

# Learn to Tweet tout suite!

by Virginia Mattingly, University of Louisville Law Library



## What is Twitter?

- A free social messaging tool that lets people stay connected through brief texts up to 140 characters in length. (source: Webopedia)
- An online social networking and microblogging service created in 2006 that enables its users to send and read text-based posts informally known as "tweets". (source: Wikipedia)
- To speak rapidly and in a tremulous manner. (source: The Free Dictionary)

## Twitter Basics

Setting up a Twitter account is as easy as 1-2-3!

1. To create an account, visit: <http://twitter.com> and enter your name & email address, then choose a password.
2. Next, customize your account settings, mobile settings, and notice preferences.
3. Lastly, customize your profile's name, design, and description.

## How Libraries are Leveraging Twitter

### Information Dissemination

- Report your library's hours.
- Announce your library's events.

### Promotion

- Publicize your library's resources and services.
- Create greater awareness of your library.

### Recruitment

- Post job announcements.

### Engagement, Discussion, & Interaction

- Respond to reference requests.
- Stay abreast of library trends.
- Network with other libraries and information professionals.

### Solicitation

- Gather feedback from your patrons.
- Monitor buzz about your library.

## Sample Tweets



**LouisvilleLaw** Louisville Law

The law library will be closed Sunday, August 28 for the Ironman Triathlon [@IronmanTri](https://twitter.com/IronmanTri). [uofl.me/ne0urj](https://uofl.me/ne0urj)

26 Aug



**UofLibraries** Uof Louisville Library

Ekstrom Library is celebrating Banned Books Week with readings from banned works from 11am - 1pm every day this...

[fb.me/P3cCxLGv](https://fb.me/P3cCxLGv)

26 Sep



**lawlibnewbooks** Uof L Law Library

The zen of passing the bar exam by Chad Noreuil (Carolina Academic) KF303 .N673 2011

27 Sep



**swonlibraries** SWON Libraries

New **job** posting: Collection Services Manager / Kenton County Public Library [bit.ly/nEoPfp](https://bit.ly/nEoPfp)

5 hours ago



**olevia** Cheri Campbell

West Palm Beach **library** sees its budget cut 10% by city. Teen librarian loses **job** [see.sc/uhxlv9](https://see.sc/uhxlv9) #losinglibraries

27 Sep



**SLAKentucky** SLA's KY Chapter

The #KLA2011 Joint Conference, "Information...The Library Superpower!" begins today [@GaltHouse](https://twitter.com/GaltHouse).

6 hours ago

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## What is HootSuite?

HootSuite is a free dashboard application that allows you to manage multiple social networking profiles such as Twitter, Facebook, and LinkedIn in one integrated Internet-accessible interface.

No software installations are required, which enables you to access it from multiple computers and a variety of mobile devices, including the iPad.

## HootSuite's Free Features

### Multiple Network Management

- Saves RT you time by providing one-click access to up to 5 social media profiles.

