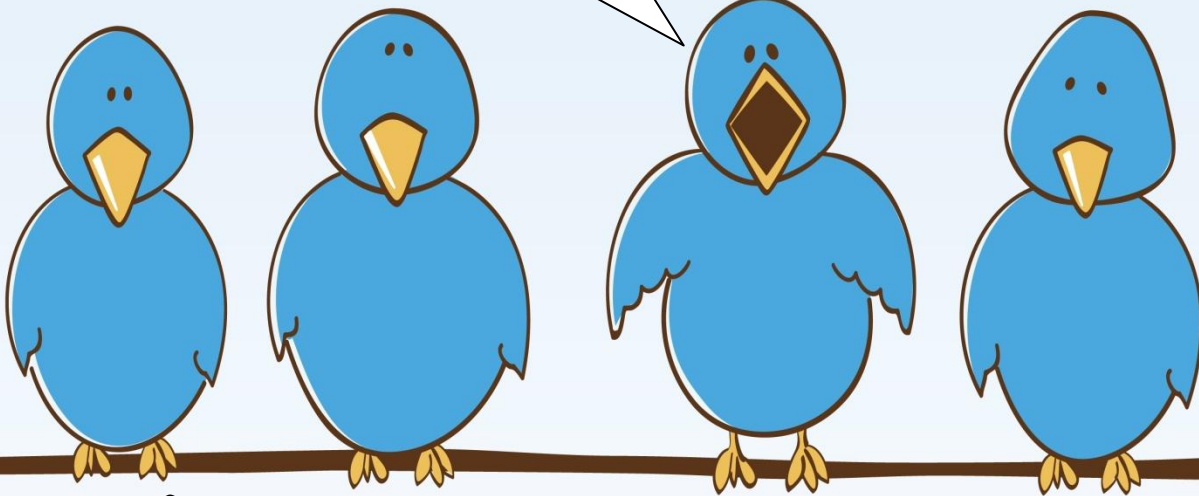


twitter

for Educators: A Beginner's Guide

TWEET!



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What is Twitter?



What's happening?

Twitter is an online social networking and micro-blogging service that enables its users to send and read text-based posts of up to 140 characters, informally known as "tweets".



140 Tweet

Twitter in Plain English



Twitter in 60 Seconds



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Why would Educators use Twitter?



Twitter is more than just
"What's happening?"
Educators can use Twitter to...



Share resources with other educators.

@amercoggin: Check out this cool website for interactive games in all subjects.
<http://www.e-learningforkids.org>

@brainpop: Join us for a free webinar at 4:30 & learn how to make your IWB lessons "pop!" <http://t.co/YYppkNCL>

Participate in real-time online Professional Development.

Communicate with parents.

@CollierES: Make-up pictures will be taken Friday. All students must be in uniform.

@MobilePublicSch: Regular Board meeting tonight - Morningside Ele. or view via live stream from our website 6 pm- www.mcps.com

Get updates from other educational organizations.

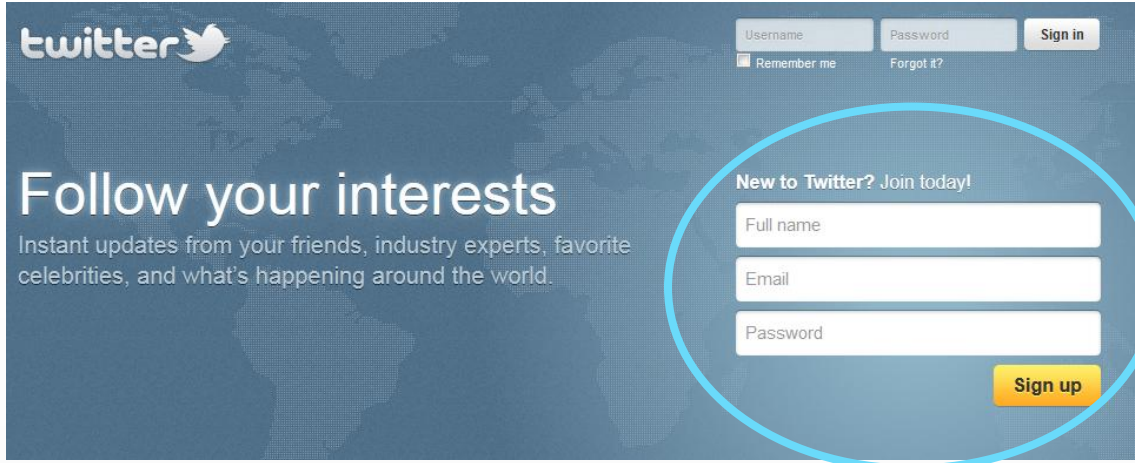


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Getting Started



Visit twitter.com to create your free account.



