Guide to Twitter for Libraries

Prepared for the

Peace Library System

By

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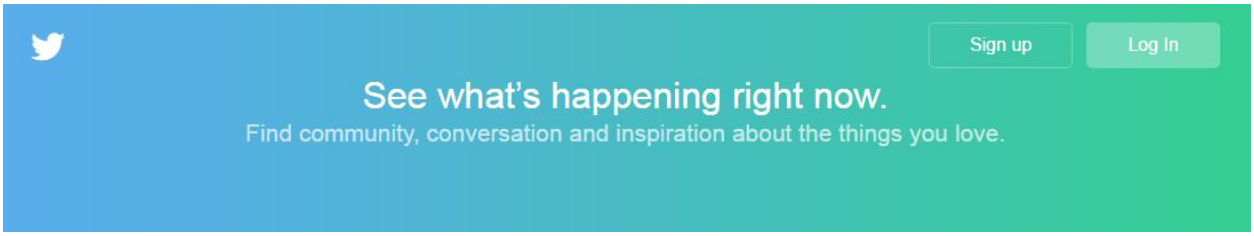
Introduction

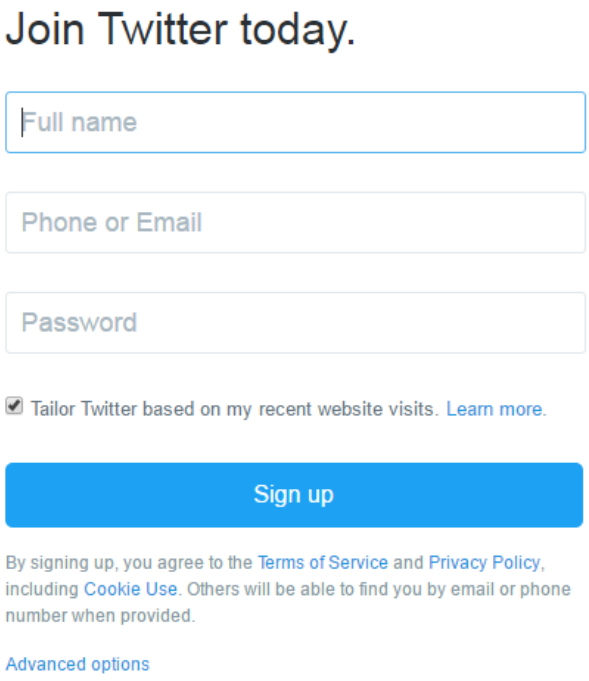
Twitter is a great, quick tool to stay in contact with patrons and keep up to date with other libraries and authors. Unlike Facebook Twitter can feel more conversational and personable. This is an excellent tool for not only connecting with patrons but connecting with libraries across the world for ideas and feedback. Also make sure to follow community accounts to keep up to date and tie programming into what is going on in the community. Have fun!

Signing Up

1. The first step is to go to http://twitter.com where you will find the following page. Press Sign Up.



2. Fill in the fields using the library information. In the name field use the full library name, for example "Peace Library System." Use an email address not phone number as this is meant for cellphones. This should be accessible by more than one person to prevent loss of access.



3. At the email address used a confirmation email will be sent. Press the link to finish setting up your account.

The library's Twitter account is now set up! Now continue on to the next section on how to further set up the account.

Basics

Twitter Lingo

Hashtag? Tweet? Retweet? What does it all mean? Below is a short overview of all the terms used.

Tweet is what a post on Twitter is called. Sharing someone else's tweet is called a **Retweet**.

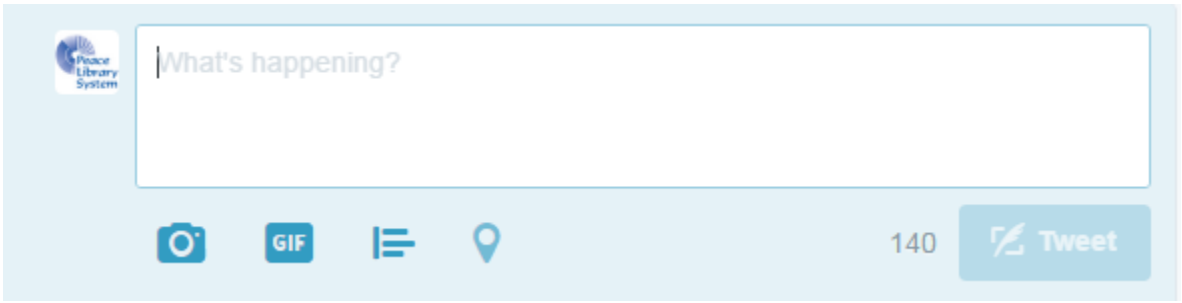
Hashtags are a way of tagging or classifying a tweet. Add to any post to collect tweets and sort as they will appear as a hyperlink. Punctuation and spaces cannot be used.

> For example #peacelibrarysystem will be a category for tweets either by PLS or other people to talk about the Peace Library System.

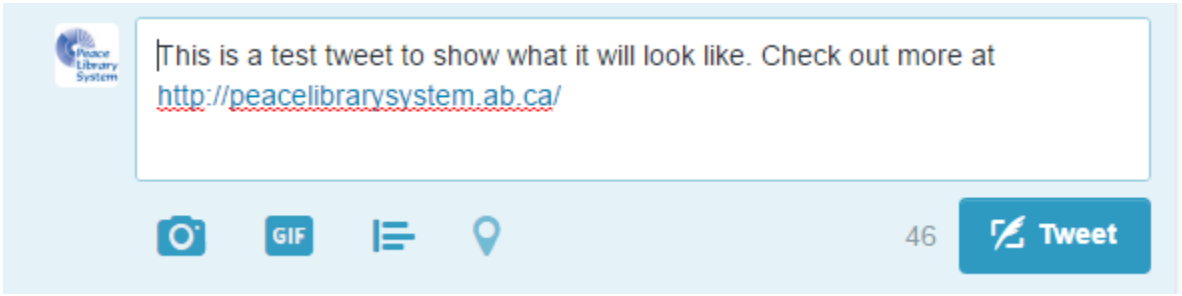
Posting

Either select the "Tweet" button in the top right hand corner.

Or select the text box available on the Home page and start drafting.



Photos/videos, gifs (moving pictures) and polls can be added. Links can be added as addresses in the text.



As you type you will see the small character count decrease and when you are happy with your Tweet just click "Tweet."

Unlike Facebook you cannot queue your tweets on the Twitter website, so you will need to use an alternative service to do so.

Twitter offers TweetDeck at https://tweetdeck.twitter.com/ or a program like HootSuite or another alternative will allow you to do so not only for Twitter but other social media accounts.

Reply, Retweet and Like

Under every post you will notice 4 different symbols.