### Message Scheduling

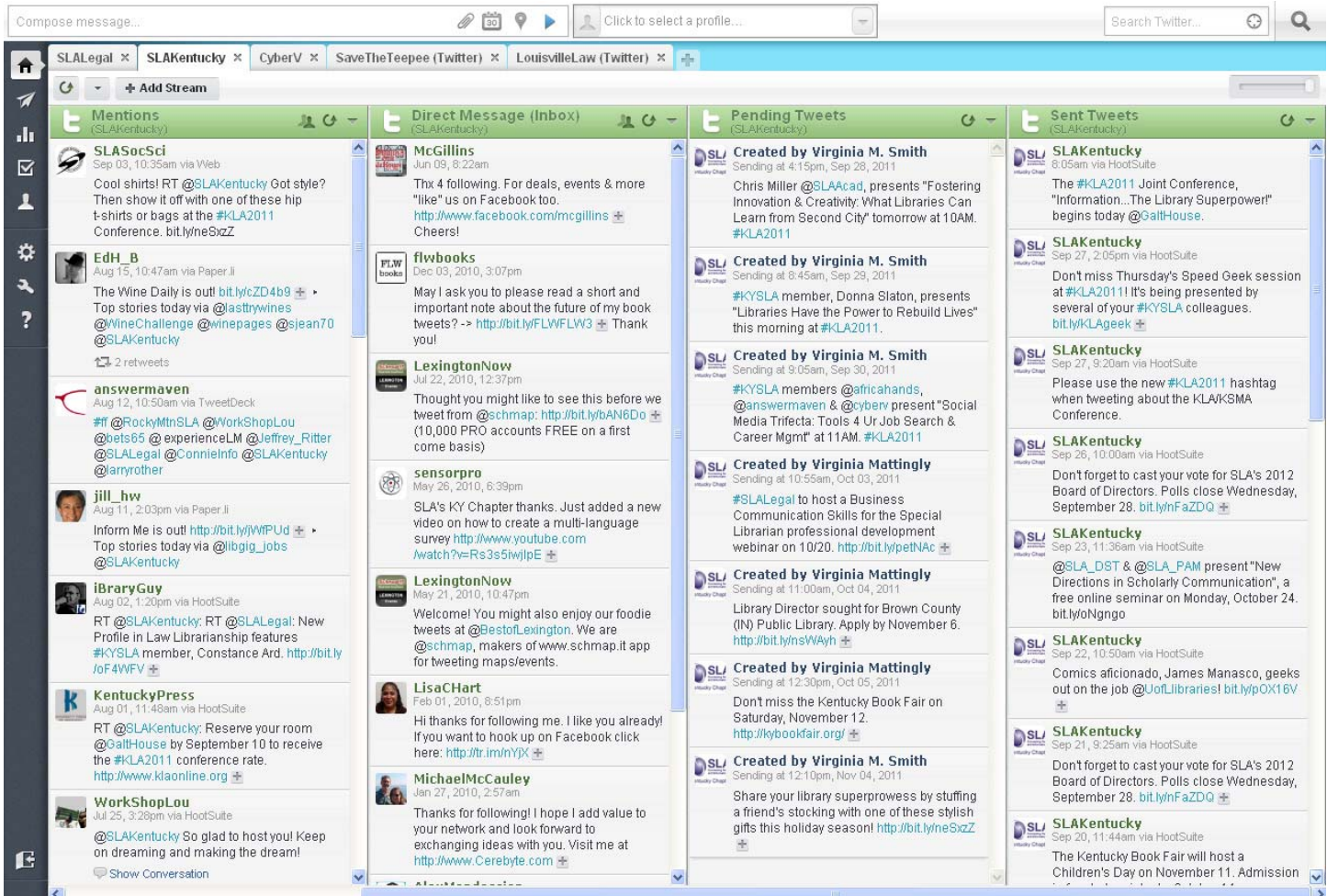
- Allows you to schedule unlimited tweets and status updates up to one year in advance.

### Twitter Monitoring

- Easily keep tabs on who has mentioned you on Twitter, retweet, and respond to Direct Messages.

### RSS Integration

- Allows you to link your blog to your other social media profiles.



The screenshot displays the HootSuite dashboard interface. At the top, there is a 'Compose message...' field and a search bar for Twitter. Below this, several tabs are visible: 'SLALegal', 'SLAKentucky', 'CyberV', 'SaveTheTeepee (Twitter)', and 'Louisville.Law (Twitter)'. The main content area is divided into four columns:

- Mentions (SLAKentucky):** Shows tweets from users like SLASocSci, EdH\_B, answermaven, jill\_hw, iBraryGuy, KentuckyPress, and WorkshopLou.
- Direct Message (Inbox) (SLAKentucky):** Shows messages from McGillins, flwbooks, LexingtonNow, sensorpro, LexingtonNow, LisaChart, and MichaelMcCauley.
- Pending Tweets (SLAKentucky):** Lists tweets scheduled for future posting, all created by Virginia M. Smith or Virginia Mattingly.
- Sent Tweets (SLAKentucky):** Shows tweets already posted, including announcements for conferences and seminars.