

What's All the Twitter About ?

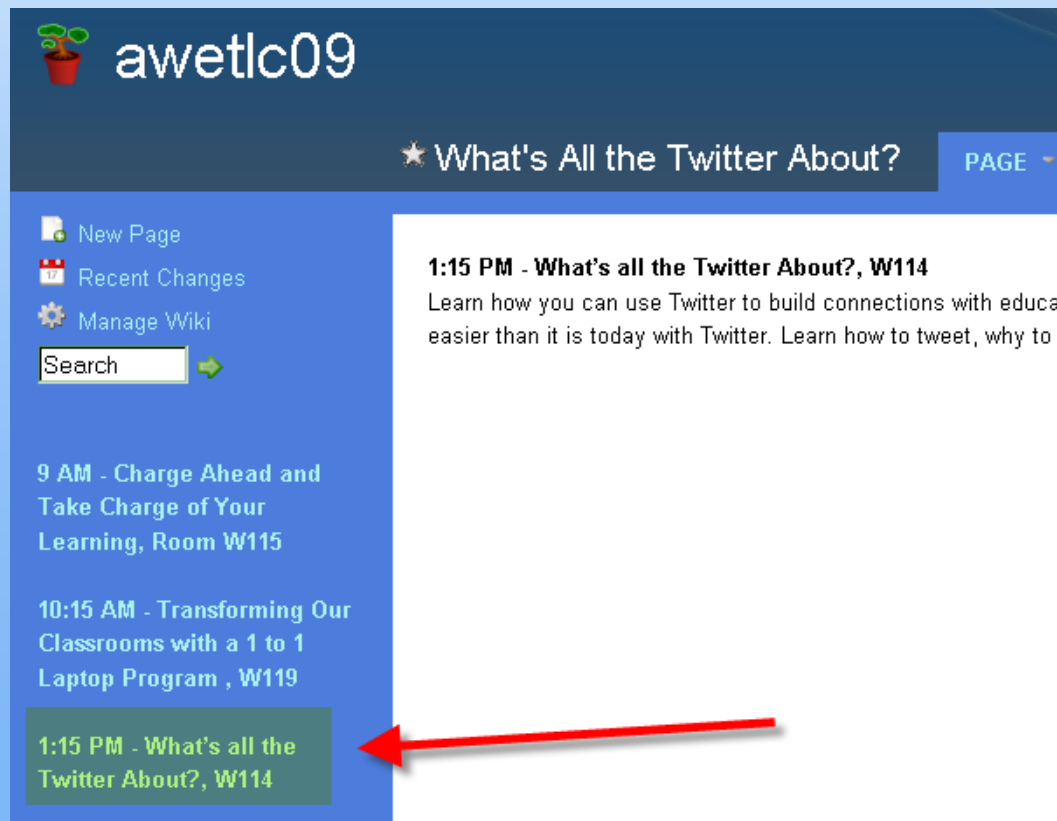
Presenter: **Annelise** Woitulewicz

Summit Academy Schools

Session Description

- Learn how you can use Twitter to build connections with educators across the globe. Building a personal learning network has never been easier than it is today with Twitter. Learn how to tweet, why to tweet, when to tweet and all the tweet etiquette you've wondered about.

<http://awetlc09.wikispaces.com>



The screenshot shows the Wikispaces interface for the user 'awetlc09'. The header is dark blue with the user's name and a small plant icon. Below the header, there's a navigation bar with a star icon and the text 'What's All the Twitter About?'. To the right of this bar is a 'PAGE' dropdown menu. The left sidebar is blue and contains links for 'New Page', 'Recent Changes', 'Manage Wiki', and a search box. Below these links are three recent page entries: '9 AM - Charge Ahead and Take Charge of Your Learning, Room W115', '10:15 AM - Transforming Our Classrooms with a 1 to 1 Laptop Program , W119', and '1:15 PM - What's all the Twitter About?, W114'. The last entry is highlighted in green. A red arrow points from this entry to the main content area on the right. The main content area is white and shows the title '1:15 PM - What's all the Twitter About?, W114' and the beginning of the text: 'Learn how you can use Twitter to build connections with education easier than it is today with Twitter. Learn how to tweet, why to tweet'.

awetlc09

★ What's All the Twitter About? PAGE

New Page
Recent Changes
Manage Wiki
Search

9 AM - Charge Ahead and Take Charge of Your Learning, Room W115

10:15 AM - Transforming Our Classrooms with a 1 to 1 Laptop Program , W119

1:15 PM - What's all the Twitter About?, W114

1:15 PM - What's all the Twitter About?, W114
Learn how you can use Twitter to build connections with education easier than it is today with Twitter. Learn how to tweet, why to tweet

annelise@summit-academy.com

Agenda

1. Twittersphere
2. Getting Started
3. How I Use Twitter
4. Some Tricks
5. Some Stories
6. Q & A

Twouble with Twitters: SuperNews!



