



Networking via the Web

Delivered by Caron Lyon from PCM creative



How?



- SHARING
- NETWORKING
- PUBLISHING



How?



- **AGGREGATION**
- **DISTRIBUTION**
- **INVESTIGATION**



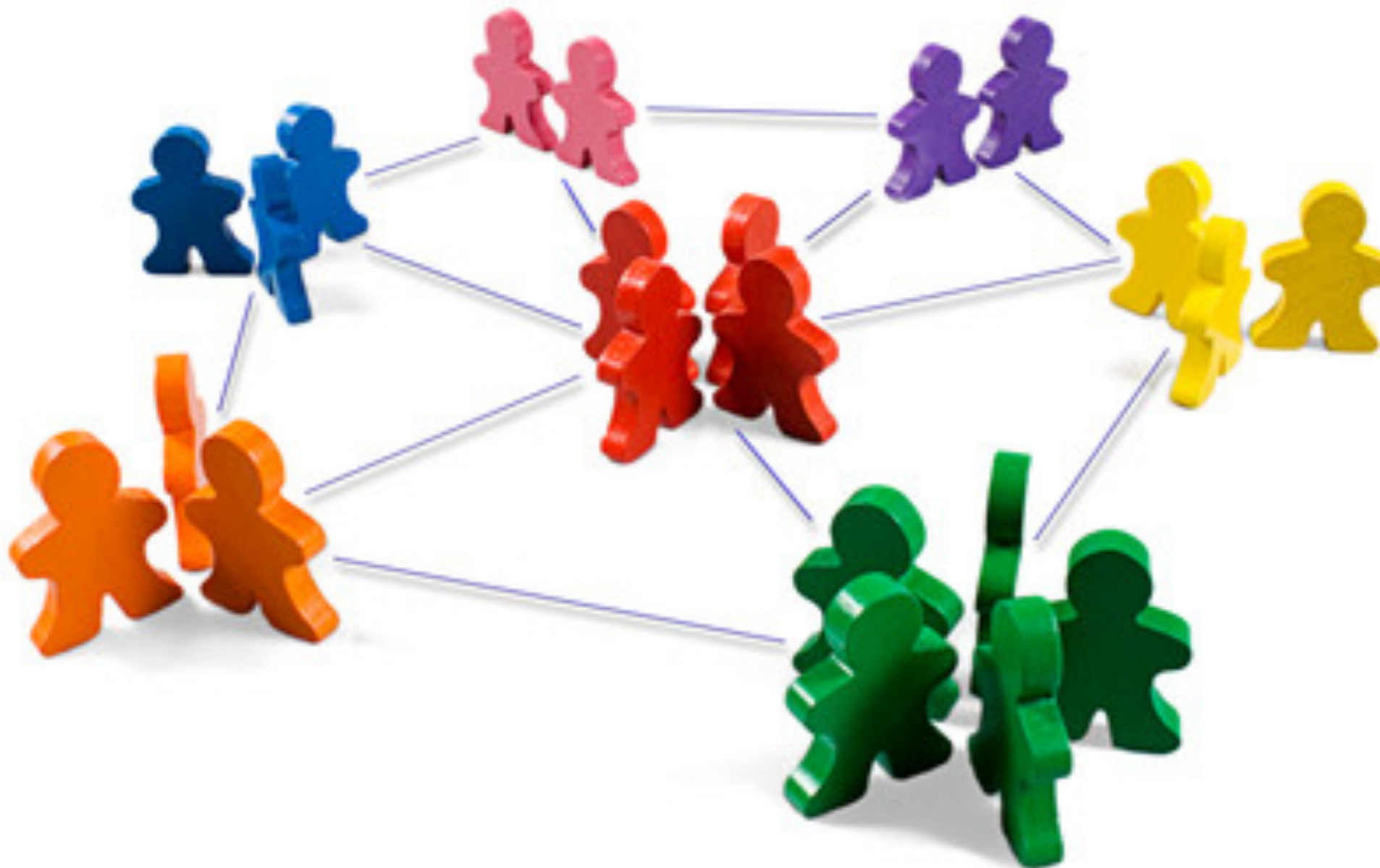
How?



- **MANAGE**
- **MAINTAIN**
- **MEASURE**




Networking




How do you network?





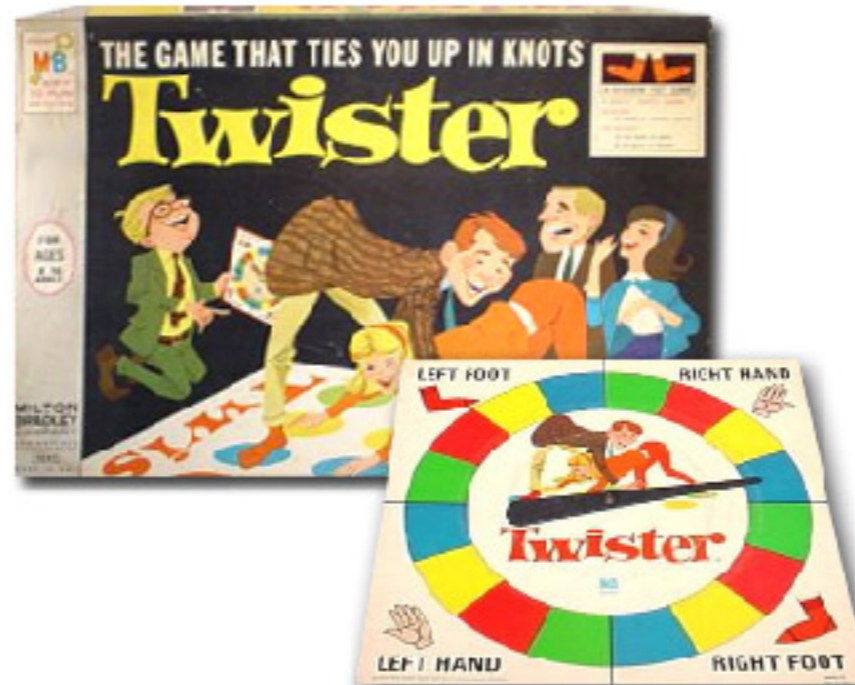
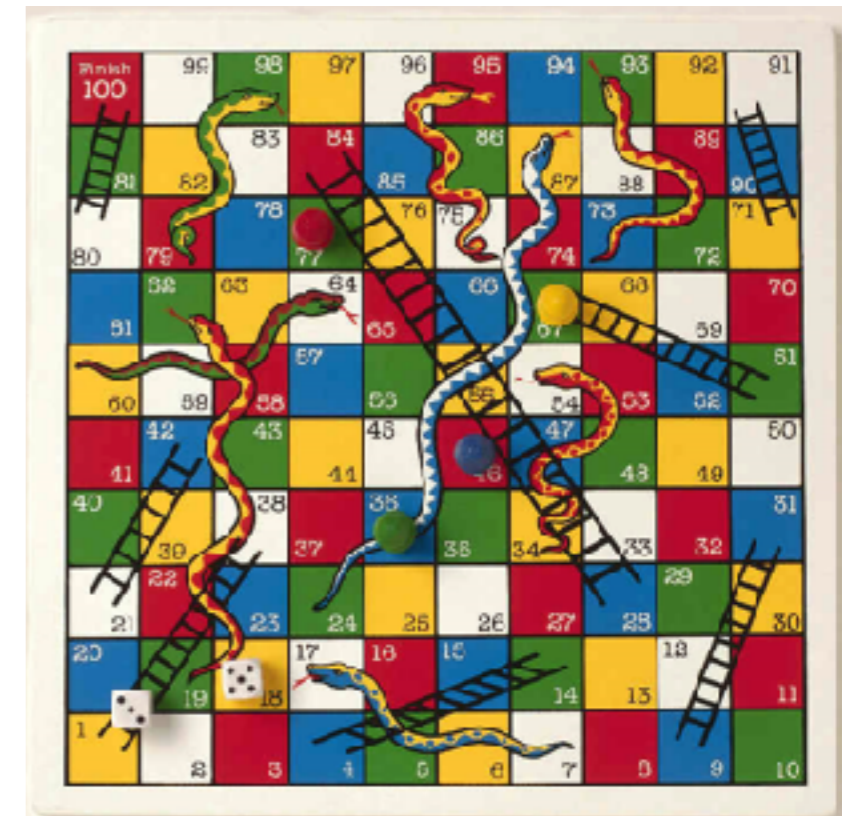
Ferrari 288 GTO 1984 



If you have a Magnum moustache, aviator sunglasses and one of these... you've got the look.

Max Speed (mph)	190
0-60 (seconds)	3
Max Power (bhp)	400
Miles per gallon (mpg)	15
Engine capacity (cc)	2855
Cost when new	\$83,000
Total produced (lowest wins)	772
Gumball Factor	77%

First of the limited edition Ferrari supercars. That'll be \$50,000 extra please sir



