



No one is born with this knowledge!



Empty it



Accenture

- How should you use your account?**
- Spread public policy and other government information
  - Engage with the community
  - Update daily critical events
  - Build trust
  - Spread information about meetings and workouts
  - Highlight the important work of your offices

- How is the NYPD using Twitter?**
- The NYPD has 120 Twitter accounts
  - There is one for each precinct, PSA, some specialty units and many others
  - This is a way for you to have YOUR voice heard in YOUR community

- So on the Lookout - Notifications**
- Most users - someone is speaking directly to you or about you. It is important to look at this tweet and determine if you need to respond.
  - Direct Message - someone is speaking to you privately. You can only read Direct Message (DM) a follow-up if you want the include a conversation after, ask a friend to follow on you can DM them.

- Direct Message (DM)**
- Direct Messages are private spaces between two users (and the recipient's inbox too)
  - You can only DM someone who follows you
  - Also can receive DMs if you want to have a conversation after

- "Liking"**
- Liking a tweet implies endorsement and support
  - It is a good practice to like a tweet that adds something of interest to know where other users tweet
  - You will get a notification every time your tweet is liked

- Replying and Retweeting**
- Replies is a way to respond to a tweet. You can create an off-camera conversation to a tweet or someone else's tweet
  - Retweeting is a way to share a tweet with your own followers. You can also retweet a tweet with your own comment
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- Who are you talking to? Followers and Following**
- All tweets are public, but people can choose to @mention you in a tweet. You can also choose to @mention someone else in a tweet
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**What is Twitter?**

- Twitter is an online social networking platform where users share information in 140 characters of text or less.
- A tweet can contain words, symbols, links and pictures.
- Twitter has 645,000,000 users worldwide, with New York City in the lead.
- 350,000 tweets are sent per minute.



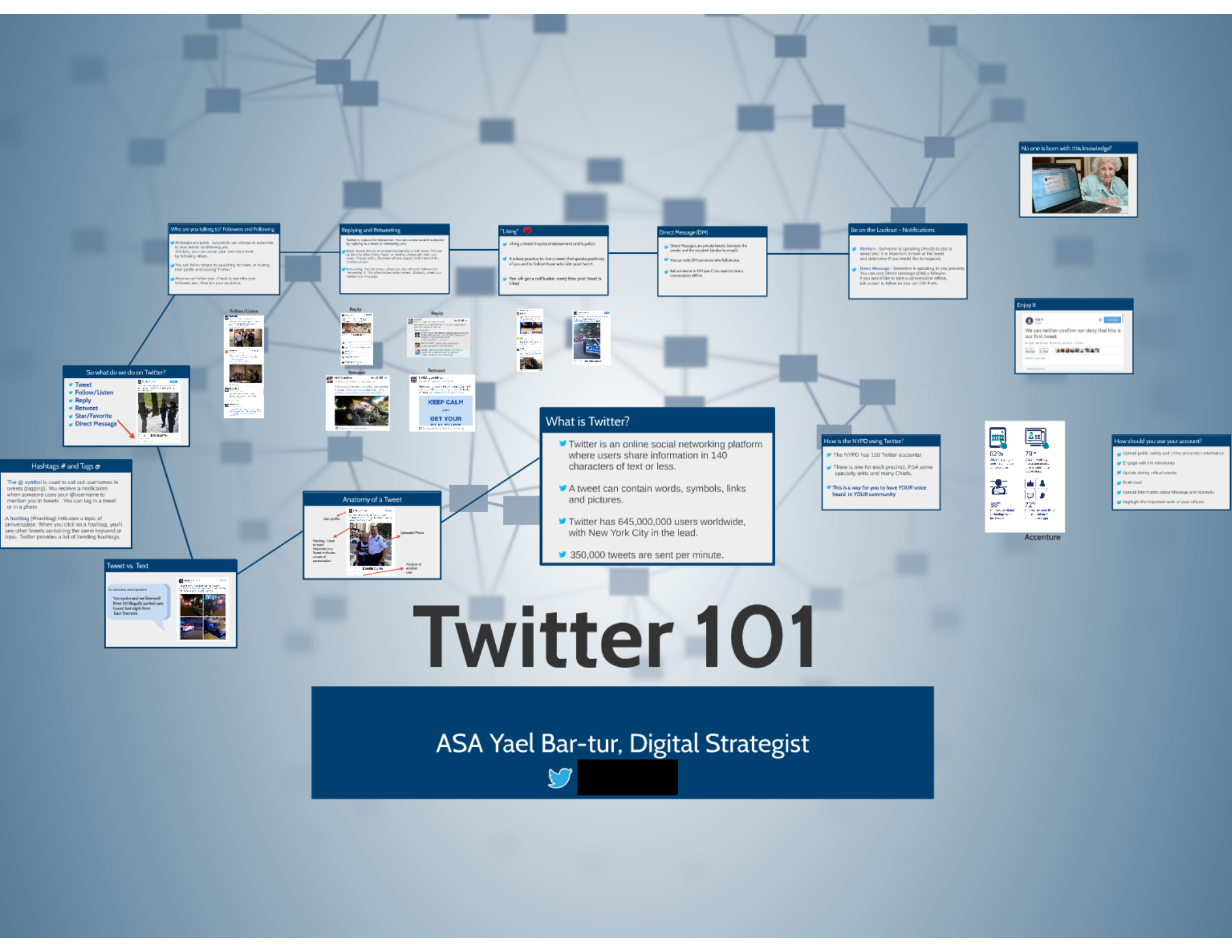
- Hashtags # and Tags @**
- The # symbol is used to call out usernames in tweets (tagging). You receive a notification when someone tags you. @mentions to mention you in tweets - You can tag in a tweet or in a photo
  - A hashtag (hashtag) indicates a topic of conversation. When you click on a hashtag, you'll see other tweets containing the same keyword or topic. Twitter provides a list of trending hashtags.