- **Reply:** send a tweet in reply to a particular tweet and to that account which had tweeted it.
- **Retweet:** share the content on your profile to your audience.
- **Like:** show that you like the content to the person.
- More options are found in the "…" icon.
    - **Share via Direct Message:** share the content in a private message.
    - **Copy link to Tweet:** copy a link to the tweet to share on Facebook or online.
    - **Embed Tweet:** this has code to embed on a website
    - **Mute:** silence the profile, they do not know you have done this but you will no longer see their content
    - **Block:** block the profile, they know this has been done and cannot contact you.
    - **Report:** harassment or inappropriate content by a profile can be reported.

Update profile

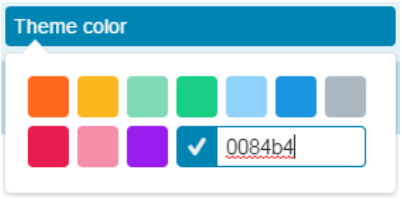
On the main page after logging in selecting your profile name from the left hand side page will bring you to the profile page. This is what other people will see when they search your page.

Editing your profile photo and cover photo (the photo behind the profile page) can be done here. Even changing the page colours!

Select "Edit profile" to get started.

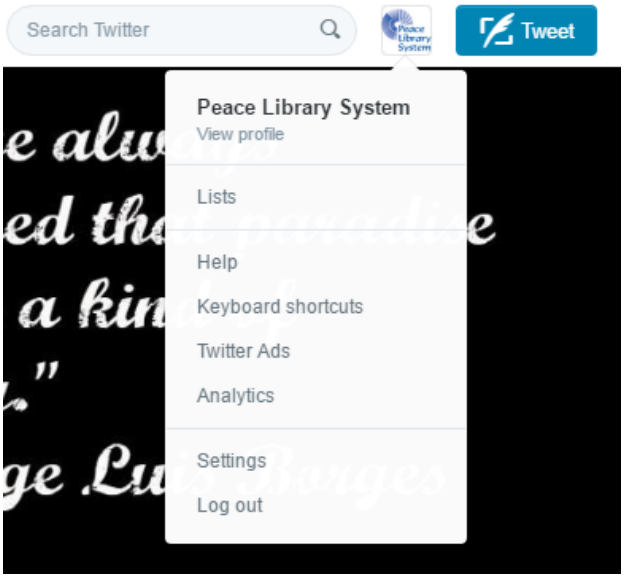
Click on any element to change it.

Under the information about the page you can also change the theme colour to suit your library's colours. Enter your own or select one.

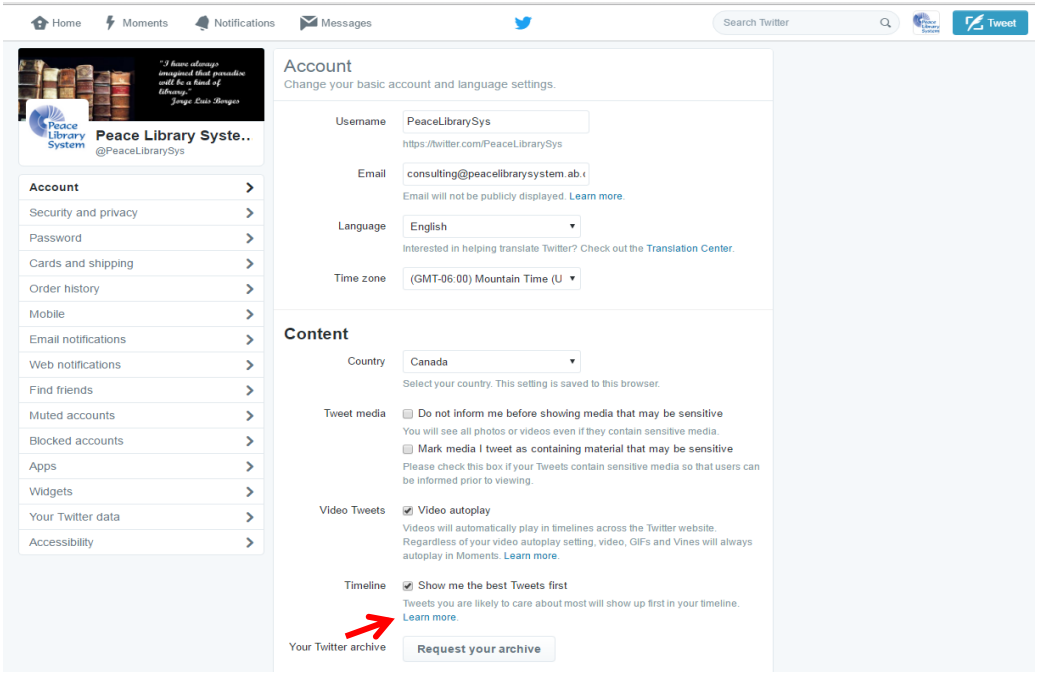


Once you are complete to keep the changes you must press the blue "Save change" button where the edit button was.

Settings



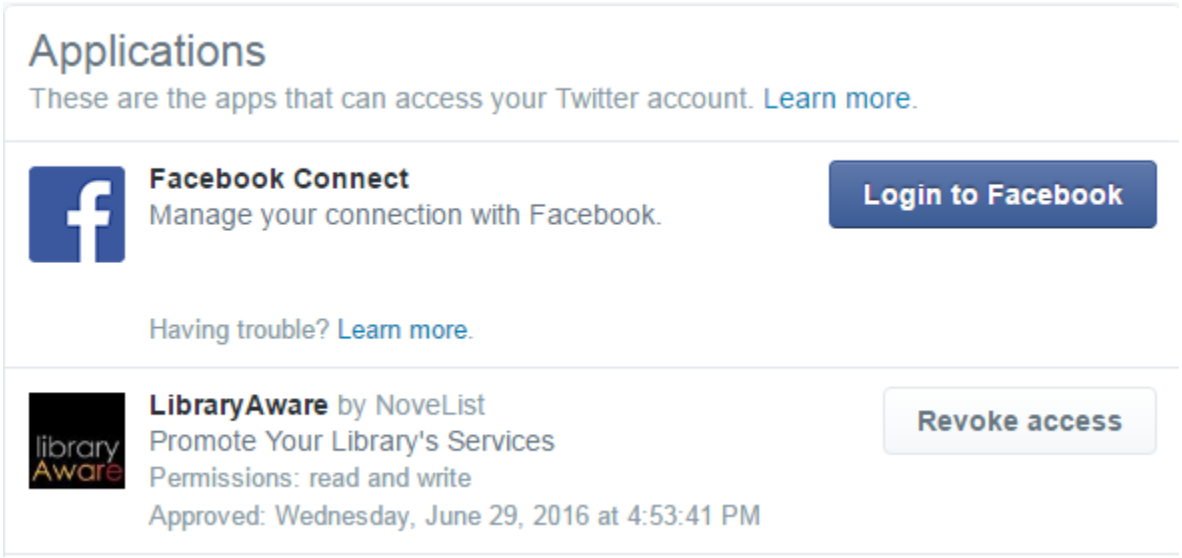
Settings and more can be found by clicking the little profile picture icon in the top right hand corner.