Social Media



- Theatre
- Film
- Radio
- Television
- Books
- Magazines
- Newspapers



Media that is social



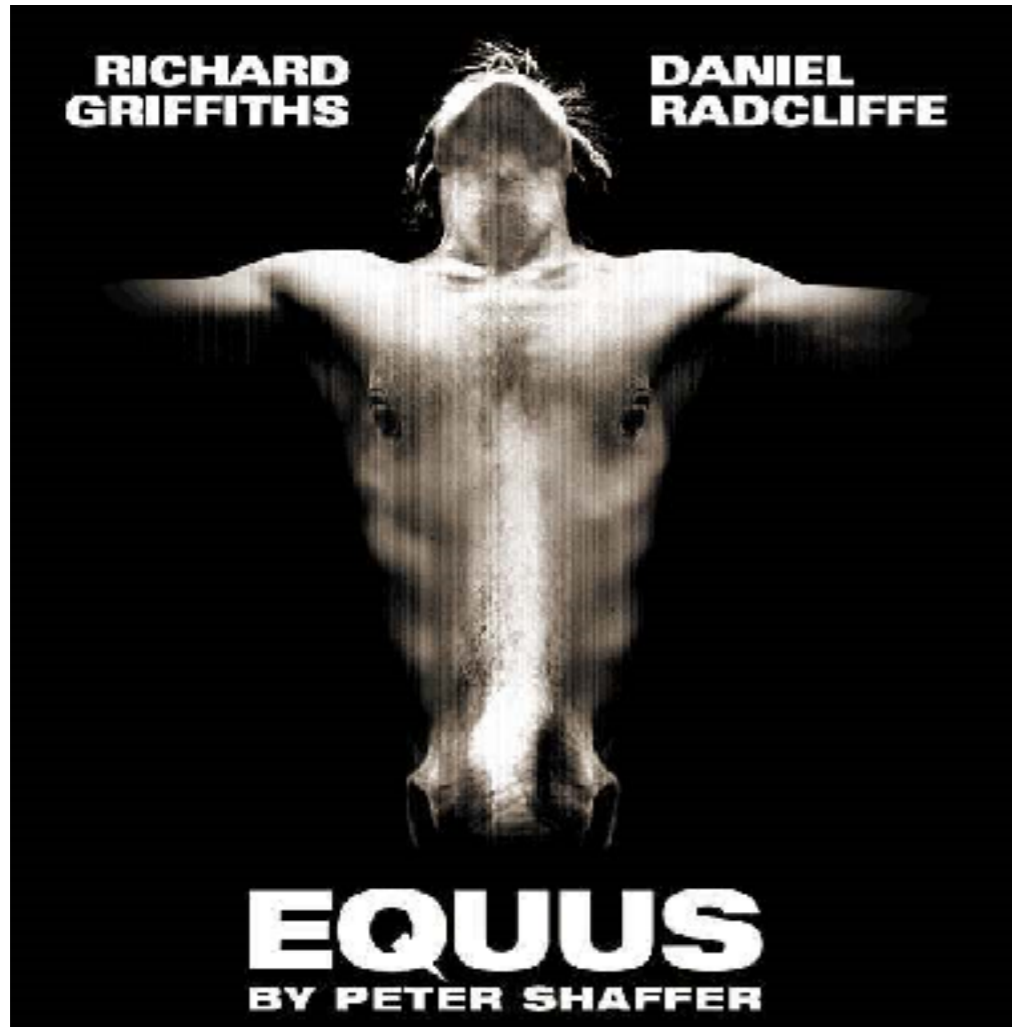
www.hannanprint.com.au

In the waiting room



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Online Training & Network Resources <http://www.feustraining.ning.com>

Social Media?



On the streets



Be social with your media



<http://www.gamutplays.org>



Old Media vs. New Media

“Don't add technology to the way you do things, change the way you do things when you see what the technology can do.”

Marcus Romer

Artistic Director - Pilot Theatre Company.



Social Media

The online tools and platforms that people use to share opinions, insights, experiences, and perspectives with each other.

Social media can take many different forms, including text, images, audio, and video.

Popular social mediums include blogs, message boards, podcasts, wikis.



Jargon Buster

- Website
- Blog
- Forum
- Social Network
- RSS feed
- RSS reader
- Web portal
- Search engine
- Google
- Micro blog
- Aggregation tool
- Updating service
- Embeddable widget
- Badge



Social Technology

Harnessing Collective Knowledge

Rich User Experience

More Channels of Communication



The 7 Roads of Social Media

1. Generate new leads / Find work?
2. Provide customer service?
3. Improve customer retention?
4. Increase your knowledge?
5. Align with your competitors?
6. Establish your authority as an expert?
7. Do business more productively?



Social Networking

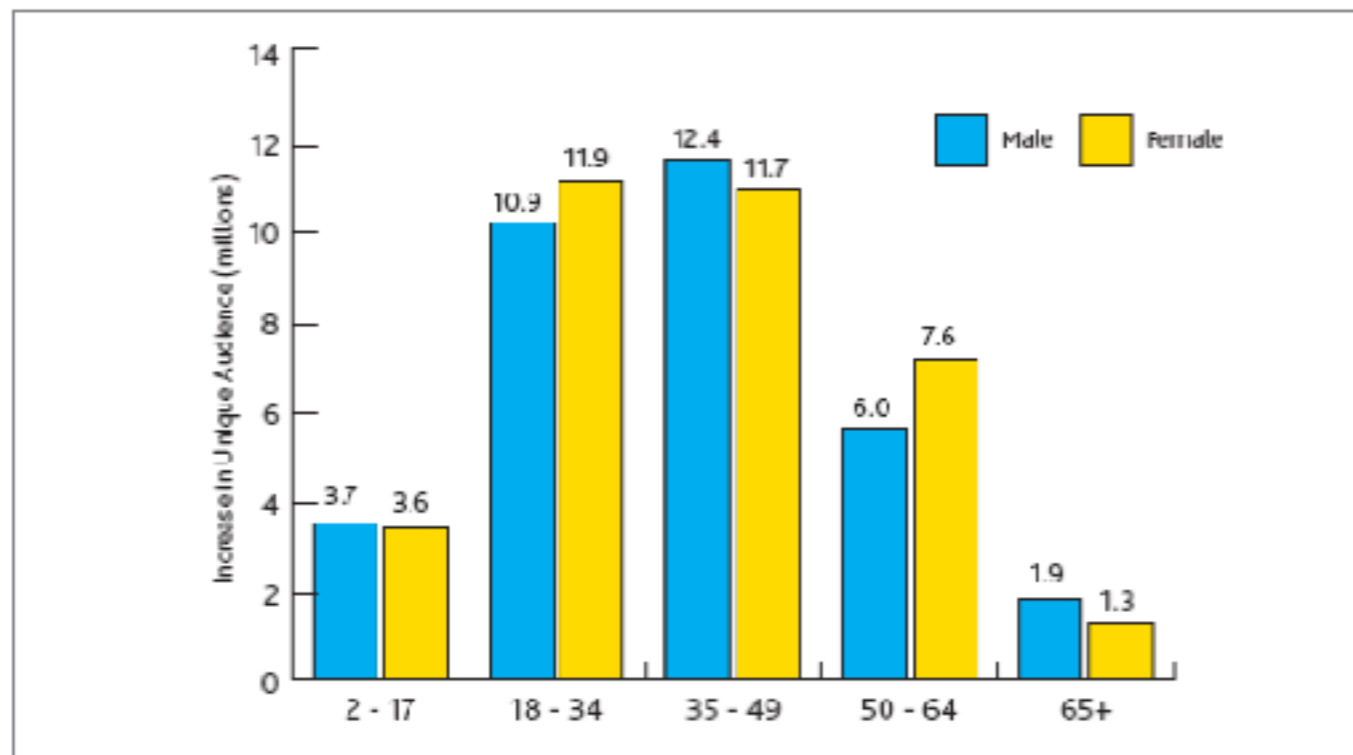
1. Generate new leads / Find work
2. Increase your knowledge
3. Do business more productively



Why Social Networking

Two-thirds of the world's Internet population visit social networking or blogging sites, accounting for almost 10% of all internet time.

Nielsen report "[Global Faces and Networked Places.](#)"



Source: Nielsen Online, Global Index, December 2007 – December 2008. E.g. Between Dec 07 and Dec 08 there was a 3.7 million global increase in the number of 2-17 year old males visiting Facebook

*'Global' refers to AU, BR, CH, DE, ES, FR, IT, UK & USA only



...in Plain English

Common Craft





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The Interweb Thingy



“All the high-speed cables in the world are worthless without material that the public want to download.”

Digital Britain. An opportunity missed.

<http://bit.ly/Exk9k>

bit.ly Shorten, share, and track your links



Online Tools & Services



Departure & Destination



USP

What makes you different?



What makes you different?

Philosophy

Identity

Ethics

Brand

Product

Personality



On-line & Off-line Branding

- Tagging
- Brand Consistency
- Tag lines
- Logos
- Packaging
- Greetings
- Multi Channelled Communication



Digital Footprint



[Web Site/Blog](#)

[Twitter](#)

[YouTube](#)

[Flickr](#)

[12 seconds](#)

[Qik](#)

[Freindfeed](#)

[Vimeo](#)

[Blip.tv](#)

[Audioboo](#)



Personal Branding



I am a social media mongrel, creating content in all flavours. Between taking photographs, shooting video and blogging. I am often found consulting anyone brave enough to enter this fast flowing new media world.



I am based in the UK but will travel anywhere.



You can follow me on Twitter at:

twitter.com/documentally

And my website is

OurManInside.com



Biography - 160 characters

Social Media starlet, practitioner & consultant.
Equity UK campaigner for independent theatre
artists. Pilot Theatre's virtual stagemanager in
Second Life. (157 characters)



pcmcreative



CJ



Biography - 160 words

I work in collaboration with creative individuals and organizations to optimize social media activity, make the most of web 2.0 and mobile technology and build thriving sustainable online communities with social networking. PCM creative also creates virtual world presences for clients wanting to reduce the impact of travel on the environment with events, meetings and exhibitions in Second Life.

I began my career working through-out the UK for theatres and theatre companies in production roles working with designers and award winning directors.

In 2002 I studied Web Design with the NITLC (National IT Learning Centre) and gained my MOS (Microsoft Office Specialist) Certification. I worked as an art-worker as part of the original Boots.com team and as Intranet Manager Nottingham Building Society. I now run my own web consultancy and events company, PCM creative.

In 2008 I was named Axis E-business practitioner of the year being recognised for my work within the Social Media and Web 2.0 field. (158 words)



Grow your own

Social Network – Website – Micro Blog - Blog

Ning

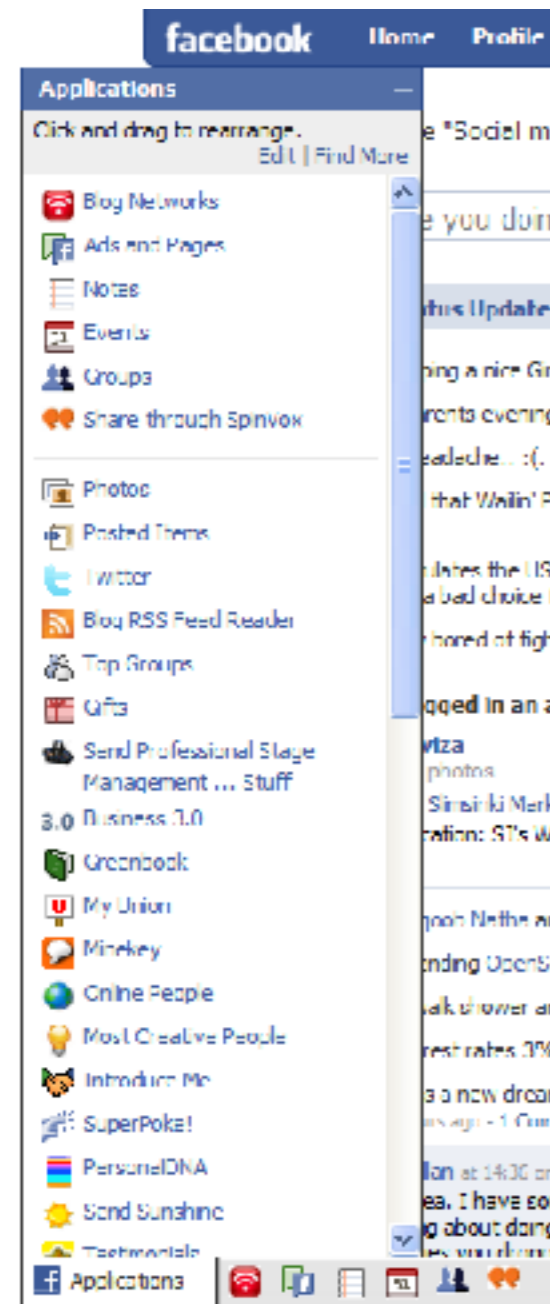


Facebook

- Status Updates
- Groups & Fan Pages
- Forum discussions
- Notice Boards / Wall
- RSS Feeds
- PPC targeted advertising
- Video & Photos
- IM live chat









