

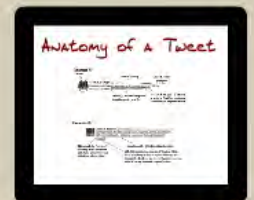
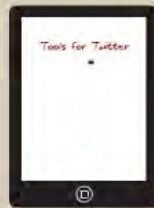


# Twitter Praxis



Where the bird learns  
to fly

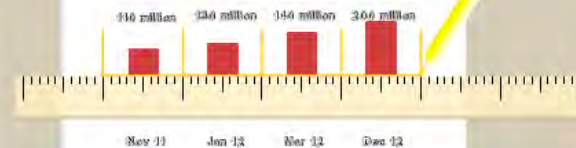
Tools



The Basics of Twitter Use



Twitter: The Data



Who uses Twitter

Category	Percentage
Male	72%
Female	28%
Age	
18-24	22%
25-34	28%
35-44	22%
45-54	18%
55-64	10%
65+	2%
Educational level	
High school or less	12%
Some college	18%
Bachelor's degree	32%
Master's degree	18%
PhD	2%
Income	
\$0-\$24,999	12%
\$25-\$49,999	18%
\$50-\$74,999	22%
\$75-\$99,999	18%
\$100,000+	30%

Demographics from Pew

Twitter: The Data

prax·is, [**prak**-sis], noun  
the intersection of  
theory and practice

Michael Galvin

Karen Wolf

Office of Technology Integration





# Objectives

1. create a Twitter account
2. follow each other.

"We think you will really like it"

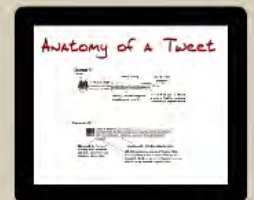
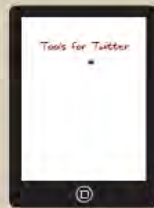
"We think you will really like it!"

# Twitter Praxis

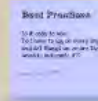


Where the bird learns  
to fly

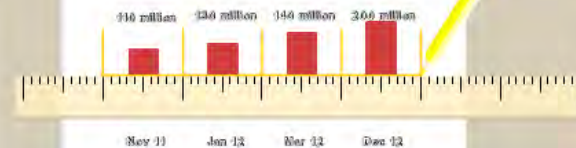
Tools



The Basics of Twitter Use



Twitter: The Data

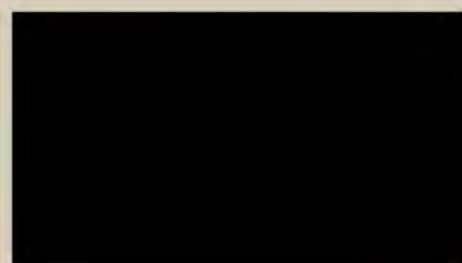


Who uses Twitter

Category	Percentage
Male	77%
Female	23%
Age	
18-24	22%
25-34	28%
35-44	22%
45-54	18%
55-64	10%
65+	2%
Ethnicity	
White	62%
Black	15%
Hispanic	12%
Asian	8%
Other	3%

Demographics from Pew

Twitter: The Data





# Why Twitter?

What's the value?  
What's the purpose?  
Why should I add one more thing  
in my life to follow?

"One of the risks that a leader has in any organization is to be separated from the people they are serving."  
"If you don't understand the people who you are serving, how can you serve them?  
It is a real risk."

"If you are not careful, you might be disconnected."



Twitter as a platform for Student Services

"Social media has moved from an emerging set of technologies, to a fad, to an ubiquitous presence, representing a fundamental shift in the way we communicate with one another" (E. Cabellon).

JaneGarfinkel  
11:02am via Twitter for Android  
@GMU\_problems Mason forgoes fire inspections but not inspections for alcohol.  
#priorities

Twitter as a Professional Development opportunity

Twitter



Twitter is a conversation

for forging new tactics in Student Affairs



What's the value?  
What's the purpose?  
Why should I add one more thing  
in my life to follow?

change

change

"Social media has moved from an emerging set of technologies, to a fad, to an ubiquitous presence, representing a fundamental shift in the way we communicate with one another"  
(E. Cabellon).







