

Twitter Presence

15% of Overall Course Grade

February 9th - 19th

Twitter is *the* most dominant, powerful reporting app to drive traffic to your blog and to establish a following. As such, each of you will be required to maintain a professional presence on your Twitter feed for the next two weeks. The assignment will begin on Thursday.

Assignment Overview: This assignment has two components. First, you must maintain a professional presence on Twitter for two-weeks between February 9th - 19th. The tweets relating to your beat must be professional; your personal tweets do not need to be professional. Second, during the two-week period, you must live tweet an event related to your beat.

Specific Details on Your Two-Week Presence:

1. For two weeks, noted above, you must maintain a "professional" presence on Twitter as it relates to your beat.
2. You must tweet at least twice a day, and a minimum of 12 hours must elapse after every TWO tweets. Retweets DO NOT count as a tweet.
3. You must use the hashtag #dccs225 for all your tweets.
4. You must follow me (first) so I may follow you in return.
5. Need minimum of 24 tweets in two-week period.
6. You will be judged on your content and professionalism.

Criteria for which you will be graded:

- Did you tweet at least once a day for two weeks?
- Did you space your tweets?
- Were your tweets the right length (did you leave room for retweets?)
- Were your tweets professional (capitalization, punctuation, spelling, no typos)?
- Were your tweets interesting?
- Were your tweets creative?
- Did you vary your tweets (share material, retweets, original content, photos, etc.)
- Did you use link shorteners?
- Did you use appropriate hashtags?

Specific Details for the Live-Tweeting Event:

1. Choose a live event to report on using your Twitter account. The event must occur within the dates of February 9th - 19th.
2. You must promote on the event on your blog and encourage your audience to follow you.
3. You must promote the event on Twitter.
4. You must make a minimum 5 live tweets during the event.
5. In class on Tuesday, March 1st, I will ask you to write about your experiences on your blog. What were the difficulties you encountered? What were the benefits?

Criteria for which you will be graded:

- Did you let the follower know the event was beginning?
- Did you avoid "long" gaps between tweets?
- Were your tweets professional (capitalization, punctuation, spelling, no typos)? (You need to be quick, but clean, take a minute to reread before you send)

- Were your tweets factual?
- Were your tweets interesting?
- Did your tweets include background information putting the event into context?
- Did followers get the atmosphere of being there (if applicable)?
- Did you have an appropriate number of tweets?
- Did you include direct quotes or paraphrases?
- Did you let people know the event was over?
- Did you use hashtags correctly?
- Did you use visuals?
- Did you have any retweets, @ mentions, etc., if applicable?