



Twitter 101:

An Introduction For Students

Part 1: What is Twitter?

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Everyone is talking about that silly little bird- your professors, your friends and even your favorite brands. So what's the fuss all about?

What is Twitter?

Twitter is a free communication platform designed to help you **listen, share** and **connect** to people with similar interests or background. If you are familiar with Facebook, it will be easy to figure out Twitter. Its all about conversation limited to **140** characters or less. Facebook connects you to people you already know, where Twitter aims to connect you with people you want to know.

The Very First Tweet

Co-creators Evan Williams @ev and Biz Stone @biz started using Twitter in 2006.



“Initially inspired by the concept of an ‘away-message’ merged with the freedom and mobility of SMS, Twitter began as an experiment in 2006. When value as an instant communication network during shared events like earthquakes, conferences, and festivals emerged, Twitter began to grow and Twitter, Inc. was founded in 2007. “

~ Twitter history from business.twitter.com



We all knew AIM was a fad- admit it!

What does Twitter do?

Twitter allows you to:

- **listen** and discover cool “stuff” on the internet before everyone else
- **share** things you find interesting quickly and easily
- **connect** and collaborate with your favorite organizations, brands or people



How does it work for students?

A few examples:

1. A student in Madison, WI is looking for a summer internship. She uses Twitter search to connect with a semester internship program in Washington, DC.
2. John, a college freshman doesn't understand a theory from a huge lecture psychology class at Purdue so he uses the Twitter to find students and connect with others taking the course at a different school to exchange notes.
3. Meredith, a photography student from Austin, TX links to her photoblog on Twitter and a local studio reaches out to her for a part-time job.



Still confused?

Paste this link into your web browser for some Twitter Videos
www.budurl/techtwitvids.com

Why should students use Twitter?

Twitter is tool, just like text messaging, e-mail or Facebook. It's not for everyone, but take some time to learn about it and you may discover the many ways Twitter can help you as a student, a recent graduate or intern. Learning how to use social media to your benefit could even **land you a job**.

Remember, like all technology tools...

Twitter is only **USEFUL** if its **VALUABLE**.

As students, Twitter can help you

- **learn** outside of the classroom
- **create content** for your portfolio or resume
- network to **find internships or jobs**

Twitter is a resource and one of the easiest & cheapest on the internet today.

Do I Have to Pay to Use Twitter?

Twitter is free for anyone anywhere, so why not give it a try? If you have a computer, mobile phone, iTouch with internet access or iPad, there's no telling who you could connect with on Twitter. (Taylor Swift @taylorswift13 and Lance Armstrong @lancearmstrong are two very active and popular Twitter users!) With a communication tool like Twitter, barriers between people are broken giving you the ability to literally connect with anyone in the world. Twitter will take time, but if you are spending an hour each day on Facebook or YouTube, take 15 minutes and start using Twitter. You will be amazed at the information and connections you make.

How To Start

Check back soon for **Part 2: Getting Started** on Tech Academy, or e-mail andreagenevieve@gmail.com if you want to start today. Also, sign up for one-on-one sessions or group workshops and training seminars and don't forget to follow @andreagenevieve or @Tech_Academy for more tips on social media.