"One of the risks that a leader has in any organization is to be separated from the people they are serving,"

"If you don't understand the people who you are serving, how can you serve them? It is a real risk."

If you are not careful, you might be disconnected."

Source: <https://www.washingtonpost.com/news/energy-environment/wp/2016/06/24/elon-musk-on-the-risk-of-leaders-getting-out-of-touch-with-their-employees/2016/06/24/>



"Musk is really one of the most amazing game-changers in our lifetime."  
Washington Post Online, 8/19/16

"It's AMAZING. I'm getting insights about the MASON community. I'm getting insights from faculty, from students, it's breaking down barriers of communication in ways that are absolutely AMAZING."





"Twitter is really one of the most AMAZING  
game-changers in our lifetime."  
Washington Post Online, 8/19/12





**JaneGarfinkel**

11:02am via Twitter for Android

@GMU\_problems Mason forgoes fire inspections but not inspections for alcohol.  
#priorities

Twitter is A CONVERSATION





**Eric Stoller**

@EricStoller

Lots of people talk \*about\* students at conferences...it would be nice to talk \*with\* students. #BbW12

← Reply   🗑 Delete   ★ Favorite

20

RETWEETS

2

FAVORITES



# Twitter AS A platform for Student Services



## Kenn Elmore (DeanElmore)



Bio

Timeline

Mentions

Favorites



12,234

Followers

1,804

Following

3,053

Updates

64

Klout

**Location** Boston, MA, USA

**Bio** Kenn Elmore, Boston University's Dean of Students.  
Musing about life in and around BU

**Twitter** <http://twitter.com/DeanElmore>

**Website** <http://www.bu.edu/dos>

**Joined** Tue Jul 08 13:13:11 +0000 2008

 [Report Spammer](#)

Follow

Unfollow

DM

Reply

Add To List



# Twitter AS A Professional Development opportunity





**jessikachi**

Jan 08, 1:33pm via Twitter for Android

RT @theweiser: MT @ACPA\_CSJE: Higher Education, Social Justice & Public Pedagogy by Nana Osei-Kofi #msachat #sachat  
[wp.me/p2T6QO-2Q](http://wp.me/p2T6QO-2Q)



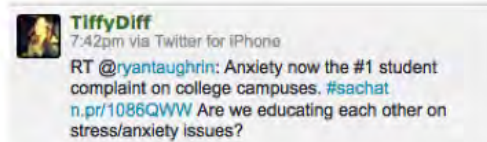
**hrheingold**

5:48pm via Web

I often cite/link "Shaping a Culture of Conversation"  
re: discussion boards & learning communities  
[academiccommons.org/commons/essay/...](https://academiccommons.org/commons/essay/...)

 4 retweets

for forging new tactics in Student Affairs



## Kevin Kruger (NASPApres)



Bio

Timeline

Mentions

Favorites



**NASPApres**

Dec 11, 2012, 10:53am via Twitter for iPhone

RT @EricStoller: Are these Illinois students getting the wrong lesson about Twitter and free speech?  
[buff.ly/Rey30p](http://buff.ly/Rey30p)



**NASPApres**

Dec 08, 2012, 12:55pm via iOS

The surprise issue of [#naspalaw](#) raised by Howard Kallem from OCR was the issue of "service ponys" as an ADA issue. Wow [pic.twitter.com/TmWLBzFG](http://pic.twitter.com/TmWLBzFG)



**NASPApres**

Dec 07, 2012, 12:08pm via Twitter for iPhone

11 states have passed legislation to offer in-state tuition to undocumented students. We need Dream Act to pass.  
[#NASPALaw](#)



**NASPApres**

Dec 07, 2012, 12:04pm via Twitter for iPhone

[#NASPALaw](#) 65,000 undocumented students graduate from high school every year. These students face enormous challenges to access HE.



**NASPApres**

Dec 07, 2012, 11:39am via Twitter for iPhone

[#NASPALaw](#) in the next higher Ed reauthorization look for IPEDS to include more than first-time, full-time students. So important.



