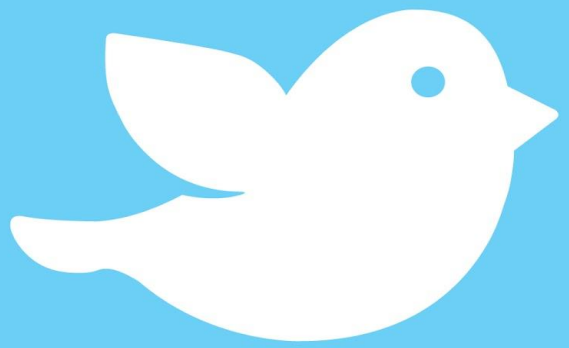
WASHINGTON STATE UNIVERSITY



Got Twitter Jitters?

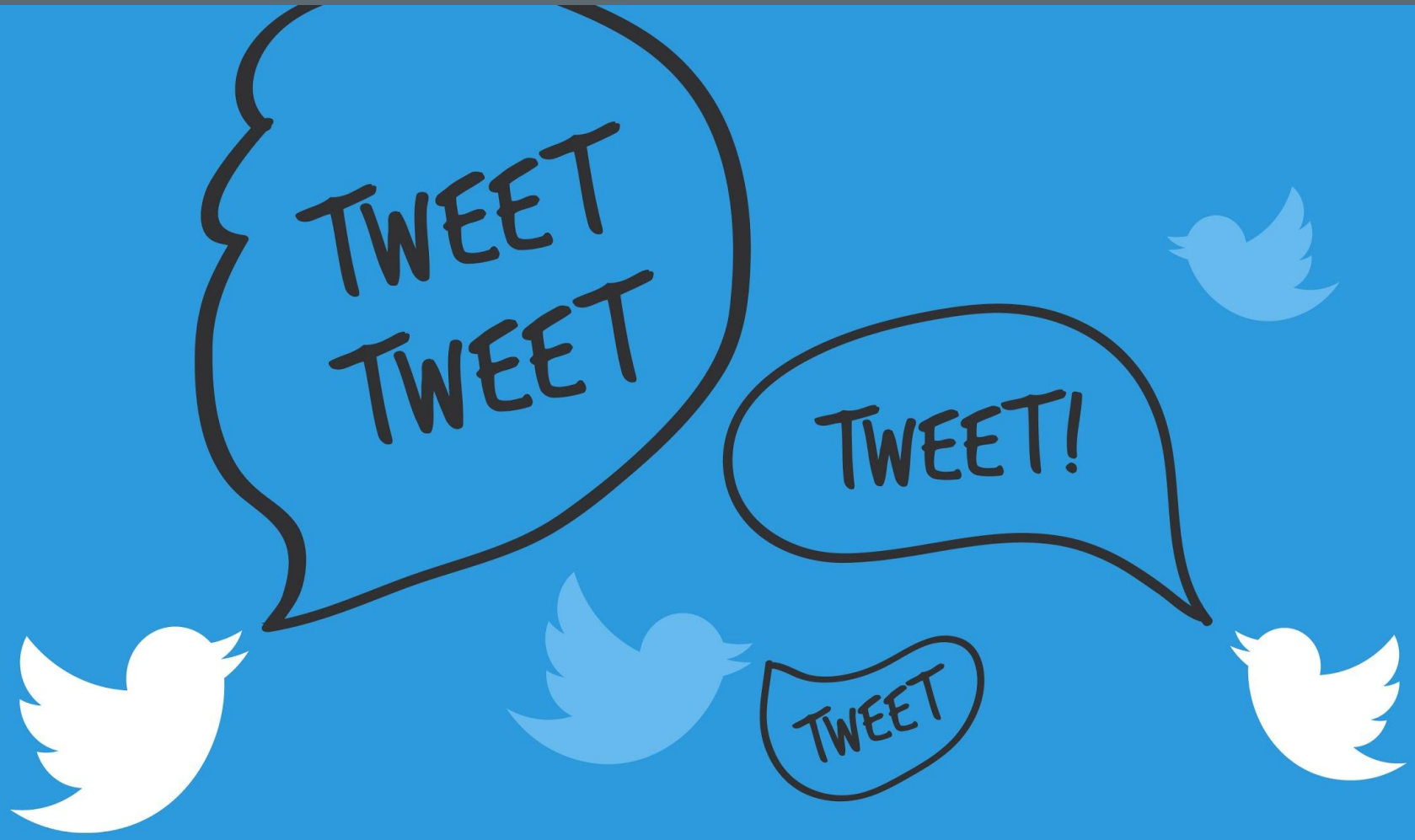
CAHNRS Office Hours | May 17, 2017

We Can Fix That!