- So what do we do on Twitter?**
- Tweet
  - Follow/Listen
  - Reply
  - Retweet
  - Star/Favorite
  - Direct Message



# Twitter 101

ASA Yael Bar-tur, Digital Strategist  
 @yaelbt



- ### How should you use your account?
- Screen public safety and crime prevention information
  - Engage with the community
  - Update during critical events
  - Build trust
  - Spread information about kidnappings and warrants
  - Highlight the important work of your officers

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- The NYPD has 120 Twitter accounts
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### Hashtags # and Tags @

The @ symbol is used to call out usernames in tweets (tagging). You receive a notification when someone uses your @username to mention you in a tweet or in a photo.

A hashtag (#hashtag) indicates a topic of conversation. When you click on a hashtag, you'll see other tweets containing the same keyword or topic. Twitter provides a list of trending hashtags.

- ### So what do we do on Twitter?
- Tweet
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- ### Who are you talking to? Followers and Following
- All tweets are public. You can choose to subscribe to your tweets by following you. Similarly, you can control your own news feed by following others.
  - You can follow others by searching for them, or visiting their profile and clicking "Follow".
  - Someone can follow you. Check to see who your followers are - they are your audience.

- ### Replying and Retweeting
- Twitter is a place for interaction. You can converse with someone by replying to a tweet or retweeting it.
  - Reply: A reply directly to someone's tweet. This can be done by clicking "Reply" or typing a tweet that will show up as a reply. The tweet will also appear in the person's "Who's talking about" list.
  - Retweeting: Retweeting means you're sharing someone's tweet with your followers by retweeting it. This will show up in your followers' "Who's talking about" list. Similarly, others can retweet your message.

- ### "Liking"
- Liking a tweet expresses endorsement and is public.
  - It is best practice to like a tweet that speaks positively of you and to follow those who like your tweet.
  - You will get a notification every time your tweet is liked.

- ### Direct Message (DM)
- Direct Messages are private tweets between the sender and the recipient (and no one else).
  - They can be used to communicate with someone who follows you.
  - Not everyone is DM'ing you. If you want to use a conversation option.





- ### Be on the Lookout - Notifications
- Mention - Someone is speaking directly to you or about you. It is important to look at the tweet and determine if you would like to respond.
  - Direct Message - Someone is speaking to you privately. You can reply Direct Message (DM) a follow-up. If you would like to take a conversation offline, ask a user to follow so you can DM them.

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# What is Twitter?







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# How is the NYPD using Twitter?

