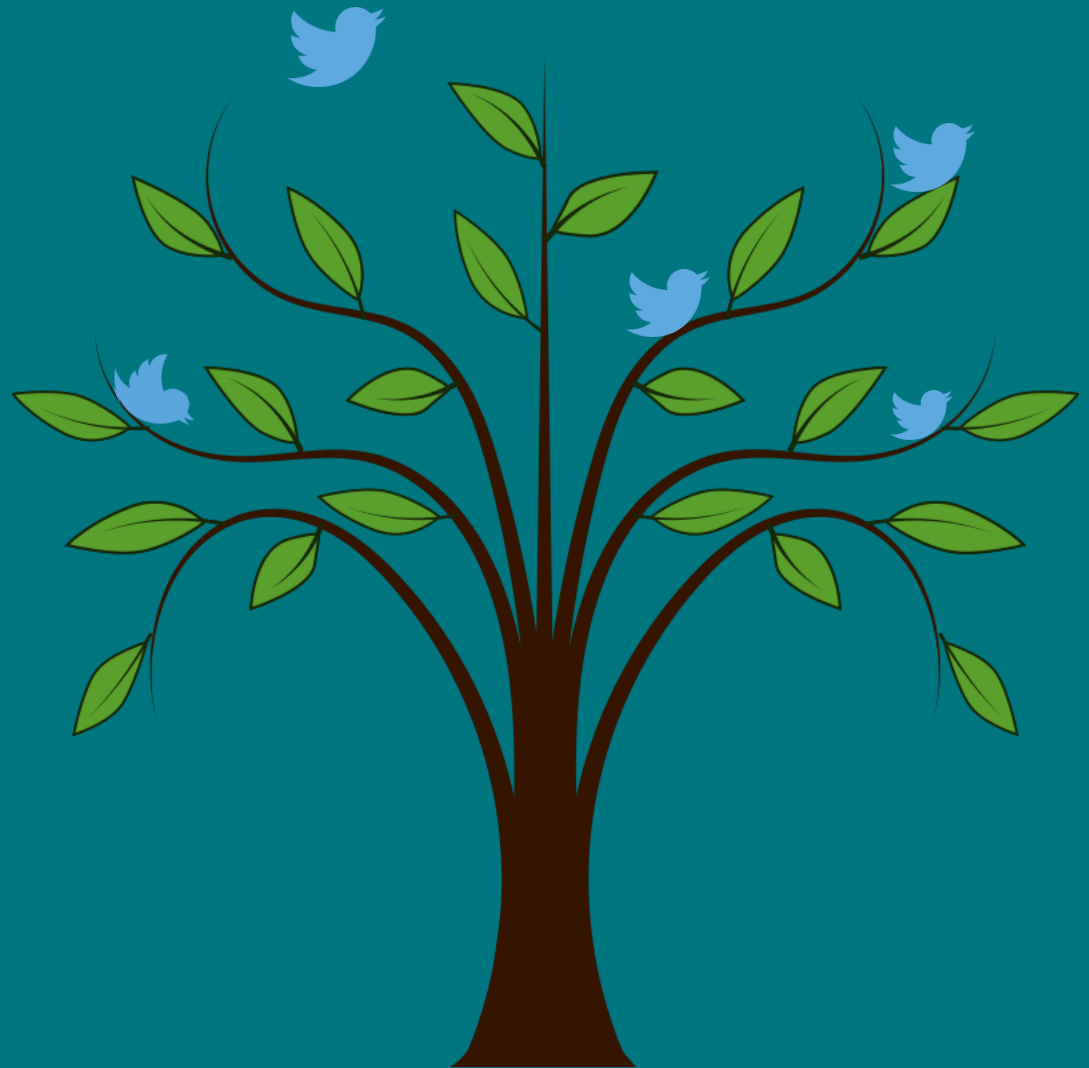




# Twitter



August 13, 2018

# Twitter: What is it?

- A social media platform





# Who uses this?

- Private individuals
- Celebrities and other public personas
- Businesses (big and small; local and international)
- News and other media agencies





