

# Twitter

Twitter is a quick way to share thoughts on the internet. Call it a microblog, call it a status update, either way it's 140 characters. While it's a great way to share news with your members, it's also an easy way to see what other chapters are doing.

## **Benefits**

Short. Get it up there, and let it go.

Can be more interactive than website

## **Challenges**

Not good for event reminders, unless you repost a lot: Many people check their feed, not your page. So even if your Shinnenkai tweet is at the top of your page, if you sent it two weeks ago, your followers probably forgot about it.

Currently not many members following, mostly chapter interaction

## **Recommended Usage**

Broadcast JETAA events: Announce events or link to new blog posts

Make lists of members or other chapters

Keep an eye on JETAA/community happenings

Share member happenings/businesses

Interact with members and community: Ask questions or share member activities

Personality: Post pictures from events or share JET or Japan-related links

## **Goals (redundant, but slightly different)**

Become a resource for members who don't check site or facebook

Direct members to main site posts (web site or facebook)

Keep an eye on JETAA/community happenings

Interact with members and community: Ask questions or share member activities

Personality: Post pictures from events or share JET or Japan-related links

## **Getting Started**

After you sign up:

Follow people and hope they follow you:

Follow chapters (start with [JETAAUSA](#), and check their lists)

Search for members, local community groups or business your chapter supports/interacts with

Post an upcoming event

Let people know you're there: link to your twitter profile on your website and facebook page

## **Learning the lingo**

### **Reply**

@username at the beginning of tweet

Respond to a tweet. Great way to interact with members. (Can filter these out of main feed.)

ryandhart: Where can I get a good bowl of ramen in Seattle?

PNWJETAA: @[ryandhart](#) I hear Aloha Ramen ([www.yelp.com/biz/aloha-ramen-seattle](http://www.yelp.com/biz/aloha-ramen-seattle)) is pretty good!

### **Mention**

@[username] in tweet

Mention a fellow tweeter

PNWJETAA: Just saw @[ryandhart](#) and @[shundo](#) at our booth at Sakura Matsuri! Thanks for stopping by!

### **Re-tweet**

RT or click the Retweet button

Share what others say and give them credit

PNWJETAA: RT @[JETProgram](#): We received a record number this year: 5300+ total!

## Hashtag

#[keyword]

Labels for easy searches, good for real-time tracking of events, like during conferences

PNWJETAA: Becoming a fan of I Speak Japanese on Facebook right now! Neat stuff, @[aaronlovelace](#)! [#jetaatrc](http://ow.ly/129Vz)

## URL Shorteners

Sometimes you'll want to toss in a link along with your blurb, but it's too long. For example, this link is 58 characters long (<http://skatelikeagirl.com/2010/03/cherry-blossom-festival/>), which only gives you 82 characters to entice someone to click through. If you plug it into an url shortener, it gives you a lot more breathing space with a 20-character link: <http://bit.ly/do4XvL> .

### Full Link

PNWJETAA: Sakura Matsuri showcases the new skate park at Seattle Center! Fun & exciting! <http://skatelikeagirl.com/2010/03/cherry-blossom-festival/>

### Short Link

PNWJETAA: Sakura Matsuri is showcasing the new skate park at Seattle Center! Nice to see new things that involve the community <http://bit.ly/do4XvL>

Url shorteners are very easy to use, and usually only require that you paste your original url into a box, hit enter, and then your shortened url appears. If you use Hootsuite, [ow.ly](#) is built into your dashboard. Another popular service is [bit.ly](#). Both are free, and offer statistics about your links (how many people clicked, when, from where...)

There are quite a few url shorteners out there, so feel free to pick one that suits your needs. Tech Crunch summarized some speed tests (how long it takes to load the page), which includes a good collection of popular url shorteners. (<http://techcrunch.com/2010/03/17/url-shorteners-speed/>)

## Lists

Great way to organize who you follow, both for your sanity and for people visiting your page.

If you make your lists public, even people without twitter accounts can see who you follow.

Example Lists:

Alumni: both individuals and businesses

Alumni Groups

Local: community groups, individuals and businesses your chapter interacts with

### **Enhancing Twitter**

Managers: Hootsuite, tweetdeck (see integration systems)

Photos: twitpic, [flic.kr](http://flic.kr), tweetphoto...

Plug-ins for Joomla and Wordpress:

Given the popularity of Twitter, both Wordpress and Joomla have oodles of support for Twitter...

For Wordpress, check out "Twitter Widget Pro" or for integration with even MORE Social Media sites, try "Sociable"

Joomla: Maybe consider "ENY My Tweets" or the "iNow Twitter Widget"

A quick search of the Wordpress Plugin Directory or the Joomla Extentions Directory will yield you even more plug-ins you can try.