



Twitter 101 for Retirees

RMUG

May 4, 2017

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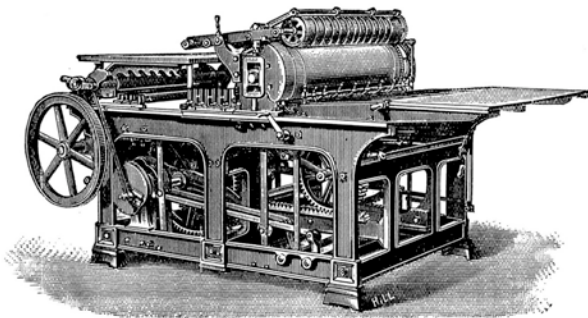
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What is it?

- Twitter and social media are forms of electronic communication
- Allows anyone to have the microphone
 - People/brands build their own audiences
 - Changes who controls the message
- Twitter was the first social media application created for mobile
 - Hence the 140 character limit as it's particular differentiator
- But Twitter has now grown into a very powerful platform

2

Remember this? What did it Do?



3

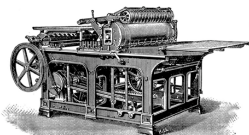
It changed the world!

- Prior to Gutenberg, most knowledge and information was owned and controlled by a very few. Scribes recorded information for the select few.
- After the printing press, the masses gained access to books, newspapers.
- Knowledge could be recorded, passed down and shared by many.

4

WHY should you be interested?

- If you think Twitter is just 140 characters that you send to your grandkids, you are 3 years behind the times!
- Twitter (and other social media) is the Gutenberg printing press of our time.



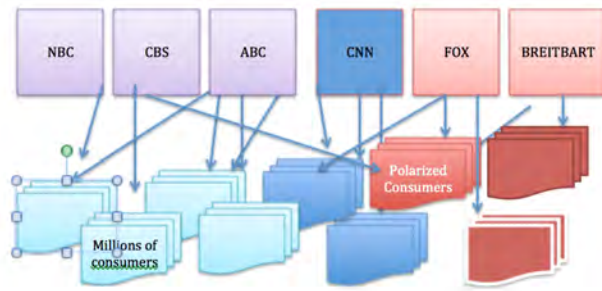
5

Before Social Media and After

- NBC, CBS, ABC had the microphone and broadcast to the masses
- Then, more arrived - CNN, FOX, MSNBC, Breitbart, etc had the microphone and broadcast to the masses.
- Now the masses have the microphones and they broadcast to each other!
 - Example – the guy with the video camera on the United Airlines flight
 - Witnesses to police actions etc.

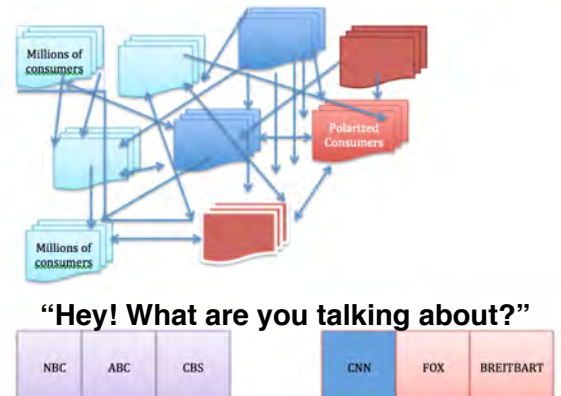
6

Before Social Media



7

Since Social Media



8

The Change is Accelerating

May 2, 2017 Press Release

- “Twitter Swings for the Streaming Fences with new 24/7 live sports and news TV service”
- Twitter makes deal to Live Stream Thursday night football
 - “Not the first place you would think of for premium video streaming, but Twitter is the premier destination for real-time content, making the partnership ideal.”
 - Chat/Tweet about the game while watching it on Twitter.

9

Getting Started - Vocabulary

- **Tweet (n. or v.)** – a message you create on Twitter (n.) or the act of sending a message (v. “to tweet”)
- **@username** – your Twitter handle, as in @realdonaldtrump, @sallyn
 - @ is associated with people you want to address or mention)
- **Following**- you follow the people whose tweets you want to see in your feed
- **Followers** are people who want to see your tweets

10

Example of Vocabulary Terms



11

More Vocabulary

- **Retweet** - forwarding a message you receive to your followers (v. “to retweet” or n.)
- **Mention** including the @username in your tweet
- **Trending** – the most popular topics of the day
- **Hashtag or #phrase** – a way of organizing and sorting for subjects, as in #NFLdraft
 - # is associated with subjects, including people that you want to search for, add to database for others to find

