

Twitter 101



What the TWEET is going on?

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#BCTweets

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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.

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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.

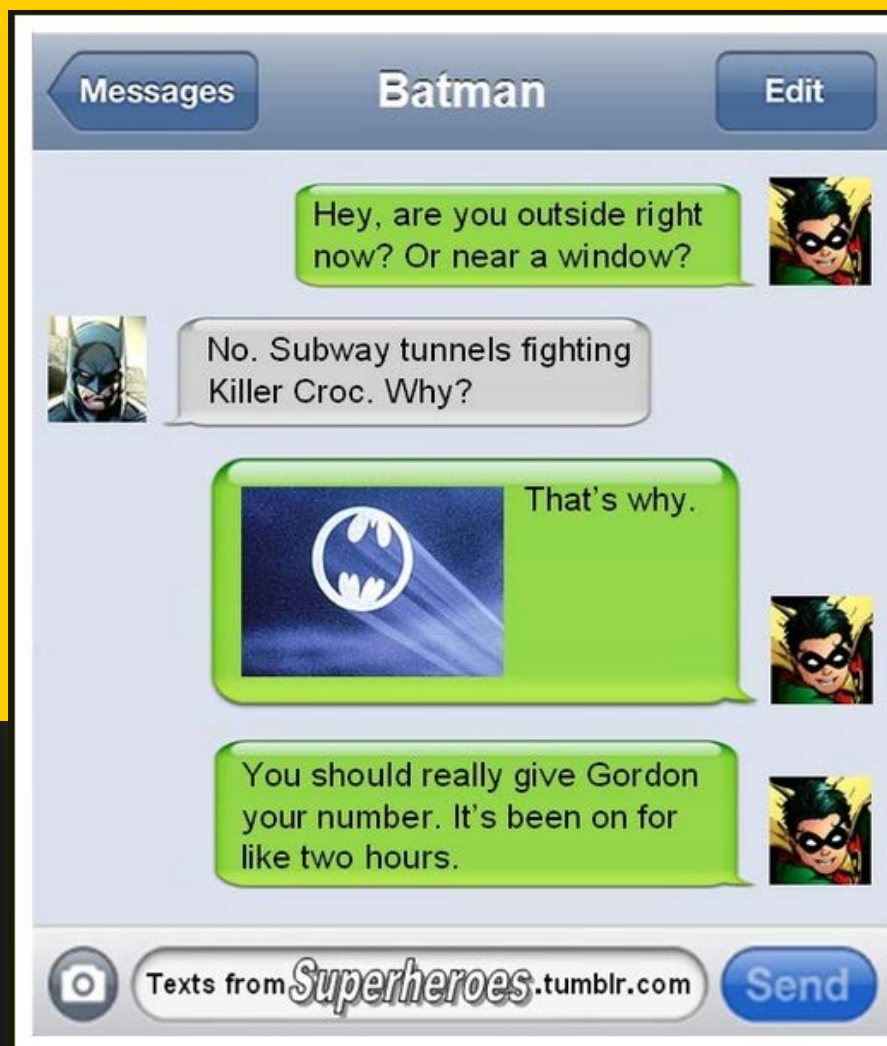


This unusually helpful sentence, including all of the spaces and all of the punctuation, is precisely one hundred and forty characters long.

Think Conversations...



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Are you ready to
tweet?



#BCTweets

How Twitter Conversations Work

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.

Ahhhhhh!
REX

Rex!!!
WOODY

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?