**NASPApres**

Dec 07, 2012, 11:35am via Twitter for iPhone

Follow

Unfollow

DM

Reply

Add To List





**TiffyDiff**

7:42pm via Twitter for iPhone

RT @ryantaughrin: Anxiety now the #1 student complaint on college campuses. #sachat  
[n.pr/1086QWW](https://n.pr/1086QWW) Are we educating each other on stress/anxiety issues?

## Who uses Twitter

% of internet users within each group who use Twitter

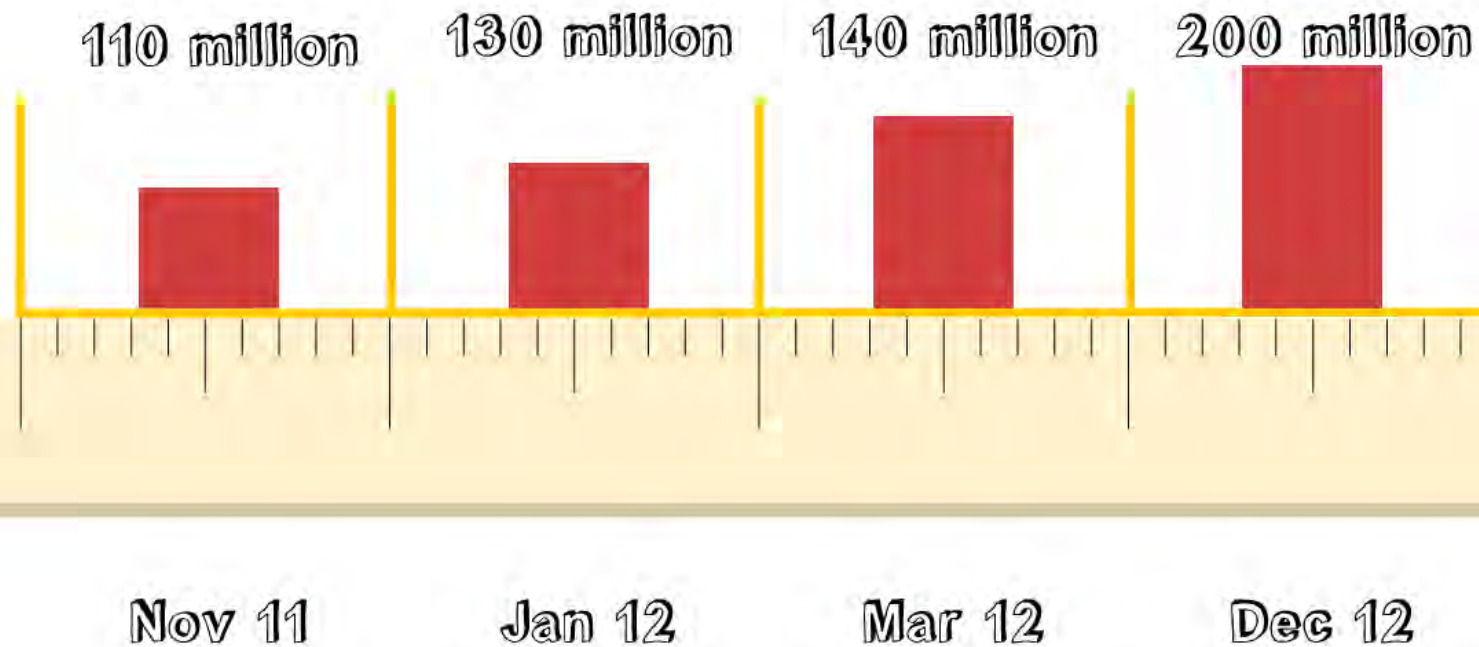
<b>All internet users (n=799)</b>	<b>16%</b>
Men (n=393)	17
Women (n=406)	15
<b>Age</b>	
18-29 (n=140)	27***
30-49 (n=224)	15*
50-64 (n=229)	12
65+ (n=182)	17
<b>Annual household income</b>	
Less than \$30,000/yr (n=195)	15
\$30,000-\$49,999 (n=156)	14
\$50,000-\$74,999 (n=128)	15
\$75,000+ (n=218)	19
<b>Education level</b>	
High school grad or less (n=238)	12
Some College (n=230)	21*
College + (n=329)	16

Source: Pew Research Center's Internet & American Life Project, Omnibus Survey, Aug. 2-5, 2012. N=1,005 adults ages 18 and older, including 405 interviews conducted on respondent's cell phone. The survey was conducted in English. Margin of error is +/-3.8 percentage points for internet users (n=799). \*Represents significant difference between rows.