▶ Ad



0:19 / 4:27



HQ



**What do you mean
you don't use Internet ...
how do you tweet
then?!**



Twitter in Plain English

Twitter in Plain English

★★★★☆

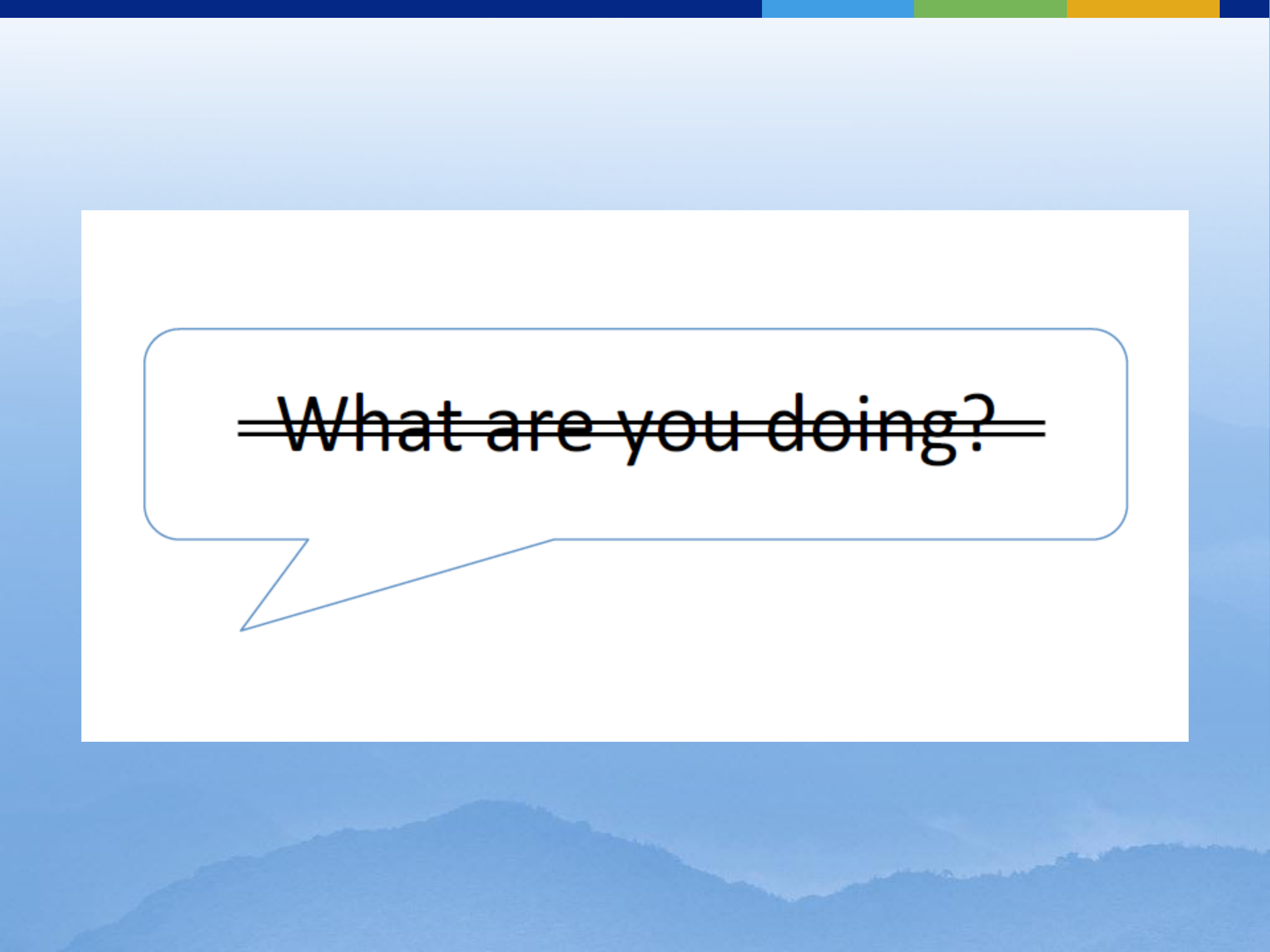





Getting Started



What do people tweet about?



~~What are you doing?~~



What has your attention?

In 140 characters.

http://



What has your attention?



5 Stages of Twitter Acceptance

1. Denial

"I think twitter sounds stupid. Why would anyone care what other people are doing right now?"

