

**TWITTER FOR DUMMIES & DEANS @ CCAS 2013**  
**Jacksonville, Florida**  
**LISA VOLLENDORF**  
**Dean of Humanities and the Arts**  
**San José State University**  
**San José, California**  
**Twitter handle: @lisavol**  
**Email: [Lisa.Vollendorf@sjsu.edu](mailto:Lisa.Vollendorf@sjsu.edu)**

***“WHAT I WISH I KNEW ABOUT TWITTER BEFORE I STARTED TWEETING”***

**I. DEFINITIONS**

- a. *Favorite:*** v. “To favorite” is to click on the star icon after reading a Tweet. Also a n. as in “Many of my *favorites* are posted by @satiricalprof”.
- b. *Follow:*** v. To “follow” is to choose to receive and presumably read another person or entity on Twitter. The equivalent of “liking” someone on Facebook.
- c. *Handle:*** Your handle is your Twitter name. Always preceded by @. Appears at beginning of a Tweet.  
*Example:* @lisavol (My personal handle).  
*Example:* @sjsu\_ha (My college handle).
- d. *Hashtag (#):*** A hashtag is the # sign. It groups conversations around a certain topic.  
*Example:* #CCAS2013 (This is our conference hashtag).
- e. *Reply:*** As with email, the act of replying to a Tweet by clicking on the arrow (reply) button.
- f. *Re-Tweet:*** The act of taking someone else’s Tweet and re-posting; equivalent to “forwarding” on email. Also a noun: a “re-Tweet.”  
***NOTE:*** Although it sounds absurd, you will be excited when someone re-Tweets your Tweet.
- g. *Tweet:*** n. and v.
- i. ***Noun:*** A posting on Twitter. Must be 140 characters or less.  
*Example:* Did you read his **Tweet**?

- ii. **Verb:** The act of posting on Twitter.<sup>1</sup>

**Example:** Mary **tweeted** 40 times today.

- h. **Tweeter:** A person or entity that Tweets or that merely has a Twitter handle.

## II. POSSIBLE USES OF TWITTER

### a. *Promotion*

- i. Of self
- ii. Of others (including one's college or institution)

### b. *Learning*

- i. News (e.g., local stations and publications)
- ii. Rapidly evolving situations (e.g., up to the minute news)
- iii. Trivia (i.e., think Facebook posts about moods, dogs, cats, etc.)

### c. *Connectivity*

- i. Provides an avenue by which to connect to students, alumni, faculty, staff, community members, etc.

## III. BEST USES OF TWITTER (in my novice opinion)

### a. *Promotion of others*

- i. Particularly for posting of articles, photos, videos, links.

### b. *Connectivity*

- i. Provides a way to connect to digital natives (faculty/staff more than students in my experience) + to community members/entities.

## IV. WORST USES OF TWITTER

### a. *Sustained personal promotion*

- i. A Tweet now and then about one's accomplishments will not offend, but sustained self-promotional Tweeting will.

### b. *Learning (except for up to the minute news)*

- i. Google, Wikipedia, and libraries are better resources for learning.

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<sup>1</sup>Note that *tweet*, *twit*, or other creative variations on the verb are not acceptable to *Tweeters*, who take grave offense at such degradation of a fine verb.

## V. HOW TO TWEET EFFECTIVELY

### a. *Plan before you commit*

- i. How often do you want to Tweet?
  - a. Twitter is about short communiqués but people only follow or re-Tweet you if you are interesting and active.
  - b. Commit to a baseline and stick to it. Mine is once a day minimum but only on weekdays during academic year.
- ii. What are your goals as a Tweeter?
  - a. Promotion of College and institution = my primary goals.
  - b. Connecting with digital native faculty and students = secondary goal.

### b. *Set the settings appropriately*

- i. You probably want to limit the notifications since they can be set up for such things as when someone:
  - a. Re-Tweets your Tweet
  - b. Favorites your Tweet
  - c. Mentions your handle
  - d. Responds to your Tweet
- ii. Link Facebook to Twitter account.
  - a. This allows you to post on Facebook with Twitter handle, which automatically pushes the post to Twitter.
  - b. Example for a Facebook post that would get picked up on Twitter: @sjsu\_ha So proud of our animation students for winning 2<sup>nd</sup> & 4<sup>th</sup> place in 24-hr competition!

### c. *Learn the relevant handles to follow and use hashtags strategically.*

- i. Handle examples: my institution's handle is @sjsu
  - a. I follow all @sjsu related handles: @sjsu\_alumni; @sjsu\_commstudies; @sjsu\_science; etc.
- ii. Hashtag examples: my institution has "unbounded learning" as part of strategic plan.
  - a. I use #unbounded at end of most institution-related Tweets so my posting can get re-Tweeted by SJSU folks.
  - b. #CCAS2013: I use conference hashtags while preparing for, attending, or writing about specific conferences.
  - c. Otherwise I do not use hashtags very often.

### d. *Understand that some people will start to message you exclusively on Twitter just as they do on Facebook*

- i. Example: Some students and faculty write to me on Twitter or Facebook almost exclusively but don't send emails, but I rarely remember to check the social media messages.

**e. *Tweet photos and links as much as possible.***

- i. These give your Tweets substance and make them interesting to others more than simple text Tweets.
- ii. How to post photos and links:
  - a. Camera mode on iPad or iPhone or smart phone: click on the icon that allows you to send a picture by text. Another option will be Facebook or Twitter if you have accounts set up on phone.
  - b. On iPad or iPhone or in web browser there is always a way to Tweet or post. Click, write, send.
  - c. If your Tweet is too long the interface box will say so and force you to delete characters before sending.

**f. *Know that mis-communication is all too easy in only 140 characters***

- i. Pay attention to being concise and clear.
- ii. Know that you can **delete** a Tweet if you aren't happy with it!

**g. *Final thoughts...***

- i. It's hardest to really care to use social media when one feels exhausted, burdened, and beaten down (to name a few dearily states of being)....
- ii. But posting to social media forces me to focus on something positive, student-focused, and educational. It reminds me why I love my job and why I got into education in the first place!

**VI. SAMPLE TWEETS**

**@sjsu\_ha** Our showcase was amazing! Thanks to everyone who helped, especially Professors Massey & Haramaki! *Link to showcase provided.* #unbounded

**@lisavol #ccas2013** What advice do u have for Deans who Tweet?

**@sjsu\_ha** Associate Dean William Street's concert is tonite @ 7p in Concert Hall. Can't wait! (*Link to tickets here*). #unbounded

**@sjsu\_ha** Wow! Ken Burns coming to campus December 6 to receive Steinbeck Award. Tix here (link provided). #unbounded