The State of Facebook



News Feed
Profile
Groups
Pages
Applications



Facebook Groups

	Group: National Theatre of Scotland Size: 275 members Type: Entertainment & Arts Theatre New: 10 More Members	1141
	Group: EDINBURGH FRINGE Size: 630 members Type: Entertainment & Arts - Performing Arts New: 1 More Member	1119
	Group: Whats on stage Scotland Size: 116 members Type: Entertainment & Arts - Performing Arts	140
	Group: New Media Scotland Size: 283 members Type: Entertainment & Arts Fine Arts New: 4 More Members	414
	Group: National Youth Choir of Scotland Size: 145 members Type: Organisations - Clubs & Societies	193
	Group: Scottish Mental Health Arts and Film Festival Size: 174 members Type: Entertainment & Arts - General New: 1 More Member	532

6 Scotland Arts Groups



Nov 2008

1,623 members

August 2009

3,539 members



National vs. International



R.O.E : Return on Engagement




Web Site

- Click and Drag
- Copy and Paste
- Save
- Publish



K.I.S.S



The screenshot shows the Weebly website homepage. At the top left is the Weebly logo with the tagline "web creation made easy™". To the right is a login form with fields for "Username" and "Password", a "Remember Me" checkbox, and a "log in" button. Below the logo is a navigation menu with links for "Home", "Features", "Blog", "Support", "About Us", and "Contact Us". The main content area features a large blue box on the left with the text "Create a free website. Fast. Free. Easy. Now." and a sign-up form. The form includes fields for "Username" (filled with "pcmcreative"), "Password" (filled with dots), and "Email" (filled with "cj.lyon@pcmcreative.co"). There is a checkbox for "I accept the terms of service" and a "Sign Up" button. To the right of the sign-up form is a video player showing a demo of the Weebly interface, with a "PLAY DEMO" button. Below the video player is a section titled "What can I do with Weebly?" with a bulleted list of features.

weebly
web creation made easy™

Username

Password

Remember Me | Forgot PW

Home Features Blog Support About Us Contact Us

Create a free website.
Fast. Free. Easy. Now.

Username

Password

Email

I accept the terms of service

PLAY DEMO

What can I do with Weebly?

- Create a free website & blog
- Easy drag and drop Interface
- No technical skills required
- Dozens of professional designs
- Free domain hosting



Checking for humanity!

Create a free website.
Fast. Free. Easy. Now.

Username


Password

Email

I accept the [terms of service](#)

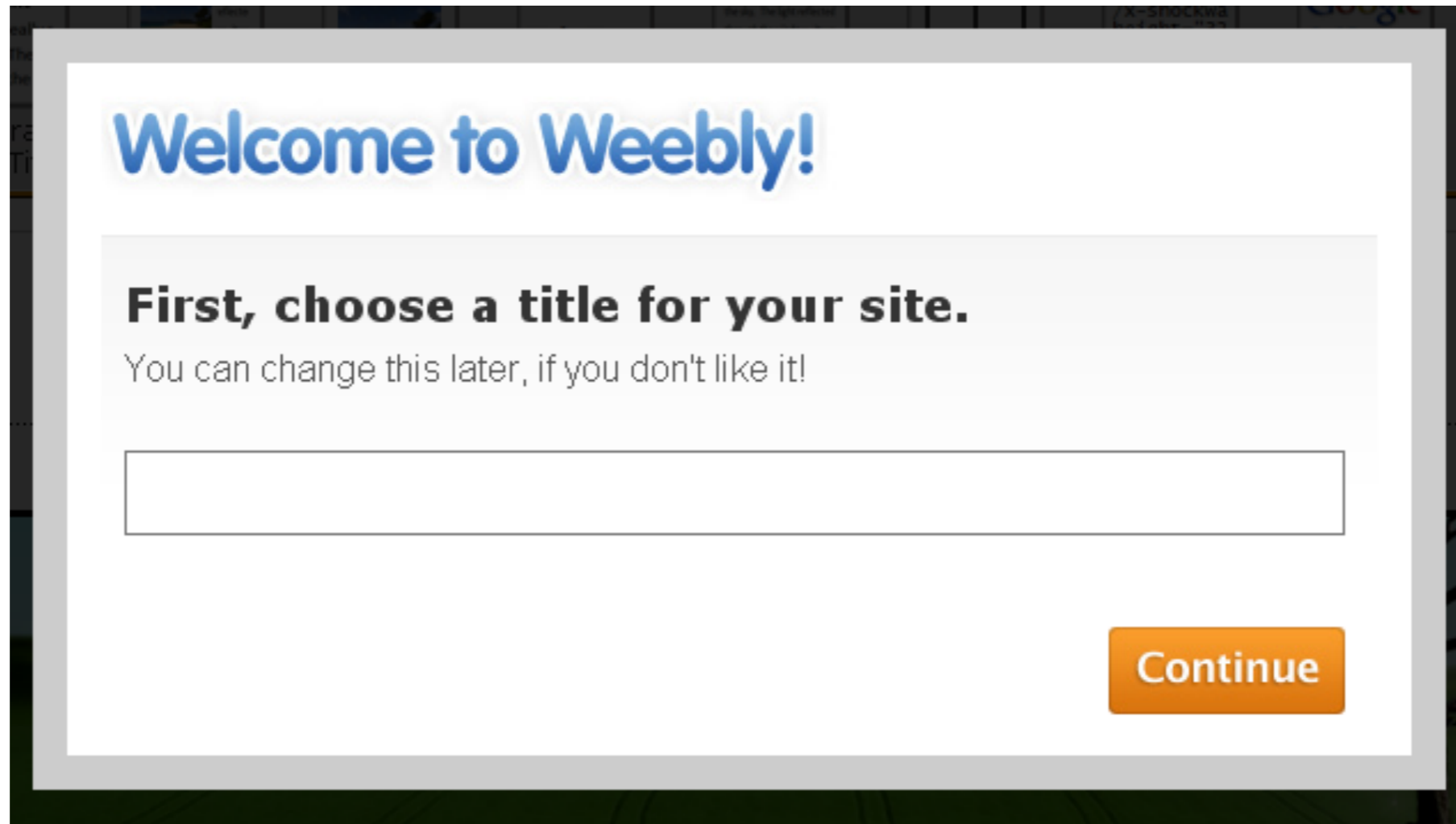
tribunal eco-

Type the two words:

 no CAPTCHA™
when you
read books.



What do you do?



Welcome to Weebly!

First, choose a title for your site.
You can change this later, if you don't like it!

Continue



Building your presence

Choose website address X

Option A: Subdomain of weebly.com
http:// .weebly.com

Option B: Register a new domain
http://www. .com

Option C: I already own a domain

[Cancel](#)



Start Simple

weebly editor Elements Designs Pages Settings Publish Help! Feedback

Basic
Multimedia
Revenue
More

Title Text
Paragraph with Title

Paragraph with Picture

Picture

Title Text
Title

Paragraph

Two Column Layout

Custom HTML

Google AdSense

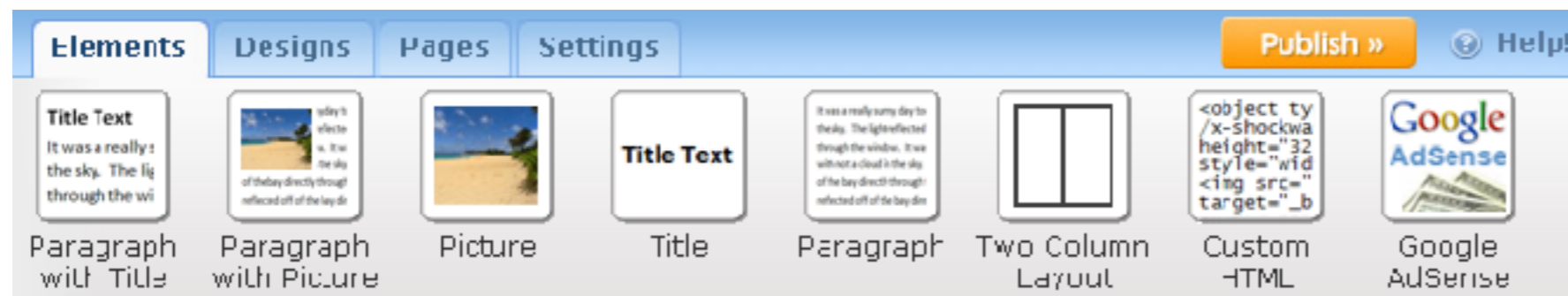
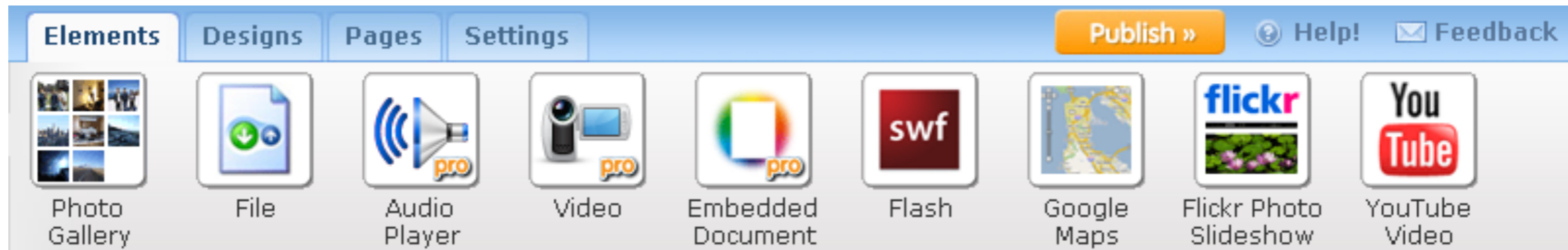
Great! Now drag one of these elements on to your page.