Choosing a Username

Your real name:

@ambercoggin @deananunn

A name to describe your interests:

@techteacher @spedtchr78

**A name to describe the organization
you represent:**

@CollierES @MobilePublicSch

Choosing a Password

Twitter passwords must contain 6 characters or more. Make your password something easy for you to remember, but hard for others to guess. If your account gets “hacked”, meaning tweets are sent under your account but not by you, change your password immediately!

Amber Coggin

acoggin@mcpss.com

●●●●●●●●

ambercoggin

Suggestions: CogginAmber · AcogginAmber · AmberAcoggin

Keep me logged-in on this computer. **Not for public computers!**

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 information, text, graphics, photos or other materials

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.

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Finding People to Follow

In order to make Twitter interesting, you first must find people to “Follow”. Follow people who have the same interests as you (other educators, people who like to garden, etc.), friends or family, news organizations, or just those you want to learn more about (actors, musicians, politicians, etc.). In order to follow someone, simply visit their Twitter page and click “Follow”.

Follow: To follow someone on Twitter means to subscribe to their tweets or updates on the site. Once you follow someone, their tweets will show up on your timeline. You can reply to their tweet or retweet it to those who follow you so they can read it too!



Deana Orso Nunn

@deananunn Wilmer, Alabama
I am a wife, mother of four and a student at the University of South Alabama in the Secondary English/Language Arts department. Whew! I'm tired!
<http://nunndeanaEDM310.blogspot.com>

Follow

Timeline @Mentions Retweets Searches Lists

snbeach Sheryl NussbaumBeach
Excited about the possibility of working with a school so close to home. Go Va Beach. #tekkietalk
12 minutes ago

TweetHomeAla Tweet Home Alabama
RT @auburnopelika: Fun blog article on the Auburn Opelika area!...
fb.me/SdsobTNj
13 minutes ago

oliverquinlan Oliver Quinlan
Off to #eict150 lecture in a minute. If you tweeting use the hashtag #eict150 to allow people to search for tweets & to search for others.
13 minutes ago

snbeach Sheryl NussbaumBeach
Just met with visionary educators from the Diocese of Richmond. Looking forward to hearing about the great th... (cont)
deck.ly/~bKPxi
13 minutes ago

AlabamaDeptofEd Alabama Dept of Edu
State Board of Education Work Session Agenda for Thur, Oct. 27
alsde.edu/boe/WorkSessio...
13 minutes ago

cybraryman1 Jerry Blumengarten
Please vote for tomorrow's #edchat topics: twtpoll.com/csfbx
14 minutes ago

How do I find people to follow?

Twitter's Who to Follow Feature

- Located on the Twitter homepage
- View suggestions
- Browse interests

Compiled Educator Databases

- Educators on Twitter
- Twitter4Teachers
- Seven Ways to Find Teachers on Twitter

Follow who I Follow!

Visit the Twitter profile of another educator. Click on the “Following” link and see who they’re following. They may interest you too!



About @ambercoggin

979

Tweets

852

Following

1,156

Followers

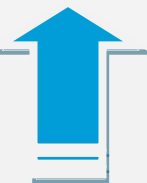
72

Listed

Twitter Lists

Twitter users can organize others into groups, or “lists”. When you click to view a list, you’ll see a stream of Tweets from all the users included in that group. [Read more about Lists.](#)

Timeline: The tweets of all the folks I’m following appear here with the most recent tweet at the top.



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Getting People to Follow You

Now that you know how to find people to follow on Twitter, what about getting people to follow you? It's not fun to talk when no one is listening!

Followers: Followers are people who receive your tweets. If someone follows you, they will get your updates, or your tweets, on their timeline when they log in.

Upload a Profile Picture

Don't be an Egg Head!