2. Presence

"Ok, I don't really get why people love it, but I guess I should at least create an account"

3. Dumping

"I'm on Twitter and use it for pasting links to my blog posts and pointing people to my press releases"

4. Conversing

"I don't always post useful stuff, but I do use Twitter to have authentic 1x1 conversations"

5. Microblogging

"I'm using Twitter to publish useful information that people read and converse 1x1 authentically"

Tweet to your Public Timeline



Home Profile Find People Settings Help Sign out

What are you doing?

140

Or SMS 40404

Latest: @niiing Not if he has so many people behind him. His grassroots support is amazing! about 21 hours ago

update

**chrisbrogan** RT @AdamUrbanski: RT @fleurdeleigh: When you stop viewing followers as a "sum" & connect w/ them as a "someone" then Twitter gains meaning. *less than 20 seconds ago from TweetDeck*

**JimMacMillan** Today is a great day to check out newspaper front pages – <http://is.gd/g78u> – in case we don't have newspapers next time :-)
8 minutes ago from TweetDeck

**copyblogger** Argh, new Apple Cinema is not compatible with 2-year-old MacBook Pro. Now, must return Cinema or buy new MacBook Pro... hmm. Still thinking. *12 minutes ago from web*

**Techmeme** Google Tries Squeezing More Money Out of YouTube (Peter Kafka/MediaMemo) <http://tinyurl.com/dxqs9c>
13 minutes ago from web

**SGnews** [Topix] Budget won't be ordinary <http://tinyurl.com>

**minxuan**

146 following 147 followers 161 updates

Home

@Replies

Direct Messages 16

Favorites

Everyone

Following add



Reply using @

what am i doing here? eek

5 days ago from web



biyingw
Bi Ying Wong

@biyingw At this rate my office toilet cleaner will be on Twitter too =D

10:51 PM Jan 15th from web in reply to biyingw



gssq
Agagooga

Private Message using d

Direct Messages Sent Only to You



When we get married we will have MX be 1 of my 4 babies' godma. How does that sound? :D:D



4?! I want 11



ReTweet using RT

twitter

[Home](#) [Profile](#) [Find People](#) [Settings](#) [Help](#) [Sign out](#)

RT @b_catenin "Bush's helicopter is having trouble lifting off. Prob all the baggage he's bringing with him. " That' s true on SO many levels



11:30 AM Jan 20th from web



minxuan

Who should I follow?

twitter

[Home](#) [Profile](#) [Find People](#) [Settings](#) [Help](#) [Sign out](#)

Find people. Follow them.

Find on Twitter

Find on other networks

Invite by email

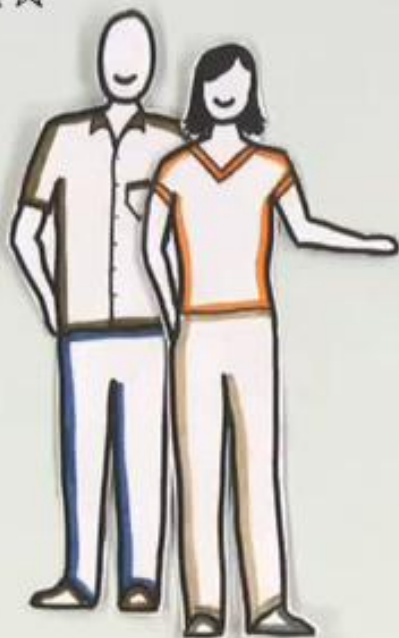
Suggested Users

You can search for people you know who already have a Twitter account.



Twitter Search in Plain English

Twitter Search in Plain English



0:05 / 3:37





How I use Twitter



Enhance my social circle



Expand my social network



kanter @audreytan thanks so much again – here's the post
<http://tinyurl.com/3jaj93> 6:27 PM Dec 17th, 2008 from web in reply to
 audreytan



Learn from the Influencers

What do they read?
What are they talking about?



SGnews

▶ **Following** - Device updates OFF

[Tomorrow.SG] Obama to receive Singapore plea <http://tinyurl.com/b>

41 minutes ago from twitterfeed

[ST] Few going home for holidays <http://tinyurl.com/dicvm9> about 1 hour ago from t



gtrend

▶ **Following** - Device updates OFF

New Google Trend: dan abrams <http://snipr.com/ai4fz>

about 1 hour ago from web

New Google Trend: ali wentworth <http://snipr.com/ai0k0> about 1 hour ago from web

Staying On Top of the News

Twitturly - Current Top 100 (All Languages)



+ 469 Tweets | [The Inauguration of President Barack Obama - The Big Picture - Boston.com](#)

+ 399 Tweets | [Fanboy.com » Blog Archive » Social Media "Experts" are the Cancer of Twitter \(and Must Be Stopped\)](#)

+ 283 Tweets | [Inauguration Day | Popular Science](#)

+ Ad -- Easily find out any time one of the top three links on our homepage changes. Follow @twitturly!

