

# Social Media Tips & Tricks



Login: \_\_\_\_\_

Password: \_\_\_\_\_



Login: \_\_\_\_\_

Password: \_\_\_\_\_

## Join the **Twitter** conversation

Sign in at [www.twitter.com](http://www.twitter.com). Use the Settings tab to customize your Twitter account and page, add your picture (optional), change your privacy settings, connect your phone to your account, etc.

## Start 'Following' other users

"Follow" other people's Twitter feeds to see a stream of updates from those accounts whenever you log in. To find people to follow, use the Twitter "suggestions" or use the Find People tab to search for accounts by username or email address.

## Next, Tweet something!

Send a tweet! Type your 140-character update in the box at the top of the page. Use #hashtags (see the definitions under Tweet Speak) to get your comments included in user searched of the same topic. Link back to interesting articles, websites and news by listing the URL (use one of the URL-shortening services to save space, see Tweet Speak).

**Tip:** You can limit who sees your tweets. Under the Settings tab check the Tweet Privacy setting to "Protect my tweets." Only your invited followers will see your tweets.

## Text Messaging on Twitter

To connect your mobile phone to your Twitter account, go to the Settings tab, and select the Mobile page. Setting up your phone allows you to send tweets by text message and also receive direct messages and updates on your phone. You can follow specific Twitter accounts from your "Following" list by clicking on the phone icon.

## Tweet Speak:

- **hashtag:** Users create hashtags - a word or phrase with a # sign in front of it - to increase search capabilities, such as #tsbaac11, #TNeducation, #SCOPE11.
- **@username:** Give credit if you copy another's tweet and send as your update, especially if you do not know them personally. Use to recognize the person or organization you are tweeting about in hopes to multiply the message.
- **Favorites:** Save an important tweet. Mouse over the tweet message and click on the star icon to the right. View your saved tweets by clicking on your Favorites tab.
- **Retweet:** Spread a good tweet by retweeting it. Hold your cursor over a tweet and you will see two choices: Reply and Retweet. Hit Retweet and the message is forwarded to your followers.
- **URL shorteners:** Tweets can only be 140 characters in length and long web addresses can use up important space. Shorten URLs using services such as <http://bitly.com> or <http://tinyurl.com>

## Other Twitter Tools

There is a steadily growing list of handy Twitter tools, many are free. Searching for Twitter tools, applications or plug-ins is easy and will help you find the latest, most useful items for your Twitter page.

## Using Facebook

Facebook is a free social network designed to find a stay in touch with the people in your life.

Facebook also provides an opportunity to businesses and organizations to create pages, which allows for quick, free messages to travel to a large audience. Note: You must have a profile to create a Facebook Fan Page.

### Build your Profile

Provide basic contact information to your profile. Facebook does not require you to include any information, so what you add to your profile is up to you. You have the option to add a profile picture from your computer. Facebook can use the full image or you can make a “thumbnail” image that will appear as your icon. People are always changing profile pictures, so your starting image doesn’t have to be permanent.

### Customize your Privacy Settings

When setting up your profile, click on the little gray padlock symbols next to a field to specify who can see this piece of information. Do not list your home address or phone number, and limit access to your real email to your true friends.

Next, from the Account tab, select “Privacy Settings.” This is where you protect your status, updates, bio, photos and access to wall postings.

### Next, add Friends

Add friends through Facebook’s Friend Finder tool and once your friends have confirmed your friend requests, you can explore their profiles and see their updates on your home page.

### Like Fan Pages

Like the pages of any organizations, companies, school’s or associations you might belong to. Fan pages on Facebook are created to send messages to its page fans. These updates can be found on your Facebook home page and can range from news updates, shopping deals, and much more! Like the TSBA Fan page today by searching for Tennessee School Boards Association and clicking on the “Like” button on the top of this page.

**TSBA Website:** *www.tsba.net*

#### Follow on Twitter:

*TSBA\_News*: local, state and national education updates

*TSBA\_OnTheHill*: timely education legislation updates

#### Like us on Facebook:

<http://www.facebook.com/TennesseeSchoolBoardsAssociation>

**For more information, please contact Lindsay Campbell, TSBA Communications Specialist at 800-448-6465, ext. 3907 or *lcampbell@tsba.net*.**