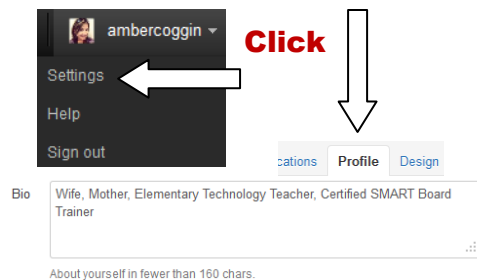
Twitter will assign the dreaded "egg" as your profile picture by default until you change it. As an educator, it's best to upload a true photo of yourself. It will make you credible and will connect you to your Followers.

7 Ways to Be Worth Following on Twitter

1. **Be Interesting** (Don't just tweet about what you had for lunch!)
2. **Be Informative** (Share links and other resources.)
3. **Be Interactive** (Spend some time on the site. Don't just tweet and run!)
4. **Be Promotional** (Don't be afraid to share the good work you've done.)
5. **Be Personal** (Respond to others and answer questions.)
6. **Be Considerate** (There is such thing as tweeting *too* much and flooding other's Timelines. Oh, and don't type in ALL CAPS. It's considered YELLING!)
7. **Find a Balance** (Balance all of the above, and you will be a good, respectable Tweeter that others will want to follow.)

Fill out your Bio

Most seasoned Twitter users will hardly ever follow someone who doesn't have a biography. Your biography is the only place to tell others about yourself. Leaving it blank or non-descriptive doesn't encourage people to follow you. To complete your bio, click Settings, then Profile.



Here are some informative Twitter Bios:



Eric Sheninger

@NMHS_Principal New Milford, NJ
Principal of New Milford HS w/ an interest in EdTech+Change leadership; Google Certified Teacher, ASCD Conference Scholar, Author, Speaker
<http://ericsheninger.com>



Susanna Livingston

@educatorshelper Boca Raton, FL
Educator of 13 years, interested integrating technology into the classroom. Passionate about literacy and instilling a love for reading in all children.
<http://educatorshelper.edublogs.org>

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Twitter Lingo



“What does the @ symbol mean on Twitter? Why do I keep seeing a number sign #? What is a RT?” These questions are asked by almost everyone when learning to use Twitter. Here is some of the most commonly used Lingo on Twitter.

- **Follow** To follow someone on Twitter means to subscribe to their Tweets or updates on the site. Find out [more about following](#), or learn [how to follow others](#).
- **Following** Your following number reflects the quantity of other Twitter users you have chosen to follow on the site. [Find out more about following](#).
- **# Hashtag** The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages.

Example: Below, @ambergoggin added the hashtag before the word "smartboard" in or at the end of her tweet. The word is now a clickable link to search results for all Tweets containing "#smartboard".



@ambergoggin
Amber Coggin

Today's SMART Board Goody:
GCFLearnFree.org- Technology, literacy,
& math tutorials & activities. <http://goo.gl/3aAVz> #smartboard



- **Retweet (RT)** The act of forwarding another user's Tweet to all of your followers. [Find out more about retweets](#).
- **@ Sign** The @ sign is used to call out, or “Mention”, usernames in Tweets. When a username is preceded by the @ sign, it becomes a link to a Twitter profile. It also allows the tweet to show up in the Mentions tab on the user’s Twitter page.

Example: If I wanted my followers to follow a really informative educator I found, I might tweet: “***Please follow @Alli_Flowers for great secondary Language Arts resources. #Langchat***”

- **Timeline** A real-time list of Tweets on Twitter. See also Home Timeline. [Find out more about your timeline](#).
- **Trending Topics** A subject algorithmically determined to be one of the most popular on Twitter at the moment. [Find out more about trending topics](#).

Click for the entire



Programs & Apps

There are more ways to use Twitter besides Twitter.com! You can use Twitter through desktop programs, apps on your Smart Phone, or even through text messaging. Here are a few of the most popular.



TweetDeck is a program that can be downloaded and used to organize Twitter feeds. Multiple columns can be organized to follow and monitor conversations with groups, topics of interest, or #hashtags. One of the major benefits of TweetDeck is that you can post updates to Twitter and Facebook at the same time. Visit Tweetdeck.com to get started.

HootSuite.com is a web-based Twitter client that is considered "the ultimate Twitter toolbox". With HootSuite, you can manage multiple Twitter accounts and other social media profiles such as Facebook and Foursquare within your Internet browser. You can also pre-schedule tweets and add custom Twitter streams. TweetDeck and HootSuite are similar, so we recommend trying both out before you commit.