+ 329 Tweets | [The country's new robots.txt file](#)

Buzzing right now



16:48:08



actor affected agenda arcade australia avoiding awake beach bid bloody boot

born bulletin careful **caroline** chances chillin competitors

consideration continues cuomo difference dropped everyday firstmac
grader hrs homemade hospital idol ignore impossible japan joe

kennedy launched limits luckily mac major neck nyt nytimes oath

patch pieces pizza push reports resource **retakes** seat senate seven shake
sinal stupidity suit tape ten twice version virtual washington withdraw withdrawing
withdrawn withdraws yea york

From wrapping the ice-cap in blankets to moving the Earth further from the Sun... 10 mad ways to save the planet

By NIGEL BLUNDELL

Last updated at 12:45 AM on 10th January 2009

[Comments \(0\)](#) | [Add to My Stories](#)

Can the world be saved from global warming? Opinion about the divided - at one end of the spectrum there are the gloom-mongers all doomed, while at the other there are those who believe that planet itself

Ads By Google

Carbon Management
 carboncheck software for effect
www.carbon-check.com



George Bush Top 10 Moments - David Letterman



The Best of the Web



In this up and down economy I'm outsourcing my wardrobe (namely shirt). I'm going to wear a different shirt for 365 days straight in 2009, take multi-media and blog about it. Days are sold at "face value" so January 1 is \$1 and D

Update: 230 of 365 Days Have Sold

BUY YOUR SPOT

LEARN MORE ABOUT IWYS

at the request of a commission report about entrepreneurship. Unfortunately, I decided it was too controversial to include.)

VC funding will probably dry up somewhat during the recession, like it usually does in bad times. But it may be different. This time the number of new startups may decrease. And that could be dangerous for VC.

Search

Realtime results for **qik**

0.03 seconds



xhozt: MY STREAM IS ON WATCH IT HERE!! [qik] - at the dallas tweetup
<http://qik.com/video/899275>

less than 20 seconds ago · [Reply](#) · [View Tweet](#)

For Work: Know our Users



jsutandyo @minxuan awesome thanks! – "Nokia N95 has the best quality for Qik videos" 1:35 PM Jan 14th from TweetDeck in reply to minxuan

