Twitter in the library

Presentation by Johann van Wyk to the UP Library 2 Group on 16 September 2009
Twitter

Microblogging site where you can say something in only 140 characters
History of Twitter

Twitter was created in 2006 by Jack Dorsey, an American software architect and businessperson, at the age of 30. It was inspired by an idea of having an SMS service online, whereby individuals could communicate with a small group.

Twitter is called by some: “The SMS of the Internet” (Wikipedia)

Credit: Joi Ito via Flickr)
Twitter Profile Page
Following on Twitter
Followers on Twitter
The tweets of the people you follow show up on your Twitter Home Page.
Find People Function

Twitter - Find People Function

Find people. Follow them.

You can search for people you know who already have a Twitter account.

Who are you looking for?

Search for a username, first or last name

© 2009 Twitter

File Edit View Favorites Tools Help
Find People on other networks
Invite people by e-mail to join Twitter
Add Twitter Search to your Toolbar: use this to search for keywords, locations, phrases
Twitter search also has an Advanced Search Function
Twitter Advanced Search Function

![Advanced Twitter Search Interface](image)

### Advanced Search

Use this form to automatically construct your query. (Alternatively, you can type search operators directly into the search box.)

**Find tweets based on...**

<table>
<thead>
<tr>
<th>Type</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Words</td>
<td>All of these words</td>
</tr>
<tr>
<td></td>
<td>This exact phrase</td>
</tr>
<tr>
<td></td>
<td>Any of these words</td>
</tr>
<tr>
<td></td>
<td>None of these words</td>
</tr>
<tr>
<td></td>
<td>This hashtag</td>
</tr>
<tr>
<td>Written in</td>
<td>English</td>
</tr>
</tbody>
</table>

**People**

<table>
<thead>
<tr>
<th>From this person</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>To this person</td>
<td></td>
</tr>
<tr>
<td>Referencing this person</td>
<td></td>
</tr>
</tbody>
</table>

**Places**

<table>
<thead>
<tr>
<th>Near this place</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Within this distance</td>
<td>15 miles</td>
</tr>
</tbody>
</table>

**Dates**

<table>
<thead>
<tr>
<th>Since this date</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Until this date</td>
<td></td>
</tr>
</tbody>
</table>
Settings Page
Twitter on Mobile Phone

Click here
Background: Can upload own background or use Twitter template
Direct Messages

Direct messages can be sent from one Twitter person to another. You can only send a direct message to a person who follows you.
@Replies

To reply publicly to any update on Twitter use the @username format.

Click here to access Twitter's @Replies feature.
@Replies

To reply publicly to any update on Twitter use the @username format
Favourites

Click here to mark
Favourites

Click here
Third Party Applications

Click here
Third Party Applications

There are over 2000 applications to choose from.
Third Party Applications that can be of value to libraries

- **TweetDeck**: Adobe AIR desktop app connecting you with your contacts across Twitter, Facebook and more. TweetDeck shows you everything you want to see at once
- **Ping.fm**: Updates all your social networks at once
- **Twitpic**: Share photos on Twitter
- **TwitterFeed**: Feeds blog postings straight to your Twitter feed
- **TwitterMail**: Sends/Receives tweets from/to your email inbox
- **WeFollow**: A directory of Twitter users organized by interests
- **Jtwitter**: A phone application for Twitter (At a cost)
- **Tiny Twitter**: A phone application for Twitter (no SMS costs)
- **Logpost**: A phone application for Twitter (No costs)
TweetDeck

Download now, it's free

TweetDeck is your personal browser for staying in touch with what's happening now, connecting you with your contacts across Twitter, Facebook and more.

TweetDeck shows you everything you want to see at once, so you can stay organised and up to date.

Follow favorites on Facebook

Be inspired

TweetDeck for iPhone
Welcome! Get started by adding your social networks

Below is a list of social networks you have yet to hook in to your Ping.fm account. Setup is easy. Just click the "Add Network" and follow the directions on the service page.

Click here for more information about adding networks.
Use Twitpic to upload pictures
TwitterFeed

Feed your blog to twitter and more...

currently feeding 5 1 7 7 8 8 feeds to twitter. yum!

Register Now

Getting Started
Getting setup is easy and takes just minutes!

Sign In

Email Address
TwitterMail

Welcome to TwitterMail.
When you give us your Twitter credentials we supply you with a TwitterMail email address. For instance abed1234 @ twittermail.com. If you send an email to that address it will be posted to Twitter.com

Sign up

Twitter Username

Twitter Password

Get your Twittermail address!

Stats

- Serving 55,912 Twitter users around the world!
- More than 4,213,678 messages have been sent to Twitter
- Last 24 hours 13,471 tweets have been sent to Twitter
- Check out all our features!

Donate

Make a donation and you'll get some kick ass premium features! Read more here.

