GOAL
At the end of the presentation, you will have a basic understanding of how Twitter works, how arts organizations are using it effectively, how to decide whether your organization should Twitter, and, if so, how best to go about it.

REFERENCES

SCREENSHOT 1: Home Page View
SCREENSHOT 2: Mentions Page View
SCREENSHOT 3: Direct Message Page View
SCREENSHOT 4: Favorites Page View
SCREENSHOT 5: Profile Page View
Screenshot 1: Home Page View
This is the page you see when you log into your Twitter account.

1. Where you enter text to be posted as a tweet.

2. Where you see the automatically generated tweet stream of all the people you are following. No one but you sees this particular stream, because it is generated based on who you are following.

3. Where you can see how many people you follow, how many followers you have, how many tweets you have posted (“Updates”). It’s also where you can navigate to your Home, Mentions (“@ Replies”), Direct Messages, and Favorites.

4. Where you can enter text to search. You can also see the top ten most popular topics being discussed on Twitter.
Screenshot 2:  Mentions Page View

This is where you can see tweets that mention your user name (designated by inclusion of “@[YourUserName]”).
Screenshot 3: Direct Message Page View
This is where you can see private Direct Messages (DMs) that are visible only to you.
Screenshot 4:  Favorites Page View
This is where you can see all the tweets you starred as Favorites.
Screenshot 5: Profile Page View
This is where you see your profile as it is seen by the outside world when they visit http://twitter.com/[yourusername] (e.g., http://twitter.com/RedBullTheater)

Working on my preso for TCG next week on how theaters are using Twitter to build audience and strengthen their brand. Looking forward to it!

Less than 5 seconds ago from web

Thanks, @DaveCharest & @lisekatevans 4 the ideas! @sunoxen & @lmcamp, I'd love 2 read yr work if u'd like 2 share.callieATredbulltheater.com
4 minutes ago from web

Please share if you come across new plays that are adaptations or 'based-ons' of Jacobean or otherwise classic plays--always eager to read!

About 5 hours ago from web

RT @nyeofuturists TWITTERPLAY Assignment: write a 1-tweet play that has a TALKING INANIMATE OBJECT #theatre #writing

11:15 AM Jul 21st from web

@NYTW79 I'll pass your tweet along! Still trying to get our fearless leader on board with The Twitter. :-(

11:10 AM Jul 21st from web in reply to NYTW79

Congrats to Red Bull friend and script reader Nat