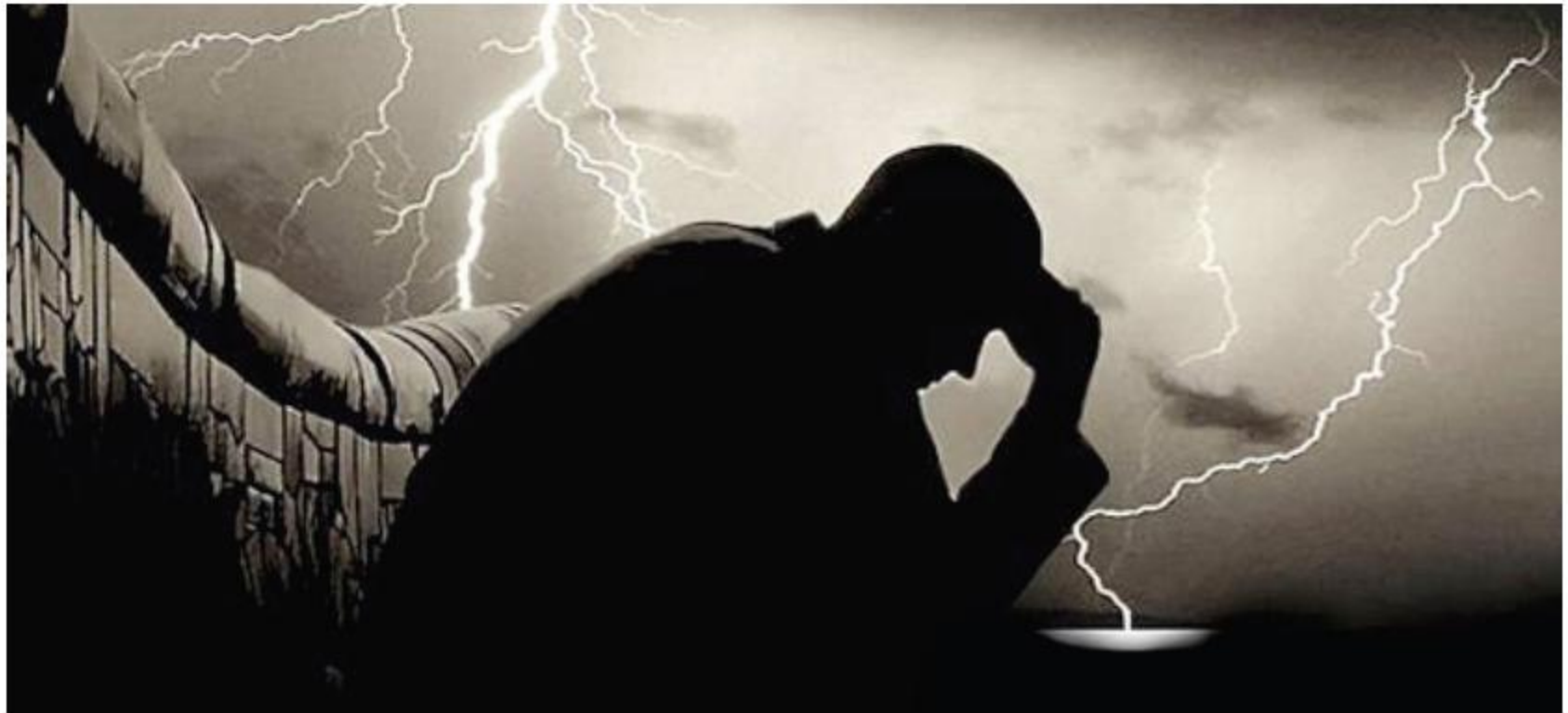


CHCtwitter @minxuan @audreytan thanks for the Qik props! I'll follow @qik for more. Look for some web integrations coming soon! 5:50 PM Jan 13th from twitterrific in reply to minxuan



alexve @minxuan you're right, will do it tomorrow, first some sleep :-)) Just signed up for Qik! 3:38 PM Jan 13th from TweetDeck in reply to minxuan

Personal Development

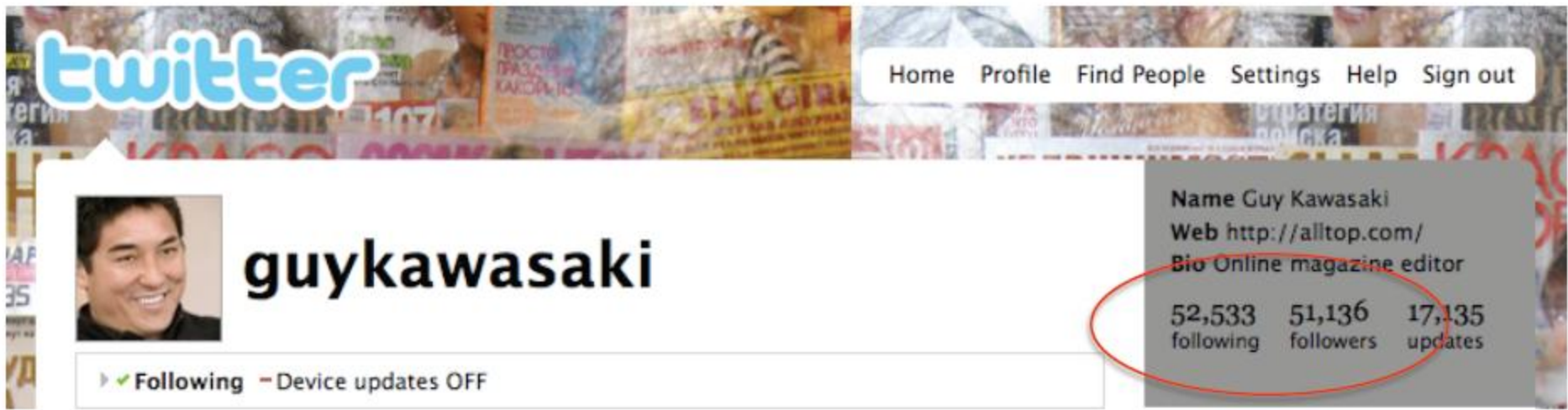


Remember better, Think better, Write better



Some Tricks


How to cut through the noise?



The image shows a screenshot of a Twitter profile page for a user named 'guykawasaki'. The profile picture is a headshot of a man. The bio states 'Online magazine editor'. The statistics section shows 52,533 following, 51,136 followers, and 17,135 updates. A red circle highlights the statistics area. The background of the profile header features a collage of various magazine covers.

twitter

Home Profile Find People Settings Help Sign out

 **guykawasaki**

Name Guy Kawasaki
Web <http://alltop.com/>
Bio Online magazine editor

52,533 following 51,136 followers 17,135 updates

▶ Following - Device updates OFF



Tweet Later

Productivity Tools For Busy Tweeples


Don't use Twitter.com

TweetDeck v0.2.1b Remaining API: 80/100 Resets: 14:59

All Friends 3

 Sent letter to President Obama today, urging reconsideration of CA's waiver request for cleaner cars <http://gov.ca.gov/press-release/11404>
@schwarzenegger, [H] Wed 21 Jan 14:14 via web

