



Twitter 101

League of California Cities

[@CaCities](https://twitter.com/CaCities)

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 <http://bit.ly/iScxN2>

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>

Join Twitter today.

Emily Cole

✓ Name looks great.

ecole@cacities.org

✓ We will email you a confirmation.

••••••••••

✓ Password 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:

These Terms of Service ("**Terms**") govern your access to and use of the services and Twitter's websites (the "**Services**"), and any

Printable versions:
[Terms of Service](#) · [Privacy Policy](#)

Create my account

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.

Twitter Terms

Tweet **Retweet**
News Feed @CaCities
Trending #Hashtag
Follow **Mention**

Twitter Glossary: <http://bit.ly/wcsNGe>



Who Should You Follow?

- * [@CaCities](#)
- * 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...



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

The screenshot shows a Twitter home page with a dark navigation bar at the top containing 'Home', 'Connect', 'Discover', a search bar, and a profile icon. The main content is divided into three vertical sections on the left and a large 'Tweets' section on the right.

Left Column:

- League of CA Cities:** Profile card with 1,416 tweets, 1,152 following, and 1,307 followers. Includes a 'Compose new Tweet...' input field.
- Who to follow:** A list of suggested accounts including iShares, BBC News (World), and Om Malik.
- Sacramento trends:** A list of trending topics such as #ShowYourHeart, #30thingsaboutme, and #STFUif.

Right Column (Tweets):

- Lisa Serna-Mayorga (@LSernaMayorga):** 'Please follow @SacramentoReads! Thanks!!' (13s)
- The Modesto Bee (@modbee):** 'Ceres kids injured when dad's pickup slides off snowy road dlvr.it/16ryNQ' (1m)
- SGV Tribune (@SGVTribune):** 'Vernor Rodgers: Ladies leads the action thrills in 'Underworld' and 'Haywire': For pure guilty pleasure, "Underw... bit.ly/xMtYBd' (1m)
- aaron mclear (@aaronmclear):** 'Ah yes, @stevenmaviglio and Dave Low...Champions of Pension Reform!' (1m)
- Rock Center (@RockCenterNBC):** 'Don't forget tonight is a special edition of #RockCenter. Republican Candidates Debate starts at 9pm/8c. #FLdebate' (2m)
- HuffPost Politics (@HuffPostPol):** 'What's going to happen when Romney unveils his tax returns Tuesday huff.to/xlKYGI' (3m)
- Matt Weiser - Sacbee (@matt_weiser):** 'MT @yosemitesteve @mymotherlode: Photo gallery just posted of #Yosemite rock slide; it's huge. trunc.it/j62ok #cawx #caparks' (3m)
- Breaking News (@BreakingNews):** 'Obama called the Paterno family on Monday and offered his condolences on the death of Penn State coach Joe Paterno - @nationaljournal' (3m)

@Connect




Home @ Connect # Discover

Enter an @name or full name

Interactions

Mentions

Who to follow · Refresh · View all











-  **Randi Weingarten** [@rweingar...](#)
Promoted · Follow
-  **Joan Walsh** [@joanwalsh](#)
Follow
-  **the reddit alien** [@reddit](#)
Follow

[Browse categories](#) · [Find friends](#)

twitter

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[Blog](#) [Status](#) [Apps](#) [Resources](#) [Jobs](#)
[Advertisers](#) [Businesses](#) [Media](#) [Developers](#)

Interactions

-  **Kristy O. and 5 others** followed you 59m

-  **Phillip Ung** added you to list **Phlirung/california-politics** 4h
-  **CalChannel** [@CalChannel](#) 7h
[@CaCities](#) We have the [#CaAssembly](#) Floor Session for Noon. Not aware of a time change to 1pm.
[←](#) In reply to [League of CA Cities](#)
-  **DanielleKilchenstein** retweeted you 8h
8 hours ago · Legislators have until 1/31 to finish up last yrs business or L...

