

Twitter Presence

15% of Overall Course Grade

September 20th - October 4th

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: For this assignment, you must maintain a professional presence on Twitter for two-weeks between September 20th - October 4th. The tweets relating to your beat must be professional; your personal tweets do not need to be professional. Ultimately, your tweets will highlight your website and direct traffic to your site.

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 @professoraburns. I do not need to follow you (but I will if you want me to.) Just note that I cannot see your tweets if your account is private.
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 and pertinent to your website topic?
- 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?