Applications



- [Twitter for iPhone](#)
- [Twitter for iPad](#)
- [Twitter for Android](#)
- [How to Use Twitter via Text Messaging](#)



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Guidelines & Best Practices

Is it ok to use Twitter at school?

MCPSS Board policy prohibits Employees from communicating with individual or small groups of students outside of System owned means and resources. Mobile County prefers that its Employees utilize only school owned resources to communicate and interact with students. It is recognized however that the proper use of Social Networking sites may have a valid place in today's educational environment. To that end, employees are urged to consider the following suggestions (in addition to Board and System policies) in utilizing social networking sites in the classroom.



Yes! But...

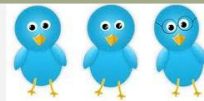
Do not mix personal and school profiles. Employees should not utilize their personal social network profiles to interact with any student. You may even consider creating two separate Twitter accounts: one professional and one personal.

Any written text, whether in a text message, an email or posted on a Facebook or Twitter page, can easily be taken out of context or misunderstood. Always use appropriate language. Avoid inappropriate language, exaggeration, provocation and sarcasm.

Think twice before posting. Privacy does not exist in the world of the internet and social media. Consider what could happen if a post (including posts on personal profiles) becomes widely known and how that may reflect both on the employee and MCPSS. Search engines can turn up posts years after they are created, and comments can be forwarded or copied. If you wouldn't say something in your classroom, at a conference or to a member of the media, consider whether you should post it online. Remember, whatever gets put on the Internet stays there forever. There is no delete key once you've posted.

Remember that anyone can access the Internet and view what you write on a blog or, in many cases, your personal social network profile (in this case, Twitter). Twitter DOES allow you to set your profile as "Private". This means only those you accept as Followers will be able to view your tweets; however, it still doesn't stop your approved Followers from retweeting what you've posted. You may consider sending someone a "Direct Message (DM)" on Twitter that only they can see. [Read more about Public and Protected Tweets.](#)

Be fair and accurate. Avoid online fights. Be respectful. Don't use social media for personal attacks or inflammatory arguments.



[MCPSS Policies and Procedures](#)

[The Twitter Rules](#)

[10 Commandments of Twitter Etiquette](#)

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Other Tools & Resources

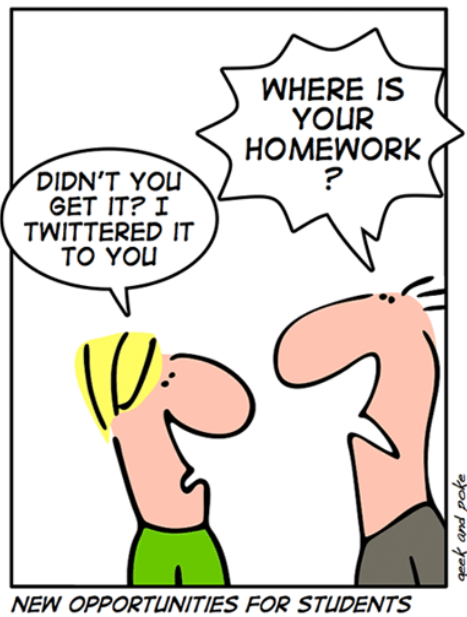
Guides and Tutorials

- [Twitter Support](#)
- [An Educator's Guide to Twitter](#)
- [25 Important Twitter Guides and Apps for Teachers](#)
- [10 Steps for Educators New to Twitter](#)
- [10 Twitter Tips for Teachers](#)



facebook
vs
twitter

"Facebook is for people you know in real life. Twitter is for people you WISH you knew in real life." - Unknown



Sharing Media on Twitter

- [Posting Links](#)
- [Sharing Photos](#)
- [Sharing Videos](#)
- [Twitter Polls](#)



Teaching with Twitter

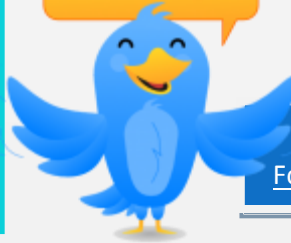
- [100 Ways to Teach with Twitter](#)
- [Twitter in the Classroom](#)
- [50 Ways to Use Twitter in the Classroom](#)

twitter

Twitter Real-Time Search

Twitter is the new Google! Type in a [keyword](#) on Twitter to find out what's being said about that topic right now! (e.g. Interactive math)

Let's TWEET



[Join Twitter!](#)

Follow [@ambergoggin](#)

Follow [@MobileCountySch](#)

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