If you have any questions about a setting just press “Learn more” to find out what it does.

Facebook and Twitter

Facebook and Twitter are no longer as integrated as they once were. In setting under “Apps” you can

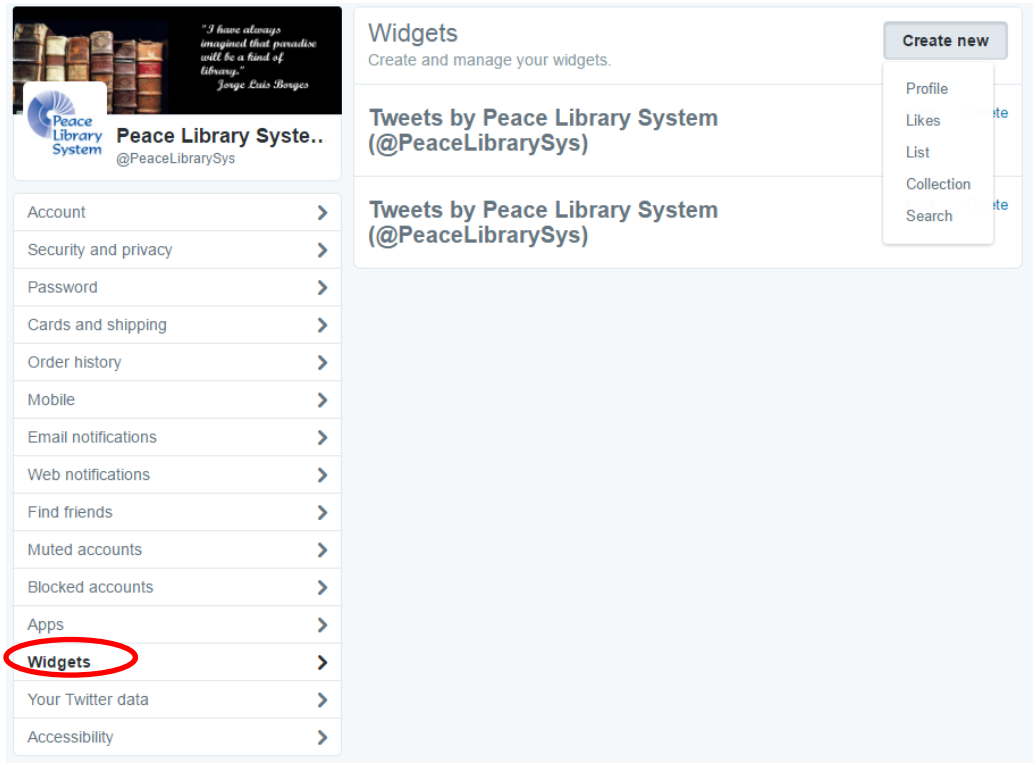


Under settings there are a wide variety of things that can be changed. If you are unsure about what any of the settings do just select the “Learn more” to find out what it does.

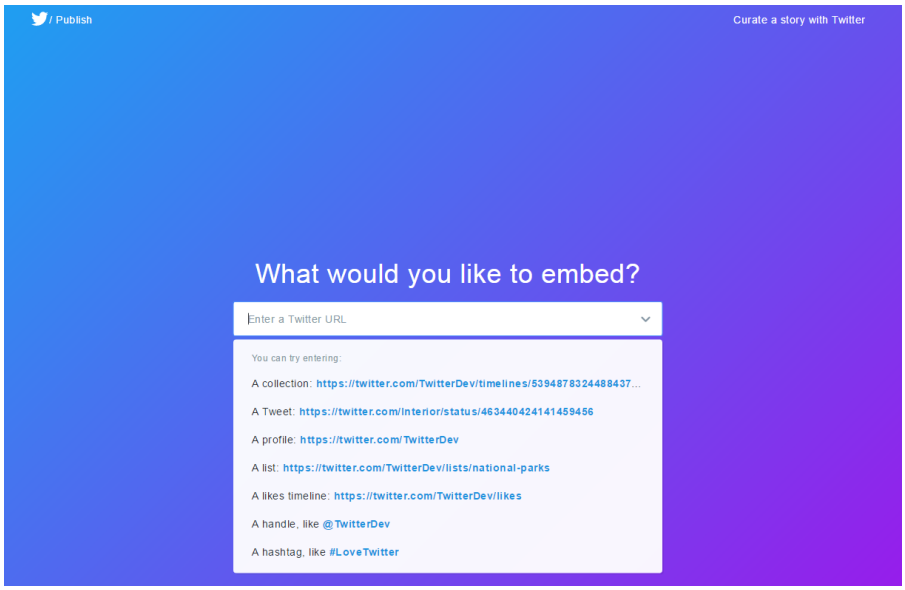
Adding to a Website

Twitter

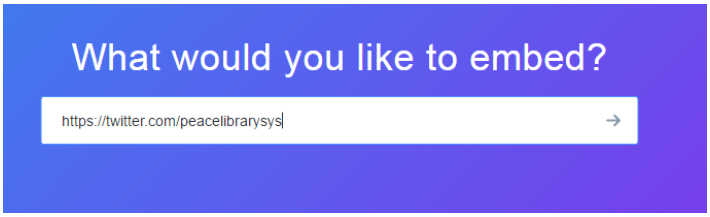
1. Under Settings (see above) in the left hand menu you will see “Widgets.”
2. Press Create New > Profile



