

Twitter:
Your Destination & Events
in 140 characters

Connect. Inform. Engage. In Real-Time.



CIVIC RESOURCE GROUP
FULFILLING THE PROMISE OF TECHNOLOGY™



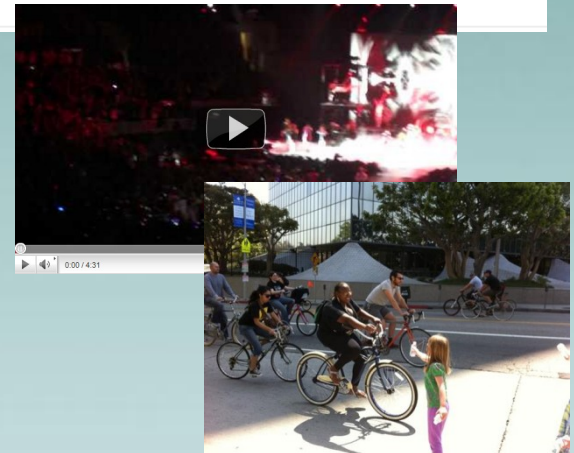
What is Twitter?

- Microblogging
 - 140 Characters
 - Text
 - Media (Photos, Videos)
 - Link Sharing
- Social Networking
 - Followers
 - Following



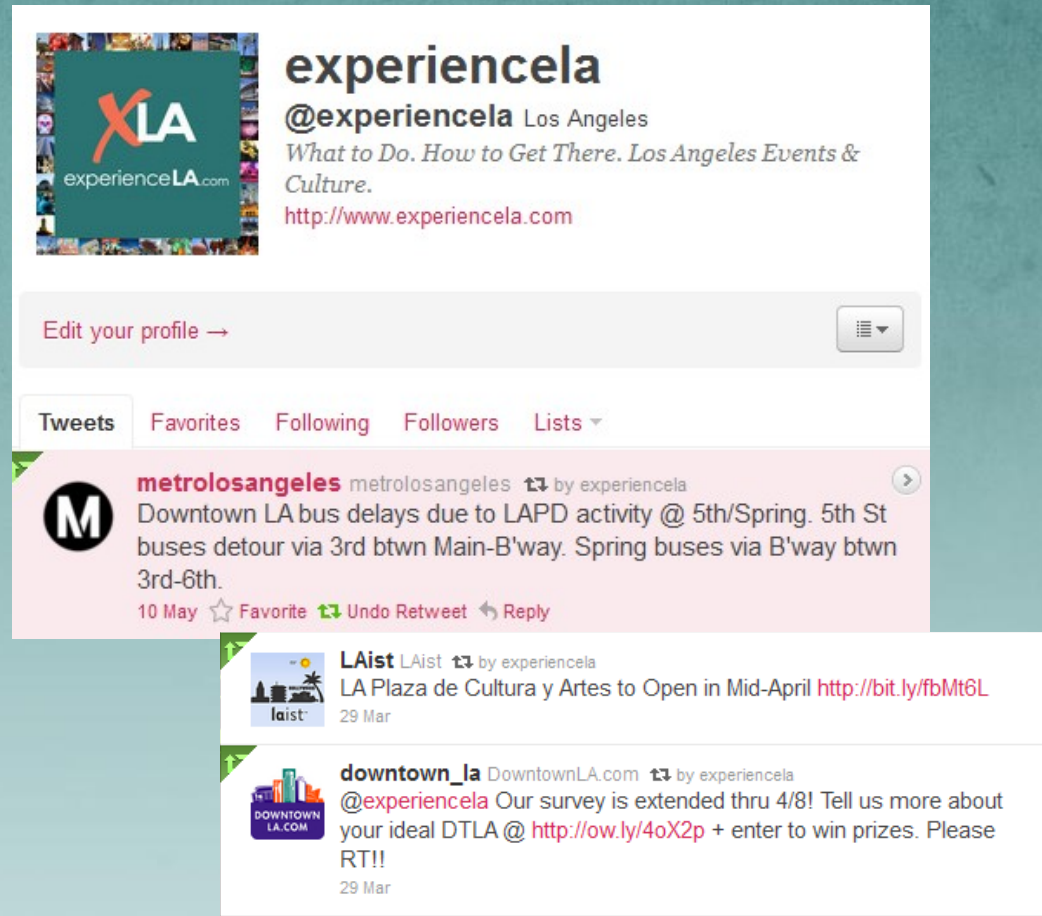
What Can I Use Twitter For?

