



INSTITUTE FOR THE PROFESSIONAL  
DEVELOPMENT OF ADULT EDUCATORS

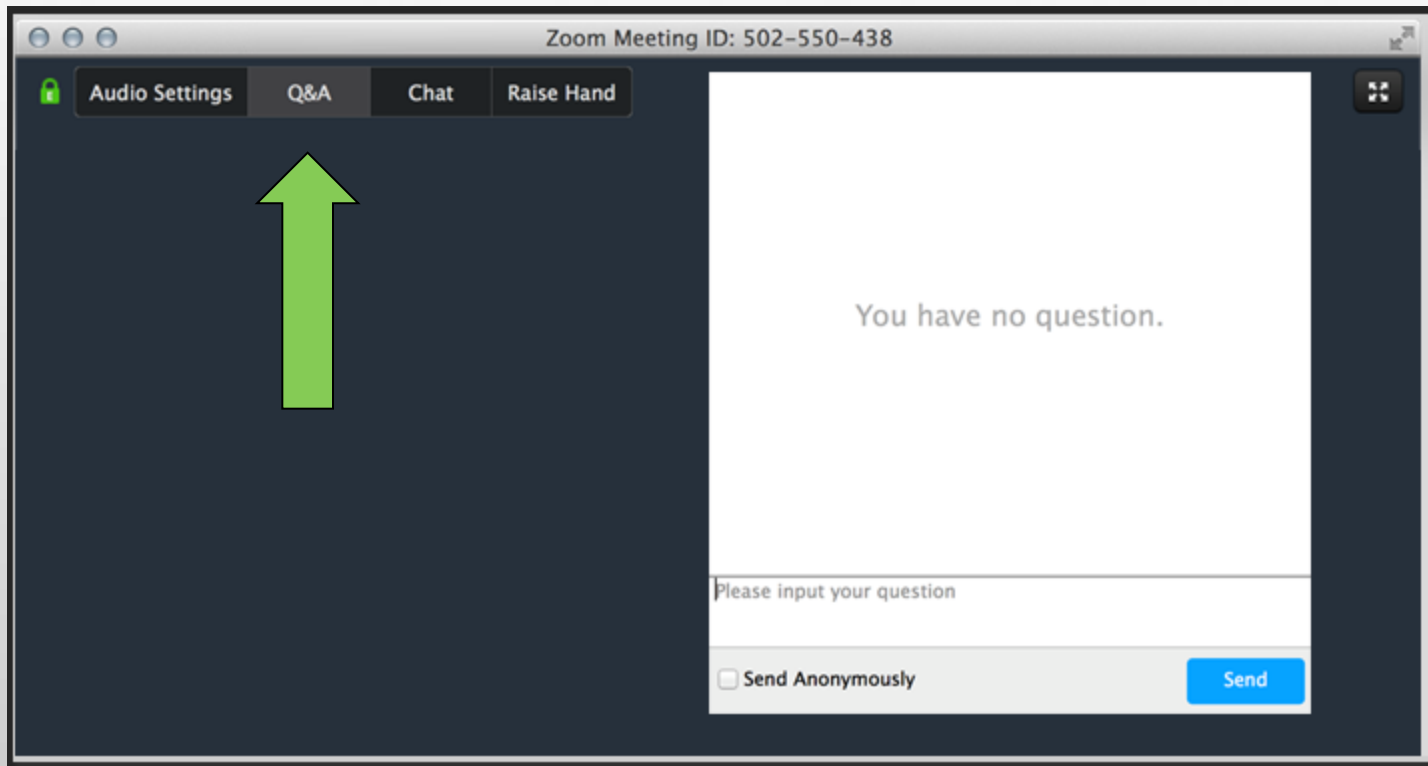
# Wonderful World of Twitter!

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- If you have question, please type it into the **Q&A** option.



- Attendee microphones will be muted. You will be in **listen only** mode.
- Today's presentation is being **recorded** and it will be archived and available on the IPDAE website within 48 hours.

- Twitter is an online social networking service that enables users to send and read short 140-character messages known as "tweets."
- Registered users can post and read tweets. Those not registered can only read them.
- Founded in 2006 by Jack Dorsey, Evan Williams, Biz Stone and Noah Glass. Launched on July 15, 2006.
- Headquartered in San Francisco, CA.
- Today there are over 310 million monthly active users worldwide.
- There are over 340 million tweets a day.
- Eighth most visited website in the world.
- Started trading on the NYSE in 2013.



**LOGO!**



When you use someone else's Twitter handle in a tweet, you are addressing them publicly.

Your handle is the characters behind the @ sign.

You decide your twitter handle.

Example:

@Ford your new #Mustang is real fast! #MustangMonday

@eddievanhalen when are you coming out with a new record? #VanHalen



- A hashtag is a label for content. It helps others who are interested in a certain topic, quickly find content on that same topic.
- Hashtags are used mostly on social media sites. They were started on Twitter, but now you can use hashtags on other social platforms, such as Instagram, Facebook, Pinterest and Google+.
- Some examples: #AdultEdu #GoGators #BrevardBest #IPDAE
- They sometimes appear to express their sentiment toward an event like the Super Bowl or major event. #SuperBowl50
- They are often used to promote a business or event. #BrunosPizza



When a message begins the Twitter symbol “RT,” that indicates that the person is passing on someone else’s message because they thought it was worth repeating.

“Repeating a tweet” is shortened to **retweet** and represented by RT, followed by the username of the person who wrote the original message.

<https://twitter.com/JefferyArnott>



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Florida IPDAE

@ACEofFlorida

ACE of Florida

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Brevard Adult Education

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Florida Department of Education

@FloridaLiteracy

Florida Literacy

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Florida ASCD

@JefferyArnott

Jeff Arnott





#edchat

#education

#edapp (Apps)

#teaching

#cpchat (Leaders)

#mlearning (Mobile learning)

#engchat (English teachers)

#scichat (Science teachers)

#adulteredu

#IPDAE (IPDAE)

#edtech

#lrnchat (Teaching & Learning)

#classroom

#edreform

#ntchat (New teachers)

#elearning

#sschat (Social studies teachers)

#stem

#adulteredumatters (COABE)

#ACE25th



Let's Explore

**TWITTER!**

[WWW.TWITTER.COM](http://WWW.TWITTER.COM)



Katy Perry	@katyperry	92.4M
Justin Bieber	@justinbieber	88.0M
Taylor Swift	@taylorswift13	80.7M
Barack Obama	@BarackObama	77.3M
YouTube	@YouTube	63.9M
Lady Gaga	@ladygaga	63.5M
Rihanna	@rihanna	62.8M
Ellen DeGeneres	@TheEllenShow	62.1M
Twitter	@twitter	56.7M
Justin Timberlake	@jtimberlake	55.8M

<http://twitaholic.com/>

<http://twitaholic.com/>



Live streaming tool Periscope! Easiest to download on your smartphone.  
Allows you to stream live on Twitter.

The NFL now broadcasts Thursday Night Football on Twitter!

You can create polls to your tweets!

You can now add gifs to tweets!



Thanks!

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