Federation of Entertainment Unions - workshop demo site

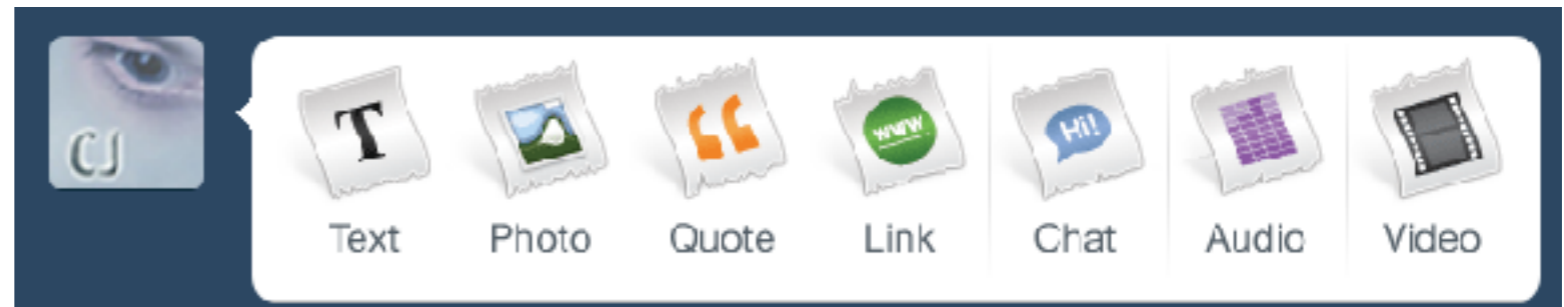
HOME



Easy



Blog



PCM creative in action

RSS

THU OCT 1ST

Don't add technology to the way you do things. Change the way you do things when you know what technology can do.

Search

Doing stuff on the web so you can too.

Archive

Marcus Romer

Artistic Director of Pilot Theatre - @pilot_theatre

QR codes - will they catch on?



First you have to have a code reader on your mobile phone. My N95 had one as standard and it was my only means of contact with the "Code Reader" app which was for that lead to my as code by QR code.

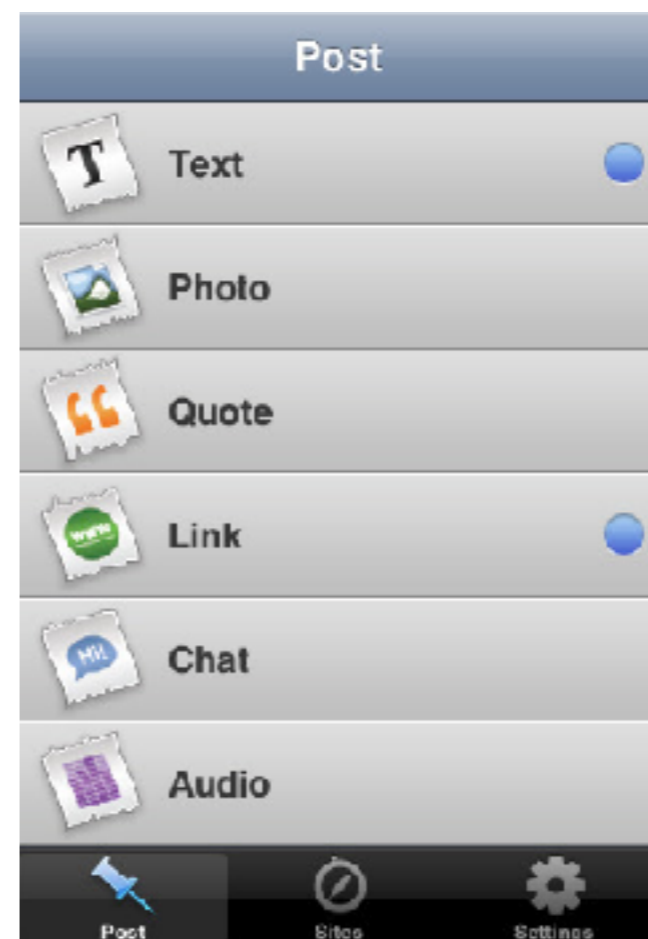
I was one of the back of my head idea. He is a comic random piece.

What do you think? Are you is big them?

Create a QR code

[Find a QR code reader on your phone](#)

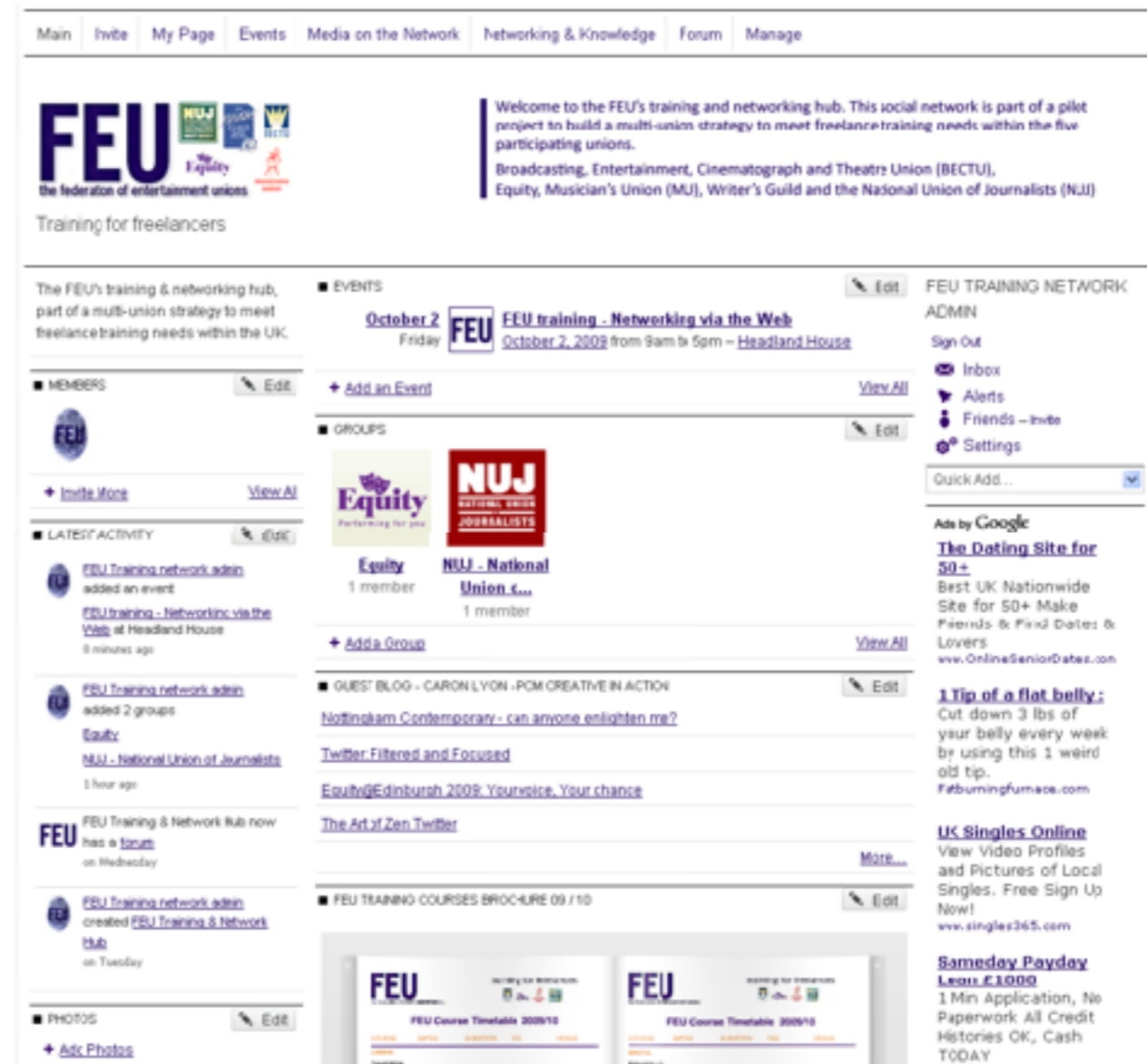
[QR-Code Generator by Mobile-Barcodes.com](#)



Social Network

Ning

- Recent Activity
- Status Updates
- Personal Profiles
- Groups
- Forums
- Events calendar
- IM live chat
- Photos / Video / Audio
- Measurable Stats



<http://bit.ly/1cm3fu>





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Online Training & Network Resources <http://www.feutraining.ning.com>



Bringing your profile to life





Federation of Entertainment Union training for freelancers delivered by Caron Lyon from PCM creative
Online Training & Network Resources <http://www.feutraining.ning.com>