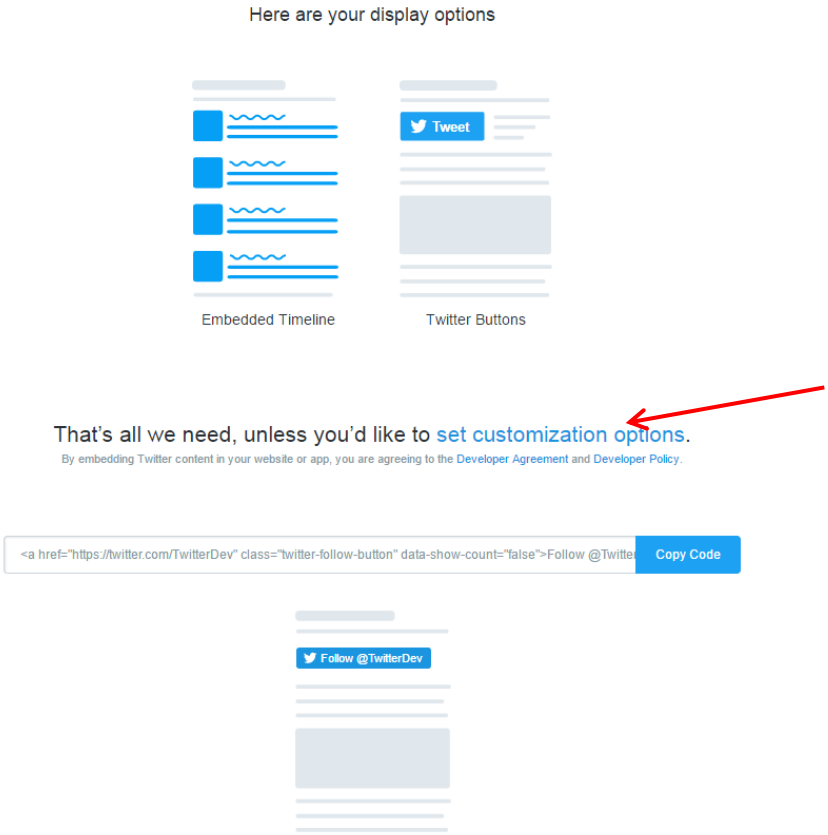
3. Select “a profile” from the drop down menu.



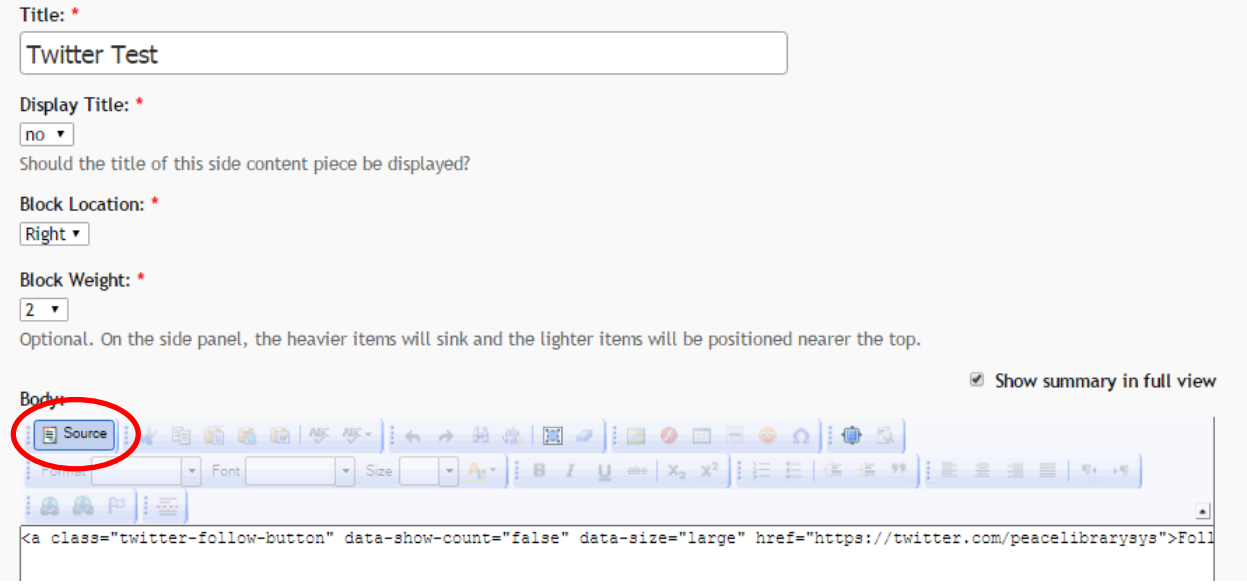
4. Delete “TwitterDev” and add your profile name (@username) and press enter to continue.

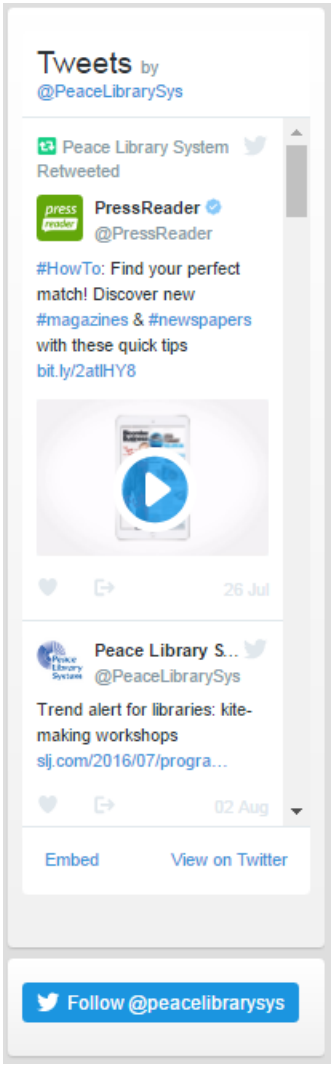


5. Select either a live feed or button to put on your website.
6. Customize if necessary.
7. Click on the code or click “Copy Code” to have it copied to your clipboard.



8. Go to your website content editor and create new “Side Content”
9. In the body section click source and paste your code. Do not paste it in the box without pressing source or it will only appear as text.
10. Enter a title and location > Save.

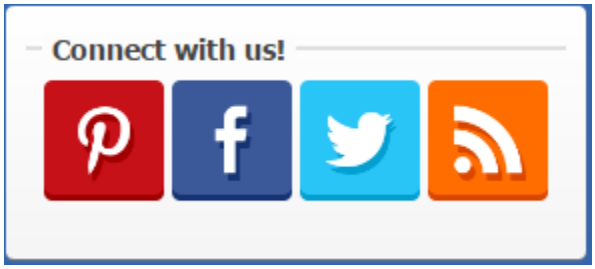

Title: *
Twitter Test
Display Title: *
no
Should the title of this side content piece be displayed?
Block Location: *
Right
Block Weight: *
2
Optional. On the side panel, the heavier items will sink and the lighter items will be positioned nearer the top.
Show summary in full view
Body
Source
Format
Font
Size
<a class="twitter-follow-button" data-show-count="false" data-size="large" href="https://twitter.com/peacelibrarysys">Foll


Tweets by
@PeaceLibrarySys
Peace Library System Retweeted
PressReader
@PressReader
#HowTo: Find your perfect match! Discover new #magazines & #newspapers with these quick tips bit.ly/2atlHY8
26 Jul
Peace Library S...
@PeaceLibrarySys
Trend alert for libraries: kite-making workshops slj.com/2016/07/progra...
02 Aug
Embed
View on Twitter
Follow @peacelibrarysys

