



# Twitter: chatter and substance

Presenter: Tamara Castagna



**josephvincent12**



I love breakfast food! Nom nom

[instagr.am/p/PAJH8hxVuU/](https://www.instagram.com/p/PAJH8hxVuU/)

9 hours ago





- What is Twitter?
- The risks of Social Media
- How to know what to follow up?
- Tools to help

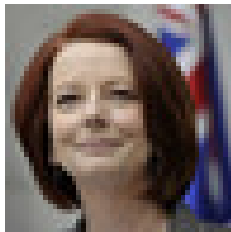


# What is Twitter?





# What is Twitter?



**Julia Gillard** ✓  
@JuliaGillard

## Australia Trends

- Change
- #WhyDoPeopleThinkItsOkayTo
- #gfchat
- #nowplaying
- #AFL
- #auspol
- Australia
- Brisbane
- Jai
- Facebook
- Sydney

**#Gillard**



# Advanced Search

Home @ Connect # Discover Search

Search Operators

Operator	Finds tweets...
twitter search	containing both "twitter" and "search". This is the default operator.
"happy hour"	containing the exact phrase "happy hour".
love OR hate	containing either "love" or "hate" (or both).
beer -root	containing "beer" but not "root".
#haiku	containing the hashtag "haiku".
from:alexiskold	sent from person "alexiskold".
to:techcrunch	sent to person "techcrunch".
@mashable	referencing person "mashable".
"happy hour" near:"san francisco"	containing the exact phrase "happy hour" and sent near "san francisco".
near:NYC within:15mi	sent within 15 miles of "NYC".
superhero since:2010-12-27	containing "superhero" and sent since date "2010-12-27" (year-month-day).
ftw until:2010-12-27	containing "ftw" and sent up to date "2010-12-27".
movie -scary :)	containing "movie", but not "scary", and with a positive attitude.
flight :(	containing "flight" and with a negative attitude.
traffic ?	containing "traffic" and asking a question.
hilarious filter:links	containing "hilarious" and linking to URLs.
news source:twitterfeed	containing "news" and entered via TwitterFeed





# Reputational Risk

← @arcticready's profile

Recent images by @arcticready



powered by Photobucket

Flag this media



**Arctic Ready** @arcticready

15 Jun

Great user-generated Let's Go Arctic ad! Mr. Twain would be proud. Don't forget to make your own! [bit.ly/Nm3EiP](http://bit.ly/Nm3EiP) [pic.twitter.com/P9II28Jo](http://pic.twitter.com/P9II28Jo)

[Details](#)



# Reputational Risk

Home

Connect

Discover

Search

Arctic Ready

@arcticready

<http://www.arcticready.com>

Follow

352 TWEETS

203 FOLLOWING

1,252 FOLLOWERS

Tweet to Arctic Ready

@arcticready

Tweets

Following

Followers

Favorites

Lists

Recent images

8, 2012 at 7:40 AM  
ska, June 8 (UPI)—  
rd it was considering  
mental activists who  
ent in Seattle.

© 2012 Twitter

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Developers

Tweets

Adewusi Olakunle @OlakunleAdewusi

19h

@arcticready

I mean that's a lot of money. I Wish I had such money as mine. ☹

Retweeted by Arctic Ready

View conversation

Arctic Ready @arcticready

19h

Gentlemen, start your engines! VROOOOOOOOOM VROOOOOOOOM!!!! WHEEE! AHHHH! GRRRR! BLAAARGH! [blog.seattlepi.com/seattlepolitic...](http://blog.seattlepi.com/seattlepolitic...)

Expand

Arctic Ready @arcticready

19h

@OlakunleAdewusi

EXPLAIN YRSELF PLS!!!

View conversation

Arctic Ready @arcticready

19h

When you've spent 4.5 billion to drill & you're #ArcticReady! LOL!

