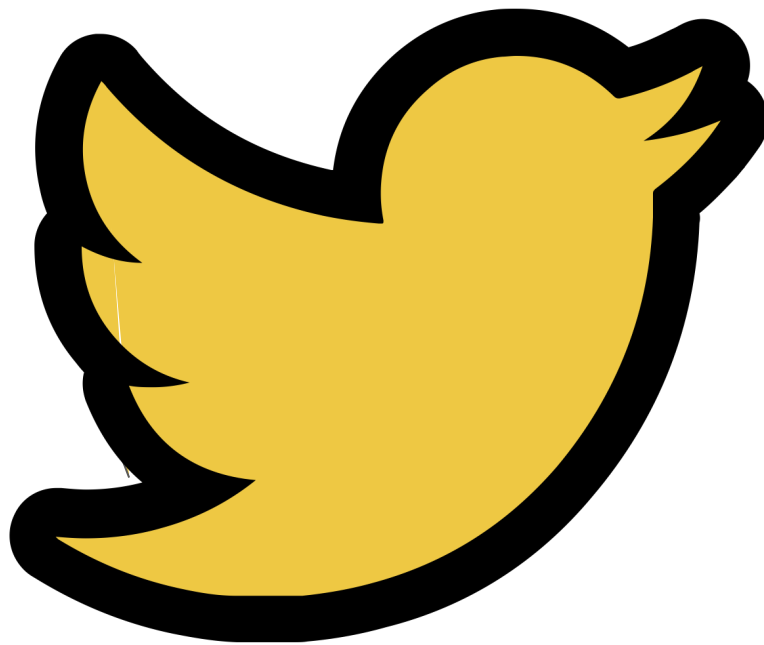


A BEGINNER'S GUIDE TO TWITTER FOR EDUCATORS



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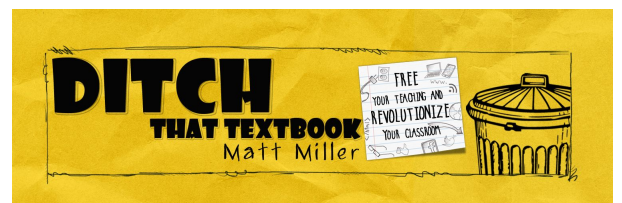


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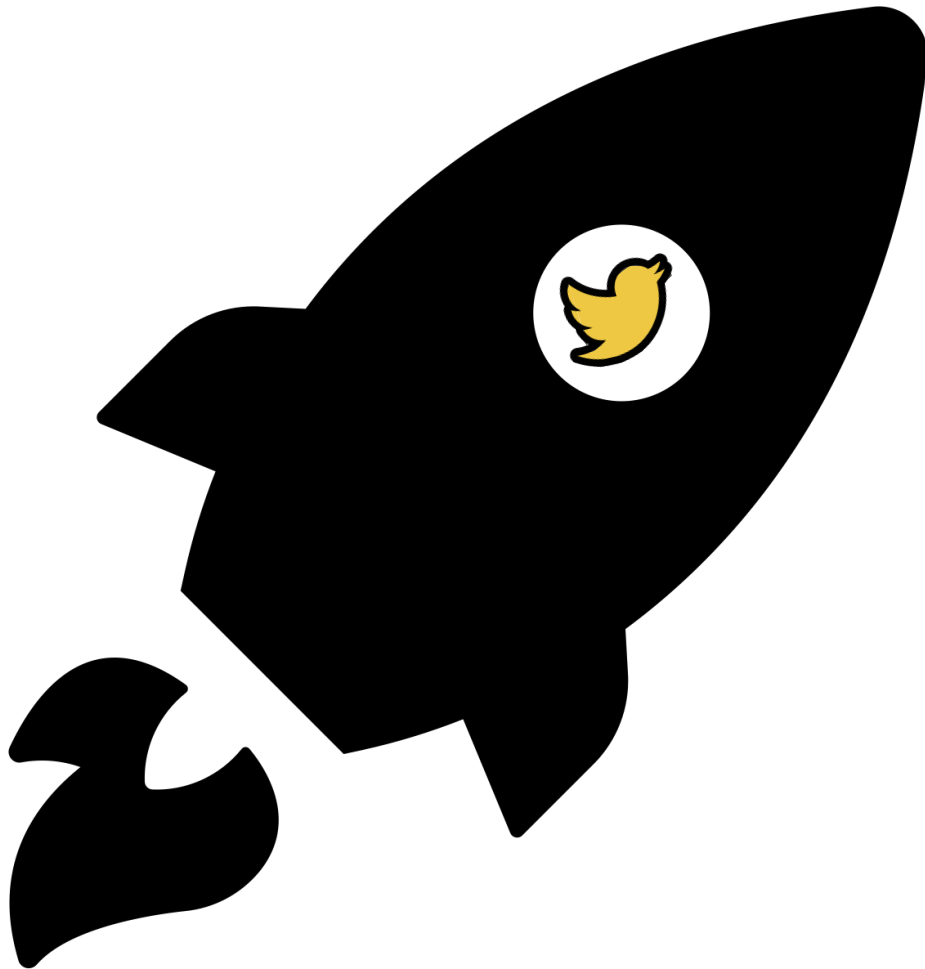
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GETTING STARTED

