Twitter 101

League of California Cities

@CaCities
What is Twitter?

* Twitter is a service that allows people to communicate and stay connected through the exchange of quick, frequent messages called “Tweets.”
* Tweets are limited to 140 characters or fewer.
* Tweets are posted to your profile, visible to your followers, and searchable on Twitter.
* Twitter can be used to send information and/or to collect information. You do not have to send Tweets to get the benefit of Twitter.

Twitter’s Help Center FAQs: http://bit.ly/bxohOl

“Meet Twitter: Social Media for City Officials Short on Time” by Emily Cole
106 million users

460K new accounts created daily

37% of users Tweet from their phone

40% of users monitor Tweets but do not Tweet

200 million Tweets per day

150+ Cities on Twitter
Why Use Twitter?

* Find out what people are saying about your city
* Discover breaking news as it’s happening
* Locate useful articles
* Research topics and issues
* Ask questions
* Engage citizens
Signing Up
https://twitter.com/signup

Join Twitter today.

Emily Cole
name looks great.

ecole@cacities.org
We will email you a confirmation.

Password is okay.

Emily_A_Cole
Username is available.

Suggestions: a_ecole  ecole_a  EcoleCole  EcoleCole

Keep me logged-in on this computer.

By clicking the button, you agree to the terms below.

These Terms of Service ("Terms") govern your access to and use of the services and Twitter’s websites (the "Services"), and any

Create my account

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.
Twitter Terms

Tweet  Retweet
News Feed  @CaCities
Trending  #Hashtag
Follow  Mention

Who Should You Follow?

* @CaCities
* News Groups in your city and surrounding region
* Political Reporters Statewide
* Cities in your region
* Local officials, City staff
* Local businesses
* Legislators

Twitter will also make new following suggestions based on the accounts you follow.
Who Can Follow Me?

* Twitter is a PUBLIC FORUM, anyone can follow you, unless your tweets are protected...
Protecting your tweets essentially defeats the social purpose of Twitter.
Twitter 101:

Let’s Take a Tour!
#Discover

Saved search results

#cabudget

Tweets

People

Sacramento trends - Change
#ShowYourHeart  Promoted
#30thingsaboutlife
#STFUU
Kyle Williams
Happy Chinese New Year
Gung Hay Fat Choy
LOVE & Hip Hop Finale
Pretty Little Liars
YMCMC Baby
Tim Thomas

twitter
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Tweets Top / All

John Myers, KQED @KQED_CapNotes
When is tax hike 4 schools not help? When it's 4 IOUs, sez @jfester of Brown's #cabudget initiative: ow.ly/8DGGU

Kevin Yamamura @kyamamura
RT @TheStateWorker: California special agents seek halt to Jerry Brown's layoffs bit.ly/AF29oh #cabudget

Jim Boren @juxen4507
@JerryBrownGov should move carefully as he makes big cuts in Cali's social safety net. tinyurl.com/8yfrpq #cagov #cabudget #fresno

CA Assembly GOP @AssemblyGOP
Wall Street Journal Editorial: @JerryBrownGov tax plan "has little to do with economic reality." goo.gl/Un2sg #cabudget #fb

Sabrina Lockhart @SLockhart
ICYMI: @jfester from Top Ed writes about schools not buying myth that higher taxes will help students.
toped.svefoundation.org/2012/01/23/hig... #cabudget

CA Budget Project @CABudgetProject
Join us in Sacramento on Feb 3 for our annual #cabudget briefing. Register at bit.ly/xKRZ2y

John Myers, KQED @KQED_CapNotes
Economist Steve Labor: Deeper dip shows #Calunemployment lower...
League of CA Cities
@CaCities
Official League of CA Cities account for updates on our advocacy efforts. Follow @cacityslearn for education updates.
http://www.ca-cities.org/socialmediapolicy
Sacramento, CA  http://www.ca-cities.org

1,468 TWEETS
1,154 FOLLOWING
1,371 FOLLOWERS

Tweets
Following
Followers
Favorites
Lists
Recent images

League of CA Cities @CaCities
Does your city have an innovative program that delivers quality service? Apply for Helen Putnam award by April 12. bit.ly/2KOhM9

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@Canales2011 @RoseKindel @jeffkiemar Thanks for the RT!

League of CA Cities @CaCities
#CACitiesAdvocate: Speaker Perez Introduces Redevelopment Cleanup Bill AB 1585 bit.ly/y1oiPq

League of CA Cities @CaCities
@WesternCityMag breaks down Project Labor Agreements in this months issue. bit.ly/AkheFt #construction #capolitics

League of CA Cities @CaCities
#ILC is hosting a free webinar tomorrow: "Working with Your Local Electric Utility." Info/Register online: bit.ly/zpn1J

League of CA Cities @CaCities
Glad that you find it useful. MT @RussellLowery: @CaCities has a good list of legislators.
Lists

League of CA Cities
@CaCities
Official League of CA Cities account updates on our advocacy efforts. Follow @calcitieslearn 4 education updates.
http://www.cacities.org/socialmediapolicy
Sacramento, CA http://www.cacities.org

Lists

- federal-legislators
  31 members

- state-legislators
  CA Governor, Senate and Assembly Members
  83 members

- staff
  League Staff
  24 members

- electedsandofficials by Sacramento PressClub
  67 members

- CapitolMediaTweets by Sacramento PressClub
  50 members

- CaCounties by League of CA Cities
  Counties in California
  9 members

- CaCities by League of CA Cities
  California Cities on Twitter
  138 members
Tweet Location
☐ Add a location to your Tweets
Ever had something you wanted to share (“fireworks!”, “party!”, “ice cream truck!” or “quicksand.”) that would be better with a location? By turning on this feature, you can include location information like neighborhood, town, or exact point when you tweet.
When you tweet with a location, Twitter stores that location. You can switch location on/off before each Tweet and always have the option to delete your location history.
Learn more

You may delete all location information from your past Tweets. This may take up to 30 minutes.

Tweet Media
☐ Display media that may contain sensitive content

☐ Mark my media as containing sensitive content
If you tweet images or videos that may contain sensitive content, please check this box so that people can be warned before they see it. Learn more

Tweet Privacy
☐ Protect my Tweets
Only let people whom I approve follow my Tweets. If this is checked, your future Tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places.

HTTPS Only
☐ Always use HTTPS
Use a secure connection where possible to encrypt your account information.