Expand

Arctic Ready @arcticready

19h





# Klout



**Ross Dawson**

@rossdawson



*Futurist/ Entrepreneur/ Keynote Speaker/ Author and contributor to global brain. Visualization of my neural activity: <http://bit.ly/AHTGpBizModel>*

*Sydney and airplanes · <http://rossdawson.com>*

Followed by [Trevor Young](#).

**13,536**

TWEETS

**17,387**

FOLLOWING

**31,920**

FOLLOWERS



**74.21**



# Tools



**sprout**social



# Nimble

Upgrade to Business | Log out | Sign out

Contacts Messages Activities Deals Social

Refresh Status Update New Message

Home Profile Notifications Pending

Search: "Law Librarian"

Messages Matching Criteria: "Law Librarian" Delete Search

**heathercw** (@heathercw)  
@kate\_mckean @MeganWhitmer That's the section symbol, as used when writing out laws. Says the former law librarian.  
Sep 1 at 2:58am via Twitter for iPad show conversation

**bordnLawGirl** (@bordnLawGirl)  
newbie law librarian's very first conference! Very excited to be going to @LV2012 !!  
Aug 31 at 10:16pm via web

**saclawlibrarian** (@saclawlibrarian)  
New on SacPress: Ask the County Law Librarian - The Case of the Encroaching Bamboo: Q. Hello Coral, I am so ... <http://it.co/Cce45JLc>  
Aug 31 at 8:23pm via Twitterfeed

**SafeLibraries** (@SafeLibraries)  
No, you are not in trouble. @LibraryStuff is a law librarian and I thought he'd like ur tweet! @Whitestallion12: Why did the "safe ..."  
Aug 31 at 2:18pm via Twitter for Mac

**alysgwyn** (@alysgwyn)  
Calling myself a "law librarian" feels a lil ridic some days. It's like calling myself a "discipline daddy."  
#waytoomucharrestedevelopment  
Aug 31 at 10:27am via HTC Peep

Take The Tour

Take The Tour


Don't show again (need help?)

Contact Profile

No contact is selected



# Nimble



Upgrade to Business | Paper ALLA | Help | Settings | Sign out

Contacts | Messages | Activities | Deals | Social

Search Social

Refresh

Status Update

New Message

Home

Profile


Notifications


Pending

"ALLA conference" Brisbane

"Law Librarian"

ATO and "tax Time"



**saclawlibrarian** (@saclawlibrarian)  43.83

Sacramento, CA | <http://www.saclaw.org>  
609 9th St, Sacramento CA 95811-8612. The Sacramento Co. Public Law Library provides free access to legal information for lawyers and the general public.

1895

660

963

4

view

71

Tweets

Following

Followers

Favorites

Mentions

Listed

Timeline

Mentions

Favorites

Following

Followers

RT @jonathangstein: The California Special Education Blog is now up and running. You can check it out at...  
<http://t.co/5kP07kih>  
Sep 1 at 7:30am via web

The Law Library will be closed Saturday, Sept. 1 and Monday Sept. 3 for the Labor Day weekend. Have a great weekend!  
Sep 1 at 7:29am via web


Need info about immigration law? Find this & more - <http://t.co/1acLgCG2>  
Sep 1 at 5:10am via HootSuite

New on SacPress: Ask the County Law Librarian - The Case of the Encroaching Bamboo: Q. Hello Coral, I am so ...  
<http://t.co/Cce45JLc>  
Aug 31 at 8:22pm via twitterfeed

Who can help me in Sac with housing and health legal questions? Find this & more - <http://t.co/c5ULtHtq>  
Aug 31 at 5:10am via HootSuite

Contact Profile

Bio | Timeline | Mentions



**saclawlibrarian** (saclawlibrarian)

Location: Sacramento, CA  
Web: <http://www.saclaw.org>  
[twitter.com/saclawlibrarian](http://twitter.com/saclawlibrarian)


Bio: 609 9th St., Sacramento CA. 916-874-6012. The Sacramento Co. Public Law Library provides free access to legal information for lawyers and the general public.