Demographics from Pew

Twitter: The Data

# Twitter: The Data

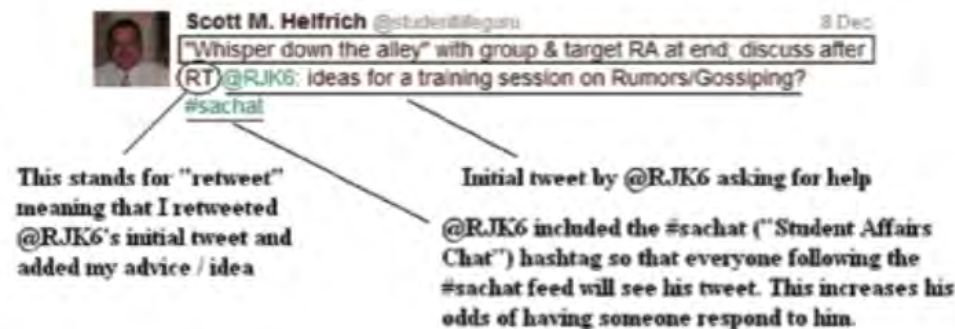


# Anatomy of A Tweet

## Example #1:



## Example #2:





# Anatomy of A Tweet

## Example #1:

Avatar



Twitter Identity

**Scott M. Helfrich** @studentlifeguru

Time of Tweet

30 Dec

How to Create Team Synergy (new blog post) [bit.ly/td8Z7K](http://bit.ly/td8Z7K) Prize  
raffle for comments! #studentaffairs #management

Hashtags used to categorize  
tweet for easier search

Website URL link - shortened  
in order to fit within maximum  
140 character length for tweet

## Example #2:



**Scott M. Helfrich** @studentlifeguru

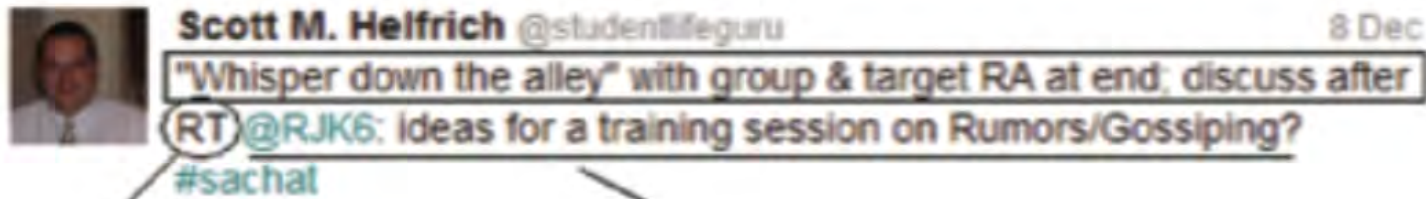
8 Dec

"Whisper down the alley" with group & target RA at end; discuss after  
(RT)@RJK6: Ideas for a training session on Rumors/Gossiping?

Hashtags used to categorize tweet for easier search

Website URL link - shortened in order to fit within maximum 140 character length for tweet

## Example #2:



This stands for "retweet" meaning that I retweeted @RJK6's initial tweet and added my advice / idea

Initial tweet by @RJK6 asking for help

@RJK6 included the #sachal ("Student Affairs Chat") hashtag so that everyone following the #sachal feed will see his tweet. This increases his odds of having someone respond to him.

