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A Conversation about Twitter

Scott Brown, Social Information Group

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Scott Brown, Social Information Group Transportation Librarians Roundtable 08 September 2011 Twitter: @socialinfo







Follow

Thinking how stupid this site is!

5:01 PM Jun 1st, 2008 from web

my sunburn makes me look drunk. also i'm drunk.

9:45 PM Jul 5th via TweetDeck Retweeted by 38 people



birbigs Mike Birbiglia

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# Twitter???

## twitter

Home



### hindleyite

Twitter make man stupid? Man make television. Man make cakes. Man not stupid. Twitter stupid.

less than 20 seconds ago from web

# builter http://www.twitter.com

What is it?

"Microblogging" tool – similar to text messaging

• Think:

RSS feed for you – or your organization

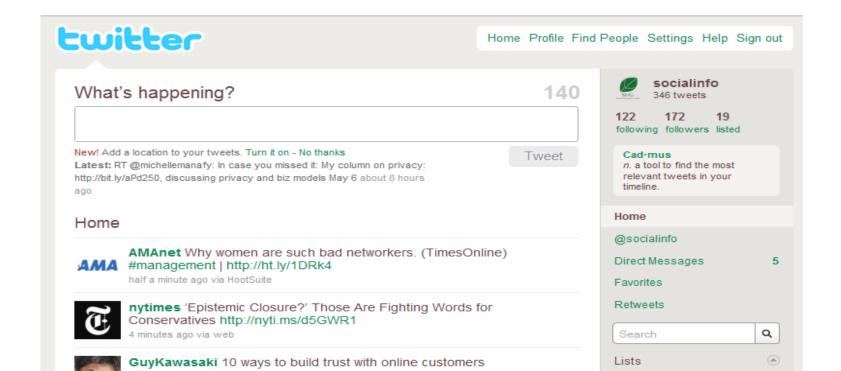
 What's the advantage?

- Free
- Quick setup
- Find and "follow" peers, thought leaders, potential customers, locals
- Communicate (both ways)
- Additional marketing tool ("tweet" blog posts, etc. – also list your website, specialties)
- Where do I find it?
- http://www.twitter.com



# How do I get started?

- Sign up
- Create some "tweets"
- Start following people



## Twitter for personal or professional use

- ▶ **Twitter** http://www.twitter.com
  - ▶ To share your expertise, and pointers to other information that's important to you or your work
  - "Value-add" information stream
    - News feed for you or your department
  - Low barrier to entry, quick to set up, but requires constant attention
  - ▶ Connection, content and *speed* are key

#### Twitter feeds of interest

- RITA: http://twitter.com/DOTRITANews (or @DOTRITANews)
- Bureau of Transportation Statistics:@TransportStats
- ▶ National Transportation Library: @NatlTransLib
- Intelligent Transportation Systems:@ITSJPODirector
- Many state DOTs have Twitter feeds
- Want a big list? http://listorious.com/PublicWorks/transportation

# Thank you!

## Scott Brown Social Information Group

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