September 8, 2011

A Conversation about Twitter

Scott Brown, Social Information Group

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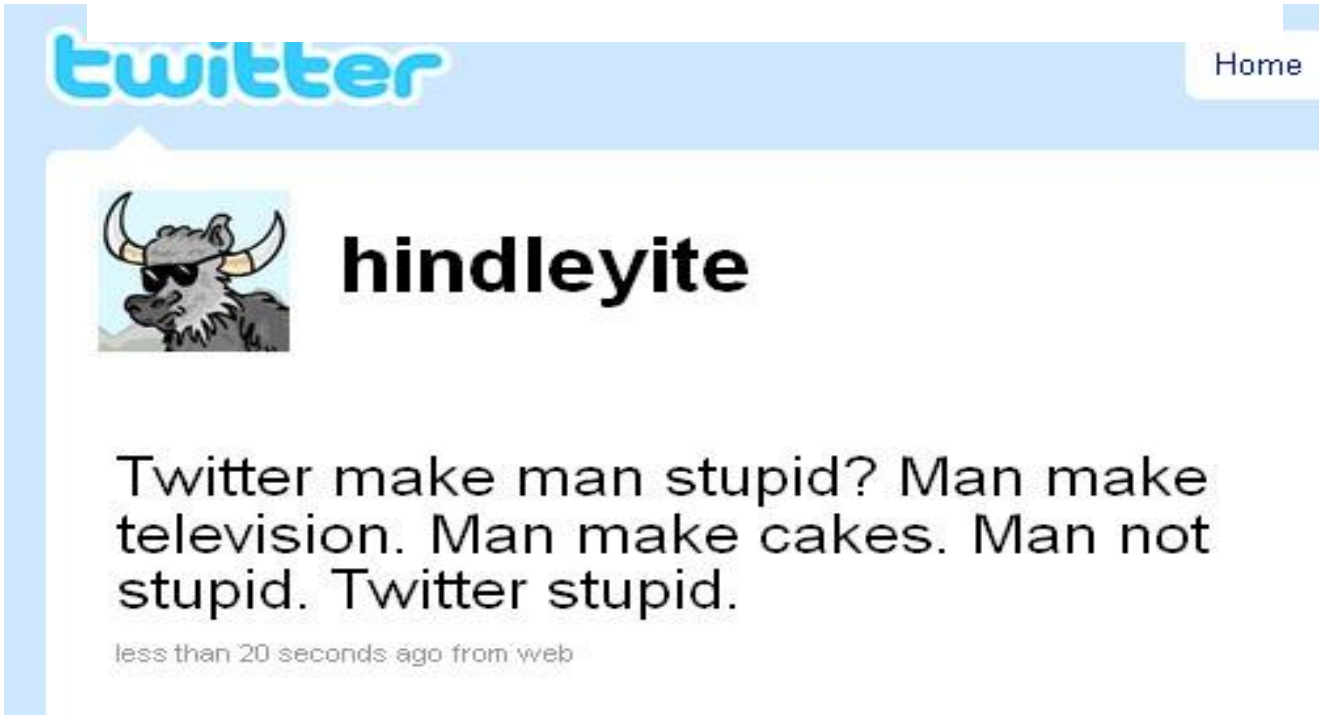
Scott Brown, Social Information Group
Transportation Librarians Roundtable
08 September 2011

Twitter: @socialinfo

twitter
o_O
CathyO
Follow
Thinking how stupid this site is!
5:01 PM Jun 1st, 2008 from web

twitter
Login Join
my sunburn makes me look drunk. also i'm drunk.
9:45 PM Jul 5th via TweetDeck
Retweeted by 38 people
birbigs
Mike Birbiglia
API Business Help Jobs Terms

Twitter???