Today, we'll cover:

- Benefits
- Getting started
- Branding yourself
- Becoming comfortable

What is Twitter?



What is Twitter?

Twitter is your

message mobilizer.

Why use Twitter?

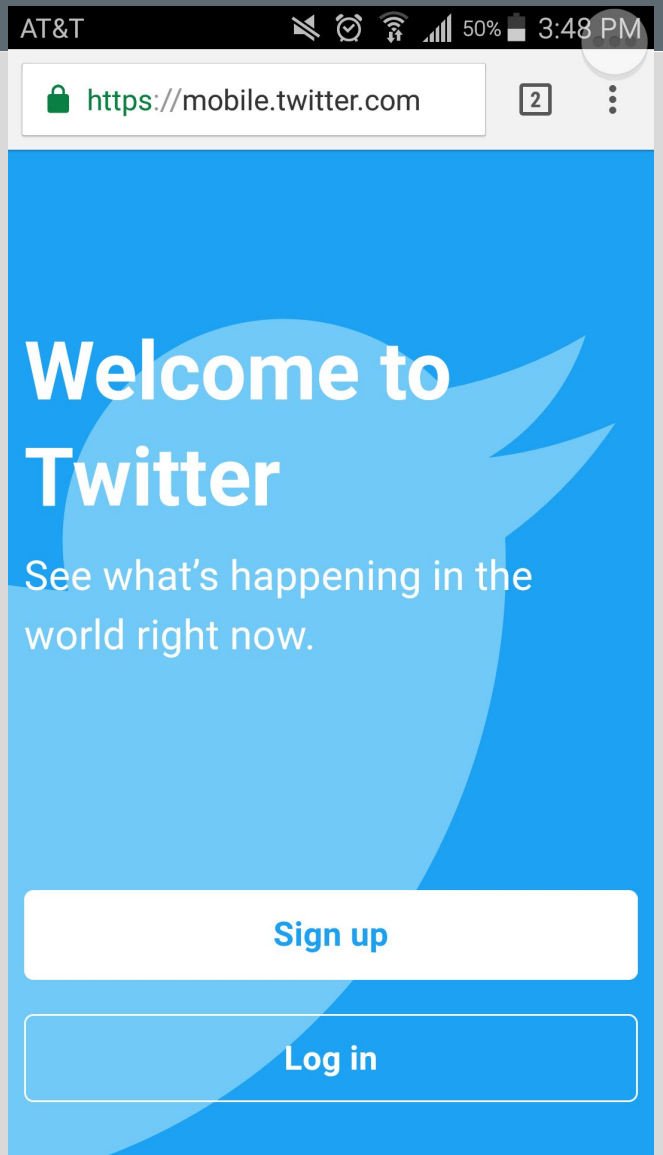
Twitter allows you to:

- **Market** yourself
- **Engage** with others
- **Drive** traffic to website
- **Network** within field and industry