 Wow. I hadn't seen this until Seth Godin mailed it to me. I have a "shoutout" page? - <http://is.gd/gLij> - well thanks.
@chrisbrogan, [H] Wed 21 Jan 14:14 via TweetDeck

 If you've never seen/heard Marvin Gaye sing The Star Spangled Banner, you're missing out - <http://is.gd/gLij>
@copyblogger, [H] Wed 21 Jan 14:14 via web


 Bob redford taking photos with everyone outside zoom-very cool guy. #sundance
JasonCalacanis, [H] Wed 21 Jan 14:12 via Twitter


 Stanford E-Week <http://tinyurl.com/7p7dqa>

Replies

 "End of an error" @minxuan <http://twitpic.com/15h22>
audreytan, Wed 21 Jan 05:14 via Search


 @minxuan And oh yes, the eternal BSOD is finally over. America has their operating system back. :)
brainopera, [H] Tue 20 Jan 20:39 via TweetDeck


 @minxuan I saw your Qik inauguration blog post. Care to share any stats on how citizens took to sharing their historic experience via Qik?
brainopera, [H] Tue 20 Jan 20:36 via TweetDeck

 @minxuan blinking seductively while shaking your lime green feather boa at random strangers."
gsg, [H] Tue 20 Jan 01:48 via web in reply to...

 @minxuan "Grow up Gab, and take your penis out from being kiaped between your legs as you sit down cross-legged,

Group: Friends

 Pretty good Qik of part of Obama's speech from Congressman John Culberson (tx) <http://qik.com/video/892101>
michael, [H] Wed 21 Jan 14:09 via TweetDeck

 very cool Qik from @johnculberson of Obama's inaugural speech, taken from behind on the platform: <http://qik.com/video/892101>
jackiedanidi, [H] Wed 21 Jan 14:06 via web


 Kinda chuckling at @elpirillo! Love the fake mustache... :)
daynah, [H] Wed 21 Jan 12:59 via web


 does anyone remember the guy who lost a fortune trying to flip houses, blogged it, begged for donations, etc? can't find the link.
jackiedanidi, [H] Wed 21 Jan 12:42 via web

 @LeoLaporte You definitely want the Wii Fit. Lots of fun! Mario Kart is another favorite. Get an extra nunchuck & wheel while you're at it!

Group: Tech

 Wow. I hadn't seen this until Seth Godin mailed it to me. I have a "shoutout" page? - <http://is.gd/gLij> - well thanks.
@chrisbrogan, [H] Wed 21 Jan 14:14 via TweetDeck


 Stanford E-Week <http://tinyurl.com/7p7dqa>
BASESEvents, [H] Wed 21 Jan 14:11 via Twitter T


 RT @TechmemeFH: eBay 5 hrs Sink On Disappointing Q1 Outlook (Eric Savitz/Tech Trader Daily) <http://tinyurl.com/9ostka>
Sobleizer, [H] Wed 21 Jan 14:11 via TweetDeck

 RT @sorenmacbeth: @Sobleizer There is always StockTwits as well. <http://stocktwits.com/t/AAPL> MYREPLY: Oh, yeah, Stocktwits is
Sobleizer, [H] Wed 21 Jan 14:09 via TweetDeck


 Very flattering Squidoo shout out <http://adjix.com/afid>

Group: News

 Sent letter to President Obama today, urging reconsideration of CA's waiver request for cleaner cars <http://gov.ca.gov/press-release/11404>
@schwarzenegger, [H] Wed 21 Jan 14:14 via web

 Stanford E-Week <http://tinyurl.com/7p7dqa>
BASESEvents, [H] Wed 21 Jan 14:11 via Twitter T

 "Iceland is burning" - <http://tinyurl.com/8e84h5>
digg_popular, [H] Wed 21 Jan 14:10 via web

 "APOD: A Lenticular Cloud Over New Zealand" - <http://tinyurl.com/8scwjl>
digg_popular, [H] Wed 21 Jan 14:10 via web

 "Make Your Own 3D Barack Obama Art Cube" - <http://tinyurl.com/9up3ps>

Last Updated: 14:16 All Tweets update failed Twitter Status: Problem with All Tweets feed

**For every pain you face,
There is a twitter app!**



Otherwise, create it!



annelisewojo

47 days ago from [TweetDeck](#)



87 days ago from site



21st Century Camp Read-a-Lot at one of our elementary schools.

