Psst, You and Your Library should be on Twitter

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Basics of Twitter

Sign-up at Twitter.com - 241 million monthly active users
Customize - your profile and background images visually represent your brand
Tweet - 500 million Tweets sent per day

Follow - to follow someone on Twitter is to subscribe to their Tweets in your timeline
Reply - reply to another user's Tweet
Retweet - send the original Tweet to all of your followers
Favorite - tell your followers that you like a Tweet
Timeline - a list of real-time Tweets from the users you are following
Photos - Tweets with photos get twice the attention
Hashtags # - categorize Tweets and help them show in Twitter searches

Librarians on Twitter

Professional Development - Have a conversation
E-Mentoring - Share your knowledge
Form Relationships - Follow librarians from around the world
Receive Support - Ask for help

Types of Library Tweets

Marketing Events - inform your followers
Marketing Services - inform your followers
Community - build connections and increase your visibility
Customer Service - solve problems
Events - Twitter contests
Fun - develop a personality for your library

Twitter Etiquette

Engage your followers - Don't just tell
Don't Spam - Limit number of Tweets to 3-5 per day
Keep content appropriate - Remember you represent your library and institution

Twitter use by age group, over time

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