12

Think about Twitter Strategy

- What do you think was the strategy of the Trump team when they created that account
 - Who has the microphone
 - How powerful is it?
- What brands, teams, politicians, causes have strategies that you want to know about
- In the future it may be important to choose which Twitter feeds to follow the way we now choose TV channels or newspapers

13

Recent Examples:

Ignore the politics – see the potential

- Donald Trump campaign
- Planned Parenthood
- #NRA
- Flash protest rallies following immigration executive order
- #Black Lives Matter
- Town Halls by Congressmen
- #Boycott Ivanka Trump
- #Boycott United Airlines
- #Moveon.org
- #NFL Draft
- #Seahawks
- #aprilthegiraffe
- #firestephencolbert

14

Suggested Accounts to Follow

- Follow your favorite sports team
 - Or the grandkids' favorite teams or schools
- Companies you are invested in
- Companies where your kids and grandkids work
- Your Congressman or Senator, your political party, your candidate
- Thinking of a new hybrid car or a solar system
 - Follow those subjects, those brands. Get educated about what is coming
- Follow your favorite celebrity, or fashion brand, or whatever!!

15

Follow live action/commentary

- During the Presidential debates search #debate or #topic and watch a stream of commentary
- Watch NFL live and “tweet”
- During the Oscars or Red Carpet, see what people are saying by search #Oscars 2017
- Search “trending” on Twitter and see what people are talking about on a particular day.
 - This morning as I write, Trump’s comments on Andrew Jackson and the Civil War are a “trending topic” and you can watch commentary

16

How to get involved

- Go to Twitter.com
 - Follow instructions to sign up
 - Choose an easy username so you can remember it!
 - Choose what to include in your Timeline
 - What subjects to you want to follow?
 - Who do you want to “Follow”

17

Choosing subjects to follow

STEP 2 OF 4

What are you interested in?

Continue

Sports + News + Music + Entertainment + Lifestyle + Arts & Culture +

Government & Politics + Gaming + Nonprofits + Fun + Science + Technology +

LOOKING FOR EVEN MORE?

Search for topics you're interested in +

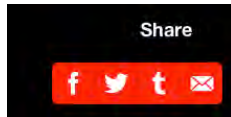
18

Another way to "Follow"

- Most websites and brands have a button/invitation to "Follow us on Twitter"



Facebook Twitter



19

My Timeline



20

My Twitter Feed



21

Another Twitter Feed

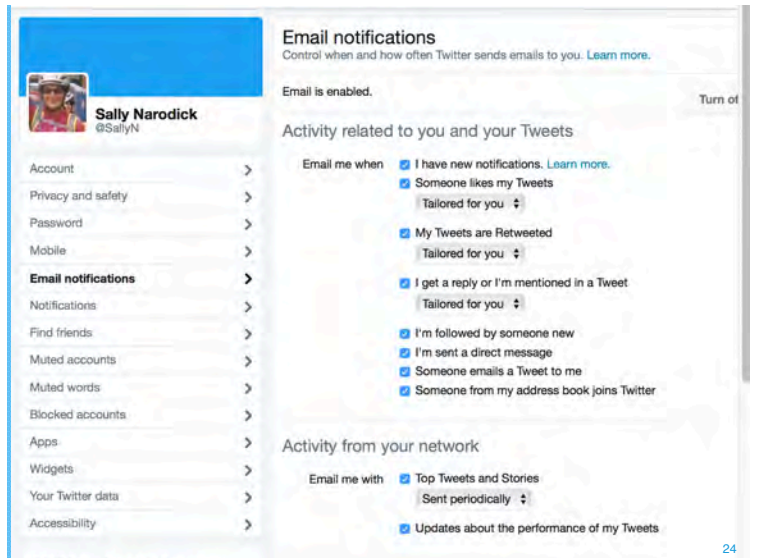


22

A Younger Person Twitter Feed



23



24

What Next?

- Create a Twitter account
- Download the App
 - Go to the App Store and search Twitter
 - Download on your iPhone and iPad
 - Enter and save your username and PW
 - Now you are all set to Tweet and Follow on any device
- Send your first Tweet.
 - Mention me @sallyn and it will show up in my timeline.
 - Mention Doug, @seabeartug

25

Discussion

- Search people you know and “follow”
 - Me, Doug, others in this group
 - Your kids and grandkids
 - You don’t need their permission, but they can block you later if they want!
- Other ideas and suggestions for the group?
 - You can follow without having a Twitter account. At Twitter.com use /#phrase
- Questions/Comments?

26