

twitter

Select Language ...

What is Twitter?

What?

Why?

How?



Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**

Join the conversation!

[Get Started Now](#)

▶ Watch a video!

Please sign in

user name or email address:

jhengstler

password:

Remember me

[Sign In](#)

Forgot password? [Click here](#)

Already using Twitter from your phone? [Click here](#)

Leveraging Twitter for Moodle+

Adding value with Twitter

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About This Session

- Part lecture/part hands-on
- Mini Lecture: Basics of Twitter & how to use
 - for yourself
- Create an account
- Mini Lecture: Use Twitter for your classes/learning groups (some ideas)
- Mini Lecture: Embedding Twitter in Moodle
- Hands On Opportunity to Embed in Existing Shell
 - I have 35 to share
- Other hands on
- Graceful exits, anyone?
- Please mute cells, pagers, etc.

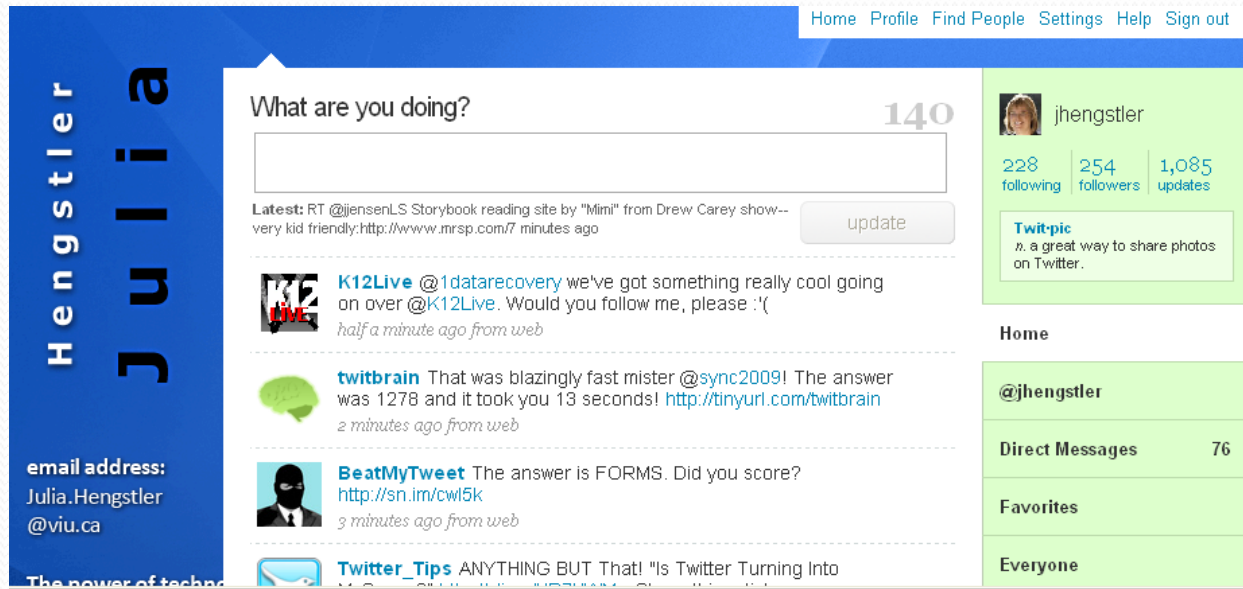
Some Assumptions

- We have Twitter newbies
 - They need accounts & to get up to speed on how to use Twitter
- We have some experienced tweeters
 - They need to be patient & supportive while we get newbies online w/twitter
- Straw poll: What category are you?
- Twitter jockey volunteer

Workshop Plan

- Mini Lecture: What is Twitter & What's involved
- Create an Account
- Mini Lecture: Twitter Basics
- Follow someone & Tweet
 - Julia by any chance?
- Mini Lecture: Twitter & Educational Uses
- Mini Lecture: Embed a Twitter block in Moodle
- Hands On Play
 - Items of your choice
 - Julia circulates

What is "Twitter"?