Following: 660

Followers: 963

Tweets: 1895

Klout: 43.83

Influenced by: 

Influencer of: -

Follow

Mention

Import Contact



# SproutSocial

sproutsocial

HOMEMESSAGESFEEDSSCHEDULERDISCOVERYREPORTS

Smart Inbox (8)My TasksSent MessagesWeb AlertsArchive

@kate\_mckean @MeganWhitmer That's the section symbol, as used when writing out laws. Says the former law librarian.  
heathercw 14 hours ago, in Kentucky

newbie law librarian's very first conference! Very excited to be going to @LVI2012 !!  
bordenLawGirl 19 hours ago, in new jersey

DeVries Valerie in ELMONT NY is looking for a Bookkeeper  
tiny.cc/GetCPAJobs #Bookkeeper #Accountant #Tax #CPA  
GetCPAJobs 20 hours ago, in USA

New on SacPress: Ask the County Law Librarian - The Case of the Encroaching Bamboo: Q. Hello Coral, I am so ... bit.ly/T1ttWM  
saclawlibrarian 21 hours ago, in Sacramento, CA

No, you are not in trouble. @LibraryStuff is a law librarian and I thought he'd like ur tweet "@Whitestallion12: Why did the "safe ....!"  
SafeLibraries 1 day ago, in USA

Smart Inbox

AccountsDetails

Tamara

Include Sent Messages

Brand Keywords

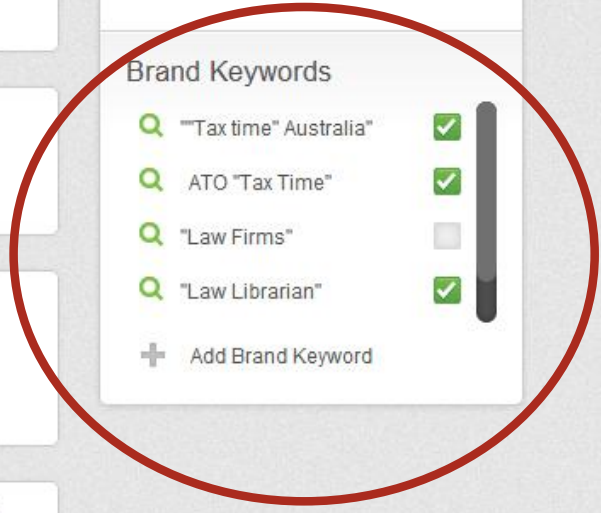
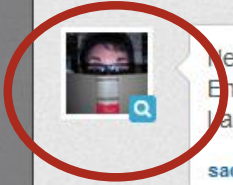
"Tax time" Australia

ATO "Tax Time"

"Law Firms"

"Law Librarian"

Add Brand Keyword







# SproutSocial

**sproutsocial**

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Smart Inbox (8)My TasksSent MessagesWeb Alerts (36)Archive

✕ Viewing Contact

Hit [esc] to go back

**saclawlibrarian** @saclawlibrarian  
609 9th St., Sacramento CA. 916-874-6012. The Sacramento Co. Public Law Library provides free access to legal information for lawyers and the general public.  
Sacramento, CAwww.saclaw.org

44 KLOUT

Followers 965 | Following 660

HISTORYTWEETSMENTIONSFOLLOWERSFOLLOWING

saclawlibrarian's Tweets

+ Add a Note

The Law Library will be closed Saturday, Sept. 1 and Monday Sept. 3 for the Labor Day weekend. Have a great weekend!  
saclawlibrarian sent 10 hours ago

Need info about immigration law? Find this & more - ow.ly/bJO4p  
saclawlibrarian sent 12 hours ago

New on SacPress: Ask the County Law Librarian - The Case of the Encroaching Bamboo: Q. Hello Coral, I am so ... bit.ly/T1ttWM

CONTACT INFORMATION

[ Company ]  
[ Title ]  
[ Email ]  
[ Phone ]

ON NETWORKS

FOLLOWING FROM

is not following

TWITTER LISTS

This user is not currently a member of any of your lists.

Add to List

[illegible]





# Conclusion





# Contact Information

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