129 days ago from site



Email pic sent to me- "the other victims of the Australian wildfires"

About

Name annelisewojo

Location Michigan

Web <http://annelisewojo.blogspot.com/>

Bio Tech Director @ K-12 Michigan charter, 1-1 Laptop program leader, Learner, Passionate about everything EdTech

Stats

Photos

[Comments](#)

[Tags](#)

Find your own Voice





Some Fascinating Stories



jkrums

Follow

<http://twitpic.com/135xa> - There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.



US Airways Plane Crash

Realtime results for #Mumbai

148 more results since you started searching.



[dayodetroit](#): Now watching IBNLive (expand) Just saw video of crowd attacking
half a minute ago · [Reply](#) · [View Tweet](#)



[SlickNik](#): RT @BreakingNewsOn: Gunshots heard inside Cama hospital, the
half a minute ago · [Reply](#) · [View Tweet](#)



[DrErnie](#): Apparently the "Deccan Mumbai" terror bombings /hostage-taking in [#Mumbai](#) <http://twurl.nl/pfahkb> (expand)
half a minute ago · [Reply](#) · [View Tweet](#)



[mrinalwadhwa](#): NDTV just showed some extremely horrifying and depressing images [#mumbai](#)
half a minute ago · [Reply](#) · [View Tweet](#)

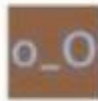
Realtime results for #mumbai

0.03 sec

5 more results since you started searching. [Refresh](#) to see them.



[hemanshukumar](#): 2 major blasts in the top floors of the Trident. Smoke visible. Times Now. [#mumbai](#) forces are on 18th floor, terrorists on 19th.
half a minute ago · [Reply](#) · [View Tweet](#)



[Hades321](#): superaffiliate: What is the source of that news [#mumbai](#)
half a minute ago · [Reply](#) · [View Tweet](#)



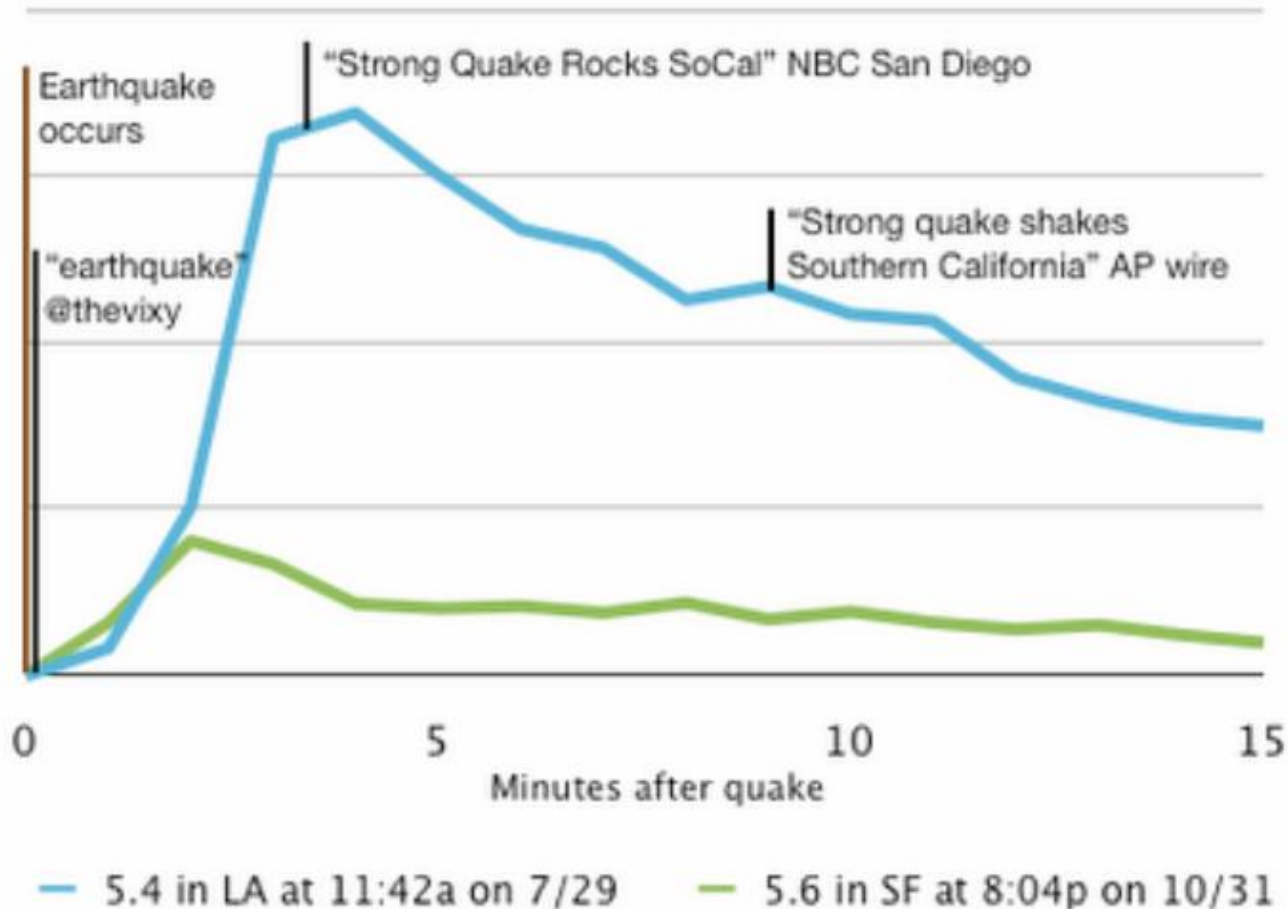
[aidnani](#): [#mumbai](#) smoke blowing out of the Trident Oberoi gun battle on and explosions
half a minute ago · [Reply](#) · [View Tweet](#)