New Twittermailers

Brian Humphrey
Los Angeles Fire Department

Melissa

Thanks for creating a service that allows me to use Twitter with my two way pager (Motorola T900). Hence, Twittermail is the only way I know of to use Twitter while mobile that suits my needs.

Scott Koans

Latest Tweets by Twittermail

Features

Send photo's to
WeFollow
Jtwitter

http://jtwitter.com
Tiny Twitter

http://tinytwitter.co
What are you doing?
You can post your Tweets for free using Logpost, a free Twitter client for mobile phones.

Works on most major mobile phone platforms...

On Phone Please Visit: Logpost.com/login

Use Twitter from anywhere.
We maturized Twitter to fit perfectly on your phone. We paid close attention to the details so you could enjoy sending and receiving messages from anywhere. To use Twitter for iPhone you’ll need an phone and a Twitter Account. You can sign-up for Twitter it is Free!

Follow your friends
Our recent posts screen is elegantly...
Twitter can be added to your web page or blog or Facebook, http://twitter.com/badge
e.g. Link to Twitter Page UP Education Library Newsblog
Examples of libraries, library organizations and library conferences on Twitter

- Waubonsee Community College Todd Library
- Birmingham Public Library, Alabama
- Nebraska Library Commission
- American Library Association Island on Second Life Twitter Page
- Idea2008 Conference
Example of a library Twitter Page:
Waubonsee Community College Todd Library
Example of a library Twitter Page:
Waubonsee Community College Todd Library
Twitter can be embedded in your library catalogue e.g. Waubonsee Community College Todd Library
Twitter can be embedded in library catalogue records
Twitter can be embedded in library catalogue records.
Tweets are sent automatically from library catalogue to library Twitter Page
You can even give stats through on Library Twitter Page

WCC Todd Library (wectoddlibrary) on Twitter - Windows Internet Explorer

more out of failure than you do out of success Ian Hunter
9:01 AM Sep 2nd from LibraryTwitter

University of Victoria offers hints for planning your study time
6:01 AM Sep 2nd from LibraryTwitter

847 pages were printed in our Electronic Reference area today.
that’s like stacking 1.40 Washington Monuments.
12 AM Sep 1st from LibraryTwitter

The book of dead philosophers / Simon Critchley
9:04 PM Sep 1st from LibraryTwitter

Tears in the darkness : the story of the Bataan Death March and its aftermath / ...
9:04 PM Sep 1st from LibraryTwitter

Darwin’s sacred cause : now a hatred of slavery shaped Darwin’s views on human ...
9:04 PM Sep 1st from LibraryTwitter

A new worthy search tool? An In-Depth Look at Surchur, via
2:13 PM Sep 1st from FireFox

Do you procrastinate on your school work? Stop the urge with these tips http://bit.ly/3e6ird
Nebraska Library Commission is using Twitter to list their reference questions, not answers.
American Library Association Island on Second Life - Twitter Page

Hey there! ala_island is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? Join today to start receiving ala_island's tweets.

RT @valibrarian: My machinima shots of Doug Johnson in SL on ALA Island discussing "Format Bigotry" http://bit.ly/hgyGo

In case you missed this very important announcement earlier--!

5:45 PM Sep 13th from HostSite

Tweets 236
Followers
Favorites
Following
Idea2008 Conference

Hey there! idea2008 is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? Join today to start receiving idea2008's tweets.

Podcasts from #IDEA2008 are up on Boxes & Arrows
http://tinyurl.com/63dkjo

@SConner IDEA2008 podcasts will be posted on http://tinyurl.com/62525 We'll let you know when.
What are your thoughts about IDEA 2008?

8:45 PM Oct 14th, 2008 from web

Feedback we got: "What an incredible conference! I left Chicago chock-full of new thoughts and ideas to reinvigorate our practice..."

8:44 PM Oct 14th, 2008 from web

Check out the pic from IDEA2008: http://tinyurl.com/4spopor Trn @chrispalle for posting the karaoke madness.

10:48 AM Oct 12th, 2008 from web

If you didn't actually attend the conference, please resist the urge to fill out the survey. Thanks!

10:38 AM Oct 11th, 2008 from web

Attendees of @dea2008. Please fill out our quick survey to give us your feedback on the conference: http://tinyurl.com/5ysdjq

10:36 AM Oct 11th, 2008 from web

That's all folks! Huge thanks to all of our speakers, volunteers, organizers, staff, and of course you, the attendees who made it possible!

2:05 PM Oct 8th, 2008 from web

Great job, @billa! Up next @inkiblurt with "You are (Mostly) Here: Digital Space & The Content Problem"

1:16 PM Oct 9th, 2008 from web

Great job, Aradhana! Next up is @billa of Ziba Design

12:33 PM Oct 8th, 2008 from web

@amano is live-streaming Goel's talk at http://alwaysinbeta.critica...

