
A Crash Course in Twitter

As applicable to Plum Borough School District

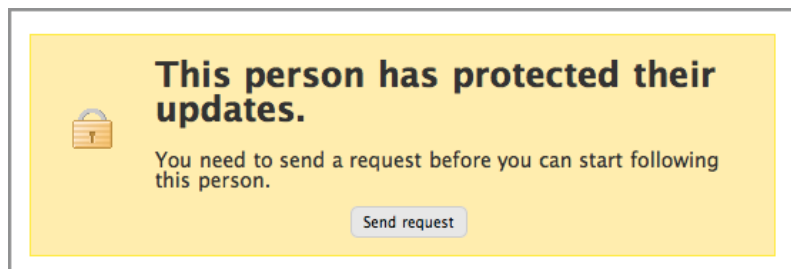
What is Twitter?

Twitter is a free social networking service that allows people to share brief messages with their audience over the web. Each of these messages, known as **Tweets**, is limited to 140 characters and appears on the author's Twitter page in chronological order. People who are interested in someone can choose to **follow**, or subscribe, to that user's updates. People typically follow someone via the Twitter website or their cell phone (SMS text messaging). The only fees incurred for using Twitter via a cell phone are the standard messaging rates of the carrier.

How do I get started?

First determine how you would like to 'follow' PBSB. If you just want to receive updates via your cell phone, text "**followplummustang**" to 40404. This will automatically enroll you to receive updates. At any time, you can stop following PBSB by simply texting "**stop**" to 40404.

If you would like to receive updates via the web, simply sign up for a Twitter account at twitter.com, navigate to twitter.com/plummustang, and click the "**send request**" button (as is shown below). Once we accept your request, you're good to go.



Example Tweets

“ “ Reminder: Kennywood ticket sales begin Wed. More info on website. ” ”

“ “ @JohnDoe, no 2 hour delay yet. Official notice will come via AlertNow. ” ”

Note When a tweet is prefaced with an '@' sign and a username, a tweet is being directed specifically at that person (likely in reply to a question that was asked).

“ “ RT: PBSO placed 2nd nationally in the robotics competition this weekend. ” ”

Note An 'RT' that prefaces a tweet stands for 're-tweet'. If another Twitter user tweets something that is relevant to PBSO, we might choose to 're-tweet' it on our own Twitter account. The 'RT' lets our readers know that this tweet didn't originally come from us.