- 🐦 The NYPD has 120 Twitter accounts!
- 🐦 There is one for each precinct, PSA some specialty units and many Chiefs.
- 🐦 This is a way for you to have ***YOUR*** voice heard in ***YOUR*** community



# How should you use your account?

-  Spread public safety and crime prevention information
-  Engage with the community
-  Update during critical events
-  Build trust
-  Spread information about Missings and Wanteds
-  Highlight the important work of your officers

# Tweet vs. Text

To: community council president

You spoke and we listened!  
Over 30 illegally parked cars  
towed last night from  
East Tremont.



NYPD 43rd Precinct  
@NYPD43Pct

Follow

U spoke & WE listened! Over 30 illegally parked cars towed last nite from [#EastTremont](#).  
[@LuisSepulvedaNY](#) [@BronxCB9](#)



# Hashtags # and Tags @

The @ symbol is used to call out usernames in tweets (tagging). You receive a notification when someone uses your @username to mention you in tweets. You can tag in a tweet or in a photo




A hashtag (#hashtag) indicates a topic of conversation. When you click on a hashtag, you'll see other tweets containing the same keyword or topic. Twitter provides a list of trending hashtags.

# So what do we do on Twitter?

-  **Tweet**
-  **Follow/Listen**
-  **Reply**
-  **Retweet**
-  **Star/Favorite**
-  **Direct Message**




# Who are you talking to? Followers and Following


-  All tweets are public, but people can choose to subscribe to your tweets by following you. Similarly, you can curate your own news feed by following others.
-  You can follow others by searching for them, or visiting their profile and clicking "Follow."
-  Anyone can follow you. Check to see who your followers are - they are your audience.



# Replying and Retweeting

Twitter is a place for interaction. You can converse with someone by replying to a tweet or retweeting one.

 **Reply:** Speak directly to someone by replying to their tweet. This can be done by either hitting "reply" or starting a tweet with their user name. Though public, the tweet will only appear on the feed of the mentioned user.

 **Retweeting:** You can share a tweet you like with your followers by "retweeting" it. This often implies endorsement. Similarly, others can retweet your message.

# Reply



**NYPD 67th Precinct** ✓  
@NYPD67Pct



Following

Sometimes you have to do it yourself Me & Lt Hopkins w/ the help of anti-crime removed these dangerous weapons #NYPD



RETWEETS  
13

LIKES  
40



8:21 AM - 18 Mar 2016



Reply to @NYPD67Pct



**Jessica Verga** @Jredstang0218 · Mar 18

@NYPD67Pct thanks for making things a little safer and doing such a great job!! 🙌👍



**Christine Parker** @ParkerFox · Mar 18

@NYPD67Pct @JBalanka That is because you do your job! 67th Pct rocks....Badasses!



**Turner for President** @TurnerHumphrey · Mar 19

@NYPD67Pct looks like a home defense kit.



**NewYorkBlockwatch** @NYBlockwatch · Mar 19

@NYPD67Pct Fantastic job!!! Lt. Hopkins is a great guy.





## NYCMayorsOffice

Nov 06, 4:37pm via TweetDeck

Getting a flu shot is fast and easy. Just text FLU to 877877 or visit [nyc.gov/flu](http://nyc.gov/flu) to find a flu shot. [pic.twitter.com/YjzdtmuaQn](http://pic.twitter.com/YjzdtmuaQn)

**KEEP CALM**

AND

**GET YOUR**




**FLU SHOT**






Retweeted by NYPD121Pct and 7 others

# "Liking"




-  Liking a tweet implies endorsement and is public.
-  It is best practice to Like a tweet that speaks positively of you and to follow those who Like your tweet.
-  You will get a notification every time your tweet is Liked


# Direct Message (DM)

-  Direct Messages are private tweets between the sender and the recipient (similar to email.)
-  You can only DM someone who follow you.
-  Ask someone to DM you if you want to take a conversation offline.

