

What is Twitter and Facebook?

In Brief

Twitter and Facebook are like social clubs. You can find or start social clubs for veterans, ethnic groups, carpenters or other tradesmen, playing cards, stamp collecting or other hobbies, biking or sports, and what ever special interest you share in common with some selected group of friends, co-workers, or associates. Similarly, you can start a special purpose Twitter or Facebook account to share thoughts with friends and to act as a “water-cooler” gossip point.

And just like a social club, on a Twitter and Facebook account you can invite anyone to join. Together online you can talk about the news or the latest interesting thing you “heard through the grapevine.”

What if you are not the type of person who easily writes passionate motivating text? You can still connect your friends and associates to passionate motivating writing and articles by using Twitter and Facebook as a way to drive people to more information.

Is this you . . . ?

I assume you want to learn about events affecting your life and some ways you can act to influence things for the better.

One way to influence events is to write.

You can write to a specific individual or group (emails)

You can write to a less specific group (a letter to the editor)

You can write to a wide undefined audience (a blog, tweet or Facebook post)

What is a Blog?

A blog is an online (internet) posting of your thoughts. Think of a book-type diary. Page after page contains entries of unrestricted lengths. In a diary, the first page contains the first (and oldest) entry, and reads front to rear. In a computer-written blog, the most recent entry is at the top, and reads top to bottom.

A blog can be read by many, if you know how to publicize it.



What is Twitter?

Twitter allows you to post a “tweet” - a blog entry limited to 140 characters.

- Its small size forces you to choose your words carefully.
- It is easier to write a short entry.
- All things being equal, a short entry is more likely to be read than an essay.
- Tweets often contain a link pointing to a longer statement or web page or video. etc.. driving a reader to more information.

A Twitter Account is an online mini blog

- that presents your tweets in an orderly manner
- and to a certain extent publicizes them.
- It allows you to follow (subscribe to) others who tweet on subjects of interest to you.
- It allows others to follow (subscribe to) your tweets based on common interests.

How do people find your tweets?

They (and you)

- search for tweets containing keywords of interest (eg. Taxes)
- Read them as they appear on their computer screen
- Decide to follow (subscribe to) your tweets.

How else are tweets useful?

Anyone can respond to any tweet they see by

- Re-tweeting it to their own followers
- Replying to it privately, or publicly as a tweet

What is Facebook?

Facebook allows you to post a blog entry mostly unlimited in length and content

- You can say more than in a tweet but less than a blog
- You can include photos, video, audio, and links to other things on the web driving a reader to more information.
- It is easier to write than a long blog or essay.

A facebook Account is an online blog

- that presents your posts in an orderly manner
- and to a certain extent publicizes them.
- It allows you to follow (subscribe to) others who post on subjects of interest to you.
- It allows others to follow (subscribe to) your posts based on common interests.

How do people find your facebook page?

They (and you)

- search for pages containing keywords of interest (eg. Tea Party)
- Read them as they appear on their computer screen
- Decide to follow (subscribe to) your posts.

How else is facebook useful?

Anyone can respond to any post they see by

- Re-posting it to their own “friends”

- Replying to it privately, or publicly as a comment