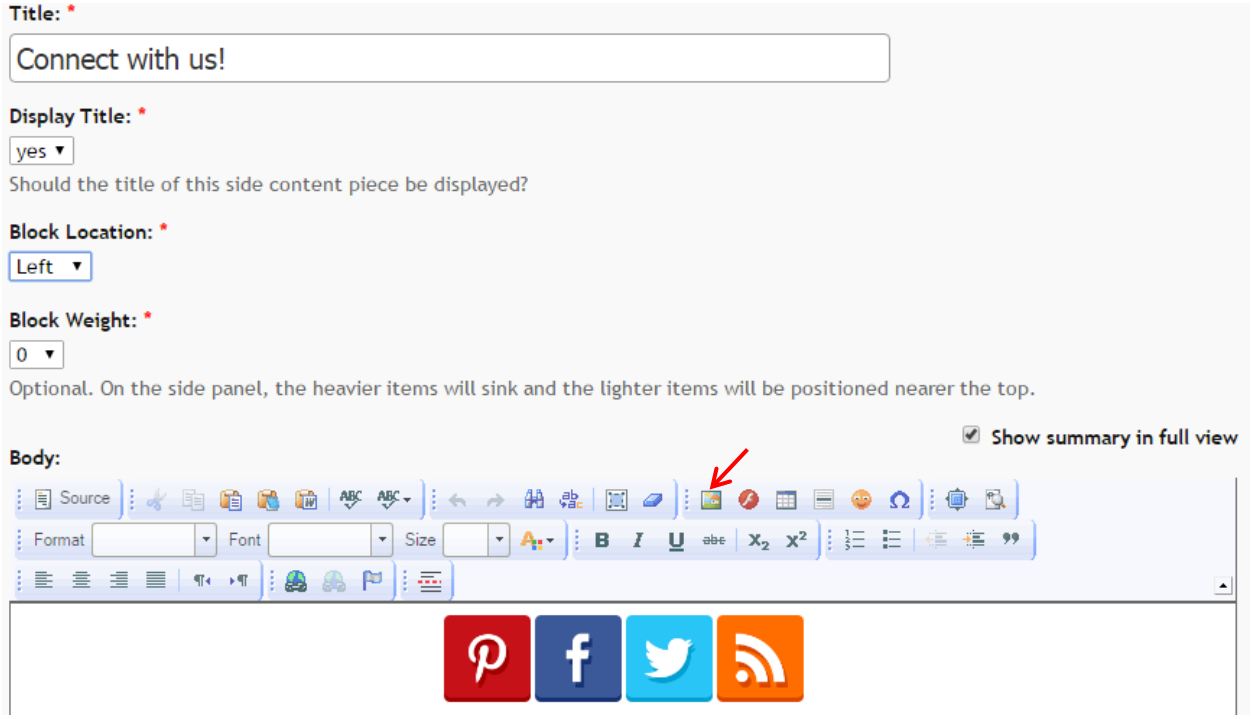
Depending upon which option you chose - this is what it will look like on the website!
The top is the feed option and the bottom is the button.

Multiple Social Media Accounts

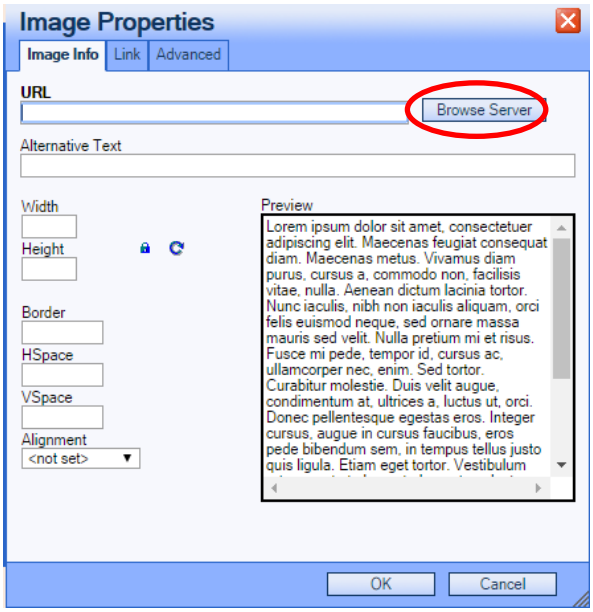
Alternatively if you have multiple social media accounts and would like it to just be icons like this:



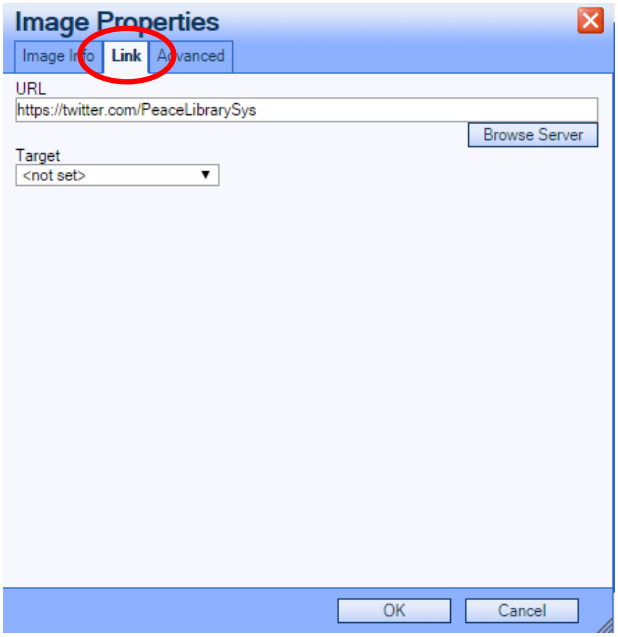
Adding each icon as an image and then making a link to your page will have a similar effect.



