

TECH1002-17 Social Media & Technology

Lab Seven: Twitter

	<p>Introduction:</p> <ul style="list-style-type: none"> • Review your Coursework A feedback. • Is your blog linked to the DIY-DMU site? • Have you set your posts with the DIY-DMU category? • Can you note three immediate things that you can do to improve your blog? • Can you note three immediate things that you can do to improve your wiki profile? • Have you shared any content that other students have posted?
001	<p>Twitter: Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent messages. People post Tweets, which may contain photos, videos, links and up to 140 characters of text. These messages are posted to your profile, sent to your followers, and are searchable on Twitter search. https://support.twitter.com/articles/13920#</p> <p>“To help you figure out how the latest changes may affect your Twitter strategy in the coming months, here is everything you need to know about Twitter updates in the first quarter of 2015.” http://blog.hootsuite.com/everything-you-need-to-know-about-twitter-updates-2015/</p>
002	<p>Micro-Blogging: “Are you one of Twitter's 271 million monthly active users? Is your profile open? If so - congratulations, your tweets are about to go down in history. Last week the Massachusetts Institute of Technology (MIT) announced it was teaming with Twitter in a project to better understand how people communicate via social media, and to create new platforms for the identification and discussion of societal problems. Twitter will fund the project to the tune of \$10 million over five years, and provide access to every public tweet ever made.” http://www.telegraph.co.uk/technology/twitter/11142909/What-can-we-learn-from-every-tweet-ever-tweeted.html</p>
003	<p>Writing in 140 Characters: Micro novels are related to blog fiction, which is published in blog format. Another related phenomenon is the cell phone novel where instalments are sent out to readers via SMS; this type of publishing originated in Japan. Micro novels have also been known to be published through email. Similar manifestations include flash fiction, a work of fiction completed in 1000 words or less, where the publishing medium is irrelevant. https://en.wikipedia.org/wiki/Microblogging_novel</p> <p>“Twitter fiction: 21 authors try their hand at 140-character novels: We challenged well-known writers – from Ian Rankin and Helen Fielding to Jeffrey Archer and Jilly Cooper – to come up with a story of up to 140 characters. This is their stab at Twitter fiction” http://www.theguardian.com/books/2012/oct/12/twitter-fiction-140-character-novels</p> <p>“I don’t want to add to this ocean of trivia and irrelevance; it’s already vast and deep enough.” [David Mitchell said this at the very same time that he was promoting a new Twitter project: an original short story, titled “The Right Sort,” which was published in a series of more than two hundred and eighty tweets in the course of a week, ending this past Sunday.” http://www.newyorker.com/books/page-turner/great-american-twitter-novel</p> <p>Time is precious. Read wisely. Tweets from the literary imprint of Hodder & Stoughton. https://twitter.com/SceptreBooks/timelines/488586138048004096</p>
004	<p>Retweeting: Twitter has officially rolled out its ‘retweet with comment’ feature, which, unsurprisingly lets people annotate the tweets of others. The new tool lets users embed tweets within their own messages, meaning that users get an extra 116 characters to comment on a tweet.</p>