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



MNightFans.com

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

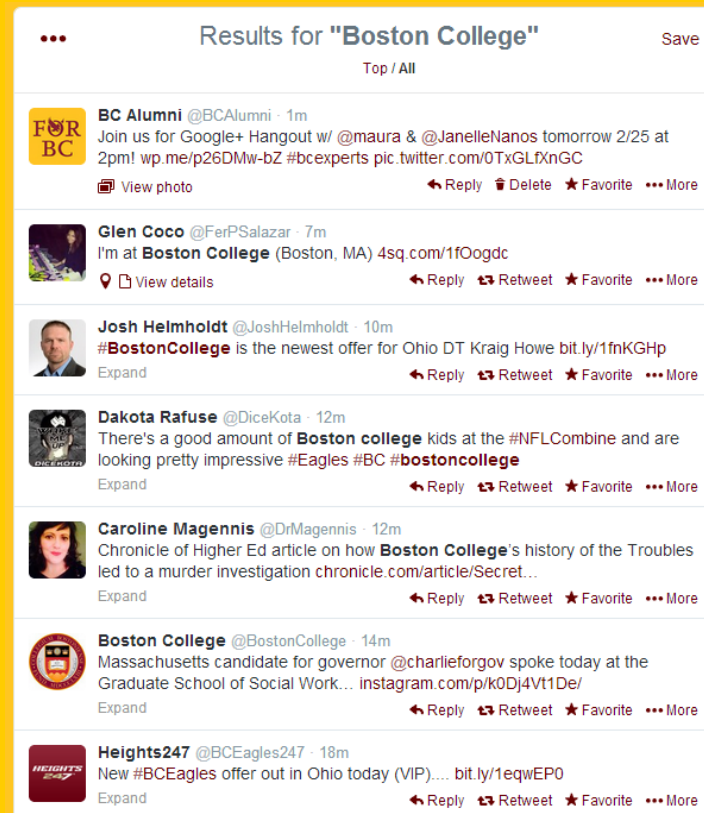
.@Woody Doing
great. Looking forward to
flying this afternoon.

Searching on Twitter

#BCTweets

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!