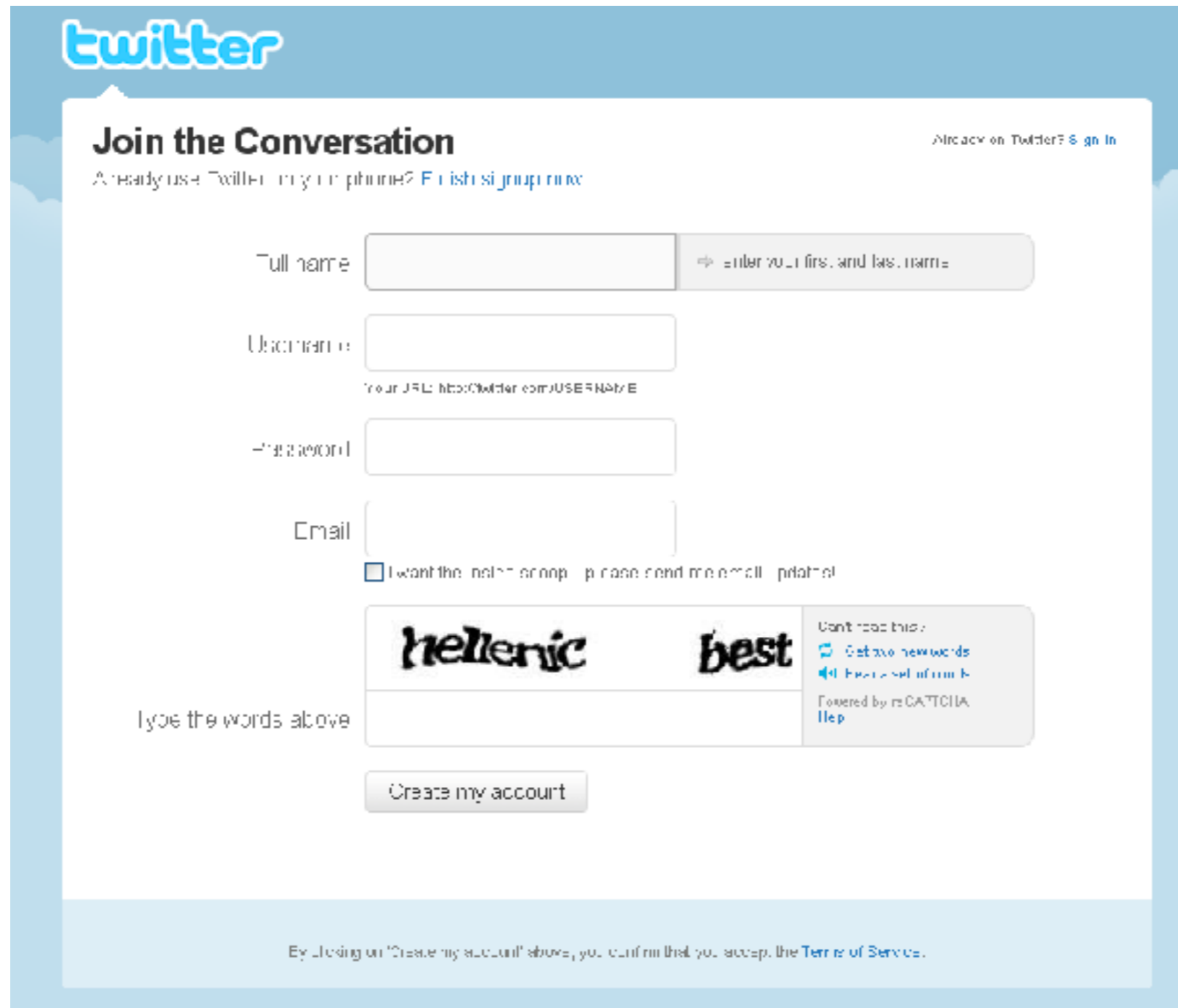
Twitter



www.twitter.com



Signing up to Tweet



The image shows a screenshot of the Twitter sign-up page. At the top left is the Twitter logo. The main heading is "Join the Conversation" with a sub-link "Already on Twitter? Sign In". Below this is a prompt: "Already use Twitter on your phone? Finish sign up now". The form contains several input fields: "Full name" with a placeholder "enter your first and last name", "Username" with a placeholder "Your URL: http://twitter.com/USERNAME", "Password", and "Email". There is a checkbox for "I want the best group - please send me email updates". Below the email field is a CAPTCHA section with the text "Type the words above" and two images of the words "hellenic" and "best". To the right of the CAPTCHA are links for "Don't read this?", "Get two new words", "Free a set of numbers", and "Covered by reCAPTCHA Help". A "Create my account" button is at the bottom of the form. At the very bottom of the page, there is a small text line: "By clicking on 'Create my account' above, you confirm that you accept the Terms of Service."



Creating your account



twitter

Join the Conversation

Already on Twitter? [Sign in.](#)

Already use Twitter on your phone? [Finish setup now.](#)

Full name: ✔ ok

Username: ✔ ok

Your URL: <https://twitter.com/feustraining>

Password: ✔ Very strong

Email: ✔ ok

I want the ins de setup—please send me email updates!

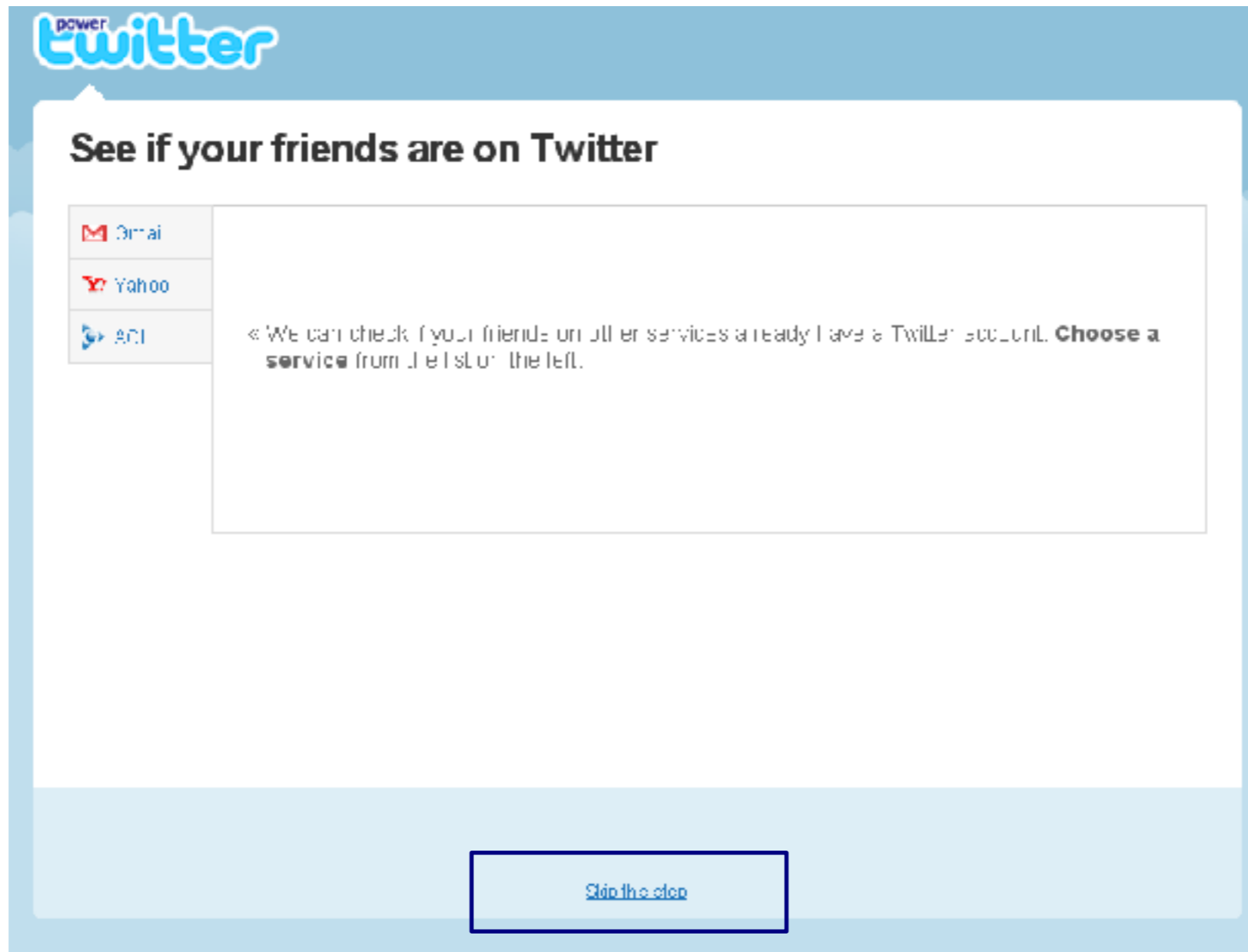
Type the words above: **hellenic best**

Can't read this?
[Get two new words](#)
[Hear a set of words](#)
Powered by reCAPTCHA

By clicking on 'Create my account' above, you confirm that you accept the [Terms of Service](#).



You are never alone!



Your own space to grow

1

The screenshot shows the 'power twitter' interface. At the top, it says 'power twitter' in blue. Below that, a white box contains the text: 'Look who else is here. Start following them!' followed by 'Maybe you've heard of these Twitter users? Select the people you'd like to start following.' Below this is a list of four users, each with a profile picture, name, and bio. A blue box highlights the 'Select All' checkbox at the top left of the list. To the right of the list is a section titled 'You'll be following' with a grid of small profile pictures. At the bottom of the interface, a blue bar contains a large number '2' and a button labeled 'Finish' with a blue box around it. Below the 'Finish' button is a small link that says 'SEE FINISH'.



Welcome to Twitter

The screenshot shows the Twitter homepage. At the top left is the Twitter logo. To its right is a navigation bar with links for Home, Profile, Find People, Settings, Help, and Sign out. Below the navigation bar is a text input area with the placeholder text "What are you doing?" and a character count of "140". The input area contains the text "Tweets go here!". To the right of the input area is an "update" button. Below the input area is a "Home" section with a "What to do now:" heading and a list of three instructions. To the right of the input area is a profile card for "FEU feustraining" showing 0 following, 0 followers, and 0 tweets. Below the profile card is a "Real-Time Top 40" section with a description. Below that is a "Home" section with a list of items: "@feustraining", "Direct Messages" (0), and "Favorites". Below the "Home" section is a "Search" bar with a magnifying glass icon. Below the search bar is a "Trending Topics" section with a list of topics: "Follow Friday" and "TGIF".



FEU FEU training

- Account
- Password
- Devices
- Notices
- Picture
- Design

Name: FEU training
 Enter your real name, so people you know can recognize you.

Username: feustraining Your URL:
 http://twitter.com/feustraining
 No spaces, please.

Email: feustraining@pcmcreative.co.uk

Time Zone: (GMT) London

More Info URL: http://www.feustraining.ning.com
 Have a homepage or a blog? Put the address here.
 (You can also add Twitter to your site here)

One Line Bio: Federation of Entertainment
 About yourself in fewer than 160 chars.

Location: online
 Where in the world are you?

Language: English
 What language would you like to Twitter in?

Protect my tweets
 Your tweets are currently protected; only those you approve will receive your tweets. You will not appear on the public timeline. Tweets posted previously may still be publicly visible in some places.

Save

Delete my account.

Account

From here you can change your basic account info, fill in your profile data, and set whether you want to be private or public.

Tips

- Filling in your profile information will help people find you on Twitter. For example, you'll be more likely to turn up in a Twitter search if you've added your location or your real name.
- Change your Twitter user name anytime without affecting your existing tweets, @mentions, direct messages, or other data. After changing it, make sure to let your followers know so you'll continue receiving all of your messages with your new user name.
- Protect your account to keep your tweets private. Approve who can follow you and keep your tweets out of search results.