-  **ELGL** [@OregonELGL](#) 11h
[#ELGL](#) Morning Buzz [#OfficeSpace](#) [@DailyEmerald](#) [@dwmnman](#)
[@KXLNews](#) [@TualatinRiver](#) [@CaCitiesLearn](#) [@CaCities](#)
[@BeavertonSD](#) [elgl.org/2012/01/23/01-...](#)
-  **Abel Nitchman** [@AbelNitchman](#) 23h
[#follow](#) them they [#followback](#) [@cacities](#) [@cryptojam](#)
-  **arodoll and 8 others** followed you 22 Jan


#Discover

The screenshot shows a Twitter search results page for the hashtag #cabudget. The interface includes a navigation bar with 'Home', 'Connect', and 'Discover' options, a search bar, and a profile icon. Below the navigation bar, the search results are displayed in a grid layout. The main content area shows a list of tweets related to the #cabudget hashtag. On the left side, there are sections for 'Saved search results', 'Tweets' (with a sub-section for 'People'), and a 'Sacramento trends' section. The bottom of the page features the Twitter logo and copyright information.

Home @ Connect # Discover

Saved search results #cabudget Search

Tweets

People

Sacramento trends · Change

#ShowYourHeart Promoted

#30thingsaboutme

#STFUif

Kyle Williams

Happy Chinese New Year

Gung Hay Fat Choy

LOVE & Hip Hop Finale

Pretty Little Liars

YMCMB Baby

Tim Thomas

Tweets Top / All

John Myers, KQED @KQED_CapNotes 45m
When is tax hike 4 schools not help? When it's 4 IOUs, sez @jfenster of Brown's #cabudget initiative: ow.ly/8DGGU

Kevin Yamamura @kyamamura 2h
RT @TheStateWorker: California special agents seek halt to Jerry Brown's layoffs bit.ly/AF29oh #cabudget

Jim Boren @jboren4507 5h
@JerryBrownGov should move carefully as he makes big cuts in Cali's social safety net: tinyurl.com/8yferpq #cagov #cabudget #fresno

CA Assembly GOP @AssemblyGOP 7h
Wall Street Journal Editorial: @JerryBrownGov tax plan "has little to do with economic reality." goo.gl/Un2sg #cabudget #fb

Sabrina Lockhart @SDLockhart 8h
ICYMI: @jfenster from Top Ed writes about schools not buying myth that higher taxes will help students. toped.svefoundation.org/2012/01/23/hig... #cabudget

CA Budget Project @CABudgetProject 20 Jan
Join us in Sacramento on Feb 3 for our annual #cabudget briefing. Register at bit.ly/xKKRZy

John Myers, KQED @KQED_CapNotes 20 Jan
Economist Steve Levitt: Dec report shows #CAunemployment lower

twitter

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Profile

The screenshot shows the Twitter profile page for the League of CA Cities (@CaCities). The header includes navigation links for Home, Connect, and Discover, along with a search bar and a user profile icon. The profile banner features the League of CA Cities logo, the name "League of CA Cities", the handle "@CaCities", and a bio: "Official League of CA Cities account & updates on our advocacy efforts. Follow @cacitieslearn & education updates. http://www.cacities.org/socialmediapolicy Sacramento, CA http://www.cacities.org". To the right of the bio are statistics: 1,468 TWEETS, 1,154 FOLLOWING, and 1,371 FOLLOWERS, with an "Edit your profile" button.

The main content area is divided into two columns. The left column contains navigation links: Tweets, Following, Followers, Favorites, Lists, and Recent images. The right column displays a list of tweets. The first tweet is from the League of CA Cities (@CaCities) posted 34 seconds ago, asking if users' cities have innovative programs and mentioning the Helen Putnam award. The second tweet, posted 7 hours ago, thanks users for retweeting. The third tweet, posted 23 hours ago, mentions a speaker introducing a redevelopment cleanup bill. The fourth tweet, posted 7 days ago, discusses Project Labor Agreements. The fifth tweet, also 7 days ago, announces a webinar on working with local electric utilities. The sixth tweet, 7 days ago, mentions a list of legislators.