Hashtags

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

#BCTweets

Customizing Your Profile

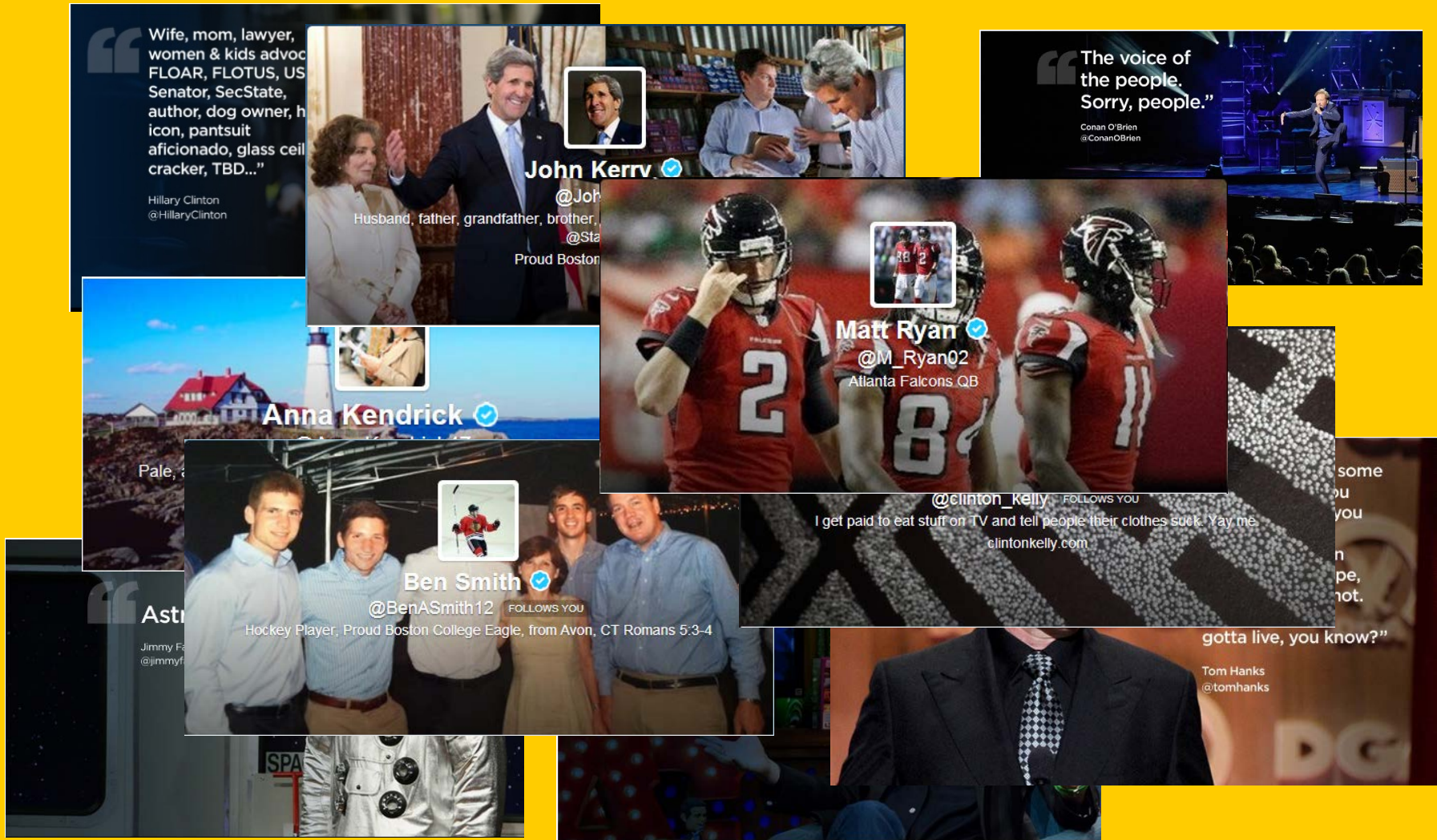
#BCTweets

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?



Bio Basics



Connecting with Folks on Twitter

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Find Folks to Follow!

- [Followerwonk.com](https://followerwonk.com)
 - Enables you to search Twitter bios.
- [Tweollow.com](https://tweollow.com)
- Ask questions
- Engage in the current conversation
- Retweet people
- Follow people first (most people will follow back!)
- Use hashtags

Tweet-ups and Twitter chats

A tweet-up is a local meet-up with Tweeters. This could be hanging out at 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

#BCTweets

Twitter Lists: A great way to organize!



Tweet Deck

"Boston College" @BCAI...

Deadpool retweeted

Life As Bros @LifeAsBros 4d
Boston College said
[pic.twitter.com/1zsYx3wvvr](#)

Details

Dakota Rafuse @DiceKota 1m

There's a good amount of Boston college kids at the #NFLCombine and are looking pretty impressive
[#Eagles #BC #bostoncollege](#)

Details

Caroline Magennis @OrMag... 2m

Chronicle of Higher Ed article on how Boston College's history of the Troubles led to a murder investigation
[chronicle.com/article/Secret...](#)

Details

Dave Berk @DMBerk 9m

Kettering (OH) Alter DL Kraig Howe offered by Boston College today.

Details

Stan @StanFinger 10m

@ESPNCBB @MedcafbfESPN What did BPI say about Syracuse and Boston College?

View

BC Sports Now @BCSports... 13m

Looking At Boston College's ACC Tournament Seed Possibilities
[dlvr.it/50vz36](#)

Details

bostn buckeye @micmat104 21m

@ESPNCBB 91%? Two words- boston college

View

Alumni Associations @...

NAU Alumni retweeted

Angele @AngeleOutWest 4h
Support local #writers & guests! Nor Carlson today @NAU & @the #narrowchimney series @uptownpubhouse @ 5p nau.edu/CAL/Event.aspx...
[#flagstaff](#)

Details

Bucknell Alumni News @B... 3m

Joseph Reschini '94 and family awarded @IUPedu 2014 Distinguished Family Business Award via @IndianaGazetteow.ly/tXOUi

Details

MUAA @MiamiAlum 3m

Cincinnati Chapter - Miami Night with the Cincinnati Pops
[bit.ly/1ple6ZB #MiamiOH](#)

Details

HBS Alumni retweeted

Lindsey Mead @HBSAAlumni I should know who that is ...?

View

Johns Hopkins Alumni @J... 6m

#JHU and @CornellAlumni are getting together in #MadisonWI this Wednesday, 2/26. In the area? Come out to DreamBank!
[bit.ly/1mDwDKZ](#)

Details

Amherst College retweeted

Forum @ NED @ThinkDemo... 53m
New #DemocracyIdeas: Authoritarianism in #Venezuela w/ Forum Research Council Member Javier Corrales @AmherstCollege
[bit.ly/1fjgmaP](#)

Details

MIT Alumni retweeted

Popular Science @PopSci 48m

User @BostonCollege

Boston College @BostonCol... 4m

Massachusetts candidate for governor @CharlieForGov spoke today at the Graduate School of Social Work...
[instagram.com/p/k0DJ4Vt1De/](#)

Details

Boston College retweeted

Andy Boynton @Andy_Boynton 37m
Congratulations to @BostonCollege Professor Sam Ransbotham for receiving a @NSF CAREER Award for analytics and security data.