11:54 AM Oct 8th, 2008 from web in reply to Amano
Attendees of the conference posted/tweeted comments about the conference presentations and happenings, urls to presentation slides, podcasts, videos, photos and blog posts. Librarians used the hashtag (#) to post tweets on the same subject. (Twittering Libraries)
University of Pretoria
Twitter Pages
Hey there! UPTuks is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? Join today to start receiving UPTuks’s tweets.

Architectural film festival during the African Perspectives and SA National Architectural student congress - web.up.ac.za/ap for more

Visit Heart of the African City exhibition 25 - 26 Sept. Visit web.up.ac.za/ap for more

About 1 hour ago from web
Linguistically diverse classrooms! By Dr Rinelle Evans & Prof Allie Cleghorn (from Concordia, Montreal) on 21 Sep 13:30 Dean's boardroom.

RT @YouQuotedQuotes: You don't get points for predicting rain. You get points for building arks. James Johnston #Quotes

5:23 PM Sep 12th from web

Check out the Funza Lushaka bursary scheme at: http://www.funzalushaka.do... or talk to Nikki at 012 4204216 (nikki.wheeler@up.ac.za).

5:26 PM Sep 12th from web

We will award Bursaries to the amount of R29.7million in 2010 to students studying Education in Maths, Early childhood or African languages!

5:19 PM Sep 13th from web
TUUKS Student Twitter Page

Maths students take bronze at Interprovincial Olympiad - web.up.ac.za/maths
Visit Heart of the African City exhibition 25 - 26 Sept. Visit web.up.ac.za/web for more
Architectural film festival during the African Perspectives and SA National Architectural student congress - web.up.ac.za/for more
Tuks women's football team meets UJ in USSA final on 10 September. For more: www.up.ac.za/tuksport
UP men's rowing team win USSA Boat Race Champs. For more: www.up.ac.za/tuksport
PhysioTuks: UP Physiotherapy Student Society

TUKsHousePhysio

Watch your BACK!! Back week is coming 7 - 11 September 2009
3:14 PM Sep 3rd from web

HEY HEY PHYSIO'S!!! We are taking out all the stops this year!!
Join us and WATCH THIS SPACE...
10:01 AM Aug 22nd from web

All the best to the new HK - Hope that you have a stunning year! ;)
2:30 PM Aug 18th from web

The new HK portfolios are up on Facebook! Go check it out on our Facebook group: TUKs House Physiotherapy!
2:29 PM Aug 18th from web

Today is HK hand-over! As of 15h00 the HK 2009-2010 will know their portfolios...)
8:56 PM Aug 18th from web

Hi all! As a final dying act :) I thought I'd make communication that
we are all against Thursday 9's portfolio (Thank...)

Tweets 6
TUKSFm
UP Library Staff on Twitter

- Fatima Darries
- Sonja Delport
- Maureen du Pisanie
- Ria Groenewald
- Refilwe Matatiele
- Heila Pienaar
- Johann van Wyk
Value of Twitter

- Freely available
- Library has a presence where its users are
- Can use Twitter as another communication tool with clients
- You can link Twitter to your mobile phone and tweet on the go
- Twitter can be linked to most blogging sites
- It can be used as a marketing tool about new services, products, announcements and events in your library
- It can be used for reminders of important resources, instruction sessions and new book arrivals
- You can use it to keep your clients informed about interesting links, sites etc.
- Can use Twitter as reference service
- **Does this tool work in the library?**
- We get very little, or any feedback/participation from our primary library users. Get more feedback from the public or other librarians, which is good for networking

Please watch this special message, and if you haven’t already, tell your members of Congress you support reform. http://bit.ly/9RoAe

Watch the stories of the two parents who joined the First Lady for last night’s address: http://bit.ly/zmKQ3 (via @WhiteHouse)

Members of Congress need to know you support the plan laid out in last night’s address. Please call your reps today.
http://bit.ly/12C00C

Congress knows where I stand. Now they need to hear from you:
http://bit.ly/1a5uDI #my09
Good evening South Africa! I warn all the lazy public servants. Be warned!

8:06 PM Jun 28th from web

Good morning South Africa! Today is the kick-off of my anti-crime campaign “Let’s stop crime together”.
4:25 AM Jun 14th from web

Today I saw a dead snake. What does that suppose to mean?
1:12 PM Jun 12th from web

Twittering is not part of the Zulu culture - but it’s fun!
18:31 AM Jun 13th from web

@RealRobMugabe Rob: you old geezer; your time is up, I’m just getting started!
18:30 AM Jun 13th from web

I’m so excited about the Confed Cup.
18:19 AM Jun 13th from web
Conclusion

Expect to hear even more from Twitter in future. Our users are using Twitter and they love it! Even our presidents are Tweeting away. So let's meet our users where they are and get Tweeting!
References