[dfk1986](#): two more explosions at trident hotel, reported to be very very loud. smoke seen coming out of the building. [#mumbai](#)
half a minute ago · [Reply](#) · [View Tweet](#)

Mumbai Terrorist Attacks 960 tweets/r

Twitter updates mentioning quakes



Collective Behavior & Mobilization



Arrested

06:33 PM April 10, 2008 from txt ☆

Free



jamesbuck

pepsi: you want to push the envelope? try something that doesn't remind me of my sister killing herself a month after her own wedding.

12:43 AM Dec 4th, 2008 from TweetDeck



christinelu
Christine Lu

@christinelu @huwgilbert posted our response. My best friend committed suicide - this is a topic very close to my heart. My deepest apologies.

@christinelu Huw from Pepsi here. We agree this creative is totally inappropriate; we apologize and please know it won't run again. #pepsi





YES, WE CAN TWITTER

**TWEET
LAH**

<http://twitter.com/tweetlah>

Facebook: Tweetlah

More information @audreytan



**Gathering Singaporean Twitters, Twitters-to-Be
from all around the world!**

**Hope to see you in the
«Twitterverse!»**



Twank You!



Questions



<http://awetlc09.wikispaces.com>



The screenshot shows the Wikispaces interface for the user 'awetlc09'. The header is dark blue with the user's name and a small plant icon. Below the header, there's a navigation bar with a star icon and the text 'What's All the Twitter About?'. To the right of this bar is a 'PAGE' dropdown menu. The left sidebar is blue and contains links for 'New Page', 'Recent Changes', 'Manage Wiki', and a search box. Below these links are three recent page entries: '9 AM - Charge Ahead and Take Charge of Your Learning, Room W115', '10:15 AM - Transforming Our Classrooms with a 1 to 1 Laptop Program , W119', and '1:15 PM - What's all the Twitter About?, W114'. The last entry is highlighted in green. A red arrow points from this entry to the main content area on the right. The main content area is white and shows the title '1:15 PM - What's all the Twitter About?, W114' and the beginning of the text: 'Learn how you can use Twitter to build connections with education easier than it is today with Twitter. Learn how to tweet, why to tweet'.

awetlc09

★ What's All the Twitter About? PAGE

New Page
Recent Changes
Manage Wiki
Search

9 AM - Charge Ahead and Take Charge of Your Learning, Room W115

10:15 AM - Transforming Our Classrooms with a 1 to 1 Laptop Program , W119

1:15 PM - What's all the Twitter About?, W114

1:15 PM - What's all the Twitter About?, W114
Learn how you can use Twitter to build connections with education easier than it is today with Twitter. Learn how to tweet, why to tweet

annelise@summit-academy.com

Credits & Notes

Slideshare - <http://www.slideshare.net/minxuan/how-twitter-changed-my-life-presentation?src=embed>

Backgrounds from

<http://www.pink-sheep.com/twitter-nonsense/what-do-you-mean-no-internet>

Influential Marketing Blog – <http://www.rohitbhargava.typepad.com>

For more ways to visualize your twitter network:

<http://flowingdata.com/2008/03/12/17-ways-to-visualize-the-twitter-universe/>

@guykawasaki Download from <http://www.tweetlater.com>

Download from <http://www.tweetdeck.com>

An almost complete list of twitter apps: <http://twitter.pbwiki.com/Apps>

<http://www.cnn.com/2008/TECH/04/25/twitter.buck/index.html>

http://adage.com/globalideanetwork/post?article_id=133043

http://farm4.static.flickr.com/3217/2531094926_144140293b.jpg