1. Add a title, chose whether to displace, location and weight.
2. Add an image.
3. Browse Server and add the image.

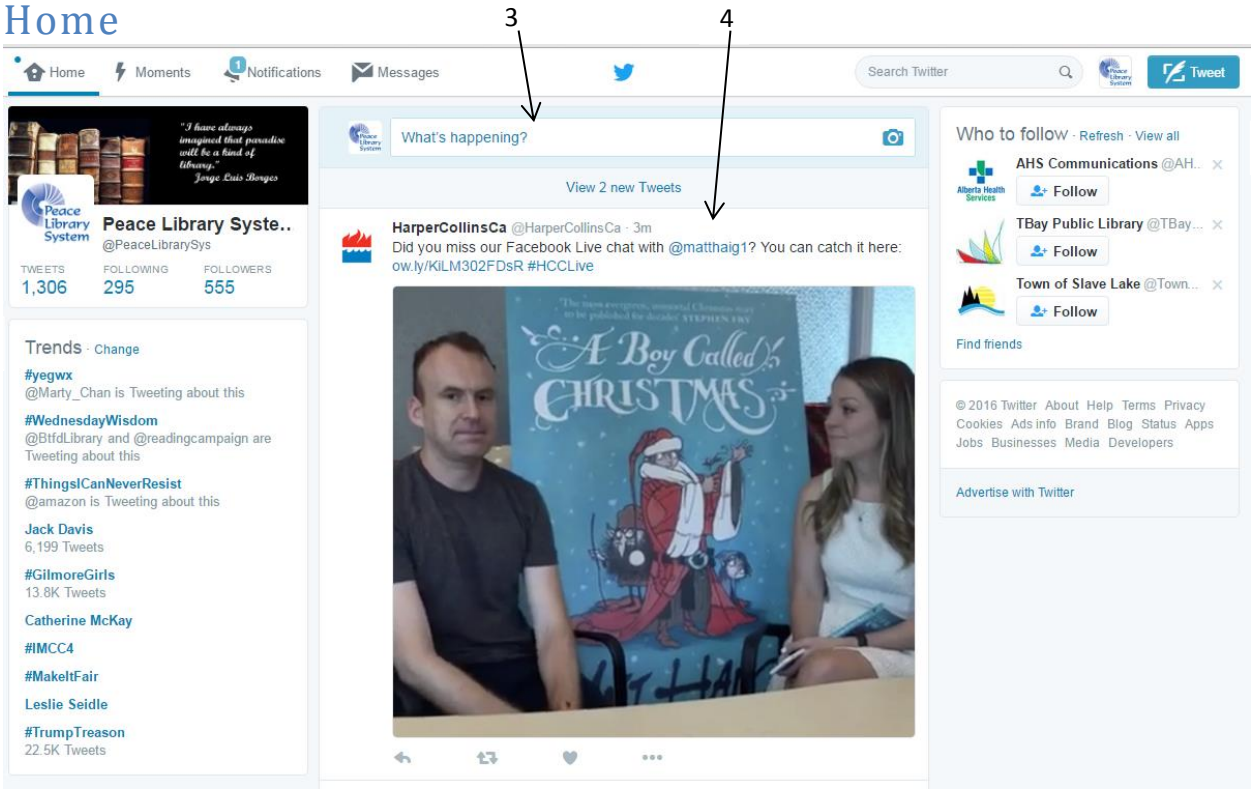


4. Click “Link” and add the link to your profile.



5. Repeat for others and then press Save.

Home



On the home screen there are several different areas: Profile information, Trends, Posting, Feed and Who to Follow.

1. Profile Information

This includes information on how many tweets have been sent, how many people you are following and how many people are following your profile. Clicking on the profile name will allow you to go to your profile.

2. Trends

Trending topics appear here. You can change for Twitter picked trend you may like or have a geographical focus. This is what people are talking about on Twitter.

Tweet about topics here and use the words or hashtag involved to join the conversation and help people discover your profile.

3. Posting

Detailed in the Posting section.

4. Feed

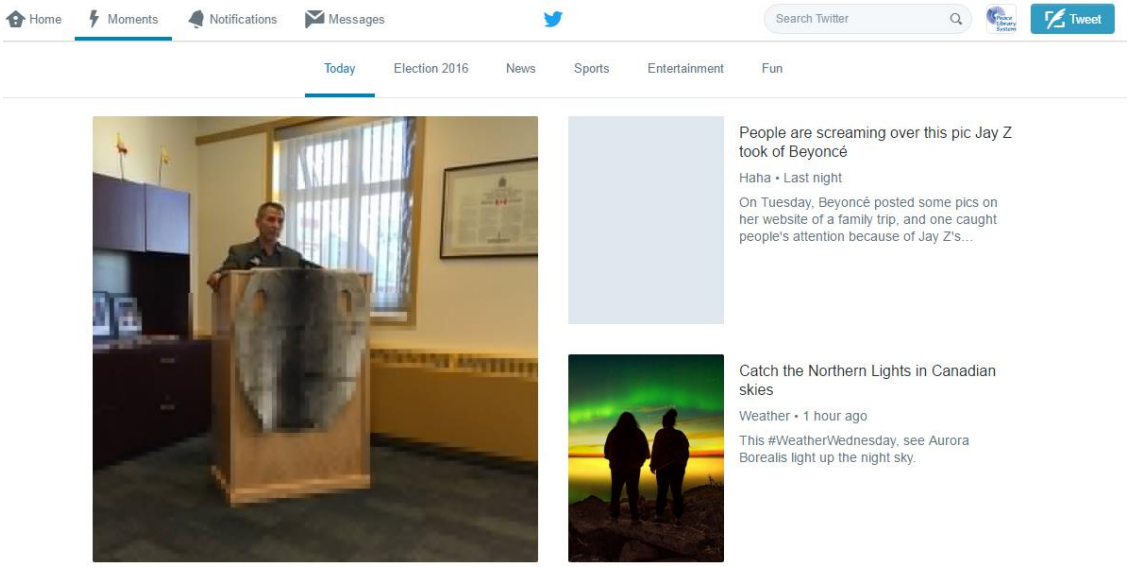
Here all tweets by the people you follow will appear. It does not automatically refresh and you will notice a "View x new Tweets" – click this to view the most recent tweets. Scroll through to check out what's new and choose to "Reply" "Retweet" or "Like"

5. Who to Follow

Depending upon what profiles you have visited or followed recently Twitter will recommend accounts you