Profile



Your Twitter Page

The image shows a screenshot of a Twitter profile page for the account 'FEU feustraining'. The page layout includes a top navigation bar with the Twitter logo and links for Home, Profile, Find People, Settings, Help, and Sign out. The profile header displays the name 'FEU feustraining' and a bio: 'Federation of Entertainment Unions' Training Twitter account. Freelance skills for NUJ, Writers' Guild, BECTU, Ecuty, MU and PFA'. It also shows 0 following and 0 followers. Below the bio are sections for Tweets, Favorites, and Following. A blue box highlights the profile information area. The footer contains copyright information and various utility links.

twitter

Home Profile **Find People** Settings Help Sign out

FEU feustraining

Name FEU training

Location online

Web <http://www.feutra..>

Bio Federation of Entertainment Unions' Training Twitter account. Freelance skills for NUJ, Writers' Guild, BECTU, Ecuty, MU and PFA

0 following 0 followers

Tweets 0

Favorites

Following

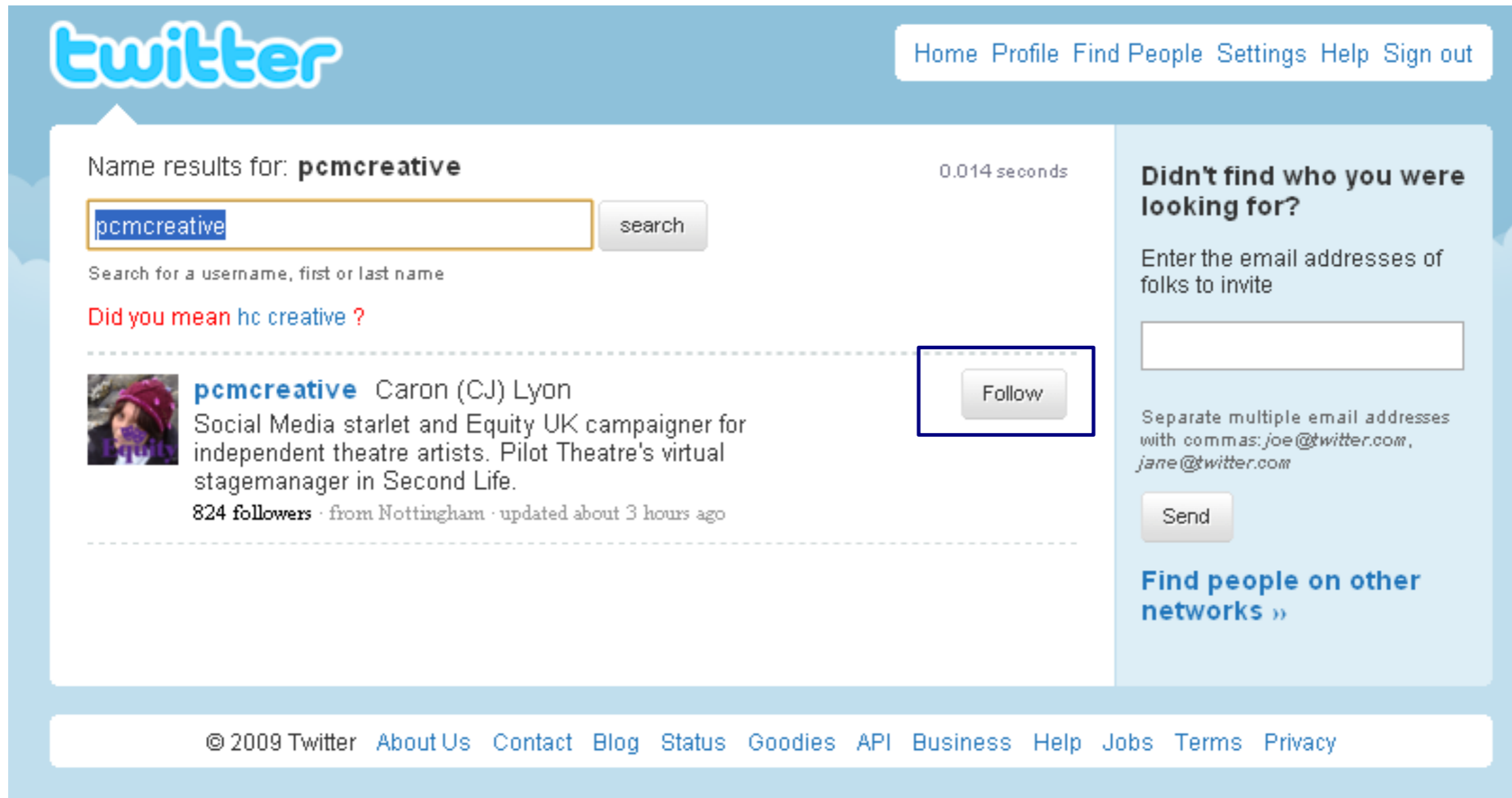
© 2009 Twitter [About Us](#) [Contact](#) [Blog](#) [Status](#) [Google](#) [API](#) [Business](#) [Help](#) [Jobs](#) [Terms](#) [Privacy](#)



Building a network



Following



The screenshot shows the Twitter search interface. At the top left is the Twitter logo. To the right is a navigation bar with links: Home, Profile, Find People, Settings, Help, Sign out. The search results section shows the search term 'pcmcreative' in a text box, with a 'search' button next to it. Below the search box is a suggestion: 'Did you mean hc creative?'. The search results list the user 'pcmcreative' with a profile picture, name 'Caron (CJ) Lyon', and bio: 'Social Media starlet and Equity UK campaigner for independent theatre artists. Pilot Theatre's virtual stagemanager in Second Life.' Below the bio, it says '824 followers · from Nottingham · updated about 3 hours ago'. A 'Follow' button is highlighted with a blue box. To the right of the search results is a sidebar with the heading 'Didn't find who you were looking for?' and a text input field for email addresses. Below the input field is a 'Send' button. At the bottom of the sidebar is a link 'Find people on other networks »'. The footer of the page contains copyright information and various links: © 2009 Twitter, About Us, Contact, Blog, Status, Goodies, API, Business, Help, Jobs, Terms, Privacy.



Friends



The screenshot shows the Twitter search interface. At the top left is the Twitter logo. On the right, navigation links include Home, Profile, Find People, Settings, Help, and Sign out. The search results for 'pcmcreative' are displayed, showing a search box with the text 'pcmcreative' and a 'search' button. Below the search box, it says 'Name results for: pcmcreative' and '0.019 seconds'. A suggestion 'Did you mean hc creative?' is shown. The main result is for 'pcmcreative', identified as Caron (CJ) Lyon, with a profile picture, bio, and follower count. To the right of the result is a 'Following' status. On the far right, there is a section for inviting friends by email, with a 'Send' button and a link to find people on other networks. The footer contains copyright information and various utility links.

twitter


Home Profile Find People Settings Help Sign out

Name results for: **pcmcreative** 0.019 seconds

pcmcreative search

Search for a username, first or last name

Did you mean [hc creative](#) ?

 **pcmcreative** Caron (CJ) Lyon
Social Media starlet and Equity UK campaigner for independent theatre artists. Pilot Theatre's virtual stagemanager in Second Life.
824 followers · from Nottingham · updated about 3 hours ago

✓ Following

Didn't find who you were looking for?

Enter the email addresses of folks to invite

Separate multiple email addresses with commas: *joe@twitter.com, jane@twitter.com*

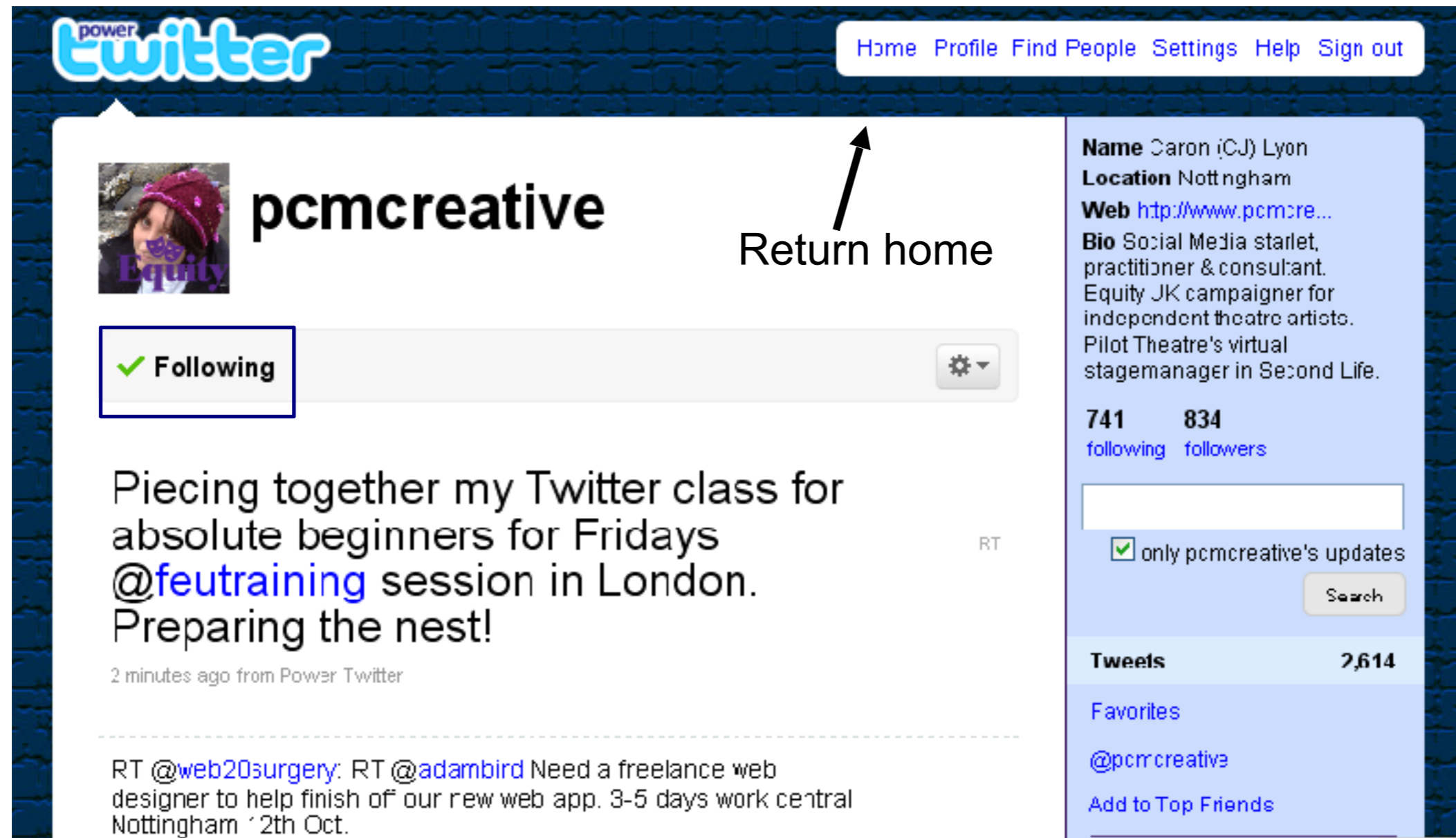
Send

Find people on other networks »

