Beginners Guide to Twitter

EGUSD students are taking a stand on cyberbullying by participating in a campaign, beginning November 5, 2012. Superintendent Steven M. Ladd, Ed.D., asked his Student Advisory Committee to brainstorm possible campaign names, before voting on *#UnfollowBullying*. In social media platforms, the # (hashtag) symbolizes that the following subject (UnfollowBullying) is an important or popular topic. The # (hashtag) is most frequently associated with Twitter, one of the students' favorite social media tools.

If you are not familiar with Twitter, the following **FAQ's, Glossary**, and **Sample Page** will provide you with a window into this globally popular free, social media tool.

Frequently Asked Questions:

Q. What is Twitter?
A. Twitter is an online social media service that is often referred to as "micro-blogging" because each "Tweet" (text-based message) has a limit of 140 characters. Micro-blogging allows users to exchange small elements of content such as short sentences, individual images, or video links.

Q. Why do educators use Twitter?
A. Twitter can provide a Personal Learning Network (PLN), accessible 24/7, where educators share articles, classroom activities, suggestions, humor, and more – in 140 characters or less!

Q. **Are there some online tutorials about Twitter?**
A. Visit our #UnfollowBullying website for additional Twitter resources, including video tours: http://blogs.egusd.net/ub/toolkit/staff/

Q. What does the "#" hashtag in the campaign name mean?
A. The # (hashtag/pound symbol) is used in Twitter and other social media websites to comment about a particular topic so people searching for it can easily find it.

Glossary of Basic Twitter Terms:

- *Tweet*: A post made on Twitter by a user.
- *Tweeter:* Someone who uses Twitter.
- *Follow:* When you "follow" someone on Twitter, their Tweets appear in your Twitter stream. You can choose to follow anyone.
- Follower: Someone who is reading your Tweets. Anyone can follow you – no invitation needed.
- *Unfollow*: At any time, you can choose to stop following someone. Their Tweets will no longer appear in your Twitter stream.
- *RT* (ReTweet): Reposting something that has already been posted on the Twitter stream that you find noteworthy. ReTweeting is a way to give credit to other tweeters.

- *@ Reply:* The @ symbol is used to reply to a twitter user.
- *# (Hashtag):* The pound symbol is used to comment about a particular topic so that people searching for it can easily find it. If you search for #UnfollowBullying, you can view all Tweets on that topic.
- *DM* (Direct Message): You have the option of sending any of your followers a private message (a *DM*). Only the person you send the DM to will see it, but they must be already following you in order to *DM* them.
- *Trending Topics:* The hottest topics of discussion on Twitter. For instance, during the Emmy Awards, if everyone started Tweeting about them with the hashtag (#Emmys), the Emmys would become a trending topic.

Interested who in education is using Twitter

- **Robert J. Marzano:** Education expert and consultant who tweets about practical applications for available studies. *@MarzanoResearch*
- **Steven W. Anderson:** One of Edublogs' Twitterers of the Year, predominantly writes, talks, and researches effective strategies for web 2.0 educational tools. *@web20classroom*
- **Vicki Davis:** Flat Classroom Project co-founder Vicki Davis (alias "The Cool Cat Teacher") enthusiastically embraces all things education technology. *@coolcatteacher*
- **Ramsey Musallam**: A graduate of Elk Grove High School, Ramsey is a professor teaching AP Chemistry at Sacred Heart Cathedral Prep in San Francisco and research methods at the University of San Francisco. He is a leading expert and speaker on the "flipped classroom." *@ramusallam*

Twitter Sample Page