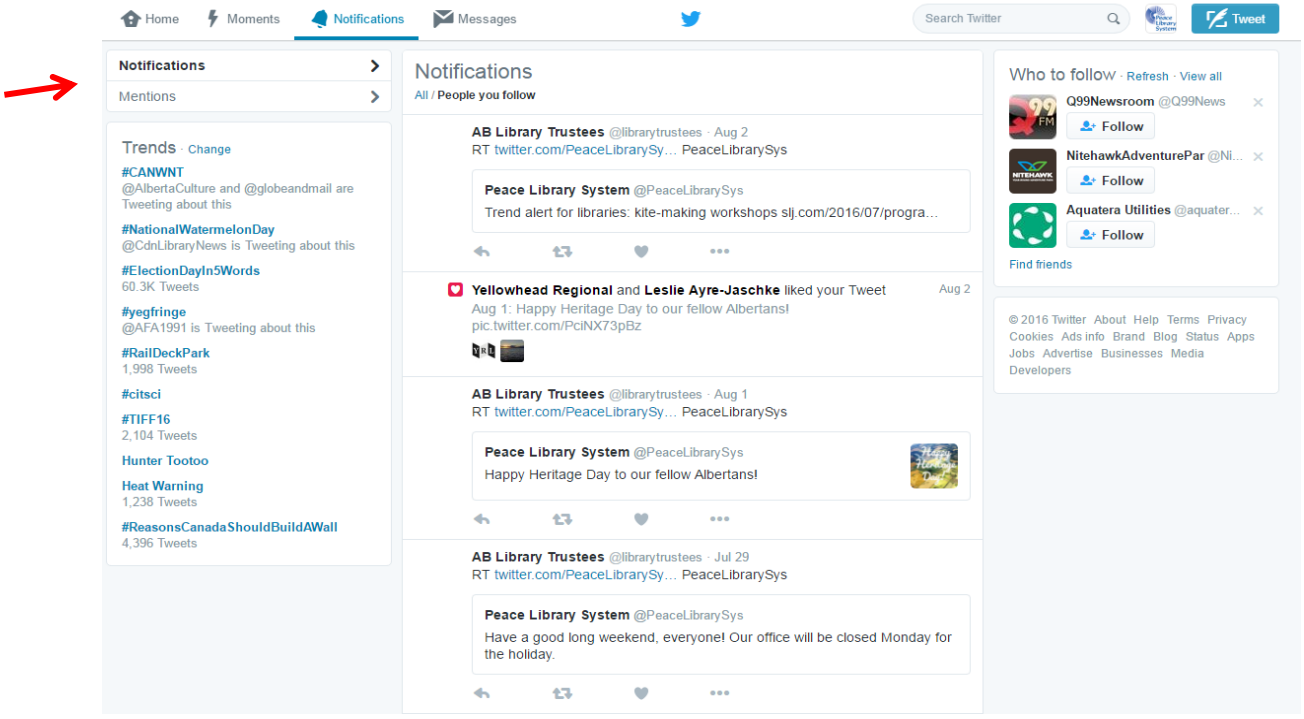
may like. Click the name to check out their profile, Follow if you know you already want to or the little x to get a new suggestion.

Moments



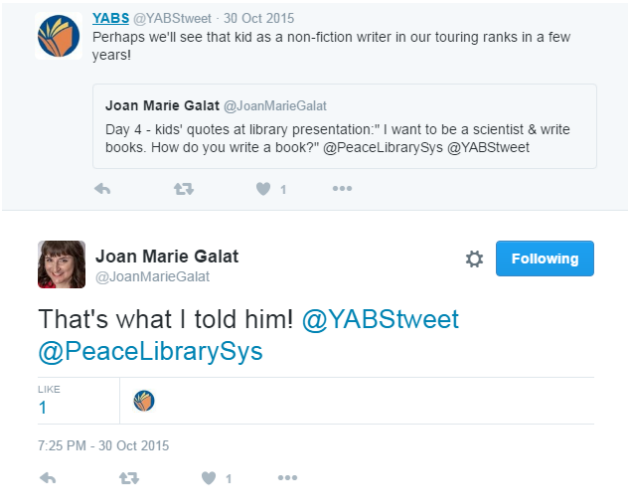
Moments acts as a news centre for Twitter. Find out what is happening now and what people are talking about.

Notifications



Notifications shows all the activity on your page. You can see where people have retweeted our content and liked Tweets.

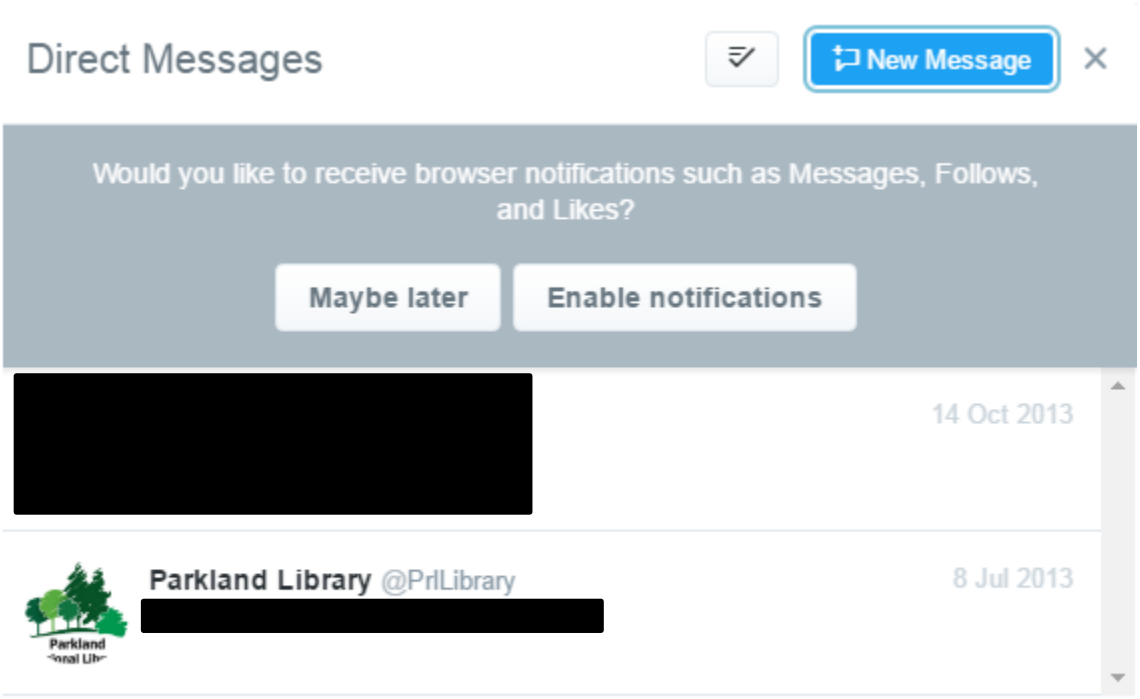
Mentions are when someone has used the reply button. You can see conversations between accounts when you see In reply to at the top of a tweet. Clicking the tweet will bring up a box with all the tweets in this particular conversation and in response to a tweet.