# How Are people using Twitter?

## In Journalism



## As A Business Tool

### @SMU\_Problems



## Celebrate Achievement



## Catch the Mason Spirit



## As A Tool in Crisis

### @SMUJoonesays



## Embrace our Differences



## Cory Booker is impressive on Twitter



## Twitter through Core Values



IN JOURNALISM



**Fairfax, Virginia** @FairfaxVANews

3h

Fairfax City Main Street Closures Thursday - [Patch.com bit.ly/ZM1ZcT](https://www.patch.com/story/news/local/fairfax-city-main-street-closures-thursday-2016-04-14)

Expand



**Fairfax, Virginia** @FairfaxVANews

7h

Fairfax Staff Organizing Gun Turn-In Days - [Patch.com bit.ly/XQVxRL](https://www.patch.com/story/news/local/fairfax-staff-organizing-gun-turn-in-days-2016-04-14)

Expand [← Reply](#) [↻ Retweet](#) [★ Favorite](#)



**Fairfax County News** @fairfaxctynews

1h

GMU's First Nobel Prize Winner James Buchanan Dies at 93: George Mason University's first Nobel laureate died... [dlvr.it/2mpDVV](https://dlvr.it/2mpDVV)

Expand [← Reply](#) [↻ Retweet](#) [★ Favorite](#)



**NASPA** @NASPATweets

23h

10 mins until we start our next webinar: Intentionally Helping Others Learn: Understanding How We Can Advance Student Learning  
[#sainvest](#)

Expand

As A Tool in Crisis

# Cory Booker is impressive on Twitter



**Cory Booker** ✓

@CoryBooker



Where are u? Can I bring blankets, etc? RT @\_LovelyEdith: We have had no power since Monday & it's been freezing with no heat! Please help!

1 Nov 12

← Reply ↻ Retweet ★ Favorite



**IG: THEBOSS\_KHLOEY**

@\_CodeRedd\_Boss

@CoryBooker I live in Oscar Miles Village and I have a 2 week old baby. My complex still don't have heat or electricity

1 Nov 12



**Cory Booker** ✓

@CoryBooker



I can deliver baby supplies. Can u DM me your exact address? RT @\_CodeRedd\_Boss I live in Oscar Miles Village and I have a 2 week old baby.

1 Nov 12

← Reply ↻ Retweet ★ Favorite



**DMC** @my\_serenelove

@CoryBooker I live around the corner from u on homestead. Why don't we have our power back. Half of my block does

1 Nov 12



**Cory Booker** ✓

@CoryBooker



There is someone at my house now (Eric). I've got space u can relax in, charge devices & even a working DVD player. Come by @my\_serenelove

1 Nov 12

← Reply ↻ Retweet ★ Favorite



**Cory Booker** ✓

@CoryBooker



Senior at residence is secure. Thanks 4 the heads up RT @Moncion78 Someone called, said tree fell on house at 261 N 5th st & lady is home

29 Oct 12

← Reply ↻ Retweet ★ Favorite



**Cory Booker** ✓

@CoryBooker



Thanks. Just left. We were able 2 convince & transport 32 homeless brothers & sisters 2 shelter RT @bakerb13 many homeless by penn station

29 Oct 12

← Reply ↻ Retweet ★ Favorite

As A Business Tool

# @GMU\_Problems



**Madeline Gaquin** @maddimarieg

19 Oct

The one time having a police cadet directing traffic would actually help and they're not there [#gmuproblems](#)

Retweeted by GMUproblems

[Expand](#) [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#)



**Mason Dining** @Mason\_Dining

20 Sep

[@GMU\\_problems](#) Thx for the info about outages at Starbucks and the long waits at Ike's, TB, & Pilot House. We are working on it. So sorry!

Retweeted by GMUproblems

[Expand](#) [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#)



# @GMUNOONESAYS



**GMU S No One Says** @GMUnoonesays

14 Dec

Student government is by far the most drama free organization at mason

Expand



**GMU S No One Says** @GMUnoonesays

25 Nov

Mason's wifi is better than ever. #greattobeback

Expand

Twitter through Core Values

# Celebrate Achievement

**Mills Kelly** @EdwiredMills 20 Dec  
It's graduation day at Mason. Congrats to all our grads, but especially Dr. Kurt Knoerl, founder if this great museum: [uri.edu/mua/](http://uri.edu/mua/)  
Retweeted by Ángel Cabrera  
Expand

**Steve Mullins** @stevenpmullins 20 Dec  
GMU Winter Convocation. My outfit rocks! #gmu  
[pic.twitter.com/3QXICEPY](https://pic.twitter.com/3QXICEPY)  
Retweeted by Ángel Cabrera  
[View photo](#)

**Ángel Cabrera** @CabreraAngel 22 Dec  
+1 @DustyWince: Thanks @CabreraAngel for Winter Convocation! Incredible emotions seeing my daughter @Chels3yW walk across the stage  
Expand

**Chelsey Wince** @Chels3yW 20 Dec  
@DustyWince thanks dad 😊 would've never made it here without you!!  
Retweeted by Ángel Cabrera  
[View conversation](#)

# Catch the MASON Spirit



# Embrace our Differences

**Arne Duncan** @arneduncan 16 Nov  
The strength of the Hispanic community & our nation are inextricably linked-We must increase # of Hispanic college grads [ow.ly/fm4Fz](http://ow.ly/fm4Fz)  
Expand

**EIP** @MasonEIP 15 Dec  
[@arneduncan](#) See our model [@GeorgeMasonU](#) 51% of 637 EIPStudents are Latino 97% enrolled @ 2/4y schools [db.tt/MJz4XPgp](http://db.tt/MJz4XPgp)  
[@CabreraAngel](#)  
Retweeted by Ángel Cabrera  
[Hide conversation](#) [Reply](#) [Retweet](#) [Favorite](#)

**2**  
RETWEETS



3:00 PM - 15 Dec 12 · Details

# The Basics of Twitter Use

go to [Twitter.com](https://twitter.com),  
create AN ACCOUNT





go to [Twitter.com](https://twitter.com),  
create AN ACCOUNT





Language: English

## Welcome to Twitter.

Find out what's happening, right now, with the people and organizations you care about.

  
 Password   
☐ Remember me - [Forgot password?](#)

### New to Twitter? Sign up

 Full name  
 Email  
 Password

[About](#) [Help](#) [Blog](#) [Status](#) [Jobs](#) [Terms](#) [Privacy](#) [Advertisers](#) [Businesses](#) [Media](#) [Developers](#) [Resources](#) [Directory](#) ©2013 Twitter

# Tools



# Tools for Twitter

What are the ways in which the new and  
the system are not the same?  
What are the ways in which the new and  
the system are not the same?  
What are the ways in which the new and  
the system are not the same?

Hootsuite



What are the ways in which you can set the system up in ways to get the information you are looking for?

How do you filter through the cacophony of noise to find information that is relevant to you and your office?!!

# Hootsuite





Hashtags, again

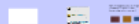
# Best Practices

Is it easy to use?

Do I have to log on every day  
and set things up, or are there  
ways to automate it??

Start Simple!

What are examples of how you are using  
it to be responsive to appropriate ways to  
students who learn at their own pace?



The Best Practice?

Authenticity to your true self  
and true to your practice.

-

Start Simple!

What are examples of how units are using it to be responsive in appropriate ways to students who tweet at them?



What are suggestions or strategies for managing it within an office? Someone has to be following it!





**Sara Conklin** @saraconkadoodle

← ↻ ★ · [Details](#)

Sooooo annoyed. Why is everyone who works at the ku bookstore dumb as hell. I have my angry eyes in!



**KU Bookstore**

@KUBookstore

 **Follow**



[@saraconkadoodle](#) Sorry for the frustration.  
Anything we can help you with?

from Lawrence, KS

1:12 PM - 26 Jan 12 via web · [Embed this Tweet](#)

← Reply ↻ Retweet ★ Favorite





**justemily412:** Trying to get textbooks early for cheap but of course the mason bookstore site won't tell me what books I need [#gmu](#) [#annoyed](#) [#fail](#)

3:05pm, Jan 08 from Twitter for iPhone



**MasonULife:** [@justemily412](#) let me know the course number and section and I'll check for you in the morning in the store. [#masonsolutions](#)

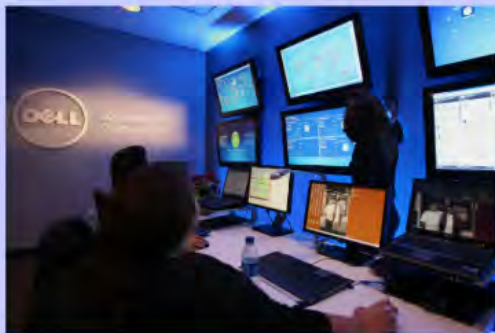
8:22pm, Jan 08 from HootSuite



**justemily412:** [@MasonULife](#) the site worked about a hour after posting. Thanks!

8:28pm, Jan 08 from Twitter for iPhone

What are suggestions or strategies for managing it within an office?  
Someone has to be following it!











# Webinar: Social Command Center

# The Best Practice?

Authenticity. Be your true self  
and true to your practice.







**@jongabriel**

Jonathan Gabriel

"People don't participate in conversations with brands; they converse with the..ambassadors of the brands."

<http://tumblr.com/x4o1htgiro>

3 hours ago via Tumblr   ★ Unfavorite   ↻ Retweet   ↩ Reply



Student Organization  
Communication



Self Development  
and Training



Academic Policy



Emergency Procedures



Other tips

## Best Practices and Tips

# Integration into social media practices



Strategies for the Twitter message

# Program Publicity

# Advising/Mentoring



# Program Assessment

# Student Organization Communication

# Staff Development And Training

Advice, Facts, Tips

# Emergency Announcements

Other tips





# Twitter Accounts to Follow

## Ulife Twitter Accounts

ULife: @MaSonUlife

ADHE: @GMUoadhe

EIP: @MaSonEIP

HouSing: @MaSonOHRL

LEAD: @LEADMaSon

ODIME: @DIME\_GMU

Student Involvement: @MaSonPatriots

Student Media:

@GMUStudentMedia/@Connect2MaSon

WGST: @MaSonWGST

ULife Arlington: @MaSonULifeARL

Off Campus Students Office @MaSonOffCampus

RSA: @GMU.RSA

Program Board Film Committee: @GMUFilms

Program Board Concerts Committee: @PBCconcerts

# Ulife Twitter Accounts

Ulife: @MaSonUlife

ADHE: @GMUoadhe

EIP: @MaSonEIP

HouSing: @MaSonOHRL

LEAD: @LEADMaSon

ODIME: @DIME\_GMU

Student Involvement: @MaSonPatriots

Student Media:

@GMUStudentMedia/@Connect2MaSon

WGST: @MaSonWGST

Ulife Arlington: @MaSonULifeARL

Off Campus Students Office @MaSonOffCampus

RSA: @GMU-RSA

Program Board Film Committee: @GMUFilms

Program Board Concerts Committee: @PBConcerts

# THE NUMBERS

How do you maintain  
effectiveness?

1

2

3

4

5

6

7

8

9

-

+

0

=


C

How do you measure effectiveness?





**Get started, sign in with your Twitter account:**

 Sign in with **twitter**

(You will sign in with the Twitter account your browser is currently logged in to. [Sign in with another account](#))

How long do you try it,  
and what benchmarks do you put in place?



# The Bargain:

*what's the value of our investment?*

"AS a human network, we make the world a much smaller place, creating a global culture that connects people to information and events as they happen. And, through a stroke of fate or democratized serendipity, people affect how information travels and how events unfold. But at a minimum, Twitter has become an infinite well of incredible insight and intelligence and for that, it is already an indispensable service to businesses, governments, educators, and anyone who is impacted by the words and impressions of others."

- Brian Solis

"AS a human network, we make the world a much smaller place, creating a global culture that connects people to information and events as they happen. And, through a stroke of fate or democratized serendipity, people affect how information travels and how events unfold. But at a minimum, Twitter has become an infinite well of incredible insight and intelligence and for that, it is already an indispensable service to businesses, governments, educators, and anyone who is impacted by the words and impressions of others."

- Brian Solis