuite**
  - (Pro and Enterprise levels. Pro is $8.99/month)

**FREE** sites:
- [http://twuffer.com/](http://twuffer.com/)
- [http://www.sproutsocial.com](http://www.sproutsocial.com) (30 day free trial)
- [https://hootsuite.com/](https://hootsuite.com/) (free for individuals!)
- [http://laterbro.com/](http://laterbro.com/)
- [https://www.socialoomph.com/](https://www.socialoomph.com/)
- [http://futuretweets.com/](http://futuretweets.com/)
Finding Jobs With Twitter
Finding Jobs with Twitter

Company updates, including job opportunities are often shared on Twitter. There are also several handles that just tweet job opportunities.

- @Microjobs
- @JobAngels
- @indeed
- @jobshouts
- @simplyhired
- @StartUpHire
- @twithire
- @listerious

By region

- @MyBristolJobs – Job listings from mybristoljobs.co.uk
- @chicagowebjobs – Web-related jobs in Chicago
- @ChicagoTechJobs – Technology jobs in the greater Chicago area
- @ITJobsLondon – IT jobs in London
- @ITJobsSydney – IT jobs in Sydney, Australia
- @JobsBoston - Jobs in the greater Boston area
- @jobshawaii – Jobs in Hawaii
- @NewYorkTechJobs – Technology jobs in the greater New York area
- @PDXJobs – Jobs in Portland, Oregon
- @sdjobs - San Diego technology jobs
- @sfmobilejobs – Mobile Web and Digital Media jobs in Silicon Valley
- @mtltweetjobs - PR/marketing/social media/tech jobs in Montreal
- @TopJobsInLondon - Top jobs in London, UK
- @web20jobs - UK-based web 2.0 jobs
Finding Jobs with Twitter: Other Tips

Is the company on Twitter?

- Twitjobsearch.com
- Followerwonk.com
- thedailymuse.com
- Mashable.com

#HireEagles
Resources
Twitter Resources

- Tweepi.com
- Followerwonk.com
- Twitter’s “Discover” feature.
- Qwitter.com – they send you an email anytime someone unfollows you on Twitter and mentions a possible tweet that may have caused them to leave. (Free for 1 account)
- Tweetbeat.com – gives you a list of trending topics on Twitter and explains why they were trending.
Twitter Checklist

- Let people know you’re tweeting
  - Want followers? Add your handle to LinkedIn, Facebook, and your resume.

- Focus on your passion
  - Develop a niche and define your online brand.

- Be a good Twitter community member
  - Retweet great tweets. Give mentions. Don’t steal others tweets and make them seem like they’re your own.
  - Participate in #FF (Forward Friday) and Twitter chats.

- Ask Questions
  - Don’t be afraid to reach out to a celebrity, sports team, school, etc. You never know when they will tweet back!
  - You can always use DMs (Direct Message) to have private conversations too!

- Listen: Silence Can Be Golden
  - For example, don’t tweet about an unrelated topic during the Super Bowl. You will just be noise and it shows a lack of understanding about the social media network. Listening and “favoriting” tweets can be just as powerful.
Follow BC alumni on social media

/bostoncollegealumni
@BCAlumni
@bcalumni
bostoncollgealumni

Boston College Alumni Group
bcalumni
bcalumni
BCAlumni

Join your Facebook Class Group too!
Join the Alumni Association for our next webinar!

Landing Your Next Job with LinkedIn

March 25th at 7:00 p.m.

Sign-up at bc.edu/alumnied
Keep Calm and Tweet on!

And follow @BCAlumni while you’re at it. 😊

Have more questions? Email Stephanie: bcalum@bc.edu
Bio Basics

• **Keep it Searchable:** Your bio can be searched in Google and on Twitter, so make sure it includes keywords about what you tweet about.

• **Be Interesting:** Avoid clichés such as “guru,” “maven,” “evangelist,” etc. These have been done before. Twitter bios are 160 characters long so make it count!

• **Be Proper:** Double-check your spelling and grammar.

• **Be on the Lookout:** Look at other bios and imitate the style of the ones you like.

• **Be Truthful:** Use your bio to let people know what you're going to bring to their Twitter streams i.e. what you are going to tweet about. You can be random, but if it says Red Sox and you never tweet about them, you’re doing it wrong.