- a microblogging platform vs. longer blogging
 - text, images, photos, audio in small bits

- networks individuals to share messages of no more than 140 characters @ a time
- allows us to share from the “who cares” to the sublime
 - initially there was a lot of “who cares” content--still is
 - increasingly leveraged for current events, learning & business communities
 - & increasingly--spam
- users follow "friends" & people can "follow" other users ("followers") = subscriptions & subscribers

What's involved?

- creating an account allows you create your own content & follow others'
 - to be widely followed, make your tweets public
 - individuals, groups, organizations & businesses have accounts
- "tweets"= content published through Twitter
- you create tweets or follow other people's tweets (your "friends")
 - friends
 - family
 - colleagues
 - content area experts

Creating an Account?

- Accounts can be public or private
 - Public: people can find & follow you by searching
 - Private: only people you approve can follow (in settings near bottom above “save”)
- Think of this first account as your “personal” twitter.
- Julia’s aside on your digital footprint & professionalism coming up...

Julia's Aside on Your Digital Footprint

- Twitter—and other social networking are not therapy or a place to vent
- Should you create separate accounts (public & private)?
- If you want to be perceived as a professional, use the rule, “Could my mother & boss read this without being offended or thinking I’m [fill in the blank—eg. foolish, irresponsible]”

Tips on Professionalism & Social Networking

- Here are a couple of good resources for keeping your social networking professional
 - Burning Bridges on Twitter
 - <http://www.impactlab.com/2009/02/19/burning-bridges-on-twitter/>
 - How to use Facebook without Losing Your Job over it
 - <http://internetducttape.com/2007/03/08/how-to-use-facebook-without-losing-your-job-over-it/>
 - Make Sure Your Facebook Profile Doesn't Lose You a Job
 - <http://www.dumblittleman.com/2009/02/make-sure-your-facebook-profile-doesnt.html>

Create Your Personal Account

- Go to www.twitter.com
- Create your twitter account



Finding Good Content



- Click on Find People & enter jhengstler
- Follow me: jhengstler
- To find other tweets worth following, check

- <http://www.twellow.com/>
- <http://tweepsearch.com/>
- www.search.twitter.com



- search key words
- find individuals, Twitter Groups, organizations or businesses of interest re. key words

- advanced search:

<http://search.twitter.com/advanced>

- <http://mrtweet.net/>

- Find someone of interest—see who s/he follows

A screenshot of the Twitter search interface. At the top, the Twitter logo is displayed with the tagline "See what's happening — right now." Below this is a search input field and a "Search" button. Further down, the "Advanced Search" section is visible, which includes a "Find tweets based on..." section with radio buttons for "All of these words", "This exact phrase", "Any of these words", and "None of these words", each followed by an input field. There is also a "This hashtag" field and a "Written in" dropdown menu set to "Any Language". Below this is a "People" section with input fields for "From this person", "To this person", and "Referencing this person".

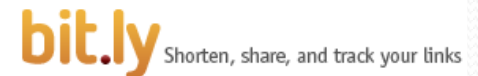
Using Twitter: Tweeting

- tweets are your postings
 - prompted by "What are you doing now?" but...
- tweets get their own URL so can be linked to (see ~50-60 days; archive possible—more on that later)
- You have 140 characters (upcoming premium service may provide more for \$) (more to say see: <http://140it.com/>)
- Need to be brief—counter keeps track of characters
- URLs can eat up a lot of characters



Enter a long URL to make tiny:

- Use URL shortening services to compress
 - Popular service: TinyURL <http://tinyurl.com/>
 - toolbar download for browser on site (scroll down)
 - more URL shorteners from [SEO Blog](#)
 - bit.ly
 - tr.im
 - popr1.com
 - xrl.us [Metamark]
 - cli.gs
 - budurl.com

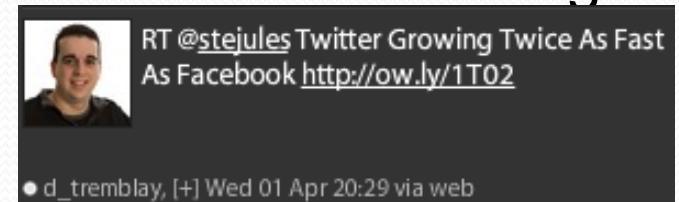
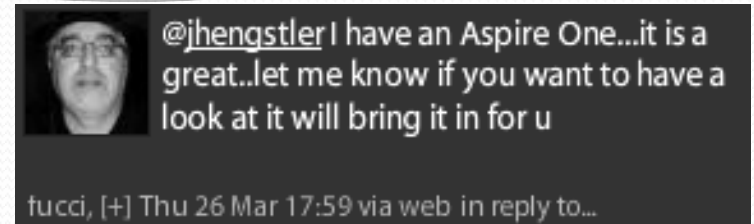


