

Twitter Talk

By Niki Hilton

Twitter happens in real time. Your Tweet can get bumped off the screen in a matter of seconds. It is important to update your Twitter account several times a day to keep up with your following.

The basics:

Username – @username this acts as a live link to your Twitter page

Followers – people or businesses following your account

Following – people or businesses that you have selected to follow

Tweet – message sent or read consisting of a maximum of 140 characters

Retweet – forwarding someone else's tweet to your followers

* you can either retweet using the button at bottom of the tweet OR use the term RT @username (paste original tweet here) and tweet it out yourself

Reply – mentioning another user in your tweet; will appear @username

Home – where all the action happens...you will see tweets from the users you are following and can update your own tweets in the box titled "what's happening"

Profile – a list of all the tweets you've sent out in chronological order

Who to Follow – search engine for connecting with other Twitter accounts

Settings – how you control your profile

A step up from basic:

Trending – most immediately popular topics on Twitter signified by the # sign, followed by the topic. ie). Had so much fun at Spencer Smith Park this afternoon #Burlington. This also becomes a live link where you can see what other tweets have gone out using the topic of Burlington.

Follow Friday – also appears on Twitter as #FF. On Fridays users recommend their favourite users to others. If partaking in Follow Friday, be sure to include a reason to follow the user you are suggesting.

Hoot Suite – a web-based tool where you can manage several social media accounts and pre-schedule messages

Facebook FYI

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Your Facebook Page consists of users who choose to “like” your business/organization/program/group. Users that “like” you will be able to see your updates and interact with you. Your Facebook Page requires an administrator.

The basics:

Wall – this is where all the action happens. You can update your status, post photos, share videos or link to websites of interest. Your users can respond to your updates and share comments or updates of their own in regard to your organization.

Info Tab – where you provide information like your address, phone number, link to your website, etc.

Events Tab – a page where you can create and list the details of an event that your users will be notified about.

Profile Picture – a photo you have chosen that reflects your cause and can be changed at any time.

Custom Tab – you can sign up with another company like Tab site to create customized tabs for contests or a welcome landing page

Photo Album – just like an album in real life, you can create a digital photo album on your Facebook Page that users can view

Good resource for an overview of Facebook: <http://mashable.com/guidebook/facebook/>