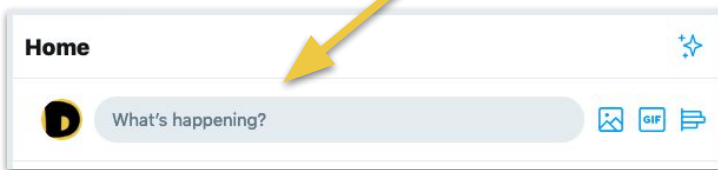


WHAT IS TWITTER?

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Twitter is social networking site where people communicate in short messages called tweets. Educators from all over the world have joined Twitter and use it to connect, communicate and share with each other as a form of ongoing and personalized professional development.

Compose a Tweet by going to the “What’s Happening” box, use 280 or fewer characters, and click Tweet. People who follow you, and potentially others who don’t, can see your tweet.



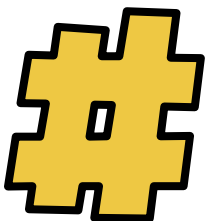
To connect with other educators “follow” them on Twitter. Typically if you follow someone, they will follow you back.

To check your feed, make sure you are “home” by clicking the house icon.



When you follow someone this means that their tweets will populate in your Twitter feed. When viewing your feed you can reply, like, retweet or quote tweet what you see.

Your Twitter feed will constantly change and update when those you follow tweet. So check it various times to engage and interact with others.



A hashtag is a keyword or a phrase used to describe a topic or a theme of a tweet. Think of a hashtag like a searchable keyword or category. If Twitter was a filing cabinet, a hashtag would be a file folder. To use a hashtag in your tweet, you have to put the pound sign (#) before the word or phrase and avoid using any spaces or punctuation. When you use a hashtag, anyone who searches for that hashtag can see your tweet. Looking for great hashtags for education? [Ryan O'Donnell](#) has put together a great list! Scan the QR code or go to bit.ly/2F4eeff.



YOUR PROFILE PAGE

Your profile page is where you and others can view all of your Twitter information.

From your profile page you can navigate to your Home page, Twitter Moments, Notifications and Direct Messages. Using the search bar you can search Twitter for hashtags, key terms, or people. When you are ready to start tweeting click “Tweet” at the bottom of the page. See “Anatomy of a Tweet” for more information. You can get back to this page by clicking the arrow next to your name then click “Profile”

