

TECHNOLOGY TUESDAYS

Twitter

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Technology Tuesdays

- Last Tuesday of each month (2-3 p.m.)
- May 26th: Screenflow
- June 30th: Tablet PCs
- July 28th: Blackboard Extreme Makeover
- August 25th: Wimba

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Marmite



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Overview

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Twitter



- Free
- Microblogging
- 140 character limit
- Similar to
 - e-mail
 - SMS
 - Instant Messenger

<http://twitter.com>

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Why?

Simple but powerful
Extensible (open API)
Quick (real time)

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Accounts



twitter.com/dunsurfin



twitter.com/mkt595

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Following vs. Followers

● Following

- People you subscribe to (you see their messages)

● Followers

- People who are subscribe to you (they see your messages)

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Public vs. Protected

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Hashtag

- Example: #kms-social
- Used to add context (grouping). Similar to blog tags



<http://hashtags.org>

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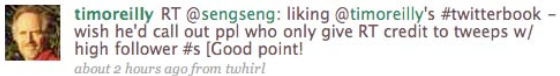
@replies



- @username <message>

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RT Retweeting



- RT <message> <your context>

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Private: DM

Send : a direct message. 140

- D <username> <message>
- NOTE: No “@”

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Search & Research

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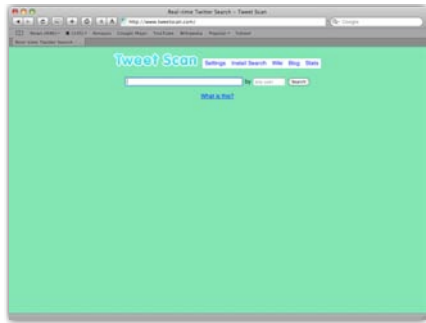
Twitter Search



<http://search.twitter.com>

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Tweet Scan



www.tweetscan.com

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Twopular



<http://twopular.com/>

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TweetStalk



<http://tweetstalk.com/>

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Crass Commercialization

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TwittAd



<http://www.twittad.com>

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How Much Are You Worth?



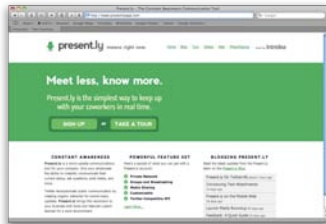
<http://www.whatsyourtweetworth.com>

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Commercial Twitter Competitors

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Present.ly



<http://www.presentlyapp.com>

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Yammer



www.yammer.com

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QikCom



www.qikcom.com

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Tracking

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Tracking



<http://tweetburner.com/>

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Using an App

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Desktop Apps



Mac
Nambu
www.nambu.com



Windows
Twirl
www.twirl.org

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Blackberry

- TwitterBerry
<http://www.orangatame.com/products/twitterberry/>
- Tiny Twitter
<http://www.tinytwitter.com>

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iPhone / iPod Touch



Nambu

Twitterrific

TwitterFon

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Classroom Use

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My Example



Hashtagging #MKT595

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David Parry



<http://chronicle.com/free/v54/i25/25a01501.htm>

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Extensible Use

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Facebook



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Web Widgets



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