

A large, light blue Twitter bird logo is centered in the background. The bird is facing right, with its wings curved upwards and its tail feathers visible.

How to Use Twitter to Build Communities

Claudia Deme

Why do I love Twitter(?)

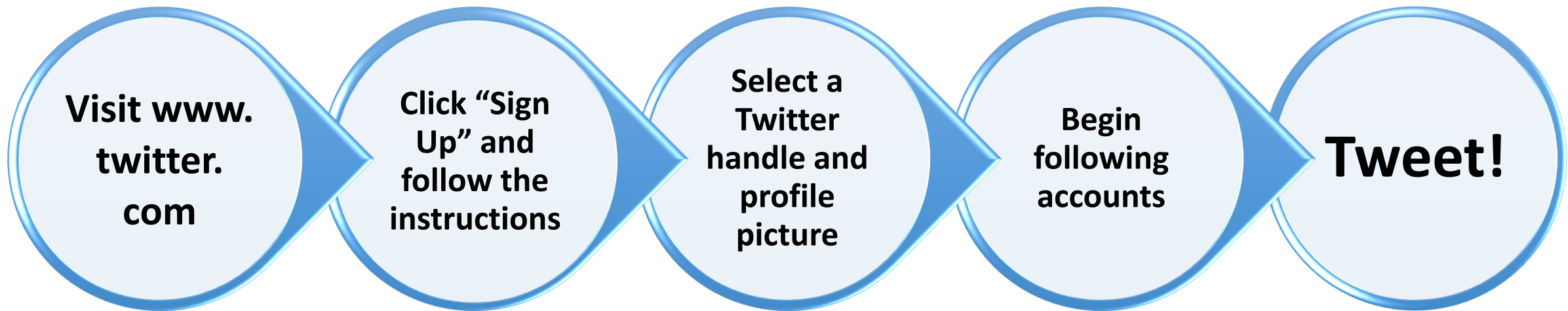
- It is my only source of news
- It is entertaining
- It has always been very useful in my career
- I can be selective about the content
- It helps with network building

@claudiamaydeme



3,647 tweets; 1,676 likes; user since 2011

Getting Set Up to Tweet



A few Twitter basics

- Twitter allows you to follow an unlimited amount of accounts.
- Individual tweets can contain up to 280 characters.
- Characters include letters, emojis, spaces, punctuation and hyperlinks.
- You can attach pictures, memes, videos and gifs to your tweets.
- Hashtags are the best way to follow a Twitter conversation...but more on that later



280 characters just aren't enough...

The most common “fear” people have in joining Twitter is that 280 characters just doesn't allow them enough “space” to adequately convey their thoughts.



**The sentence above contains 178 characters.

Do you follow Donald Trump?



Macro impact

- The Twitter network's reach is amazing, global, and potentially devastating....just ask Shigeharu Shirai.



Let's consider the scope of the impact on a macro level

- On August 23, 2007, Chris Messina, Twitter's 1,186th user, took to the social media platform to ask people what they thought about the idea of using a "hashtag" to collate people and messages.
 - #blacklivesmatter
 - #arabspring
 - #icebucketchallenge
 - #metoo
 - #bringbackourgirls
 - #porteouverte

#manifencours



But, how do we start smaller?



Why would you want to use Twitter at work?

- Promotion/communications
- Follow similar industries
- Follow hashtag conversations
- Answer questions or address concerns from the public
- Support your people



Identify your communities – yes, plural

- Ask yourself, who am I tweeting for? What engagement do I want?
- For students, there could be several communities – school board, centre, peer groups, potential employers, etc.
- For centres, communities could include others from the same school board, outside school boards, community organizations, government branches, alumni, etc.
- For teachers or staff, communities could include colleagues within/outside of the school board, professional orders, suppliers, etc.

Encourage engagement!

Build communities one tweet at time

Build, grow and maintain
communities of practice.

Create and track your hashtag.
Know what is being said about you
and answer questions in real time.

Offer praise.

Support social movements
important in your community.

Keep up with the Twitter trends.

Engage with your friends.

Gain new perspectives.



Let's begin today

- Now that we know each other, let's begin the thread here, now.
- For that, let's pick a hashtag.



#AMA



Thank you!!

- Email: cdeme@nfsb.qc.ca
- Twitter: @claudiamdeme

*Thank
You*