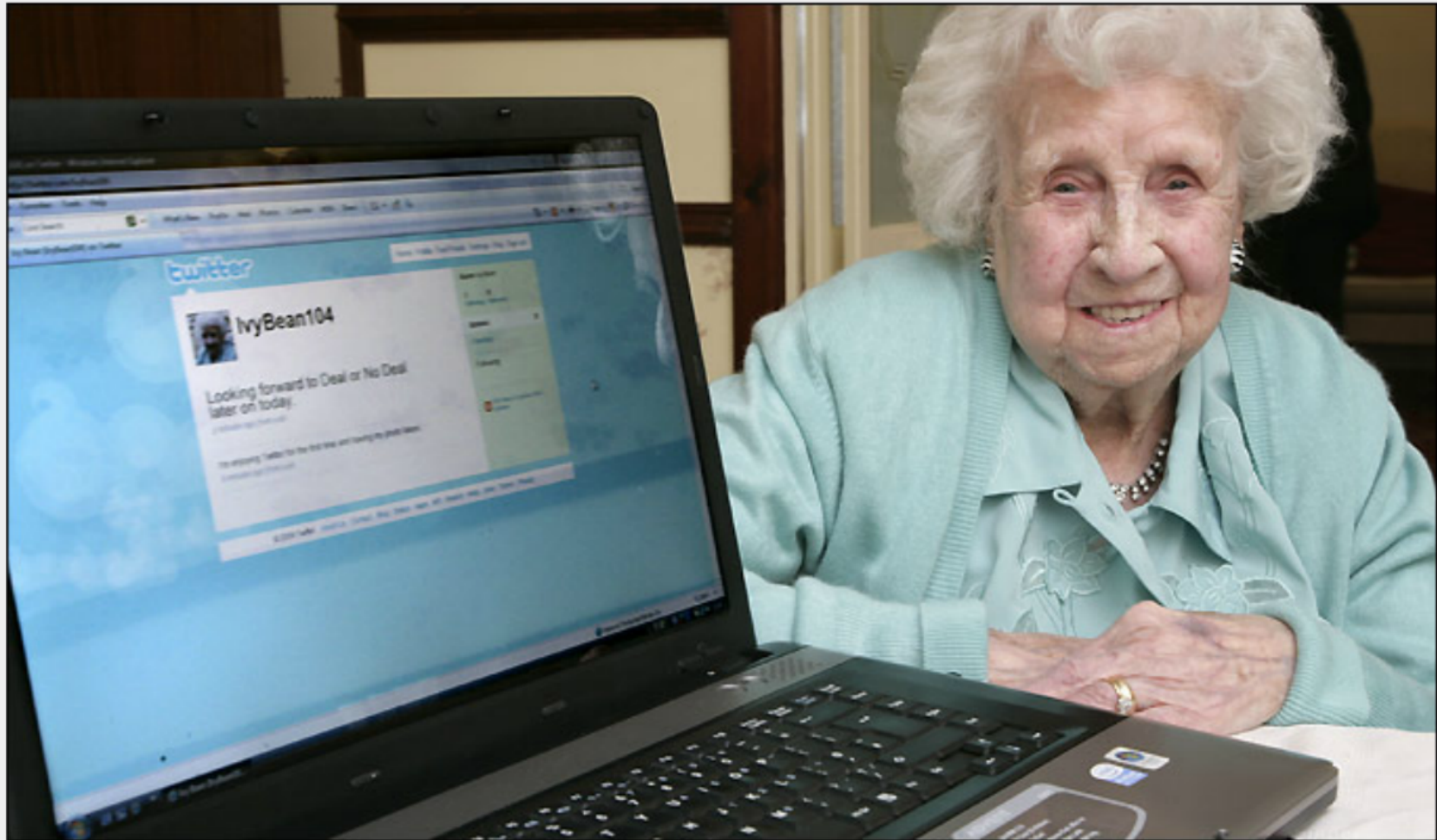


# Be on the Lookout - Notifications

 **Mention** - Someone is speaking directly to you or about you. It is important to look at the tweet and determine if you would like to respond.

 **Direct Message** - Someone is speaking to you privately. You can only Direct Message (DM) a follower, if you would like to take a conversation offline, ask a user to follow so you can DM them.

# No one is born with this knowledge!



# Enjoy it








CIA   
@CIA



Following

FROM TWITTER

We can neither confirm nor deny that this is our first tweet.