Metamark Shorten™ Service



Tweeting 101

- follow those who follow you?
 - spammers even in Twitter--remove them
- @replies= tweets directed to a specific user
 - eg. @jhengstler Blah, blah, blah.
 - NOTE: people who follow YOU don't see who you follow (unless you retweet –or individuals follow same people as you)
 - If you see good tweets—RETWEET them
- retweet or RT=republishing content from another user's tweet citing source
 - RT[space]@jhengstler blah blah
 - about RT's <http://twitpwr.com/5AJ/>
- direct messages=asides to individuals that don't need to be public (D [space]jhengstler blah blah)
 - Can't d msg someone NOT following you (can sometimes get their attention w/ @theirname –they monitor mentions of self)
- Hashtag or not?? Eg. #CanadaMoot09
- What's "via @username"?



[jhengstler](#): @Currie found a couple people @ the moot on twitter. Have asked if we could agree to a **hashtag** of [#canadamoot](#) (ala your tweet)?
about 1 hour ago from web · [Reply](#) · [View Tweet](#)

Direct message shirtz:

[Post Photo](#) [Shorten Link](#)

d shirtz Was great meeting you F2F @ the Moot today! Looking forward to next book project.

Using Julia's Conference Back Channel

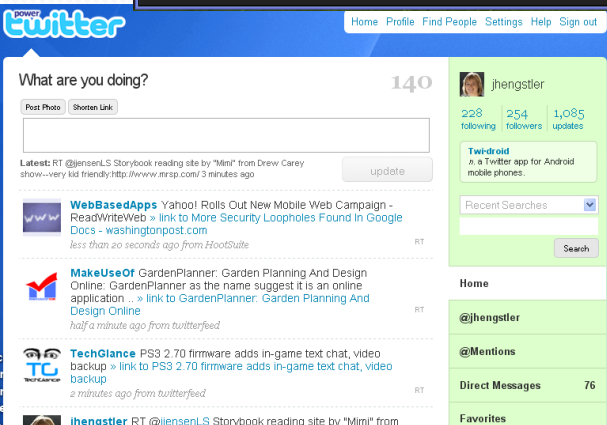
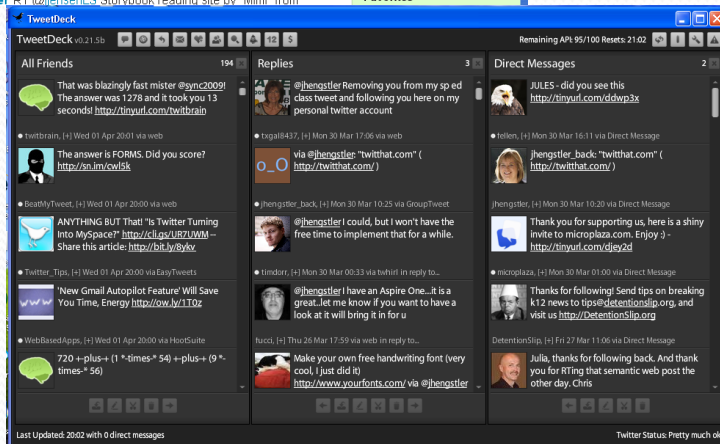
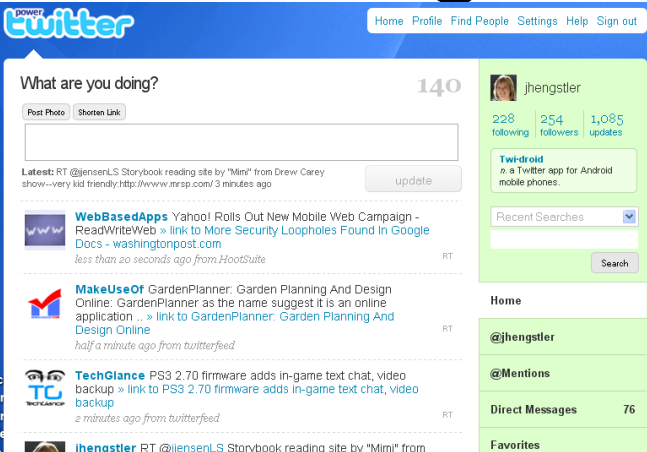
- My backchannel for conferences/presentations:
jhengstler_back
 - Follow jhengstler_back & tweet questions in real time
 - To me “@jhengstler_back blah blah”
 - To whole group: “d[space]jhengstler_back”
 - Note direct messaging goes to whole group in this instance because group is registered w/grouptweet.com
 - More on grouptweet later
 - A Twitter jockey can keep you apprised or let it run if your set-up permits (2ndary digital projector where Twitter runs through session)

Taming Twitter

- So you're following lots of people, what now?
 - taming the tweets with Twitter interfaces
 - [Tweetdeck](#)
 - sorts all friends' tweets, @replies & direct messages
 - "remove" one's that don't pan-out for you

- [Power Twitter](#) (Firefox add-on),
- [Peoplebrowsr](#)
- [Tweettree](#)
- [Tweetvisor](#) great for multiple accounts
- [iTweet](#)
- [Hootsuite](#)
- [Review of some interfaces](#) from Lost in Technology

- For more on Twitter interfaces & other applications see <http://twitter.pbwiki.com/Apps>
- More on Twitter: Finding the Tweet Spot <http://www.socialmediatoday.com/SMC/71945>



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email address:
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The power of technology for education potential to optimize learning for students
What did you do

Privacy & Twitter

- Young children? Minors? Need protection
 - Select your privacy settings wisely for in-class only materials
 - Keep the twitter accounts private when dealing with younger students/classes of students—establish this when you set up your class account
 - More applications are emerging that will allow you to manage multiple accounts in one interface
 - Note: Students can search your public data without having an account @ www.search.twitter.com —don't want to name names on a public account, though
- If sharing information (following/following back) beyond classes, have a policy/permission slip or release form—check w/your school/district, etc. for guidelines
 - See EG from cmitton for Shelfari
<http://www.slideshare.net/cmitton/parent-permission-slip-shelfari-presentation>



How do I leverage Twitter for education?



- Create a class Twitter account & have students follow: news, events, links (students w/o accounts could “search” on it)
- Follow mention of a word/concept/event/group—through www.search.twitter.com or searching hashtags
- Create a conference/workshop/session backchannel—separate from your personal account eg. jhengstler_back then use www.grouptweet.com (follow directions) for easy following using direct messages

Twitter Jockey

- Educause piece on Google Jockeying—coopting the phrase
- Need a back_channel or class twitter account
- Need 1 digital projector dedicated to showing a Twitter timeline during class, presentation, etc.
- Can have a person jockey
- Jockey helps keep you apprised of incoming questions/comments
- Useful when issues of power/authority differentials or introverted students uncomfortable speaking in groups.

Collaborative Surfing & Comments with Twitter?



- Create backchannel on twitter for group/class as new account on www.twitter.com
- Register your back channel w/ <http://www.grouptweet.com/>
- Everyone uses Firefox as browser (the other tools for this are Firefox plugins)
- Go to Twitthat <http://twitthat.com/> & drag icon into Firefox toolbar
- In Twitthat, all participants customize a message w/
 - D[space]yourbackchannelnamehere
- All members follow the backchannel & backchannel must follow-back all the members (required for Group Tweet to work)
- Direct message your found links to back channel via Twitthat
 - D msg required for Group Tweet to work for all
- Sent to all members following the back channel

Is that it? No...

- “track” a word/concept/event/group eg. Use the command “track education” & untrack
 - Want to find out what all you’re tracking send just “track” and to kill all tracks “track off”
- Follow a figure--professional/famous person, leading researcher, practitioner, etc.
- Brainstorming/notes—create group account, then use www.grouptweet.com similar to a backchannel for a workgroup
 - Use in combination w/hashtags or plodt below
- Ratings system—Use <http://plodt.com/> to create rating systems for readings, activities, assignments, shared links, etc.
- Reader response micro journal

What else can I do with Twitter?

- Create collaborative story/plot outline/storyboard—see <http://twitter.com/manyvoices>
- Tweet an important procedure in real time: e.g. medical, laboratory as it's being done Brain surgery @ Henry Ford Hospital followed by medical students
<http://paulkukubo.com/?p=61>
- Find Games & contact developers about educational app spinoffs for future
 - Twitbrain for speed math engineering questions
 - Beatmytweet for speed words scramble

More? Yes

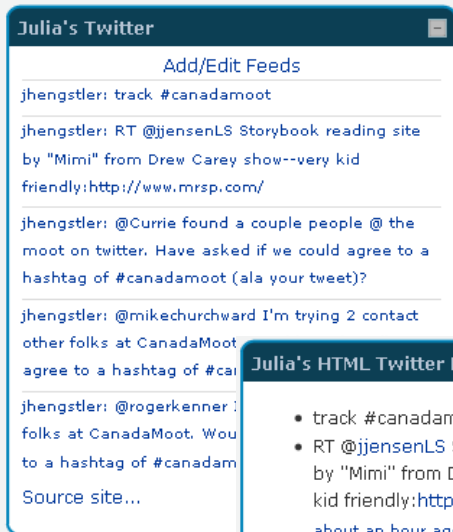
- Connect classes across globe, district, school, etc.—each sets up on account & follows-back--ePals
- Connect w/parents or guardians-similar to above—what's tonight's homework, project deadlines, etc.
- Catch students doing something right & broadcast—to parents/guardians, school
- Survey/Poll: <http://twtpoll.com/> <http://www.socialtoo.com/>
 - Replaces clickers to a certain extent
 - In discussion w/ socialtoo re. stored surveys for later release
 - Under development--\$ model under discussion—premium service?
- Collaborative Problem solving/research—followers act as PLN you can leverage—individuals or class2class

One last cool tool

- What happens to all that good material you generate on Twitter?
- Archive your data—look at this cool tool
 - Use <http://www.tweetscan.com/> with the appropriate twitter account you want to capture
 - Copy & paste data into Word or other application
 - Can also pay to have app create your archive as a portable web page and CSV file—small payment required.
 - Worth it if you have some great stuff you don't want to loose and can't be bothered cutting and pasting
- Establish a class twitter archivist role in class can rotate: captures data on established schedule via TweetScan
 - Archive in your Moodle course

Embed Twitter Feeds in Moodle

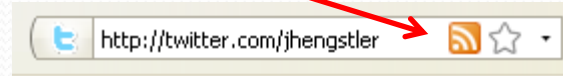
- A couple methods:
 - RSS feed
 - HTML block + <http://www.twitter.com/widgets>
 - Html
 - Flash Interactive or Display Only



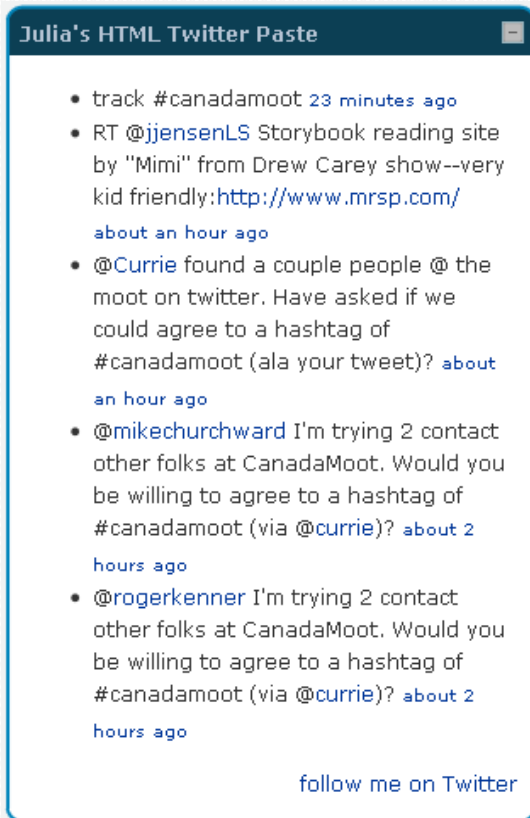
Embed Twitter Feeds in Moodle



- RSS not as “pretty” as Flash
 - Generate a RSS url:
 - Go to the relevant twitter user page (eg. www.twitter.com/jhengstler)
 - Click on the RSS icon in Firefox
- URL generated
- In Moodle, Settings→Blocks→Remote RSS Feed
- Configure block—set your parameters for size, etc. paste RSS URL you copied in URL field & save
- http://docs.moodle.org/en/RSS_feeds_block