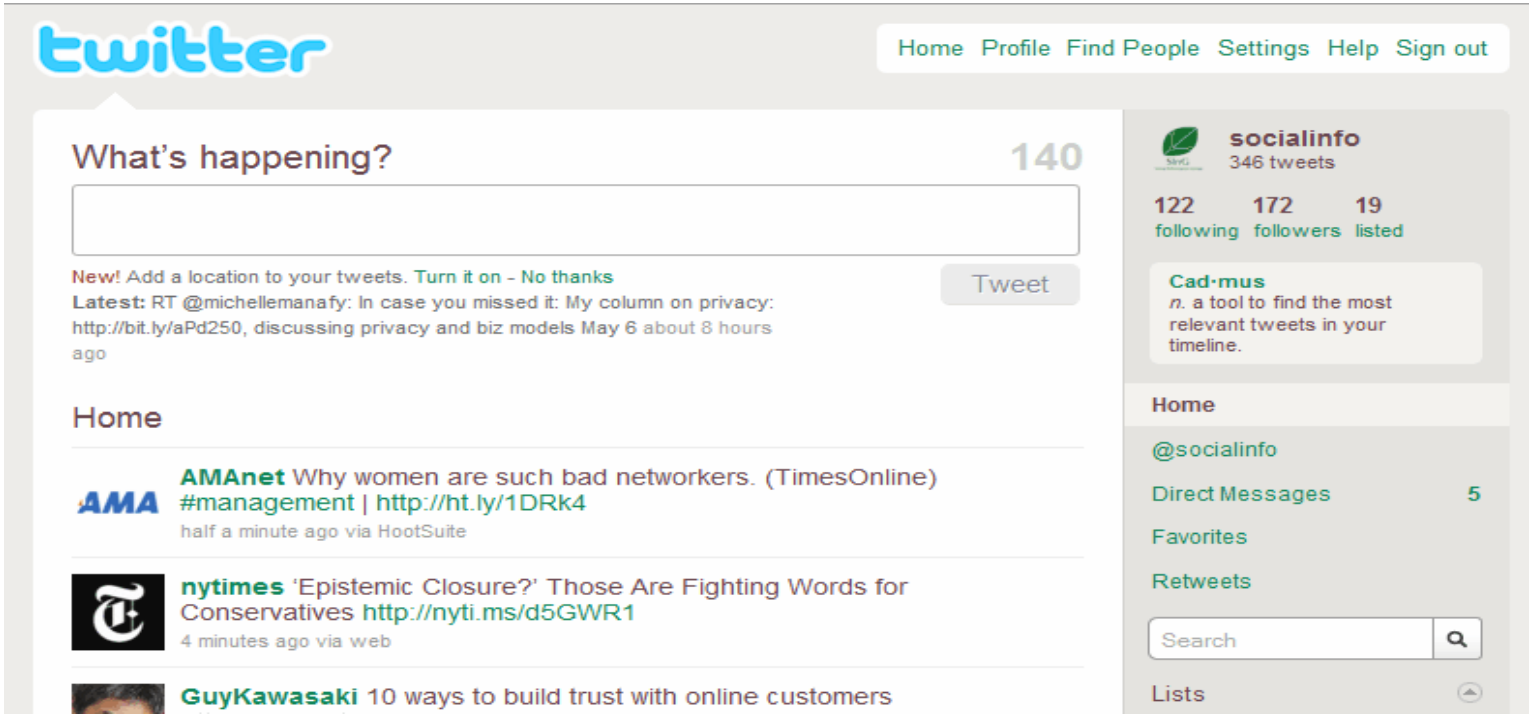

twitter
Home
hindleyite
Twitter make man stupid? Man make television. Man make cakes. Man not stupid. Twitter stupid.
less than 20 seconds ago from web

http://www.twitter.com

- What is it?
  - "Microblogging" tool – similar to text messaging
- Think:
  - RSS feed for you – or your organization
- What's the advantage?
  - Free
  - Quick setup
  - Find and "follow" peers, thought leaders, potential customers, locals
  - Communicate (both ways)
  - Additional marketing tool ("tweet" blog posts, etc. – also list your website, specialties)
- Where do I find it?
  - http://www.twitter.com

How do I get started?

- Sign up
- Create some “tweets”
- Start following people



Twitter for personal or professional use

- **Twitter** – http://www.twitter.com
  - To share your expertise, and pointers to other information that's important to you or your work
  - "Value-add" information stream
    - News feed for you or your department
  - **Low barrier to entry, quick to set up, but requires constant attention**
  - **Connection, content and *speed* are key**

Twitter feeds of interest

- RITA: http://twitter.com/DOTRITANews (or @DOTRITANews)
- Bureau of Transportation Statistics: @TransportStats
- National Transportation Library: @NatlTransLib
- Intelligent Transportation Systems: @ITSJPODirector
- Many state DOTs have Twitter feeds
- Want a big list? http://listorious.com/PublicWorks/transportation

Thank you!

Scott Brown
Social Information Group

Don't hesitate to contact and connect with me:

- scott@socialinformationgroup.com
- http://www.linkedin.com/in/scottrbrown
- http://www.socialinformationgroup.com
- @socialinfo
- 303-834-7553

Coaching:
scott@infoprocoach.com
@scbrown5