Messages

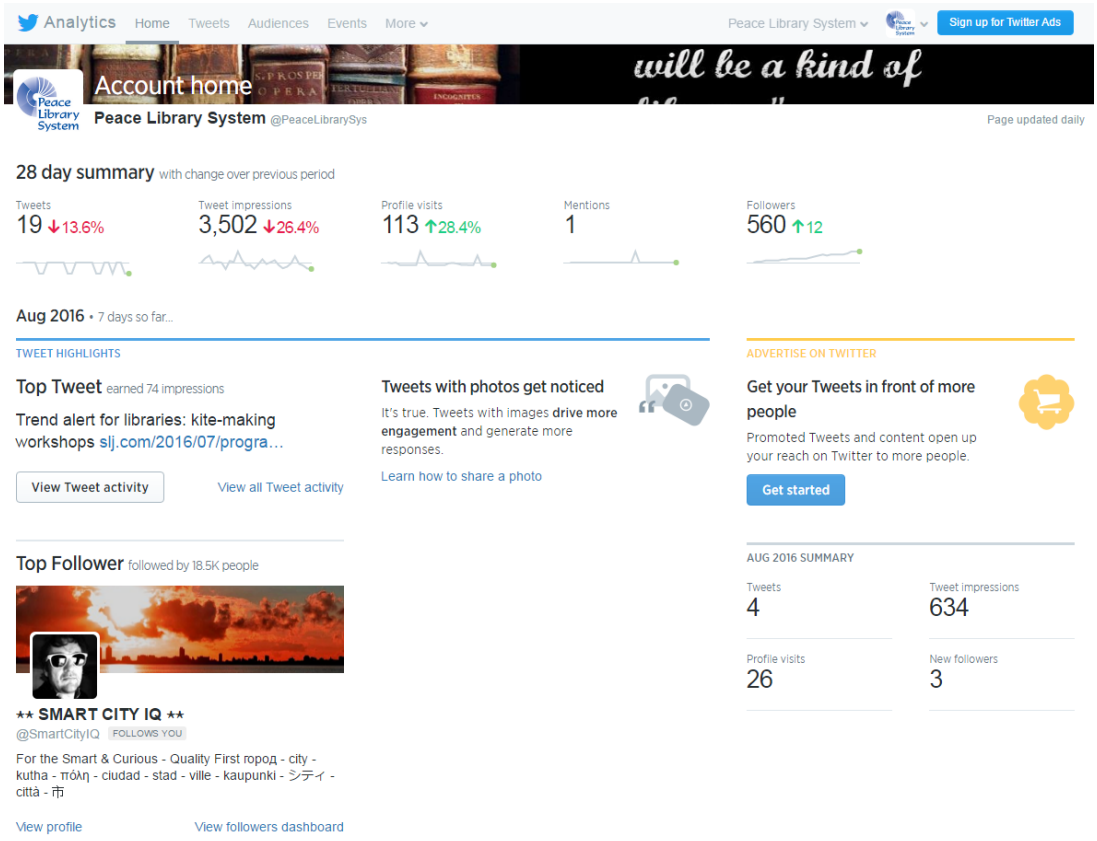
Here you can send private messages. This is great for if a patron asks a question on Twitter and you need an email address or phone number to call back.

To send a message press “New Message” or the icon and type their username.



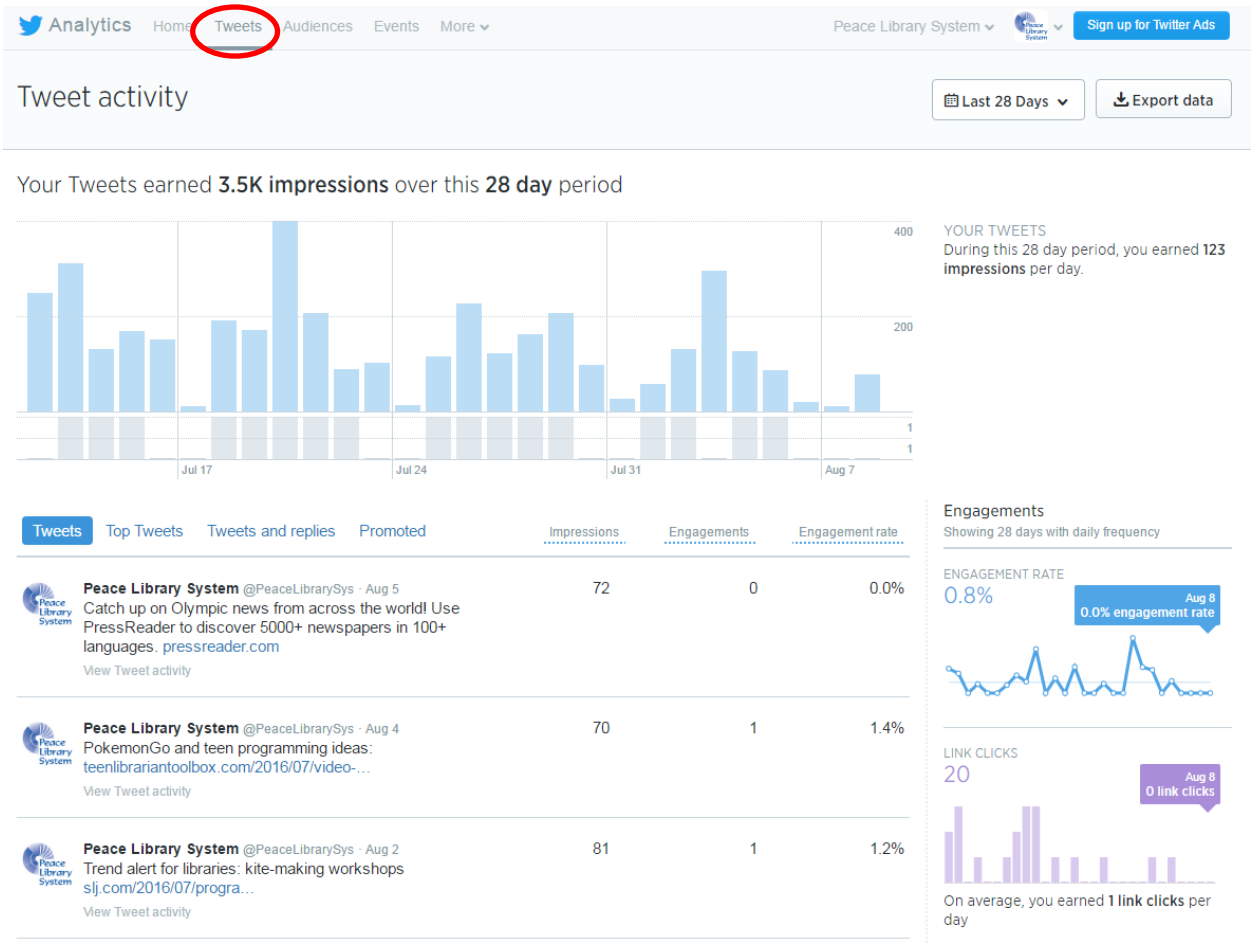
Content can also be shared privately under the “…” which appears under every tweet. This will appear under this menu.

Analytics



Here you can see how your account is performing. See what tweets work and how many followers have been gained. On the front page you will see an overview of the present month, scrolling down will give you the same for previous months.

To see how all your tweets are performing go to the Tweets tab.



Here you can see how many impressions (views) a tweet has had, engagements (clicks/likes/retweets). This is excellent for a brief overview and understanding what tweets work and what ones do not.

Links and photos will perform better than text only tweets. Humour does very well too on Twitter.

Help

For more help with any aspect of Twitter visit: https://support.twitter.com/