	<p>http://www.dailymail.co.uk/sciencetech/article-3028713/Finally-Twitter-rolls-retweet-comment-feature-write-more.html</p> <p>“If you've clicked the retweet icon at the bottom of a tweet lately, you may have noticed the brand new "add a comment" feature, allowing you to comment on the content you're retweeting if you want. We love the spirit of this change because it discourages blind retweeting and encourages users to add their own voice about why they're sharing that Tweet.”</p> <p>http://blog.hubspot.com/blog/tabid/6307/bid/27675/How-to-Retweet-the-Right-Way-in-4-Easy-Steps.aspx</p> <p>“If you follow a few simple best practices, more people are likely to retweet and spread the distribution of your content, giving it a much broader reach and a better opportunity to get found by a new audience of prospective customers beyond your direct followers.”</p> <p>http://blog.hubspot.com/blog/tabid/6307/bid/29759/11-Guaranteed-Ways-to-Get-Others-to-Retweet-Your-Content.aspx</p>
005	<p>Hashtags:</p> <p>“The hashtag symbol (#) is used to mark keywords or topics in a Tweet. It turns the word into a link and makes it easier to find and follow a conversation about that topic. Twitter users themselves came up with the hashtag as a way to organize and find Tweets by topic. (One of the earliest and most prominent uses of hashtags was by a California resident who used #sandiegofire in his frequent posts on the wildfires that raged through San Diego County in October 2007.)” https://media.twitter.com/best-practice/how-to-use-hashtags</p>
	<p>Questions:</p> <ul style="list-style-type: none"> • Do you have a Twitter account? • Would it be useful to set up an account, either in your name or with a proxy identity? • What sort of media would you share on twitter? • What kind of conversations would you hope to have on twitter?
006	<p>Embedding Media:</p> <p>“To access the “+” menu to embed your media, press return after your last sentence, or just paste the URL into the location you'd like it to appear in your post and hit return. Voila!”</p> <p>https://medium.com/@Medium/embed-videos-tweets-music-and-more-into-your-medium-stories-3b5c09c116e8</p> <p>Twitter offers a fast and effective way to share your photos, videos and links. Including media in your Tweets can also increase your followers and the number of Retweets you get — Tweets with photos get twice the engagement as those without photos.</p> <p>https://media.twitter.com/best-practice/how-to-add-photos-videos-and-links</p>
007	<p>Following:</p> <p>Not sure who to follow? Twitter is all about staying current with what matters to you: the people you know, the sports teams you love, the news sources you read or the celebrities and public figures you follow, to cite a few possible examples. Subscribing to someone’s stream of Tweets is called “following.” To start following someone, click the Follow button next to their name, and you’ll see their Tweets as soon as they post something new. You don’t have to ask permission to follow someone. Anyone on Twitter can follow or unfollow anyone else at any time. This leads to something unexpected: open and fun conversations that get people talking.</p> <p>https://media.twitter.com/best-practice/following-on-twitter</p>
008	<p>Quoting & Conversations:</p> <p>Twitter groups conversations with a line connecting replies to each other and automatically pushes them all to the top of your timeline together, even if the response comes months later: instant visibility.</p> <p>http://blog.mention.com/event-marketing-twitter-conversations/</p>
009	<p>Embedding Twitter Feeds:</p>

	<p>Twitter can help you break, report and publish news. One way to add additional context to a story is to use embedded tweets, which are often employed by journalists and publications to enhance their stories. For example, when boxer Floyd Mayweather defeated Saul “Canelo” Alvarez for his 45th consecutive victory, the sports blog Bleacher Report illustrated the historic fight using Tweets embedded throughout the story. https://media.twitter.com/best-practice/use-embedded-tweets</p> <p>Unlike the Twitter Timeline Widget, which displays a Twitter feed in your sidebar, a Twitter embed allows you to display an individual tweet in a blog post or post comment, complete with:</p> <ul style="list-style-type: none"> • The tweet’s text • Action links allowing readers to reply to, retweet, and favorite tweets without leaving your site • Inline links, links to hashtag pages, linked usernames, and a follow button in the tweet • A border around the tweet showing part of the background image from the Twitter profile <p>https://en.support.wordpress.com/twitter/twitter-embeds/</p>
010	<p>Twitter Lists:</p> <p>This features allows you to organize Twitter users in groups and manage how you look at Tweets. You can either create your own list or subscribe to a list created by someone else; Twitter lists can be used to follow a separate group of Twitter users from those you follow. Creating or subscribing to a list allows you to see only Tweets from users on that list. Lists are not a way to send Tweets to a select group, just to read them. https://media.twitter.com/best-practice/create-and-use-twitter-lists</p>
	<p>Questions:</p> <ul style="list-style-type: none"> • Have you used any of the additional features in Twitter? • Have you made any useful contacts through twitter? • What news alerts would you be interested in receiving through Twitter? • How many people can you usefully follow on Twitter?
011	<p>Periscope:</p> <p>“Periscope, a mobile app that allows anyone to live-broadcast video from anywhere in the world at any time, is the latest darling of the technology industry. Having been acquired by Twitter for around \$100m (£67m) in March, it went on to gain a million users in the first 10 days after its launch on Apple iOS, and continues to grow following its release on Android in May.”</p> <p>http://www.telegraph.co.uk/technology/twitter/11717256/Twitter-Periscope-is-a-platform-for-truth-claims-founder.html</p>
012	<p>Participation Media:</p> <p>“Since they were leaked by a hacker on Sunday, the naked photos of Jennifer Lawrence and other celebrities have made headlines across the world. Now, Twitter users are making light of the scandal by posting pictures of the amusing, strange and downright embarrassing things that would be exposed to the public if their phones were hacked.”</p> <p>http://www.dailymail.co.uk/news/article-2740591/Ifmyphonegothacked-Twitter-hashtag-makes-light-celebrity-photo-hacking-scandal-users-posting-embarrassing-pictures-online.html</p>
013	<p>Indignation Media?</p> <p>“Jeremy Corbyn has delivered his much-anticipated speech to the Labour party conference – but what did the internet make of it? Many people on Twitter couldn't get enough of Mr Corbyn.”</p> <p>http://www.telegraph.co.uk/news/politics/Jeremy_Corbyn/11899426/Jeremy-Corbyns-speech-How-the-internet-reacted.html</p>
014	<p>Push-Back Media:</p> <p>“Twitter users have compared 'silly' Eamonn Holmes to a toilet after he led a bizarre TV interview with Jeremy Corbyn. The Sky News host prompted a backlash after facing off with the left-winger as the sun rose this morning at Labour's conference in Brighton.”</p> <p>http://www.mirror.co.uk/news/uk-news/eamonn-holmes-prompts-twitter-backlash-6547308</p>

