

Helpful advice & hints to understanding & utilizing

twitter

facebook

Twitter describes itself as, “a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?”

If you're new Twitter, then that description might seem a bit vague and ambiguous. Simply put, Twitter is just communication in a new form, but it's also a to reach out to others.

Our society currently relies on email, instant messaging and other tools like Skype as way to communicate in various ways to others. Twitter takes those applications to another level, but is different in the face that users of the service are limited to 140 characters per message.

So how might this be beneficial to my department or office?

- All aspects of your department's activities ... be it press releases, game updates, schedule announcement or so forth can be highlighted using Twitter. A quick bursting message with an internal link to the original story allows your news to reach the people who need it the most ... Your Fans!

What are some of the things I can focus on using Twitter?

- Game updates - Sending a quick message following the end of a quarter, half or period, allows fans who are unable to attend the game or who live halfway around the world, to get live info on what's happening at the game.

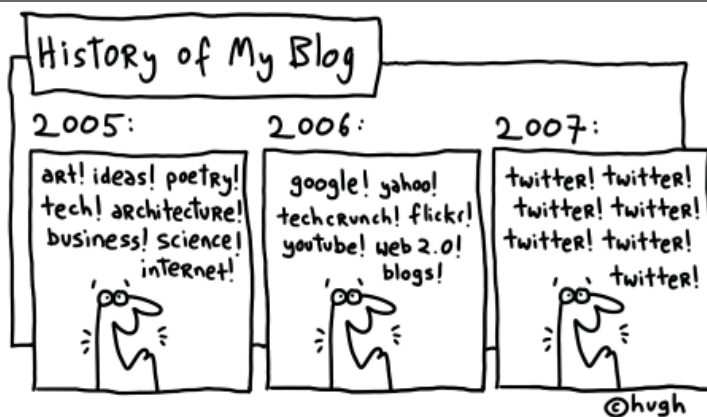
- Final scores & Releases - In addition to updating followers in-game, Twitter can help you reach out to your group with all the final scores and highlights.

- Departmental Events - Sport specific banquets, year-end celebrations can all be shared with your followers. Not only can you share releases, but using several third-party image sites can help you link in your photos or videos as well.

Who Are You Following?

Are you following people, schools, organizations or everyone? There are a number of Twitters that are beneficial to follow in our business ... below are several of them.

- @CoSIDAnews - Official source for College Sports Information Directors of America news & updates. They pull the best articles and monitor the latest communications/PR news.
- @espn - Follow ESPN for the latest sports news and analysis. There is also a breakdown of different regions available for ESPN followers.
- @cnnbrk - The official site of CNN Breaking News. It never hurts to stay up-to-date on the latest news.
- Your Conference and opposing schools - It's likely that a majority of your conference rivals are on Twitter. Follow them for an inside look at what is happening in their world.



Need help in navigating the world of Twitter? You're not alone, there is help out there for you! Some of the most helpful sites in learning the ropes of the Twitter jungle can be found below:

<http://www.twitter.com>

- Sometimes it's best to go right to the source. The Twitter help page can give you advice and tips on navigating the site.

<http://www.mashable.com>

- The perennial Social Media Guide, this site offers a guidebook and insight into both Twitter and Facebook.

<http://twitter.pbworks.com/>

- A page that helps users build upon their knowledge of Twitter, offering advice in a number of areas.

http://www.webopedia.com/quick_ref/Twitter_Dictionary_Guide.asp

- Not exactly sure what the @ symbol is used for? How about 'NTS' or 'Tweeple'? This site is a great dictionary for those wishing to learn the language of Twitter!

<http://crackberry.com/ultimate-twitter-client-roundup-conclusion>

- The ultimate site for Twitter applications for Blackberry phones

<http://www.funkyspacemonkey.com/80-iphone-apps>

- One of the ultimate sites in applications for your iPhones

Twitter's Most Commonly Used Third-Party Sites for Image Sharing:

- **Twitpic:** Twitpic is the largest and most popular image sharing service on Twitter, in part due to all the attention it got in January when the first pictures of the Hudson River plane crash were shared on the site. It also has some popular celebrity users, like Grant Imahara from Myth-busters.
- **TweetPhoto:** Competing with Twitpic will definitely be a steep, uphill battle for any other Twitter photo sharing service, but TweetPhoto offers a numbers of compelling features, such as stats, geo-tagging, favoriting, and Facebook (Facebook) integration, that make it a worthy competitor.
- **Pikchur:** A multi-platform app, Pikchur lets users share images automatically in multiple places, including Twitter, Facebook, Friendfeed, Tumblr (Tumblr), and Flickr (Flickr). Sign up is optional, meaning you can get started very quickly.
- **yfrog:** Since yfrog comes from the guys behind ImageShack (ImageShack), you can bet it is going to be extremely simple, with a singular purpose in mind. Upload, log in, share — that's it, but that's all you need, right?

