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# Twitter 101

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share on

### What is Twitter?

- \* Twitter is a service that allows people to communicate and stay connected through the exchange of quick, frequent messages called "Tweets."
- \* Tweets are limited to 140 characters or fewer.
- \* Tweets are posted to your profile, visible to your followers, and searchable on Twitter.
- \* Twitter can be used to send information and/or to collect information. You do not have to send Tweets to get the benefit of Twitter.

Twitter's Help Center FAQs: http://bit.ly/bxohOl

"Meet Twitter: Social Media for City Officials Short on Time" by Emily Cole
June 2011 Western City magazine at <a href="http://bit.ly/iScxN2">http://bit.ly/iScxN2</a>

### 2011 Twitter Statistics

# 106 million users

460K new accounts created daily

200 million Tweets per day

37% of users Tweet from their phone 40% of users monitor Tweets but do not Tweet

150+ Cities on Twitter

# Why Use Twitter?

- \* Find out what people are saying about your city
- \* Discover breaking news as it's happening
- \* Locate useful articles
- \* Research topics and issues
- \* Ask questions
- \* Engage citizens



# Signing Up

https://twitter.com/signup

Emily Cole	✓ Name lo	ooks great.	
ecole@cacities.org	✓ We will a	email you a confirmation	
	✓ Passwo	rd is okay.	
Emily_A_Cole	✓ Username is available.		
Suggestions: a_ecole ecole_a EcoleCole EcoleCole			
Keep me logged-in on this computer.			
By clicking the button, you agree to the terms below:		versions: Service - Privacy Policy	
These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and any	*	, , , , , , , , , , , , , , , , , , , ,	
Create my account			

### **Twitter Terms**

# Tweet Retweet News Feed @CaCities

**Trending** 

#Hashtag

Follow Mention

### Who Should You Follow?

- \* <a>@CaCities</a>
- News Groups in your city and surrounding region
- Political Reporters Statewide
- \* Cities in your region
- Local officials, City staff
- \* Local businesses
- \* Legislators

Twitter will also make new following suggestions based on the accounts you follow.



### Who Can Follow Me?

\* Twitter is a PUBLIC FORUM, anyone can follow you, unless your tweets are protected...



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#### Public Tweets vs. Protected Tweets

http://support.twitter.com/articles/14016

Benefit	Public	Protected
Open Forum		
Searchable Tweets		
Users can share your tweets		
Referral traffic from Google		

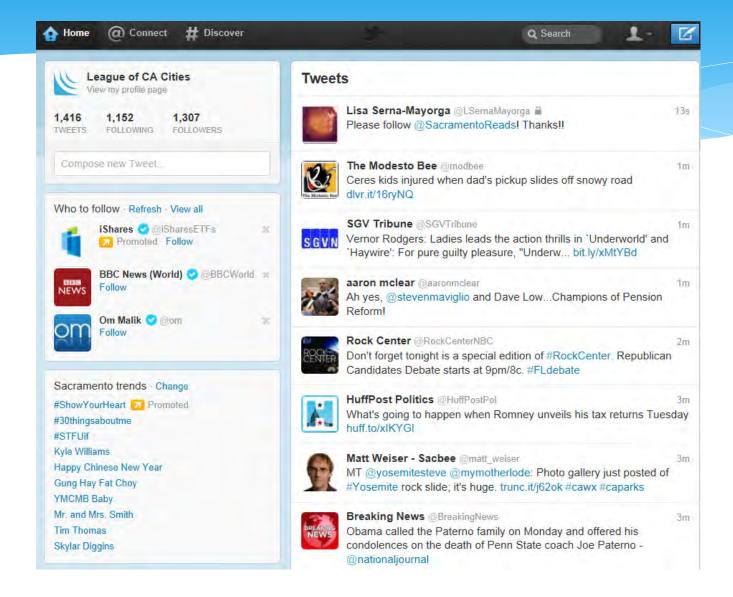
Protecting your tweets essentially defeats the social purpose of Twitter.

Twitter 101:

# Let's Take a Tour!

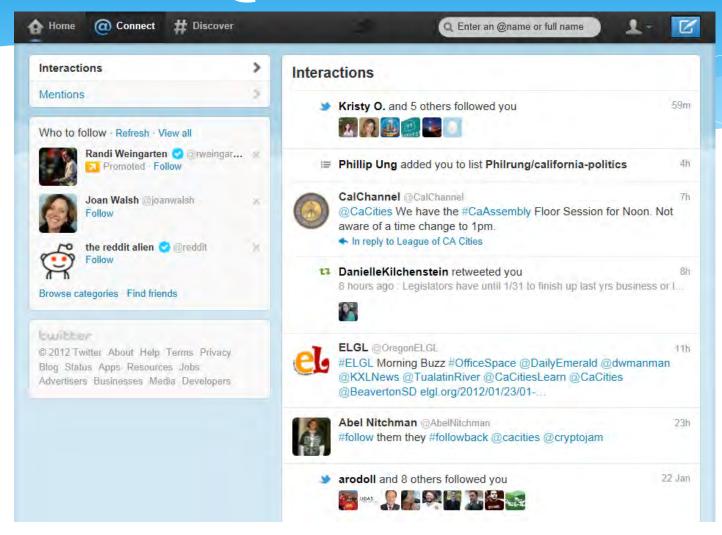


#### Home



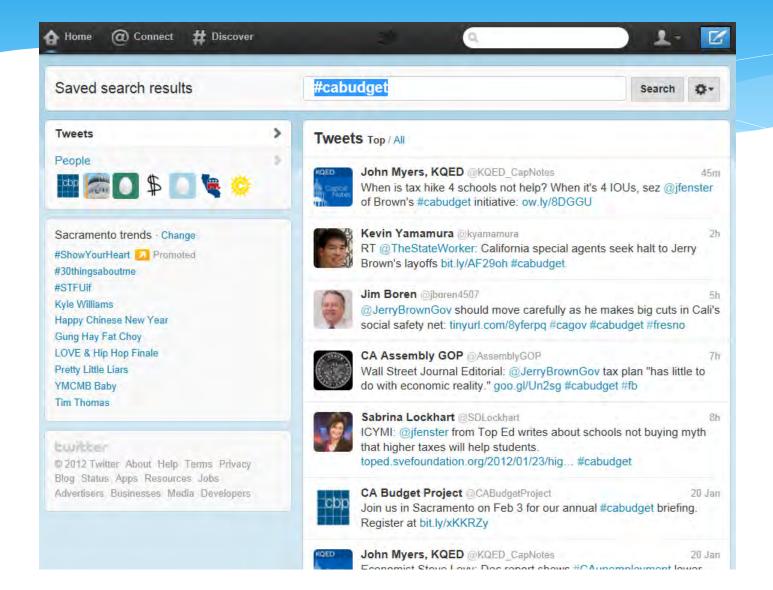


# @Connect





### #Discover





### Profile



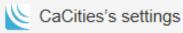


### Lists





# Settings



Account	Password	Mobile Notifications Profile Design Applications
	Name	League of CA Cities  You can change your name on your profile settings.
	Username	CaCities  No spaces, please.  Your public profile: http://twitter.com/CaCities
	Email	leagueofcacities@gmail.com  Note: email will not be publicly displayed.
	Language	□ Let others find me by my email address  English  What language would you like to Twitter in?
	Time Zone	Interested in helping translate Twitter? Check out the Translation Center.  (GMT-08:00) Pacific Time (US & Canada)
Twe	eet Location	Add a location to your Tweets  Ever had something you wanted to share ("fireworks!", "party!", "ice cream truck!", or "quicksand") that would be better with a location? By turning on this feature, you

#### Account

From here you can change your basic account info, language settings, and your Tweet privacy and location settings.

#### Tips

Change your Twitter username anytime without affecting your existing Tweets, @replies, direct messages, or other data. After changing it, make sure to let your followers know so you'll continue receiving all of your Tweets with your new username.

Protect your Tweets if you don't want them to be public. Approve who can follow you and keep your Tweets out of search results.

Learn more by visiting the help center.

# Settings

#### Add a location to your Tweets Tweet Location Ever had something you wanted to share ("fireworks!", "party!", "ice cream truck!", or "quicksand...") that would be better with a location? By turning on this feature, you can include location information like neighborhood, town, or exact point when you tweet. When you tweet with a location, Twitter stores that location. You can switch location on/off before each Tweet and always have the option to delete your location history. Learn more You may delete all location information from your past Tweets. This may take up to 30 minutes. Display media that may contain sensitive content Tweet Media Mark my media as containing sensitive content If you tweet images or videos that may contain sensitive content, please check this box so that people can be warned before they see it. Learn more Protect my Tweets Tweet Privacy Only let people whom I approve follow my Tweets. If this is checked, your future Tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places. Always use HTTPS HTTPS Only Use a secure connection where possible to encrypt your account information.

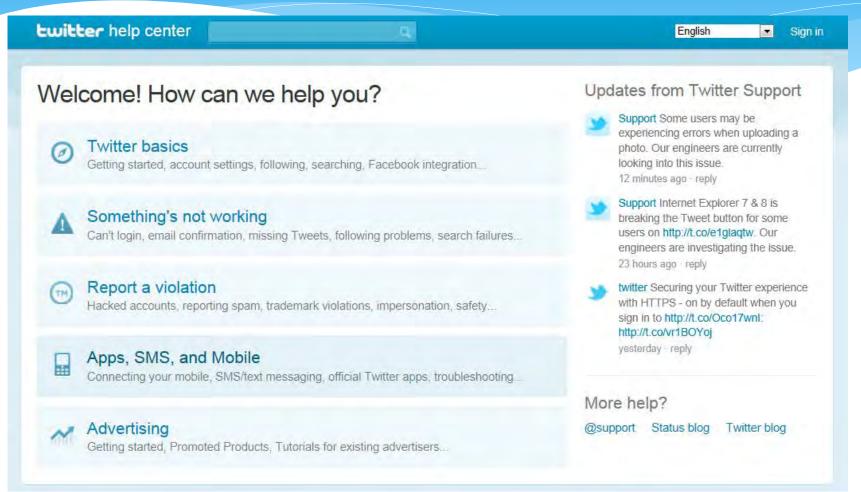
or search results

Learn more by visiting the help center.



# Twitter Help Center

http://support.twitter.com



# Need More Help?

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www.cacities.org/socialmediaresources