Tweets **12.5K** Following 296 Followers 41.3M Likes 153 Lists 1

Follow

**Oprah Winfrey** @Oprah

@Oprah

oprah.com

Joined January 2009

Tweet to Oprah Winfrey

10 Followers you know



Photos and videos



Tweets Tweets & replies Media



Oprah Winfrey @Oprah · Aug 7

Drama for real! Tonight's episode left me gasping. It's a nightmare of meeting "his mama", Loretta Devine @lodivadevine kills it! New #LOVEis tonight on OWN, 10/9c.



0:31 152K views

183 287 2.0K



Oprah Winfrey @Oprah · Aug 4

Earlier this summer I sat down with @MitchLandrieu, the former Mayor of New Orleans, who took down Confederate monuments, confronting his own personal history and our country's. He's authentic and leads from the soul. Our full conversation airs on my Facebook tomorrow at 11am ET.

Who to follow Refresh View all



John Wiseman @lemonod... ×

Follow



DuSable Museum @DuSa... ×

Follow



Justin Kaufmann @Justi... ×

Follow

Find people you know

Import your contacts from Gmail

Connect other address books

Trends for you Change

Nicki

459K Tweets

#Queen

Nicki Minaj drops new album Queen

#FridayFeeling

132K Tweets

#NationalSmoesDay

9,308 Tweets

#NationalandDay







Tweets **5,869** Following **194** Followers **41.3M** Likes **123**

Follow

**LeBron James** ✓  
@KingJames

EST. AKRON - ST.W/M Class of '03  
LeBronJamesFamilyFoundation.org  
#IPROMISE

Amongst La Familia!  
LeBronJames.com  
Joined March 2009

Tweet to LeBron James

5 Followers you know



529 Photos and videos



Tweets **Tweets & replies** Media

**LeBron James** @KingJames · Aug 9  
👍👍👍👍👍👍👍👍👍👍

**UNINTERRUPTED** @uninterrupted  
\*\* @kingjames in the new UNINTERRUPTED fit.  
#MoreThanAnAthlete



126 1.6K 11K

**LeBron James** @KingJames · Aug 9  
Count your blessing and dive head first into your dreams!! 🙏🔥👑  
#TheKidFromAkron

**SLAM** @SLAMonline  
"I was like a young Simba, couldn't wait to be the King."  
#TBT



279 7.7K 40K

**LeBron James** @KingJames · Aug 9  
OH MAN Gwangi told me he's super excited for y'all to see him on the Big Screen coming soon to a theater near you. #SMALLFOOT 📺

Who to follow · Refresh · View all

**Kevin Durant** @KDTrey5  
Follow

**DWade** @DwyaneWade  
Follow

**James Harden** @JHarde...  
Follow

Find people you know  
Import your contacts from Gmail

Connect other address books

Trends for you · Change

**Nicki**  
454K Tweets

**#Queen**  
Nicki Minaj drops new album Queen

**#NationalSmoresDay**  
9,305 Tweets

**#FridayFeeling**  
133K Tweets







Tweets **10.5K** Following **754** Followers **3,907** Likes **1,120**

Follow

## Skokie Library

@skokiellibrary

The heart of a vibrant village.

Skokie, IL

skokiellibrary.info

Joined June 2008

Tweet to Skokie Library

8 Followers you know



853 Photos and videos



### Tweets Tweets & replies Media

**Skokie Library** @skokiellibrary · 24h  
This Sunday is the last day you can pay your library fines with school supplies! Find out how on our blog! [ow.ly/S97q30lll14](https://ow.ly/S97q30lll14)



1 3 9

**Skokie Library** @skokiellibrary · Aug 8  
Hey Summer Readers! Have you earned your Park badge yet? The titles on this list will help you enjoy Skokie's green spaces! [ow.ly/hEsi30lhSv3](https://ow.ly/hEsi30lhSv3)

