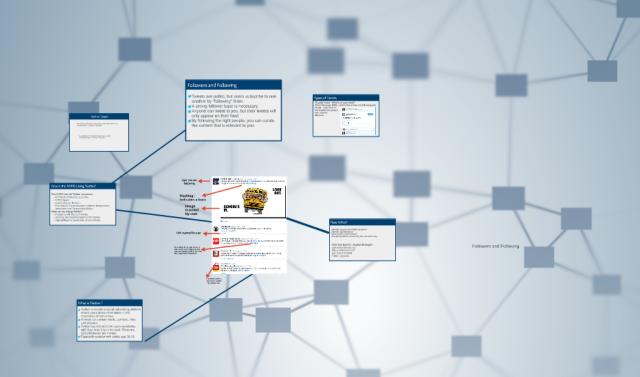


## **Twitter 101**

September 8, 2014 DCSI



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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. There are 350,000 tweets per minute.
- Especially popular with adults age 18-29.

## How is the NYPD Using Twitter?

#### The NYPD has 26 Twitter accounts:

- 20 Precinct/Housing accounts.
- NYPD News.
- Commissioner Bratton.
- First Deputy Commissioner, Chief of Department, Detectives and Community Affairs.

#### How are we using Twitter?

- Engaging with the community.
- Sending out important public information.
- Highlighting the good work of our officers.

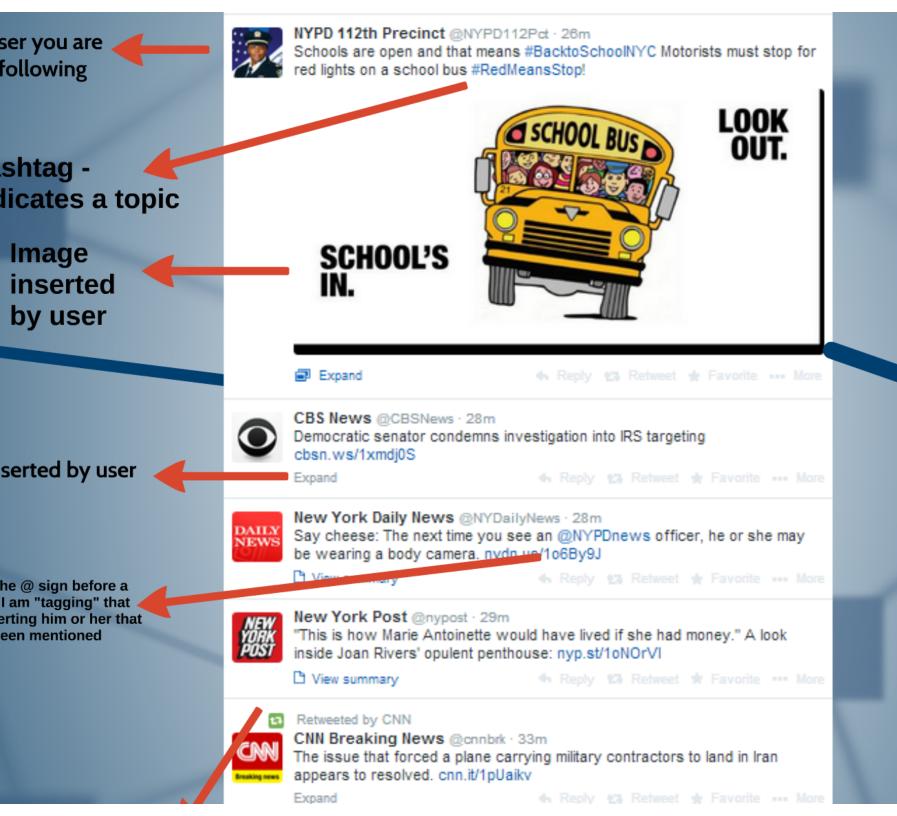
### Text vs. Tweet

Beautiful day in Brooklyn! Happy to be cycling with friends from Transportation Alternatives in BedStuy.

Beautiful day in #Brooklyn! Happy to be #cycling with friends from @TransAlt in #BedStuy.

## Followers and Following

- Tweets are public, but users subscribe to one another by "following" them.
- A strong follower base is necessary.
- Anyone can tweet to you, but their tweets will only appear on their feed.
- By following the right people, you can curate the content that is relevant to you.



User you are following



NYPD 112th Precinct @NYPD112Pct · 26m

Schools are open and that means #BacktoSchoolNYC Motorists must stop for red lights on a school bus #RedMeansStop!

Hashtag indicates a topic

> **Image** inserted by user



LOOK OUT.