The image shows a screenshot of a Twitter profile page for 'Ditch That Textbook' (@DitchThatTxbk). The profile banner features the account name, a large 'D' logo, and the tagline 'TECHNOLOGY. CREATIVITY. INNOVATION.' with the website URL 'WWW.DITCHTHATTEXTBOOK.COM'. The bio states 'Teaching with less reliance on the textbook with focus on #edtech and creative teaching.' and lists the location 'Marshall, VA', website 'DitchThatTextbook.com', and join date 'Joined February 2012'. The profile shows 6,005 following and 16.2K followers. A pinned tweet is visible, titled 'What do you get when you subscribe to #DitchBook?' and lists benefits like 3 ebooks, resources sent to the inbox, a monthly newsletter, subscriber-only giveaways, and VIP access to DitchSummit videos all year. The right sidebar shows a list of accounts followed, including 'Eagle Heights Elem.' and 'MrsLethcoe'. Below that is a 'Trends for you' section showing '#NCTIES19' trending in the USA with 1,244 tweets. At the bottom right is a blue 'Tweet' button with a plus sign and the Twitter bird icon.

Callout 1 (Top Navigation): From your profile page you can navigate to your Home page, Twitter Moments, Notifications and Direct Messages. Using the search bar you can search Twitter for hashtags, key terms, or people. When you are ready to start tweeting click “Tweet” at the bottom of the page. See “Anatomy of a Tweet” for more information. You can get back to this page by clicking the arrow next to your name then click “Profile”

Callout 2 (Profile Header): The numbers at the top show you how many accounts you are following along with how many are following you.

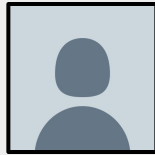
Callout 3 (Bio/Profile Info): Set up your profile to share a little bit about who you are. You can choose to add a location, website, and even your birthday. Click “edit profile” to add to or change your information.

Callout 4 (Tweets): Your Twitter stream is where all of the information you share either through original tweets by you or retweet or quote tweets from another account.

TIPS FOR GETTING STARTED

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UPDATE YOUR PROFILE



Add a photo of yourself and fill in some details about yourself. When people see your photo and your details, they know you're a real person and are more likely to trust you.

FOLLOW 10 EDUCATORS



Find people on those hashtags who seem like your kind of people! Find out what they're about by clicking on their pictures to see their profiles. If they sound interesting, click "Follow" to see their tweets in your stream. Scan the QR code to see a [list of #Ditchbook educators to follow on Twitter](#). Check it often because more will be added!



WRITE YOUR FIRST TWEET

Say something like, "I'm on Twitter!" and include a conference hashtag (if applicable) or #Ditchbook so we can all see it if we search for that hashtag!



RETWEET SOMETHING GOOD

Search a hashtag that interests you (there's #edchat for general education, #edtech for educational technology, and of course #Ditchbook) and find a good tweet. Maybe it has a useful link, a thought-provoking idea or something that makes you chuckle. Retweet it to your followers (even if there aren't any yet!).



ANATOMY OF A TWEET

A tweet is a 280-character message that you post to Twitter for your followers to see.

The profile picture icon shows who wrote the tweet. Click on the profile picture to see their profile page including their other tweets and bio.

Add a hashtag to help others find your tweet. You can add as many hashtags as you like to your tweets. You can add a user name too if you would like to mention them in the tweet.

The information at the bottom of the tweet shows you when the tweet was originally posted and what actions have been made on it (retweets and likes).

You can reply publicly to a tweet by clicking the speech bubble. Replying to a tweet will notify those tagged, either in the text or image, that you have replied.

See something you like? Retweet it! Retweeting a post will share it with your followers. "Retweet with comment" if you have something to add to the original tweet. The original tweeter will be notified that you have retweeted or commented.

Show that you like a tweet by clicking the heart. All of your liked tweets will show up on your profile page under "Likes".

Click this icon to send the user a Direct Message, add the tweet to bookmarks, or copy a link to the tweet.



COMPOSING A TWEET

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Tweeting is posting a message for anyone who follows you on Twitter. Share your thoughts, feelings or ideas. Tweet with the hope that your messages are useful and interesting to someone else.

Start by clicking:



Once you have composed your tweet click the "Tweet" button to post it to Twitter.

Your profile image lets others know that you created the original tweet. Others can click on your profile image to get to your profile page. From there they can see your tweet stream and click "follow" to follow your account.