Let's get started

twitter.com

Sign Up


AT&T
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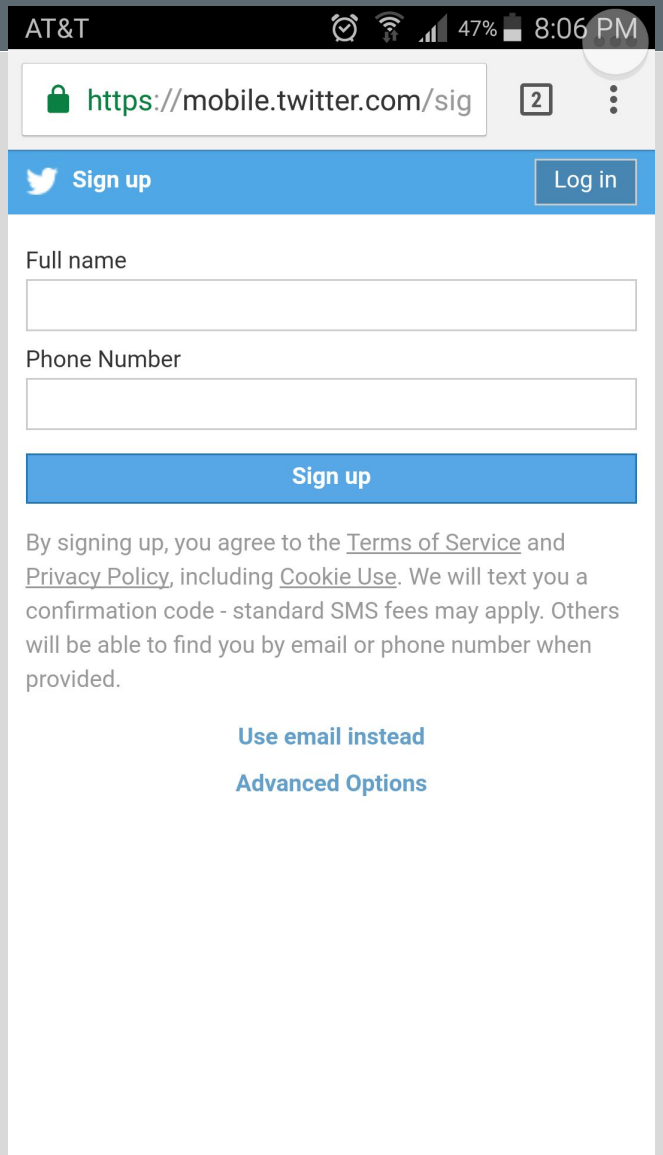
3:48 PM
https://mobile.twitter.com
2
Welcome to Twitter
See what's happening in the world right now.
Sign up
Log in