**SCHOOL'S** 







♠ Reply ★ Retweet ★ Favorite ··· More



CBS News @CBSNews · 28m

Democratic senator condemns investigation into IRS targeting cbsn.ws/1xmdj0S

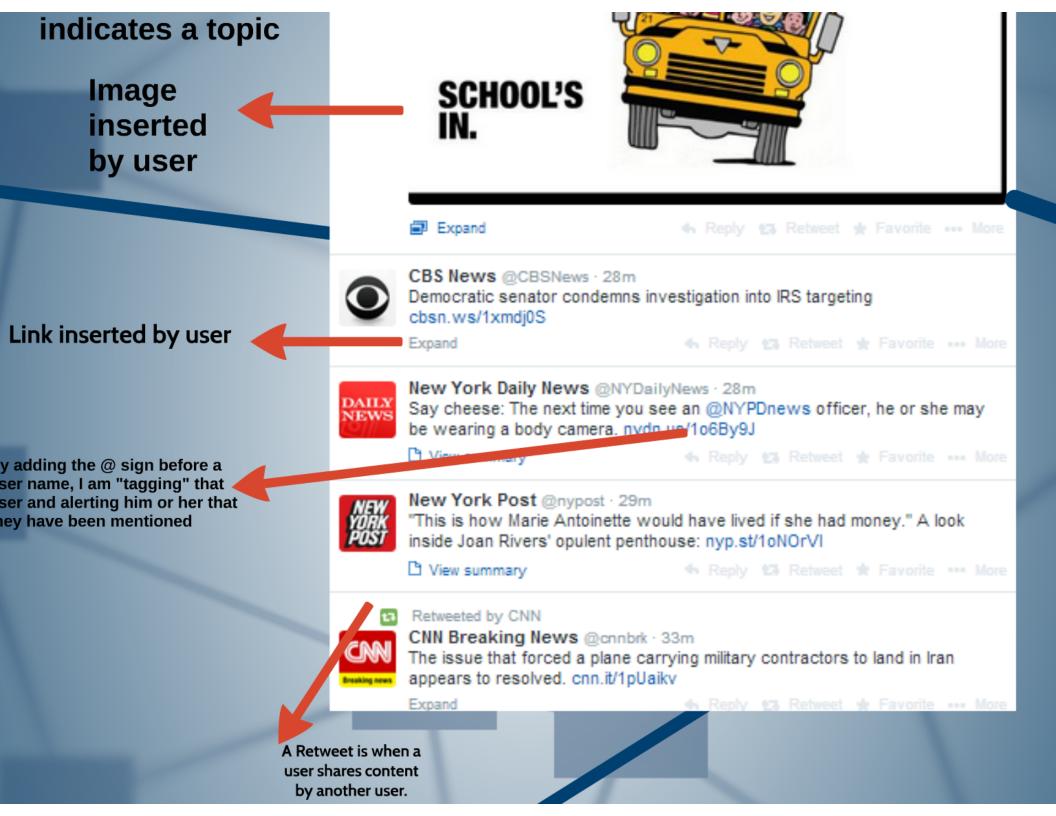
Expand

4 Reply 23 Retweet # Favorite ... More

Link inserted by user



New York Daily News @NYDailyNews · 28m Say cheese: The next time you see an @NYPDnews officer, he or she may



#### Link inserted by user

adding the @ sign before a er name, I am "tagging" that

ey have been mentioned

er and alerting him or her that

Expand

h Reply 173 Retweet 14



New York Daily News @NYDailyNews · 28m

Say cheese: The next time you see an @NYPDnews officer, he or she may be wearing a body camera. nvdn.ue/1o6By9J

Yieur .....y

cbsn.ws/1xmdj0S

4 Reply 23 Retweet # Favorite · More



New York Post @nypost · 29m

"This is how Marie Antoinette would have lived if she had money." A look inside Joan Rivers' opulent penthouse: nyp.st/1oNOrVI

☐ View summary

♠ Reply 😘 Retweet 🖈 Favorite ··· More



Retweeted by CNN

CNN Breaking News @cnnbrk · 33m

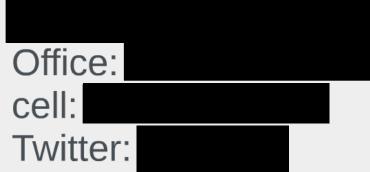
The issue that forced a plane carrying military contractors to land in Iran appears to resolved. cnn.it/1pUaikv

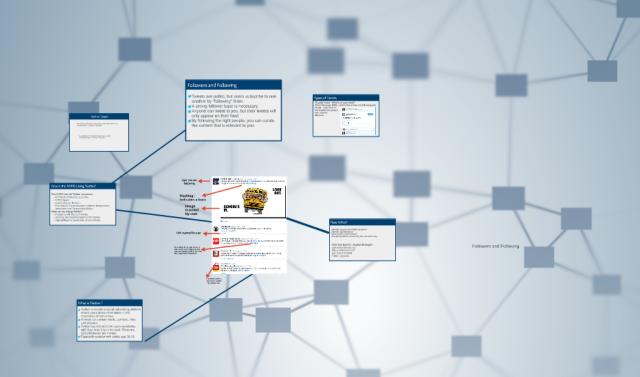
A Retweet is when a user shares content by another user.

### Now What?

How do I access my Twitter account?
How do I get followers?
What should I tweet about?
Everything will be covered by the end of the day...

#### ASA Yael Bar-tur - Digital Strategist





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