### Who to follow - Refresh - View all

- Evanston Public Lib.** @eva...  
Follow
- Winnetka Library** @Winn...  
Follow
- Glencoe Library** @Glenco...  
Follow

Find people you know  
Import your contacts from Gmail

Connect other address books

### Trends for you - Change

- Nicki**  
468K Tweets
- #Queen**  
Nicki Minaj drops new album Queen
- #NationalSmoesDay**  
9,400 Tweets
- Barbie Dreams**  
131K Tweets
- #NationalxyzDay**





Tweets **3,152** Following **1,549** Followers **380K** Likes **223**

Follow

### Samsung Electronics

@Samsung

Follow us for the latest news about our people, insights, technologies, products and services. ✨ Samsung Newsroom Korea: @SamsungNewsroom

📍 Suwon, Korea  
🌐 news.samsung.com  
📅 Joined March 2014

Tweet to Samsung Electronics



### Tweets Tweets & replies Media

**Samsung Electronics** @Samsung · 8h  
The new super powerful #GalaxyNote9 was revealed in the most jam-packed #Unpacked yet. Check out the highlights of the event held at the Barclays Center in New York on August 9, 2018



[Photo] The Galaxy Note9 Unpacked 2018 Takes a L...  
At the Galaxy Note9 Unpacked 2018, Samsung Electronics showcased the latest addition to the Galaxy Note lineup and redefined expectations for mobile devic...  
news.samsung.com

🗨️ 4 🔄 17 ❤️ 113 ✉️ 📧

**Samsung Electronics** @Samsung · 10h  
Helping you achieve more in work and life by transforming how you interact with your smartphone #GalaxyNote9



[Infographic] Experience the Power of the Galaxy N...  
Sure, we love our smartphones, but when they have an off-day, we're ready to throw our beloved devices out the window. Imagine a device that never has  
news.samsung.com

🗨️ 11 ❤️ 62 ✉️ 📧

**Samsung Electronics** @Samsung · 12h

### Who to follow · Refresh · View all

- Samsung US** @Samsun...  
Follow
- Microsoft** @Microsoft  
Follow
- Sony** @Sony  
Follow

**Find people you know**  
Import your contacts from Gmail

Connect other address books

### Trends for you · Change

- Nicki**  
464K Tweets
- #Queen**  
Nicki Minaj drops new album Queen
- #NationalSmoesDay**  
9,306 Tweets
- #FridayFeeling**  
133K Tweets





# For what purposes?

- Connect with others
- Voice opinions
- Release statements
- Share/promote their work
- Re-post the links to other social media accounts







How do I use this?





# Write your “original” tweet.

- Example:
- Today is a sunny day.





## @ (at) sign

- Used to mention someone or reply to someone in a tweet.
- Example:
- @tomhanks You are awesome!





# @ (at) sign

- Example:
- Today is a sunny day so I might go on a picnic. I better stop by @SkokieLibrary to grab some books.





# Add Media.

- Attach photos (.jpg, .png, .gif format file size 5 MB max)
- Attach videos (links to YouTube.com with full play time, or upload .mp4 & .mov format with 30 seconds max play time & file size 512MB max)







# Add links.

- It is possible to add link to various other websites and news sites, etc.





# Re-tweet

- If someone has posted something you can re-tweet their content to your profile.
- Re-tweets are visible to your followers.
- Re-tweets link to the original content.





# DM – Direct Message

- DM (direct messages) are private messages between two Twitter accounts.
- Most accounts require users to follow them in order to send & receive DMs.
- Some accounts allow settings to be changed so it accepts DMs from any account.





# Report

- Spam
- Abusive or harmful content
- Impersonation
- Copyright & trademark violations



# Mute

- Removing Tweets from timeline (similar to Facebook feature)
- Does not mean account will be blocked or unfollowed





# Block

- Unable to send @ replies and DMs
- Unable to follow
- Not alerted to block unless they visit your profile



Questions?



# Thank You

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where this presentation will be available  
for four weeks.