	<p>“Jeremy Corbyn was on Tuesday branded “disloyal” for refusing to sing the national anthem on a day of chaos which saw one of his shadow cabinet ministers threaten to resign over the European Union.” http://www.telegraph.co.uk/news/politics/Jeremy_Corbyn/11867337/Jeremy-Corbyn-disloyal-national-anthem-Labour-leader.html</p> <p>“After the controversy surrounding his decision not to sing the National Anthem at a Battle of Britain memorial service in September, Jeremy Corbyn’s appearance at the Cenotaph on Remembrance Sunday was always likely to come under some scrutiny. And moments after he laid a wreath to honour Britain’s war dead, there was a flurry of reaction on Twitter from those who felt he hadn’t given enough of a bow.” http://www.independent.co.uk/news/uk/politics/jeremy-corbyn-bow-at-cenotaph-on-remembrance-sunday-sparks-row-on-twitter-a6725976.html</p> <p>“It is no secret that Jeremy Corbyn won the social media battle among his party leader challengers over the summer. Having appealed to a younger and more tech-savvy audience, Corbyn had a bigger social media presence and was even the source of several social media trends (such as #Jezwecan). But could this strong start on social media continue once he was in the top job? And would Corbyn fare better than Miliband did during his conference speech 12 months ago? With the support of the Centre for Analysis of Social Media (CASM), Ipsos MORI set out to measure the reaction of the Twittersphere to his first Labour Party conference speech as leader.” http://www.huffingtonpost.co.uk/steven-ginnis/jeremy-corbyn-twitter-facebook_b_8225374.html</p>
015	<p>Parody Media: “The replacement by Twitter of its star icon with a heart last week sent its most ardent users into a thumbs down frenzy of only mildly contained #emojirage. Is this really an important media story? Well, it was important for a few hours to people who work in the media, nearly all of whom are frequently checking Twitter, even if they claim otherwise.” http://www.theguardian.com/media/2015/nov/08/twitter-heart-wrong-beat</p> <p>“If you’re a regular Twitter addict, you’ve probably come across a few familiar faces from time to time on the social network. Of course, we all know that Twitter is famous for having big name celebrities and high profile individuals tweeting here and there, usually characterized by their massive followings and verified accounts. But that’s not all that gets the Twittersphere excited.” http://webtrends.about.com/od/twitter/tp/Funny-Twitter-Parody-Accounts.htm</p> <p>Users are allowed to create parody, newsfeed, commentary, and fan accounts on Twitter, provided that the accounts follow the requirements below. Requirements for parody, newsfeed, commentary, and fan accounts. Here are the requirements for marking your account. All requirements must be met in order to comply with our parody policy.</p> <p>Bio: The bio should indicate that the user is not affiliated with the account subject by stating a word such as "parody," "fake," "fan," or "commentary," and be done so in a way that would be understood by the intended audience.</p> <p>Account name: The name should not be the exact name of the account subject without some other distinguishing word, such as "not," "fake," or "fan," and be done so in a way that would be understood by the intended audience.</p> <p>Please note that your account must be fully compliant with the Twitter Rules and Terms of Service in addition to meeting these requirements. https://support.twitter.com/articles/106373#</p>
	<p>Questions:</p> <ul style="list-style-type: none"> • What would your Twitter profile say about you? • Have you linked any of your other social media accounts with Twitter? • What kind of images and media do you make and share via Twitter? • What kind of reaction have you had from sharing media on Twitter?
016	<p>Twitter Future:</p>