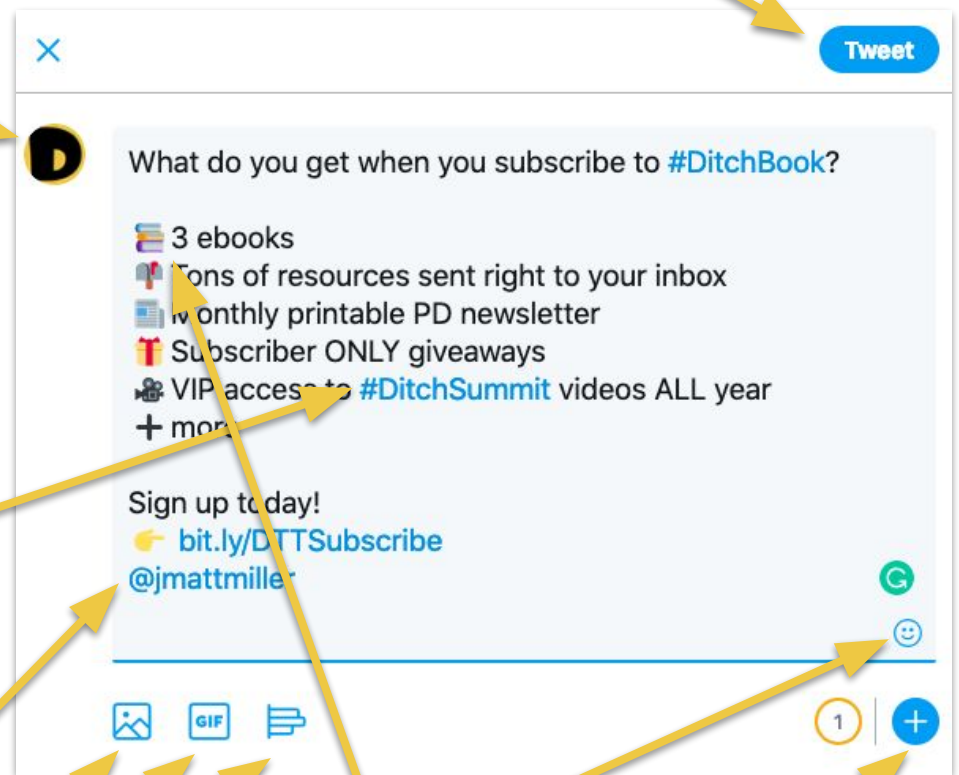
Add a hashtag to your tweet to make it searchable. Add hashtags that are relevant to your post so that others can find and retweet or reply.

Add another user's Twitter handle to notify them that you have included them in your tweet.

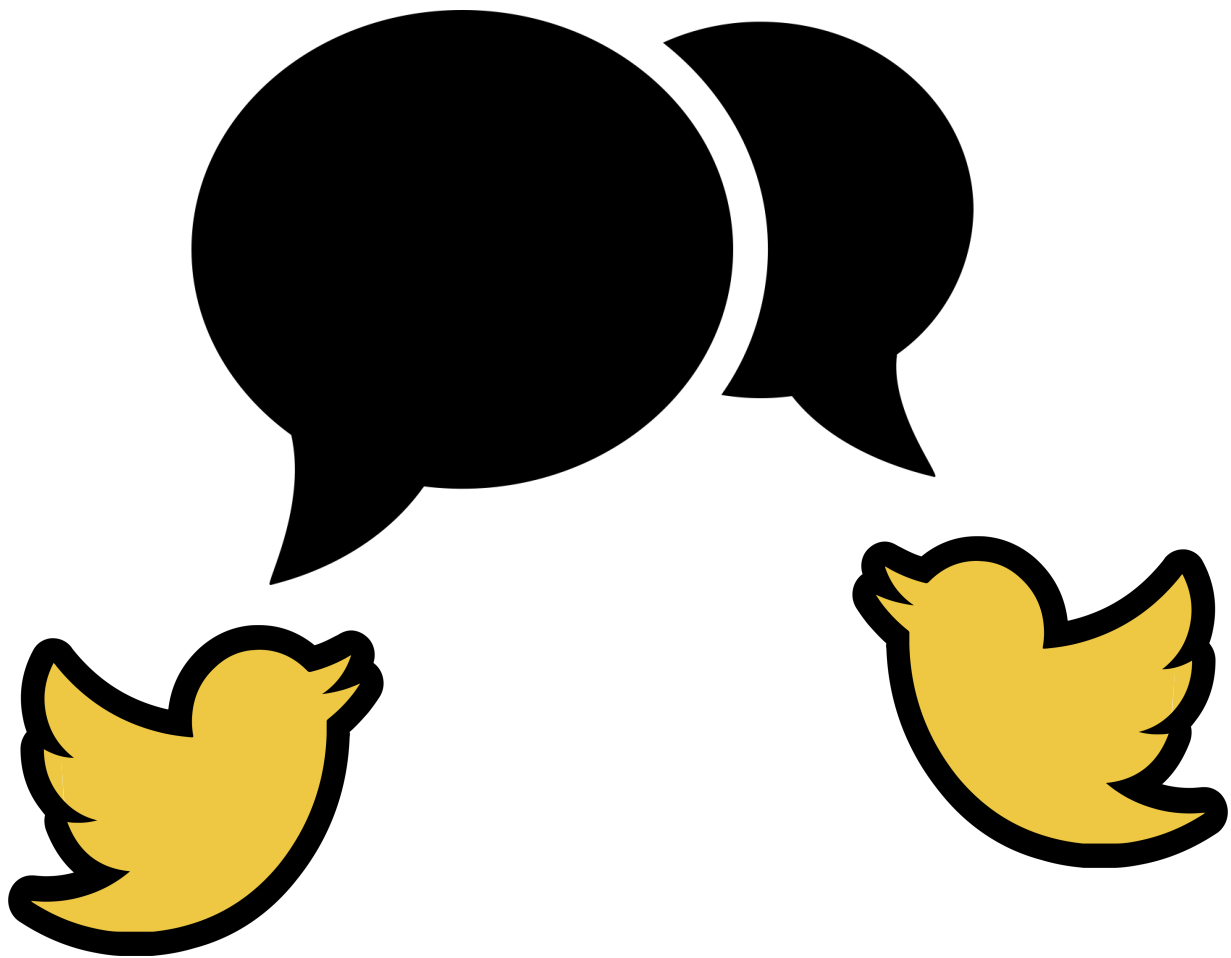
You can attach images to your tweets and tag up to 10 users. You can also search and attach GIFs (Graphics Interchange Format). You can even create a Twitter poll for your followers to participate in.

Including emojis adds color and fun to your tweets. Click on the smiley face to add emojis to your post.

Need more than 280 characters? You can click the plus and compose another tweet right in the same window (called a "thread"). Once you are finished click "tweet all".



TWITTER CHATS



ANATOMY OF A TWITTER CHAT

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A Twitter chat is a live conversation at a predetermined time where people communicate through tweets on a common hashtag.

Twitter chats let you interact with people from anywhere in the world in real time. It's some of the best free professional learning around!

Find out who is moderating the chat. They will tweet out the questions along with the hashtag.

Most Twitter chats are Q&A style chats, like #Ditchbook, which post a question using Q1, Q2 etc, then participants answer using the A1, A2 format. All participants use the chat hashtag in all tweets to follow the chat.

On the Twitter site, use the search bar to find all of the tweets on the hashtag where the chat takes place. Once you do that, use the "Latest" button to see the most current tweets -- the ones most likely to be part of the live chat.

Don't worry about doing it wrong! As long as you include the hashtag, you're set. Don't just be a "lurker", someone who watches and doesn't tweet. Jump right in and participate.

The chat hashtag is the most important thing to include in your tweets! All participants will use the hashtag to ask and answer questions.

