Finding the True Value of Twitter

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Presenters

**Victor Villegas**
@OSUExtTech

@OregonStateExt Tech & Media Support Coordinator. Techie, R/C pilot, love learning, teaching & helping non-techies. Views & opinions are my own.

- Corvallis, Oregon
- extension.oregonstate.edu
- Joined January 2012

**Stephen Judd**
@sjudd FOLLOWS YOU

IT guy for UNH Cooperative Extension and chair of eXtension Network Literacy Community of Practice (#netlit)

- New Hampshire
- profiles.google.com/judd.stephen
- Joined September 2007
Hashtag for today

#NetLit
What is Twitter?

- Is it what you had for lunch?
- Is it what you are doing at this moment?
- Is it all just about marketing?
“There is no ‘right’ way to use Twitter. Use it in whatever way it brings value to you and your followers.”

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Twitter 101

- Twitter is one of the most popular and used social media platforms
- Micro blogging
- 140 characters – think “headline”
Twitter Terms

- Follower
- Tweet
- @Mention
- RT = Retweet
- MT = Modified tweet
- DM = Direct Message
- # = Hashtag
Anatomy of a Tweet

- Avatar
- Name
- Twitter Name
- Date
- @Mention
- Retweet
- Hashtag
- Number of RTs
- Link
- Message

Example Tweet:

RT @FarmsNews: Drones on the Farm: What Are the Laws? farms.com/news/news/drones-on...
#precisionag #agchat #uav
#Hashtags

- **#NetLit** – eXtension Network Literacy CoP
- **#CoopExt** – Cooperative Extension
- **#AgChatOZ** – All about Australian Ag
- **#AgTech** – Precision Agriculture
- **#Grains** – All about grains
Who is on Twitter?

• Marketers, Brands, Celebrities

• Organizations, Non-profits, NGOs

• News Media, Journalists

• Educators, Scientists, Technologists

• Government, Legislators
General Twitter Demographics

• Tech Savvy, educated, young adults

• 18% of US adults online*

• 22% Men, 15% Women*

• US, Japan, Indonesia, UK & Brazil account for 50% of active users*

*Pew Research Center data
Twitter Uses

- Marketing
- Breaking News
- Start a Revolution
- Follow Trends
- Emergency Alerts
- Customer Service
- Promote an event
More Twitter Uses

- Find & Share Information, Tips
- Personal Learning Network (PLN)
- Follow & connect with people in your field or industry
- Bypass Gatekeepers
- Conference Networking
- Twitter Chat
Even More Twitter Uses

- Information Curation
- Market Research
- Idea Generator
- Engage Niche Audiences
- Express yourself
- Have your cat, historical figure or fictional character tweet
- Tweet what you are having for lunch
How We Use Twitter

- **Victor Villegas – @OSUExtTech**
  Hootsuite

- **Stephen Judd – @sjudd**
  TweetDeck
How Will You Use Twitter?

#KangaTweet
#TwitterRoo
#FlyingMacropus

It’s up to you!
Thank you!

**Victor Villegas**
Technology & Media Support Coordinator
Oregon State University Extension
victor.villegas@oregonstate.edu
Twitter: @OSUExtTech, @TwitrNinja

**Stephen Judd**
IT & Distance Education Manager
University of New Hampshire Extension
Stephen.judd@unh.edu
Twitter: @sjudd