HTML Twitter Block in Moodle

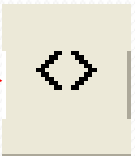


Julia's HTML Twitter Paste

- track #canadamoot 23 minutes ago
- RT @jjensenLS Storybook reading site by "Mimi" from Drew Carey show--very kid friendly:<http://www.mrsp.com/> about an hour ago
- @Currie found a couple people @ the moot on twitter. Have asked if we could agree to a hashtag of #canadamoot (ala your tweet)? about an hour ago
- @mikechurchward I'm trying 2 contact other folks at CanadaMoot. Would you be willing to agree to a hashtag of #canadamoot (via @currie)? about 2 hours ago
- @rogerkenner I'm trying 2 contact other folks at CanadaMoot. Would you be willing to agree to a hashtag of #canadamoot (via @currie)? about 2 hours ago

follow me on Twitter

- Generate code for the Twitter account via <http://twitter.com/widgets>
- Select “other” in the right hand tab & “continue” → HTML widget
- When code available—copy all of it
- In Moodle, add an HTML block through Settings
- Open the HTML block then switch to “code” mode in editor
- Paste all copied code & save
 - may have to play with width/height parameters
 - http://docs.moodle.org/en/HTML_block



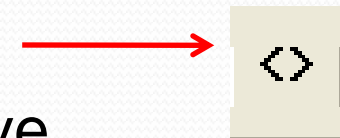
You are in TEXT MODE. Use the [<>] button to go back to WYSIWYG MODE.

```
<div id="twitter_div">
  <ul id="twitter_update_list">
    <li><span>track #canadamoot</span> <a href="http://twitter.com/jhengstler/statuses/1436281766" style="font-size: 85%;">45 minutes ago</a></li>
    <li><span>RT @jjensenLS Storybook reading site by "Mimi" from Drew Carey show--very kid friendly:<a href="http://www.mrsp.com/">http://www.mrsp.com/</a></span> <a href="http://twitter.com/jhengstler/statuses/1435995217" style="font-size: 85%;">about an hour ago</a></li>
    <li><span><a href="http://www.twitter.com/currie">Currie</a> found a couple people @ the moot on twitter. Have asked if we could agree to a hashtag of #canadamoot (ala your tweet)?</span> <a href="http://twitter.com/jhengstler/statuses/1435773804" style="font-size: 85%;">about 2 hours ago</a></li>
    <li><span><a href="http://www.twitter.com/mikechurchward">mikechurchward</a> I'm trying 2 contact other folks at CanadaMoot. Would you be willing to agree to a hashtag of #canadamoot (via @currie)?</span> <a href="http://www.twitter.com/currie">currie</a>?</span> <a href="http://twitter.com/jhengstler/statuses/1435768408" style="font-size: 85%;">about 2 hours ago</a></li>
    <li><span><a href="http://www.twitter.com/rogerkenner">rogerkenner</a> I'm
```

Flash Twitter Block in Moodle



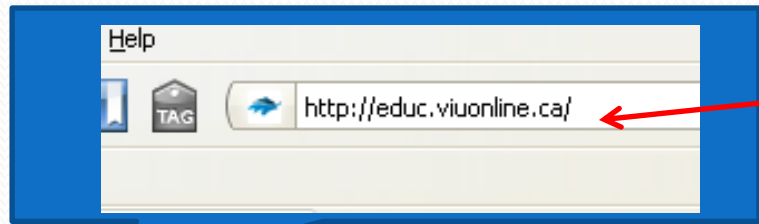
- Generate code for the Twitter account via <http://twitter.com/widgets>
- Select “other” in the right hand tab & “continue” → Flash widget
- Pick Interactive or Display Only
- When code available—copy all of it
- In Moodle, add an HTML block through Settings
- Open the HTML block then switch to “code” mode in editor
- Paste all copied code & save
 - may have to play with width/height parameters
 - http://docs.moodle.org/en/HTML_block