The image shows a screenshot of a Twitter chat for the hashtag #Ditchbook. At the top, the search bar contains "#ditchbook" and the "Tweets" button is highlighted. The chat feed shows several tweets:

- Eric Santos (@SantosTechCoach) - Feb 28: A1: Honestly #ditchbook chat has been a steady source of ideas. Eric Curts, Richard Byrne, Matt Miller, Alice Keeler - all through Twitter.
- Devon Fortner (@DLFortner12) - Feb 28: A1: Teachers Pay Teachers and Pinterest are always my go-to for new ideas! #Ditchbook
- Rayna Freedman (@rtfreedm) - Feb 28: Obviously I meant A1. I guess I'm trying to make a short chat too lol. #DitchBook
- Evan Mosier (@emosier3) - Feb 28: A1: I find myself on Twitter a lot! I also read my favorite ed tech blogs to inspire ideas for teaching and learning. #DitchBook

The moderator, Ditch That Textbook (@DitchThatTxbk), posts a question:

Q1 Let's get DIFFERENT 🌟 and INNOVATIVE 💡 right from the start! #Ditchbook

The question is displayed on a yellow background with a trash can icon. The question text is: "How do you make the first day of school **different** and **innovative** so that kids want to come back on day two?"

A participant, Craig Klement (@craigklement), responds:

A1: I always tried to memorize at least every kids first name by the end of day 1. I make it a priority to get to know them. Then we came up with class rules together and I allow them to pick the seat that they will learn best in #Ditchbook

Callouts from text boxes point to various elements: the search bar, the "Latest" button, the moderator's question, the question text, the hashtag, and the participant's answer.



LEVEL UP WITH TWEETDECK

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TweetDeck, a free application, lets you organize Twitter content in columns. Create columns to display notifications, searches, lists, likes, messages and more. You can create as many columns as you want, and they update instantly.

TweetDeck is a valuable tool when participating in a Twitter chat because you can keep multiple columns open while responding to questions or interacting with other members of the chat.

Open up one column for the chat hashtag by clicking the “Add column” button in the left sidebar. This allows you follow the tweets posted during the chat. You can easily scroll through while composing your next tweet.

The screenshot displays the TweetDeck interface with three columns. The left sidebar contains a 'Tweet' button, a search bar, and a list of columns: 'Notifications @DitchThatTxbk', 'User @rachelmarker', and '#ditchbook'. Below the list is an 'Add column' button. The main area shows three columns: 1. 'Notifications @DitchThatTxbk' with a filter icon and a tweet from Doug Dunn retweeted by Ditch That Textbook. 2. 'User @rachelmarker' with a filter icon and a list of tweets from Rachel Marker. 3. '#ditchbook' with a filter icon and a list of tweets from various users including Stephanie Howell, Derek Haney, and Craig Klement. A yellow arrow points from the 'Add column' button to the '#ditchbook' column.

Follow along with your notifications during the chat. This way, you'll see which tweets others are liking and retweeting. Plus, if someone replies to your tweet, you'll see it here so you can reply back.

TweetDeck lets you create a column to follow all tweets from an individual user. It's helpful to make a column to follow the moderator of the chat. Click “Add column” in the left sidebar of TweetDeck and add the moderator's Twitter username. That way, you won't miss a question or an important tweet from the moderator!



Five Steps to a Successful Twitter Chat

Step 1



Check to see if questions are available prior to the chat so that you can preview questions and prepare your answers ahead of time.

Step 3



Follow the moderator (the person tweeting out the questions) for the chat that day.

Step 5



Introduce yourself and join the chat! Answer questions with A1, A2.

Check out the Educational Twitter Chats Calendar
bit.ly/2VGMaUI



Step 2

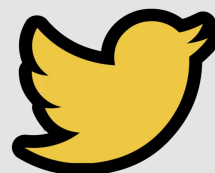


Go to Twitter.com or Tweetdeck.com about 10-15 minutes before to get any pre-chat information.

Step 4



Follow the hashtag #
In Tweetdeck or on Twitter.com search for the chat. Don't forget to include the hashtag in your tweets!



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