© 2009 Twitter About Us Contact Blog Status Goodies API Business Help Jobs Terms Privacy



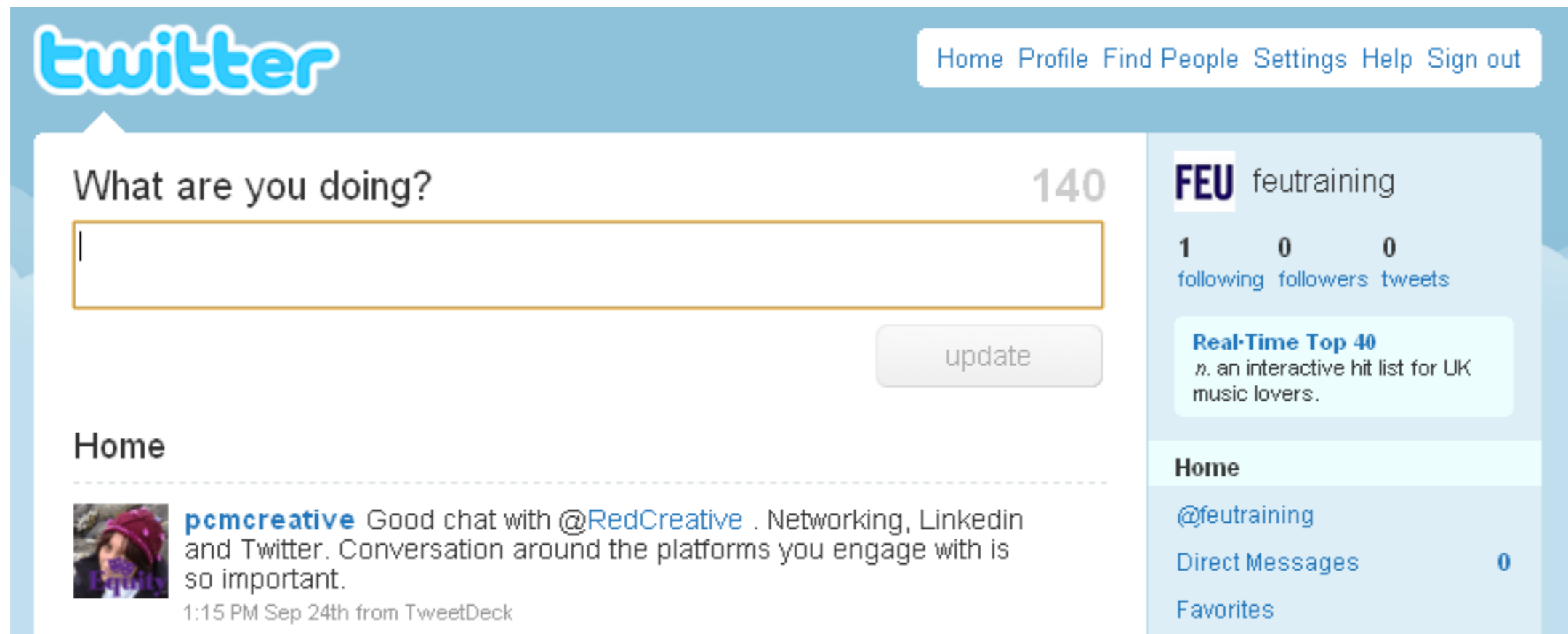
You are following my updates



The image is a screenshot of a Twitter profile page for a user named pcmcreative. The page is from 'Power Twitter'. The profile header shows the user's name 'pcmcreative', a profile picture of a woman wearing a pink hat, and a bio: 'Social Media starlet, practitioner & consultant. Equity JK campaigner for independent theatre artists. Pilot Theatre's virtual stagemanager in Second Life.' The user has 741 following and 834 followers. A tweet is displayed, stating: 'Piecing together my Twitter class for absolute beginners for Fridays @feustraining session in London. Preparing the nest!' The tweet is retweeted (RT) and is 2 minutes old. Below the tweet, there is a retweet from @web20surgery: 'RT @adambird Need a freelance web designer to help finish of our new web app. 3-5 days work central Nottingham 2th Oct.' The 'Following' button is highlighted with a red box. An arrow points from the text 'Return home' to the 'Home' link in the navigation bar. The right sidebar shows a search box with a checked option for 'only pcmcreative's updates' and a 'Search' button. Below that, it lists 'Tweets 2,614', 'Favorites', and '@pcmcreative' with an 'Add to Top Friends' link.



Home Sweet Home



The image shows a screenshot of the Twitter home page. At the top left is the Twitter logo. To the right, a navigation bar contains links for Home, Profile, Find People, Settings, Help, and Sign out. Below the navigation bar is a text input area with the placeholder text "What are you doing?" and a character count of "140". A text box is present below the placeholder, and an "update" button is to its right. Below the text input area, the word "Home" is displayed. A tweet from user "pcmcreative" is visible, with a profile picture of a woman wearing a purple headscarf. The tweet text reads: "Good chat with @RedCreative . Networking, Linkedin and Twitter. Conversation around the platforms you engage with is so important." The tweet is timestamped "1:15 PM Sep 24th from TweetDeck". On the right side of the page, there is a sidebar for the user "FEU feustraining". It shows "1 following", "0 followers", and "0 tweets". Below this, there is a "Real-Time Top 40" section with the text "n. an interactive hit list for UK music lovers." At the bottom of the sidebar, there is a "Home" section with links for "@feustraining", "Direct Messages" (with a count of "0"), and "Favorites".



What are you doing?

140

Text input field for a tweet

update

Home

- pcmcreative** Good chat with @RedCreative . Networking, Linkedin and Twitter. Conversation around the platforms you engage with is so important.
1:15 PM Sep 24th from TweetDeck
- pcmcreative** We could hold an impromptu tweet up I don't live far from the city or the train station! Need to talk ammobox fri eve but friends welcome !
1:13 PM Sep 24th from TweetDeck
- pcmcreative** RT @EquityUK: <http://www.helenchadwick.com/> <http://www.artistsfreedom.org/> Helen Chadwick's Equity Gig on 4th October 2009 at 7.00pm.
10:32 AM Sep 24th from TweetDeck
- pcmcreative** RT @EquityUK: The work of the Helen Chadwick Group draws on the stories of refugees and exiled performers throughout the world.
10:31 AM Sep 24th from TweetDeck
- pcmcreative** RT @creativenotts: Wayne Hemmingway's Kioskiosk comes to Nottingham, retailers can grab a city stall <http://is.gd/3BTnF>
11:45 PM Sep 23rd from TweetDeck
- pcmcreative** RT @nmackinnon RT @EdinburghFringe: Festivals Edinburgh are looking for a CRM & Digital Marketing Manager <http://bit.ly/1M5eWc> #getambition
11:33 PM Sep 23rd from TweetDeck
- pcmcreative** Preparing for tonights presentation to the Chartered Institute of Marketing in Lincoln. Sneaky peek! <http://bit.ly/hSFET> #CIMchat
3:30 PM Sep 23rd from TweetDeck
- pcmcreative** RT @EquityUK: Please sign the petition <http://bit.ly/10Lrc2> to support reform of licensing rules covering live music
12:09 PM Sep 22nd from TweetDeck

FEU feustraining

1 following 0 followers 0 tweets

Real-Time Top 40 in an interactive list for UK music lovers.

- Home
- @feustraining
- Direct Messages 0
- Favorites
- Search
- Trending Topics
 - Follow Friday
 - TGIF
 - Ira
 - G20
 - Follow Sexy Megan
 - Jay-Z
 - Grey's Anatomy
 - #IraqElection
 - Paranormal Activity
 - Singapore
- Following
- RSS feed
- RSS feed for this query

One Voice!



The 5 steps to success

- Arrive
- Listen
- Ask
- Provide
- Advise



Is any body out there?

Equity



A screenshot of the Twitter search interface. The search bar contains the word "Equity". Below the search bar, there are five search results, each with a profile picture, a name, a bio, and a "Follow" button. The results are:

- ActorsEquity** Actors Equity: The labor union that represents Actors and Stage Managers in the United States. 1,292 followers. Updated about 23 hours ago.
- EquityUK** Equity: Equity is the UK Trade Union representing professional performers and other creative workers from across the entertainment, creative and cultural industries. 1,204 followers. Updated about 4 hours ago.
- pinksheetsindex** NY Equity: Pink Sheets Index is a website offering a free financial newsletter for people interested in the stock markets like Nasdaq, NYSE, OTCBB and of course Pink Sheets. 1,011 followers. Updated 7 minutes ago.
- debtequity** Debt Equity Finance: Get on your way to financial freedom and grab your free training secrets only at the above link. 1,234 followers. Updated about 7 hours ago.



A screenshot of the Twitter search interface. The search bar contains the letters "NUJ". Below the search bar, there are four search results, each with a profile picture, a name, a bio, and a "Follow" button. The results are:

- SaveYourNews** NUJ Ancient Norfolk: 92 followers. Updated 6:13 PM Mar 26th.
- Bugjazz** Nuj: 14 followers.
- SYNJournoUnion** SYN NUJ Chapel: South Yorkshire's Journalists Union Chase. 17 followers. From Doncaster, South Yorkshire, Eng. Updated 9:41 PM Mar 27th.
- nujwongvises** nujwongvises: 10 followers.

NUJ



Be Pedantic!

Journalist

twitter Home Profile Find

Name results for: **Journalist** 0.001 seconds

Journalist search

Search for a username, first or last name

- Journalist_Net** Journalist Network
A dedicated social network for journalists everywhere
3,027 followers · updated 2:10 PM Mar 23rd
- journ2journ** Journalist Chat
Journalists sharing ideas
1,674 followers · from Fourth Estate · updated 6:13 PM Sep 22nd
- videojournalist** video journalist
Video journalism links from Robb Montgomery and friends
1,305 followers · from Chicago, IL · updated 9:34 AM Sep 24th
- JessicaLaShawn** The Journalist
Crazy Sexy Cool CAPRICORN that LOVES YF House and CRLSIA LOT
1,275 followers · from Chicago · updated 41 min 6 hours ago
- tnjn** Tennessee Journalist
The latest headlines from the Tennessee Journalist.
1,067 followers · from Knoxville, TN · updated about 14 hours ago
- djournalist** Digital Journalist
The Digital Journalist is a multimedia magazine for photojournalism in the digital age. Editor/Publisher: Jack Halstead dhalstead@mac.com We welcome followers
955 followers · from We are online! · updated 3:40 AM Sep 14th

twitter Home Profile Find

Name results for: **Journalists** 0.237 seconds

Journalists search

Search for a username, first or last name

- journalists** CCJ Journalists
The Committee of Concerned Journalists
716 followers · from Washington, DC · updated 4:41 PM Sep 3rd, 2008
- journalistsWT** Journalists Who Tweet
Scouring the Twittersphere, to start following Journalists using twitter, in a bid to understand the conversations that Journalists have here
501 followers · from London, UK · updated 1:44 PM Feb 7th
- macjournalists** Mac Journalists
A collection of Mac Journalists. Message @macjournalists to suggest someone to add to the group
157 followers · updated 9:03 PM Apr 3rd
- nytjournalists** NYT Journalists
308 followers · updated 9:16 AM Mar 15th

Journalists



Geography

Press UK



twitter

Home Profile

Name results for: press UK 0.026 seconds

press UK

Search for a username, first or last name

Did you mean [press tv](#)?