	<p>“Twitter remains in essence an immensely useful application, turning individuals into mini-broadcasters, while allowing them also to create their own bespoke news service simply by choosing who to “follow” on the site. So why is the San Francisco-based company laying off almost 10% of its workforce, after posting a near-\$600m loss last year as user growth flatlined?”</p> <p>http://www.theguardian.com/commentisfree/2015/nov/06/twitter-teetering-pyramid-scheme-social-media?CMP=soc_567</p>
017	<p>Added Features:</p> <p>“Grump’s Internet Law dictates that whenever a large social network like Facebook or Twitter changes its design or adds a major new feature, people kick up a stink online claiming it’s going to ruin the service. Sometimes, they’re right, and the company executes a quick u-turn. Sometimes, the new feature flops and is retired at a later point. But quite often, the new feature beds in nicely, and becomes an important part of the social network.”</p> <p>http://www.theguardian.com/technology/2014/oct/22/twitter-changes-hits-misses-history</p>
018	<p>The Power of Talk?</p> <p>Her latest book, Reclaiming Conversation: The Power of Talk in the Digital Age, is a call to arms to arrest what she sees as the damaging consequences of never being far from email or text or Twitter or Facebook, in particular the impact it has on family life, on education, on romance and on the possibilities of solitude.</p> <p>http://www.theguardian.com/science/2015/oct/18/sherry-turkle-not-anti-technology-pro-conversation</p>
019	<p>Trolling or Censorship?</p> <p>Even though internet trolls are among the worst specimens the human race can offer up for inspection, there are many reasons not to nod through yet another hardline restriction of personal freedom.</p> <p>http://www.theguardian.com/commentisfree/2014/oct/26/banning-peoples-views-even-internet-trolls-is-wrong</p> <p>“The hashtag was launched by organisers of this summer's inaugural European Games in the country's capital Baku.”</p> <p>https://www.indexoncensorship.org/2015/04/twitter-users-hijack-hellobaku-to-shine-spotlight-on-azerbaijans-human-rights-abuses/</p> <p>“A Spanish company -- Ares Rights -- has been targeting the social media accounts of critics of the Ecuadorean government.”</p> <p>https://www.indexoncensorship.org/2014/11/ecuador-twitter-critics-shutdown/</p> <p>India’s “Prime Minister Narendra Modi's penchant for using social media to address the public directly has apparently caused a rift with India's mainstream press”</p> <p>https://www.indexoncensorship.org/2014/08/india-modi-mainstream-media-press/</p>
020	<p>Twitter Sackings:</p> <p>11 Tweets That Got People Fired From Their Jobs</p> <p>http://emgn.com/entertainment/12-tweets-that-got-people-fired-from-their-jobs/</p> <p>“Not all employees like their jobs -- and even those who do may not successfully navigate the line between appropriate and inappropriate content. An employee blog or post that reveals company trade secrets, slams a company product, or threatens or harasses other employees can present an unmitigated disaster for a company. Even posts that have nothing to do with work can create major trouble if they express extreme or unpopular views, racist comments, or violent fantasies, for example.”</p> <p>http://www.nolo.com/legal-encyclopedia/employee-posts-facebook-myspace-twitter-32954.html</p>
	<p>Questions:</p> <ul style="list-style-type: none"> • How would you apologise for a miss-Tweet that you accidentally sent? • Is it possible to overshare on Twitter? • Why do celebrities get so many followers – what do they do for their followers?

	<ul style="list-style-type: none">• Does a Tweet have to be 'amazing' or can it be mundane?
	References: