



September 8, 2011

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



CathyO

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



birbig
Mike Birbiglia

Twitter???



hindleyite

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

less than 20 seconds ago from web



<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

The screenshot shows the Twitter homepage interface. At the top left is the Twitter logo. To the right of the logo is a navigation bar with links for Home, Profile, Find People, Settings, Help, and Sign out. Below the navigation bar is a large text input area for composing a tweet, with the text "What's happening?" and a character count of 140. Below the input area is a "Tweet" button. Below the "Tweet" button is a tweet from AMAnet, which includes a link to a TimesOnline article. Below the AMAnet tweet is a tweet from nytimes, which includes a link to a New York Times article. Below the nytimes tweet is a tweet from GuyKawasaki, which includes a link to an article about building trust with online customers. On the right side of the interface is a sidebar with a profile for socialinfo, showing 122 following, 172 followers, and 19 listed. Below the socialinfo profile is a section for Cad-mus, which is a tool to find the most relevant tweets in your timeline. Below the Cad-mus section is a section for Home, which includes links for @socialinfo, Direct Messages (5), Favorites, Retweets, and Lists. At the bottom of the sidebar is a search bar and a search icon.

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!

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