Details

Boston College retweeted

Catherine Cloutier @cmd... 48m
.@marty_walsh with a little @BostonCollege hockey pride during his #askmjw chat
[bit.ly/1fyBTAX](#)

Details

Boston College retweeted

Boisi Center @boisi_center 1h
Join us tomorrow eve for panel on the Pope's anniversary.
[bit.ly/1bGpuLT #FrancisYear1](#) — live-streamed at [frontrow.bc.edu/francisyear1](#)

Details

Boston College @BostonColl... 1h

Congrats to @WeAreCCE on winning the @improvboston Comedy Beanpot. (photo via @phil_seidi) #BeanpotMagnet
[pic.twitter.com/vvU8qBCOor](#)

Details

User @bcinterruption

BC Interruption @bcinterruption 1h

Looking At Boston College's ACC Tournament Seed Possibilities
[sbn.to/1JuCP3H](#)

Details

BC Interruption @bcinterrup... 2h

Double Eagle ('12, '13)
@AREbecca0907 is raising money for @barcc. Support her cause and let them know BCI sent you:
[barcc.donorpages.com/WalkforChange2...](#)

Details

BC Interruption @bcinterrup... 2h

Gaudreau, Arnold & Boston College heading into playoffs with plenty of support
[flames.nhl.com/club/news.htm?... #WeareBC #BCHockey](#)

Details

BC Interruption @bcinterruption 3h

@BloggerSoDear yes, understood.
[#therivalry](#)

View

BC Interruption @bcinterruption 3h

What no #therivalry? Tsk tsk RT @BloggerSoDear: Wake's homecoming is Sept 20th vs Army. Very early date this year.

Details

BC Interruption retweeted

BC Hockey @BCHockeyNews 4h
Kevin Hayes reacts to @BCHockeyNews remaining at the top of the @USCHO poll for the third-consecutive week #WeAreBC
[pic.twitter.com/zTCeNDhIC](#)

Details

User @jhusson

Jim Husson retweeted

BC Hockey @BCHockeyNews 1d
Johnny's been having so much fun during #TheStreak, he figured he'd keep it going - JOHNNY W/ THE PP GOAL! 28 GAMES!
[pic.twitter.com/0DyrZXERNw](#)

Details

Jim Husson @jhusson 2d

Another great win for Coach York and @BostonCollege - #bcalumni**bstonglobe.com/sports/2014/02...**

Details

Jim Husson @jhusson 5d

"You'd know you were toast when his voice went three octaves higher!" @ChrisMCameron pays tribute to Dick Kelley
[grfx.cstv.com/photos/schools...](#)

Details

Jim Husson retweeted

Axel Unger @axel_unger 9d
Where the fish swims, ideas fly. On the topic of being inspired and inspiring others, by @pbennett101 COO of @ideo
[nytimes.com/2014/02/16/job...](#)

Details

Jim Husson @jhusson 8d

A big thank you to the many @BCalumni whose support makes championship seasons like this possible! #WeAreBC
[pic.twitter.com/cRfUOorhVj](#)

Details

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Scheduling

#BCTweets

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://www.sproutsocial.com> (30 day free trial)
- <https://hootsuite.com/> (free for individuals!)
- <http://laterbro.com/>
- <https://www.socialoomph.com/>
- <http://futuretweets.com/>

Finding Jobs With Twitter

#BCTweets

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](#)
- [@listorious](#)

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

#BCTweets

Twitter Resources

- [Tweepi.com](https://tweepi.com)
- [Followerwonk.com](https://followerwonk.com)
- Twitter's "Discover" feature.
- [Qwitter.com](https://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](https://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



Boston College Alumni Group



@BCAlumni



bcalumni



@bcalumni



bcalumni



bostoncollgealumni



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 @BCAumni 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.