

# I have a twitter Account. Now What?



A presentation by Andrew Jackson University President Don Kassner

- **What is Twitter?**

A free social networking service that enables its users to send and read messages known as *tweets*.

- **What are tweets?**

A text-based message sent out to the world that consists of 140 characters or less.

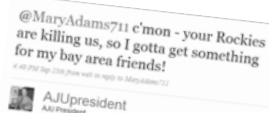
- **Who tweets?**

Anyone! Over 25 million visitors per month. Nielsen.com reported a 1382% growth rate in February 2009.



## Twitter Slang

- **“tw-”** in front of any word (twitter people = “tweeple”).
- **Re-tweet** (or RT): Re-posting a tweet from someone else.
- **@Reply**: Tweeting to someone or mentioning someone in a fashion that alerts them.
- **Follow**: to have someone’s tweets sent to your twitter homepage.



## The Fail Whale

- Twitter’s popularity has caused it to crash a few times.
- The error message:
- See the “Fail Whale Fan Club” at [www.failwhale.com](http://www.failwhale.com)

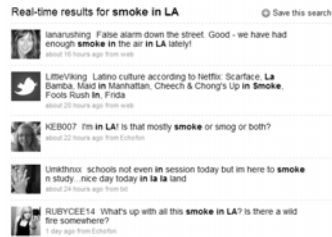


## Tweets Can Be Powerful

- Individually, tweets can seem insignificant
- Looked at collectively, tweets can tell you something.

What's up with all this smoke in LA? Is there a wild fire somewhere?

12:18 AM Sep 28th from @chryse



## “Tw-oos” (Twitter Do’s)

- Share thoughts on current events
- Share reactions to other tweets
- Share personal interests
- Share interesting links
- Ask for feedback (use the power of Twitter)



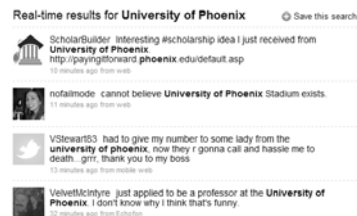
## “Tw-on’ts” (Twitter Don’ts)

- “Over-share”
- Call someone names
- Use inappropriate language
- Aggressively market



## Twittering For Business

- Monitor what people are saying about you and your competition.



## Twittering For Business

- Invite feedback
- Send out a conversational sales pitch

New Study contradicts the perception students taking online classes are more prone to cheat: <http://bit.ly/n9Vsk> (via @chronicle)

6:11 AM Sep 17th from web



ProctorU will be the feature of a Campus Technology webinar by Axiom 2day at 2PM EST. Want to attend? <http://tinyurl.com/axiomwe...>

11:01 AM Sep 18th from web



JarrodMorgan  
Jarrod Morgan

## Twittering For Business

- Give your institution a “personal side”

See behind the scenes at AJU - our president's weekly message to faculty <http://www.tokbox.com/vm/9k...>

4:23 PM Sep 11th from web



AndrewJacksonU  
Online University

## Create a Community

- The people you follow and your followers become a powerful information source

Name AJU President  
Location Birmingham, Al  
Web <http://www.takeed...>  
Bio President of Andrew Jackson University and The People's Economist  
11,955 following 11,371 followers  
Tweets 4,523  
Favorites

## “Twestions?”





[www.twitter.com/AJUpresident](http://www.twitter.com/AJUpresident)

**@AJUpresident**