

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

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

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

5 hours ago



olevia Cheri Campbell

West Palm Beach **library** sees its budget cut 10% by city. Teen librarian loses **job** 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 area is divided into four columns: 'Mentions', 'Direct Message (Inbox)', 'Pending Tweets', and 'Sent Tweets'. Each column contains a list of tweets or messages, including user avatars, names, and the content of the tweets. The 'Mentions' column shows tweets from users like SLASocSci, EdH_B, answermaven, jill_hw, iBraryGuy, KentuckyPress, and WorkshopLou. The 'Direct Message (Inbox)' column shows messages from McGillins, flwbooks, LexingtonNow, sensorpro, LexingtonNow, LisaChart, and MichaelMcCauley. The 'Pending Tweets' column shows tweets created by Virginia M. Smith and Virginia Mattingly. The 'Sent Tweets' column shows tweets sent by SLAKentucky. The interface includes various icons for navigation and actions, such as a home icon, a list icon, a mail icon, a settings icon, and a help icon.