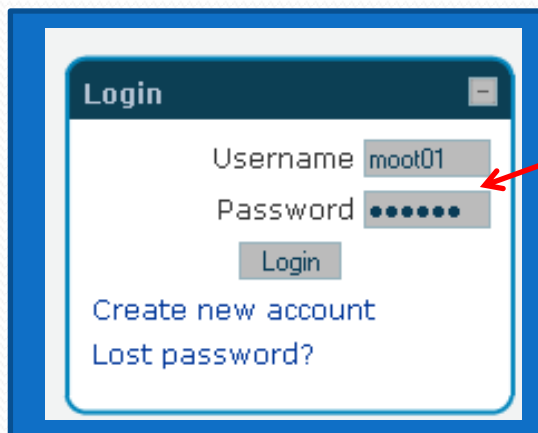
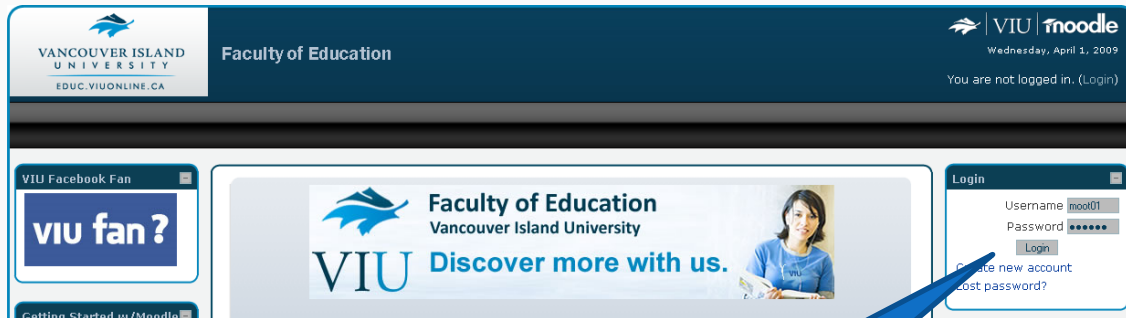
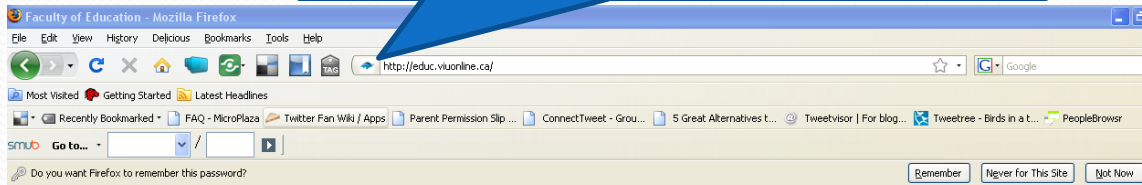
Have a Shell to Try This?

- If you have access to a course shell, use it to experiment
- If you don't have a shell, I have some VERY basic ones for you to use

Login with a VIU Education Account



- Go to <http://educ.viuonline.ca>
- I created 35 accounts & 35 shells.
- We will number off: 1-35 (more? Please share.)



- Login pattern: moot01
Password: moot01

A Moodle Shell to Use for This

- Username corresponds to your TwitterEmbed101 shell name
 - eg. #1 gets username: mooto1 password: mooto1 has TwitterEmbed101_01
- Your rights = “teacher”
- This is your shell to do with what you will.
- Please stay out of the CanadaMoot_01 assigned to this username
 - It’s for next workshop & if you mess with it, you mess with someone else’s session
- These shells will be available for 1 month
- I will circulate for you to ask questions/ or get support

That's All I Have For You Today.

- Now is the time for you to play with these skills, tips & tricks on your computer
- I'll circulate for support/questions
- Continue to use the backchannel + jockey too



**Thank you for
your attention.**

I continue to learn about
Twitter & hope we can
share our future learning!
I look forward to your
tweets!

(Business cards @ front)

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Feb. 2009
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