Concurrent Session:

“Twittering in Libraries”

with Valerie Forrestal
Welcome to the Twitterverse:

Getting started and making the most of your library’s Twitter presence

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The Basics

- [http://delicious.com/vforrestal/WhatisTwitter?](http://delicious.com/vforrestal/WhatisTwitter?)
- The ultimate guide to everything Twitter
- @replies
- @mentions
- # hashtags
- URL shorteners (bit.ly, TinyURL, icanhaz.com, is.gd, tr.im)
Why Tweet?

http://delicious.com/vforrestal/WhyTweet?

It’s not just about pushing information, it’s about:

• Conversation
• Interaction
• Fostering community/advocacy
Step 1: Strategy!

Start with a plan.

What will be the purpose of your Twitter presence?
• Community-based information?
• Market-based info?
• Interaction with users?

Pick your screen name and icon/photo carefully.

Now all we need is a theme song.
Step 2: Following

Make sure you have a bio, and post a little first, so users know what you’re all about. Then try searching:

• Directories like Twellow, WeFollow, Twibes
• Compiled lists ([http://delicious.com/vforrestal/Tweeple](http://delicious.com/vforrestal/Tweeple))
• Other users- if you like them, you will probably like the people they follow
• Conversations- Who are the people you like talking to?
Step 3: Tools

- http://delicious.com/vforrestal/TwitterTools
- Tweetdeck/Seesmic/Twhirl (desktop clients)
- Twitterfox (Firefox add-on)
- Troy’s Twitter script (GreaseMonkey script for FF)
- Digsby (integrates chat/facebook/LinkedIn/MySpace)
- Tweet Sync (updates facebook status w/Twitter feed)
Tips

• [http://delicious.com/vforrestal/TwitterTips](http://delicious.com/vforrestal/TwitterTips)
• Twitter is a network, so don’t follow people you’re not willing to have a conversation with
• Create an rss feed to monitor who is talking about you/your org. (you can also set this to email you if you don’t use a feed-reader)
• Don’t be afraid to respond to people/start conversations. Just jump in!
• Use hashtags whenever you can to expand conversations beyond your network
• Track who’s clicking your links by creating a bit.ly or icanhaz account
• Don’t just push your own agenda, act as an amplifier for voices in your community
• Publish your feed on your homepage and/or blog to reach those not using the service (realize that many people still don’t have an account, but that doesn’t mean you can’t use it to get info out to them!)
Hai 5?
Resources/further reading

- http://delicious.com/vforrestal/Twitter
- http://mashable.com/tag/twitter/
- http://icanhaz.com/TwitterGuide
- http://icanhaz.com/SocialMediaSnobbery (shameless self-promotion!)

- Feel free to say hello on Twitter! (val_forrestal or scwLibrary)

- Presentation available @ http://www.slideshare.net/val_forrestal

- My website/contact info: http://vforrestal.info
GO FORTH MY MINIONS!
QUESTIONS or COMMENTS to share?