Below the navigation links is a "Similar to you" section showing accounts followed by the user: City of Cupertino (@CityofCupertino), Paul Krekorian (@PaulKrekorian), and Fiona Ma (@fionama).

Lists

The screenshot shows the Twitter profile of the League of CA Cities (@CaCities). The profile header includes the name, handle, bio, website, location, and statistics (1,468 tweets, 1,154 following, 1,371 followers). The main content area is divided into two columns. The left column contains navigation links: Tweets, Following, Followers, Favorites, Lists, and Recent images. The right column is titled 'Lists' and shows a list of subscribed lists and member lists. The 'Lists' section includes: 'federal-legislators' (31 members), 'state-legislators' (83 members, CA Governor, Senate and Assembly Members), 'staff' (21 members, League Staff), 'electedsandofficials' (67 members, by Sacramento PressClub), 'CapitolMediaTweets' (50 members, by Sacramento PressClub), 'CaCounties' (9 members, by League of CA Cities, Counties in California), and 'CaCities' (138 members, by League of CA Cities, California Cities on Twitter). The 'Similar to you' section on the left lists: 'City of Cupertino @CityofCupertino' (Following), 'Paul Krekorian @PaulKrekorian' (Following), and 'Fiona Ma @fionama' (Following).

Home Connect Discover Search

League of CA Cities

@CaCities
Official League of CA Cities account 4 updates on our advocacy efforts. Follow @cacitieslearn 4 education updates.
<http://www.cacities.org/socialmediapolicy>
Sacramento, CA <http://www.cacities.org>

Edit your profile
1,468 TWEETS
1,154 FOLLOWING
1,371 FOLLOWERS

Tweets
Following
Followers
Favorites
Lists
Recent images

Lists

Subscribed to / Member of Create list

- federal-legislators**
31 members
- state-legislators**
CA Governor, Senate and Assembly Members
83 members
- staff**
League Staff
21 members
- electedsandofficials** by Sacramento PressClub
67 members
- CapitolMediaTweets** by Sacramento PressClub
50 members
- CaCounties** by League of CA Cities
Counties in California
9 members
- CaCities** by League of CA Cities
California Cities on Twitter
138 members

Similar to you

- City of Cupertino** @CityofCupertino
Following
- Paul Krekorian** @PaulKrekorian
Following
- Fiona Ma** @fionama
Following

twitter

Settings



CaCities's 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.

Let others find me by my email address

Language

English



What language would you like to Twitter in?

Interested in helping translate Twitter? Check out the [Translation Center](#).

Time Zone

(GMT-08:00) Pacific Time (US & Canada)



Tweet 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

Tweet 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 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.

Tweet Media Display media that may contain sensitive content

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](#)

Tweet Privacy Protect my Tweets

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.

HTTPS Only Always use HTTPS

Use a secure connection where possible to encrypt your account information.

of search results.

Learn more by visiting the [help center](#).

Save

Twitter Help Center

<http://support.twitter.com>

twitter help center

English

Sign in

Welcome! How can we help you?



Twitter basics

Getting started, account settings, following, searching, Facebook integration...



Something's not working

Can't login, email confirmation, missing Tweets, following problems, search failures...



Report a violation

Hacked accounts, reporting spam, trademark violations, impersonation, safety...



Apps, SMS, and Mobile

Connecting your mobile, SMS/text messaging, official Twitter apps, troubleshooting...



Advertising

Getting started, Promoted Products, Tutorials for existing advertisers...

Updates from Twitter Support



Support Some users may be experiencing errors when uploading a photo. Our engineers are currently looking into this issue.

12 minutes ago · reply



Support Internet Explorer 7 & 8 is breaking the Tweet button for some users on <http://t.co/e1glaqtw>. Our engineers are investigating the issue.

23 hours ago · reply



twitter Securing your Twitter experience with HTTPS - on by default when you sign in to <http://t.co/Oco17wnl>: <http://t.co/vr1BOYoj>

yesterday · reply

More help?

[@support](#)

[Status blog](#)

[Twitter blog](#)

Need More Help?

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