Creating a List on Twitter!

Twitter Lists feature is a new way to organize the people you're following on Twitter, or find new people. Essentially a "groups" feature, they offer a way for you to bunch together other users on Twitter into groups so that you can get an overview of what they're up to.

Creating a new Twitter List is a simple process. When logged into Twitter you'll see a new "Lists" section right below the search box in the right side navigation, simply click on the "New list" link to begin creating a new list. After you click on that link, a window will pop up asking you two questions.

First, you'll be asked to provide a name for your list (i.e., Family, Web Tech Tweeple, etc.). The name is also used for your list's URL, which will be "twitter.com/username/list-name." You'll also be asked if you want your list to be public or private.

Public Lists – These lists can be seen by anyone, and anyone can follow them. Public lists are ideal for lists of recommended follows.

Private Lists – When Twitter says private, they mean private. Only the creator of private lists will be able to see or subscribe to them — not even those on the list can see private lists. That means, for example, you could create a list of your competitors and keep an eye on them without them being any the wiser.

Once you've clicked the "Create list" button, you're ready to add users. After you create a new list, you'll be prompted to search for people to add to your list, but there are really two ways to add users to lists.

The Facebook Side of Things

Much like Twitter, Facebook allows you to expand your global reach to fans and alumni. A system of messaging, posting and interaction, you can utilize the Facebook network to alert in a variety of ways.

What are the benefits of using Facebook for your office, department or school?

- General Posts - Big game on the horizon? News that can't help but be shared? Putting up a post about what's happening will alert members as to what's going on for your teams and school.
- Showcase Videos, Clips and Highlights - Often it's the stuff after the game that draws your members in. Not only can you post videos and post-game highlight clips directly into your Group Page, but you can utilize sites like YouTube to add video content to your site.

Who Are Your Facebook Friends?

Are you following people, schools, organizations or everyone?

- ECAC-SIDA - Official Facebook page for our very own ECAC-SIDA. The site allows you to interact with fellow SID's and get answers to questions or concerns you might have.
- Sports Information 24/7 - Open to anyone who works or has worked in sports information...because during those rare times when we aren't working, we like to go on Facebook.
- Your Conference and Opponents - In today's day and age, many of the various conferences, as well as your opponents, have Facebook pages. Becoming friends with them allows you to see what's going on in their world and offers insight into ways you can promote your own Facebook Group.



• Message Your Members! - If there's something big happening on campus, be it a big game, a banquet or even Graduation, you can use the 'message all members' feature to alert your fans about times, dates and locations of all the big events going on for your school.

• Engaging Your Members - One of the best features within the Facebook groups is the ability to hold discussions. This feature allows you and your members to chat about various topics, be it a new website or the big game over the weekend.

Need a little guidance in the ways of Facebook? You're not alone, there is help out there for you! Some of the most helpful sites in understanding Facebook can be found below:

<http://www.facebook.com>

• Don't be afraid to get your answers straight from the horse's mouth. The Facebook help page can give you advice and tips on navigating the site and in setting up your own page for fans.

<http://www.mashable.com>

• The perennial Social Media Guide, this site offers a guidebook and insight into both Facebook and Twitter.

<http://lorriej.wordpress.com/2009/10/18/understanding-facebook-tips-for-beginners/>

• Lorrie Jackson offers an extensive amount of advice in do's and don'ts for schools looking to establish their own sites.

Should I have a Page or a Group?

• Facebook Pages may be taking the social network by storm, but they can take time and technical skill to set up. When you need to promote something quickly, or are looking to foster a stronger sense of community, the more traditional Facebook Group is often the way to go.

While not as fancy as Pages, Groups offer many of the same features, with a slightly more streamlined look. This makes it easy for virtually anyone to create a Group, for any number of purposes, and get them live quickly—an important benefit in the time-sensitive social media sphere.

However, the ease and speed with which a Group can be set up has created a lot of spammy or messy Groups that are slapped together in minutes and abandoned soon after. In order to break through the clutter and gain members, you need to take the time to set up a Group correctly.

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