- Promote Yourself
 - Real-Time Benefits
 - Events As They Are Happening
 - News As It Happens
 - Informational Links
 - Media Sharing
 - Behind-the-scenes
 - Videos and Photos for Future Engagement



What Can I Use Twitter For?

- Promote Others
 - Follow Others
 - Organizations
 - People
 - Re-Tweet Related Content



The image shows a screenshot of the Twitter profile for @experiencela. The profile header includes the name "experiencela", the handle "@experiencela", the location "Los Angeles", and the bio "What to Do. How to Get There. Los Angeles Events & Culture." with the website "http://www.experiencela.com". Below the header is a navigation bar with "Tweets", "Favorites", "Following", "Followers", and "Lists". Three tweets are visible:

- metrolosangeles** metrolosangeles by experiencela
Downtown LA bus delays due to LAPD activity @ 5th/Spring. 5th St buses detour via 3rd btwn Main-B'way. Spring buses via B'way btwn 3rd-6th.
10 May Favorite Undo Retweet Reply
- LAist** LAist by experiencela
LA Plaza de Cultura y Artes to Open in Mid-April <http://bit.ly/fbMt6L>
29 Mar
- downtown_la** DowntownLA.com by experiencela
@experiencela Our survey is extended thru 4/8! Tell us more about your ideal DTLA @ <http://ow.ly/4oX2p> + enter to win prizes. Please RT!!
29 Mar

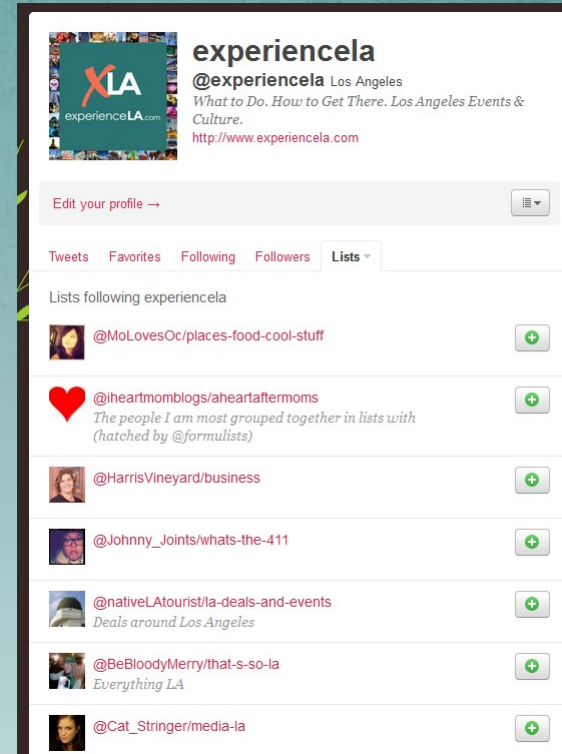
What Can I Use Twitter For?

- Consumer Engagement
 - Additional Channel for Dialogue
 - @replies
 - Direct Messages



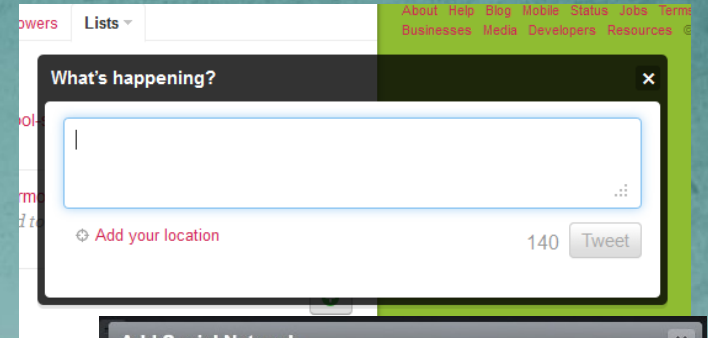
Basics

- @replies (ex. @johnsmith)
- #hashtags
- “Trending Topics”
- Lists
- Short URLs
 - Examples:
 - <http://bit.ly>
 - <http://tinyurl.com>



Technology Options

- Desktop
 - Twitter Website
 - Applications
 - Examples:
Hootsuite, Tweetdeck
- Mobile Devices
 - Mobile Twitter Site
 - Applications
- Which one?



Things to Consider

- Guidelines and Baselines
 - Who is responsible for the account?
 - Who has access to the account?
 - Create internal guidelines
 - Do's and Do Not's
 - Don't mix personal and public accounts!
 - Create a Contingency Plan