 Reply  Retweet  Favorite  Storify  More

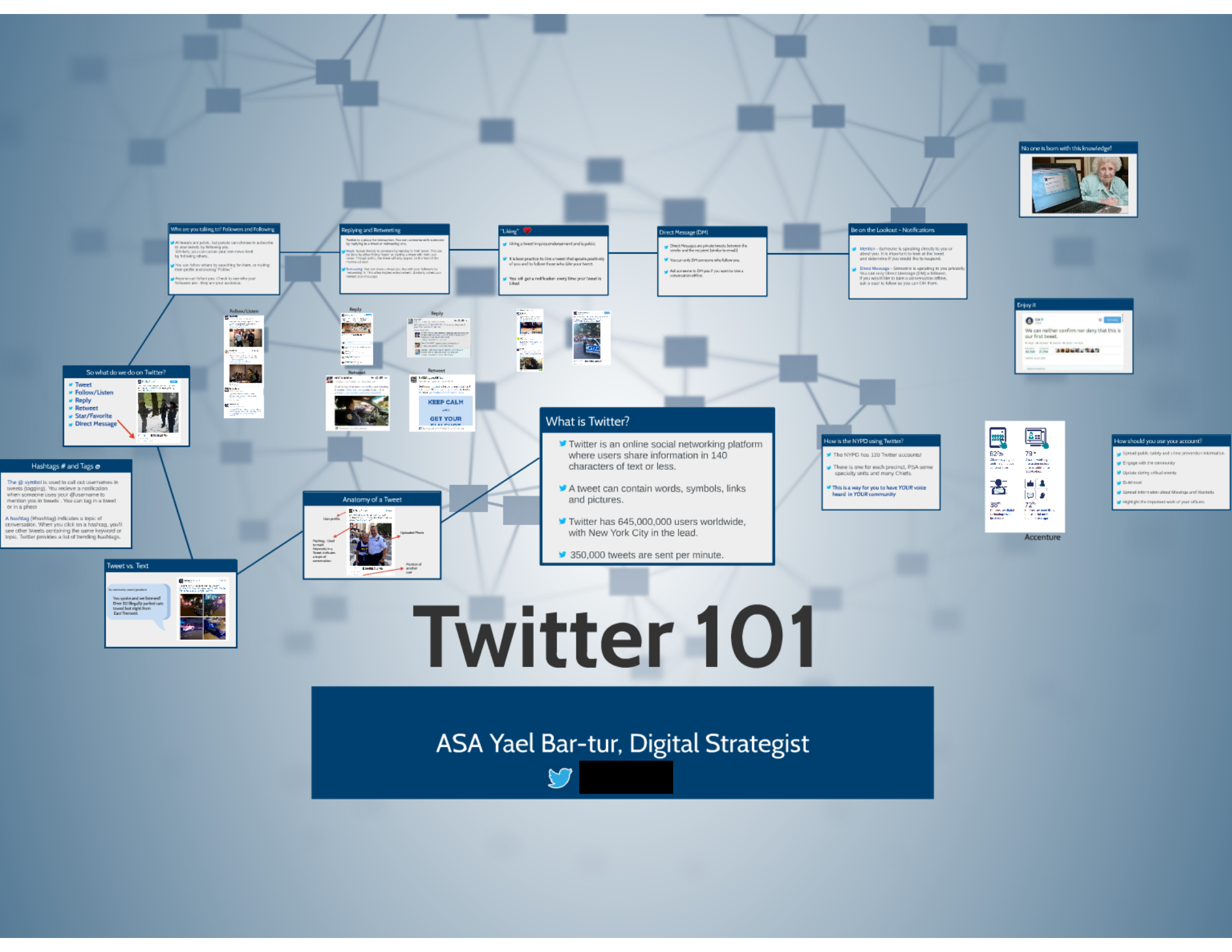
RETWEETS  
45,924

FAVORITES  
21,754



1:49 PM - 6 Jun 2014

Related headlines



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- Reply: A tweet directly in response to another tweet. This can be done by clicking "Reply" or typing a tweet with "reply to" in the subject line. The tweet will show up in the feed of the person you replied to.
- Retweeting: Retweeting means you liked your tweet and you want to share it with your followers. Retweeting is a way to show your support. Retweeting will also show up in the feed of the person you retweeted.

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- Not everyone is DMing you. If you want to start a conversation online.

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