AT&T
47%
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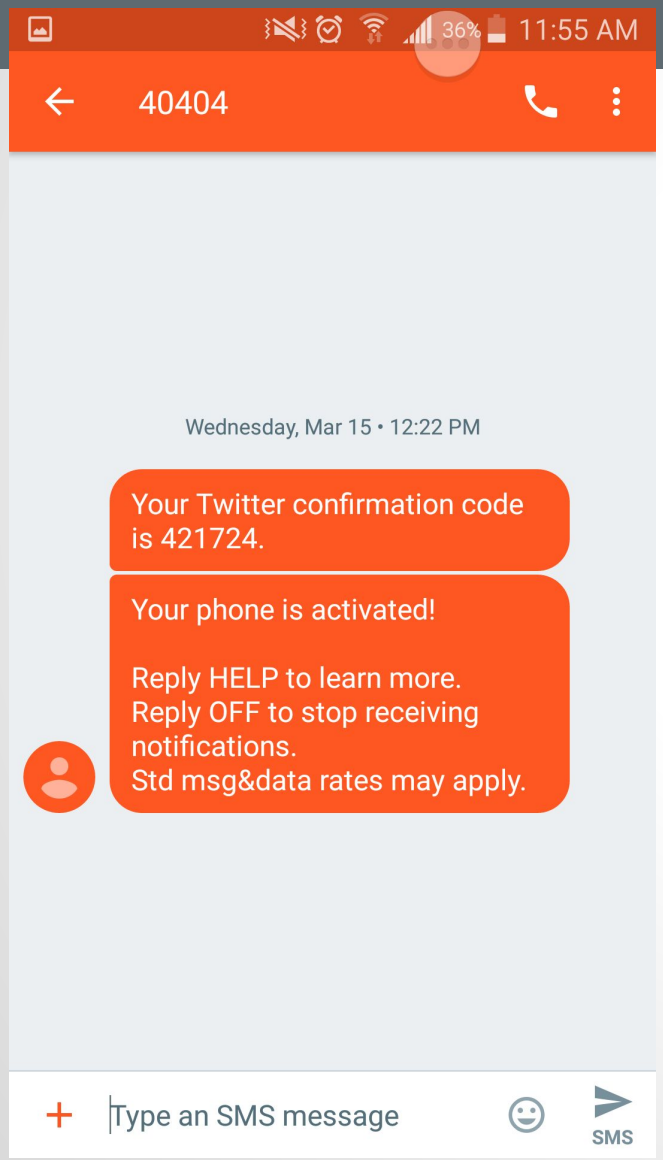
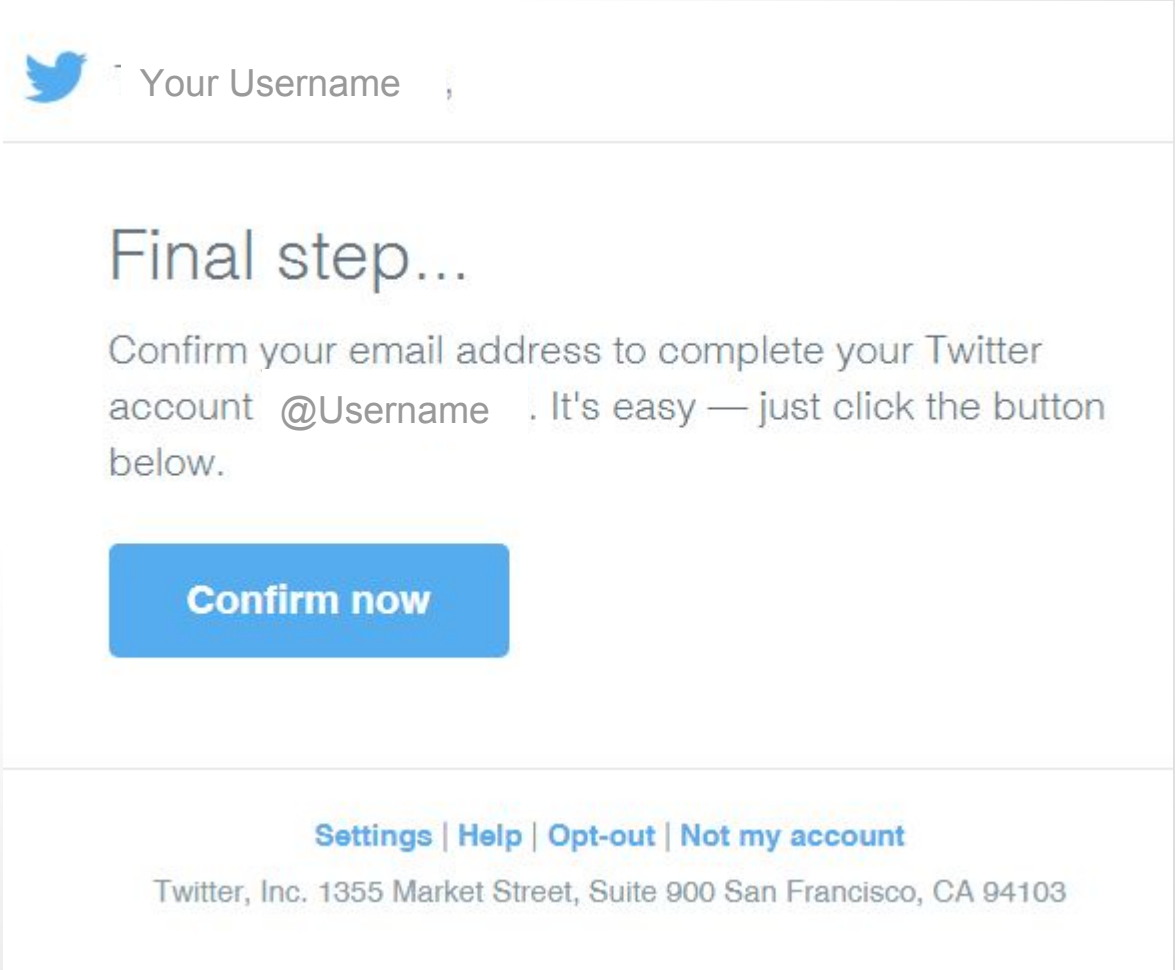
https://mobile.twitter.com/sig
2
Sign up
Log in
Full name
Phone Number
Sign up
By signing up, you agree to the Terms of Service and Privacy Policy, including Cookie Use. We will text you a confirmation code - standard SMS fees may apply. Others will be able to find you by email or phone number when provided.
Use email instead
Advanced Options

Sign Up


36%
11:55 AM
40404
Wednesday, Mar 15 • 12:22 PM
Your Twitter confirmation code is 421724.
Your phone is activated!
Reply HELP to learn more.
Reply OFF to stop receiving notifications.
Std msg&data rates may apply.
Type an SMS message
SMS


Your Username
Final step...
Confirm your email address to complete your Twitter account @Username . It's easy — just click the button below.
Confirm now
Settings | Help | Opt-out | Not my account
Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103

Sign Up

@WSUPullman

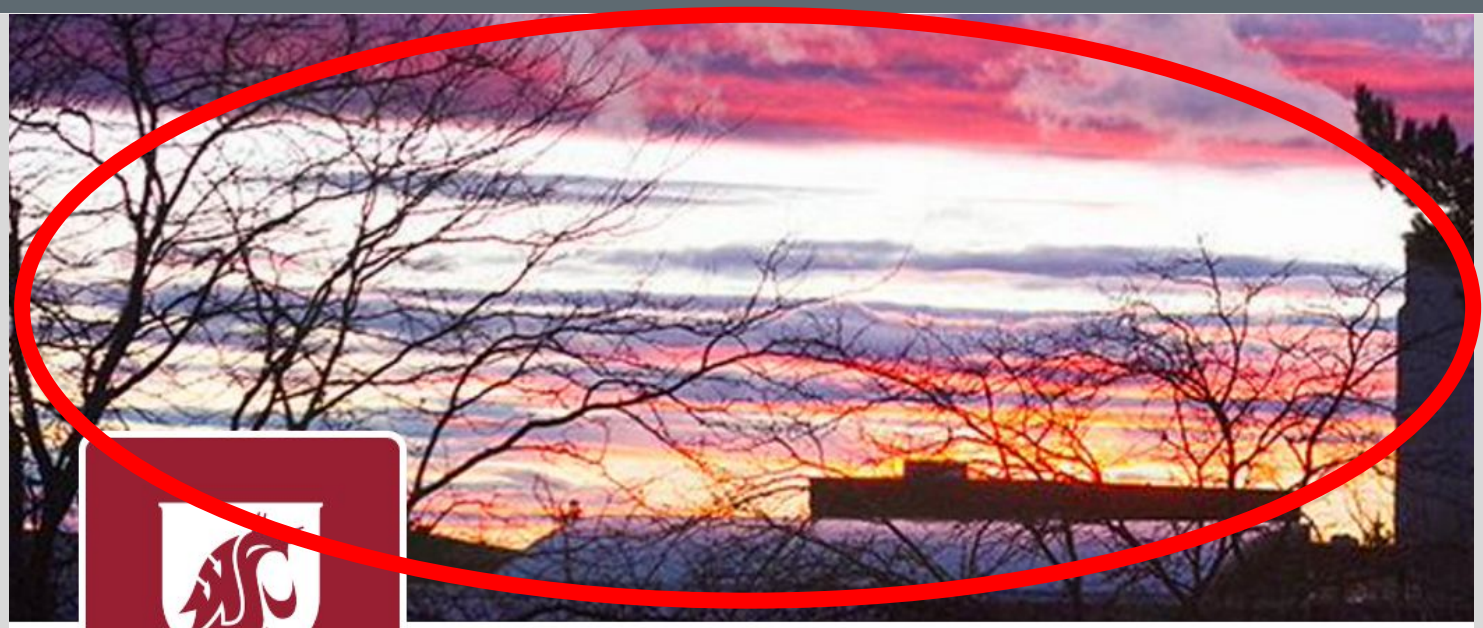
@FrugalGardening

@wsucahnrs

@WSU_Cougar_Pres

Build Your Brand

Build Your Brand



TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS	MOMENTS
5,872	3,699	4,308	4,657	17	1

WSU CAHNRS

@wsucahnrs

WSU CAHNRS News Services - food, family, fuel, fiber, form. Agricultural & wine science news; landscape architecture, interior design, apparel design news

Pullman, Washington

cahnrs.wsu.edu

Joined February 2009

Tweets | Tweets & replies | Media

You Retweeted

USDA Ag Mktg Service @USDA_AMS · 1h

#Bee pollination is responsible for about $15 billion in added crop value each year-particularly for nuts, berries, fruits, & vegetables

Build Your Brand

CAHNRS Examples

Build Your Brand

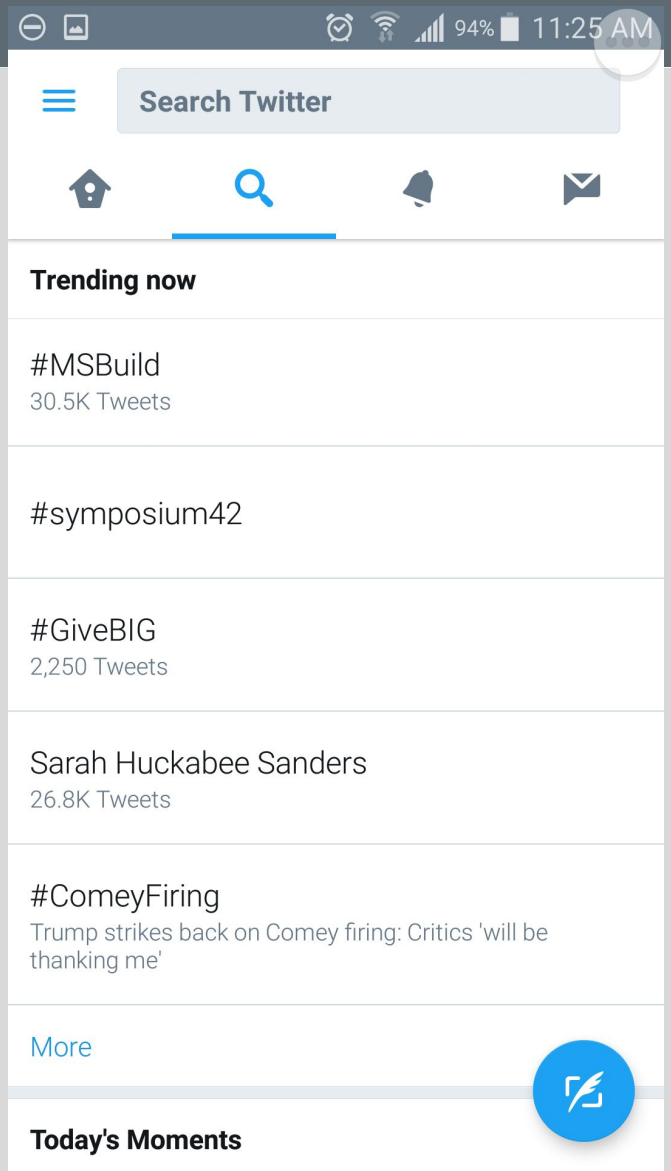
1. Language and images that align with interests or research
2. Positive and upbeat tone
3. Other useful or important info

Get Comfortable

List people to “Follow”

- Chicago Manual of Style
- AP Style
- New York Times
- Seattle Times
- WSU CAHNRS

Get Comfortable



Get Comfortable

Reply

Retweet

Like

Live Demo

Home | Moments | Notifications | Messages | Search Twitter | Tweet

The Daily Distillery
@thedailydistill

TWEETS 0 | FOLLOWERS 1

What's happening?

What? No Tweets yet?

This empty timeline won't be around for long. Start following people and you'll see Tweets show up here.

Find people to follow

Who to follow · Refresh · View all

Prey @PreyGame
Follow | Promoted

WSU News @WSUNews
Follow

klay thompson @KlayT...
Follow

Find people you know
Import your contacts from Gmail

Connect other address books

Trends · Change

#BuildTheWall
Help FAIR Push to Get President Trump's Wall Built.
Promoted by FAIR

Bill O'Reilly
Bill O'Reilly is out at Fox News

Felix
27.1K Tweets

#unicornfrappuccino
Starbucks' new unicorn frapp will add sparkle to your day

Twitch
151K Tweets

#NoFraudsOnVEVO
80.2K Tweets

#wednesdaywisdom
92.3K Tweets

#ThingsOnlyChristianWomenHear
9,175 Tweets

Live video · Hide

What'd You Miss?
Bloomberg
Watch

© 2017 Twitter About Help Center Terms
Privacy policy Cookies Ads info Brand

Remember…

- **Brand yourself** with profile elements
- **Follow accounts** of interest or similar message
- **Get comfortable** by Liking and Retweeting

Questions?

Next time…

Anatomy of a Tweet

Strategic Tweets

Therese Harris

Scott Weybright