- mediakupress** Media UK - press
11.0K followers · updated 17 minutes ago
- endemolukpress** Endemol UK Press
press office for leading TV production company
797 followers · from Shepherd's Bush, London · updated about 4 hours ago
- ThermoPress** Thermo Press UK
The Revolutionary Way To Recycle Plastic Bottles
295 followers · from London · updated 3:36 AM Aug 6th
- RedCrossPressUK** Red Cross Press UK
The British Red Cross Press team assists medic practitioners with info on our activities on First Aid, Emergencies, Aid Appeals etc in the UK and abroad
276 followers · updated about 2 hours ago
- ukpress** UK Press
Twittering with the UK Press community. Follow our followers and you're connecting with the community
1.5K followers · from UK · updated 1:17 AM Jul 16th



twitter

Home Profile Find

Name results for: press 0.003 seconds

press

Search for a username, first or last name

- AltPress** Alternative Press
Alternative Press Magazine: the nation's leading voice on underground, alternative, and punk music. Check us out at [altpress.com!](#)
29,389 followers · from Cleveland, Ohio · updated about 14 hours ago
- meetthepress** Meet The Press
If it's Sunday, it's Meet the Press.
17,877 followers · from Washington, D.C. · updated 7:19 PM Sep 20th
- freep** Detroit Free Press
Breaking news, photos and video from Detroit, Michigan.
11,455 followers · from Detroit · updated about 15 hours ago

press



Why Follow?

News UK

A screenshot of the Twitter search interface. The search bar contains 'news uk' and the search button is visible. Below the search bar, there are several search results for news-related accounts. Each result includes a profile picture, the account name, a brief description, the number of followers, and a 'Follow' button.

Account Name	Description	Followers	Location	Last Update
AOLNewsUK	Get the latest breaking news stories from the UK and around the world from AOL.	4,365	London	updated about 21 hours ago
ebayuk	News about eBay.co.uk	3,875	United Kingdom	updated 12:2 PM Sep 21st
msnuknews	Headlines and blog posts from the MSN UK News site also tweets from the team	2,984	London	updated 1:01 PM Sep 24th
uktheatrenews	All the latest news and cool theatre stuff...	2,121	London, England	updated 2:17 PM Sep 19th
petrolnews	The latest news on petrol news on prices and the petrol market in the UK	1,515	UK	updated 10:35 AM Sep 22nd


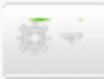

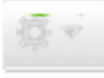



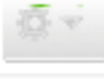











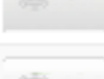








A screenshot of the Twitter search interface. The search bar contains 'news' and the search button is visible. Below the search bar, there are several search results for news-related accounts. Each result includes a profile picture, the account name, a brief description, the number of followers, and a 'Follow' button.

Account Name	Description	Followers	Location	Last Update
cnnbrk	CNN Breaking News CNN.com is among the world's leaders in online news and information delivery.	2,755,548	Everywhere	updated about 4 hours ago
BreakingNews	BNO News Live breaking news and developing stories non-stop from America and every corner of the World. Since 2007, the fastest written-based news service.	1,231,750	Global	updated about 1 hour ago
CBSNews	CBS News News alerts from CBS News.	1,186,555	New York, NY	updated about 2 hours ago
bbcbreaking	BBC Breaking News Breaking news alerts from the BBC. Supported by backstage.bbc.co.uk	197,510	London, UK	updated about 3 hours ago

News



Listening to Bird Song?

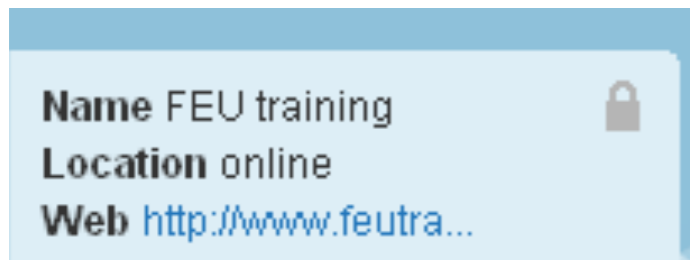
User / Name	Actions
 Documentally	
 bill Bill Thompson	
 thestage The Stage	
 bbcbreaking BBC Breaking News	
 uwiredj Digital Journalists	
 JournalistsWT Journalists WhoTweet	
 journ2journal Journalist Chat	
 Journalist_Net Journalist Network	
 ukpress U.K. Press	
 MUconf2011 Musicians Union	
 TheWritersGuild The Writers' Guild	
 bectu	
 EquityUK Equity	
 pcmcreative Caron (CJ) Lyon	



Followers to Friends



Conversation



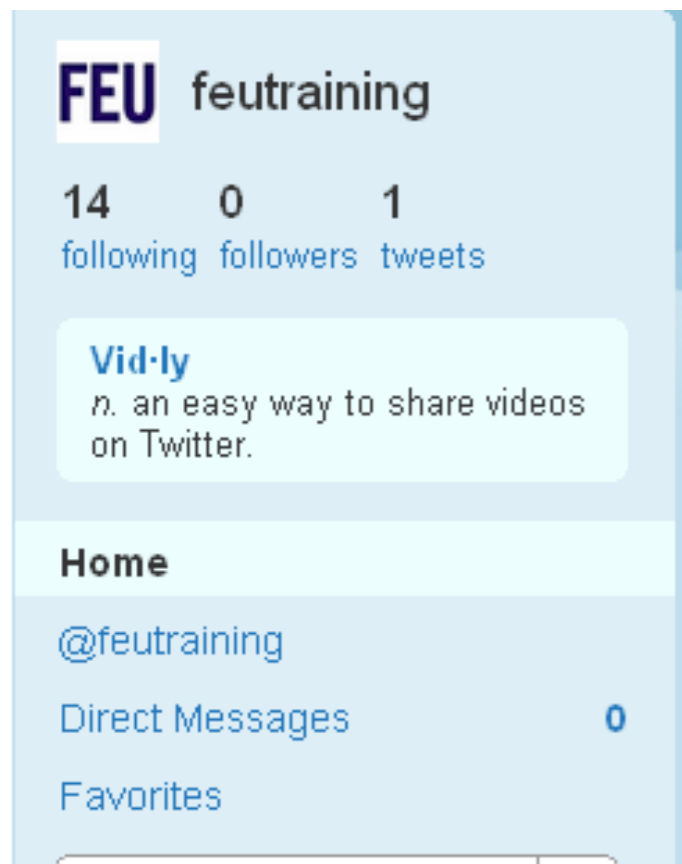
Updates written and sent when your profile is **locked** will be seen **by everyone who follows you**

Tweets sent when your profile is **unlocked** will also be **published in the global timeline**

@twittername Sends an update **seen by everyone** intended **for one person**

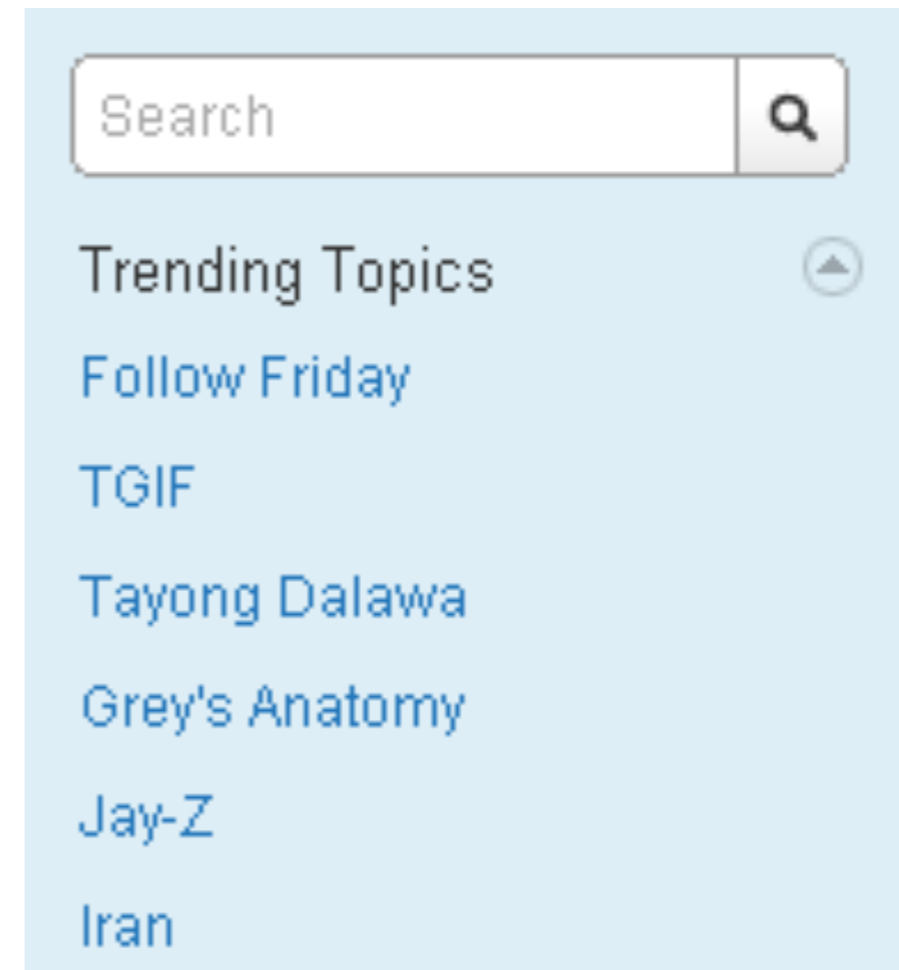
RT @twittername with the original update indicates that you are **repeating an interesting tweet** you want **your followers** to see.

This is called **Re-Tweeting**



Searching

hashtags



Advanced Twitter



- Who makes the grade?
- Tacking conversations
- Many Tweets in one stream
- Twitter . com



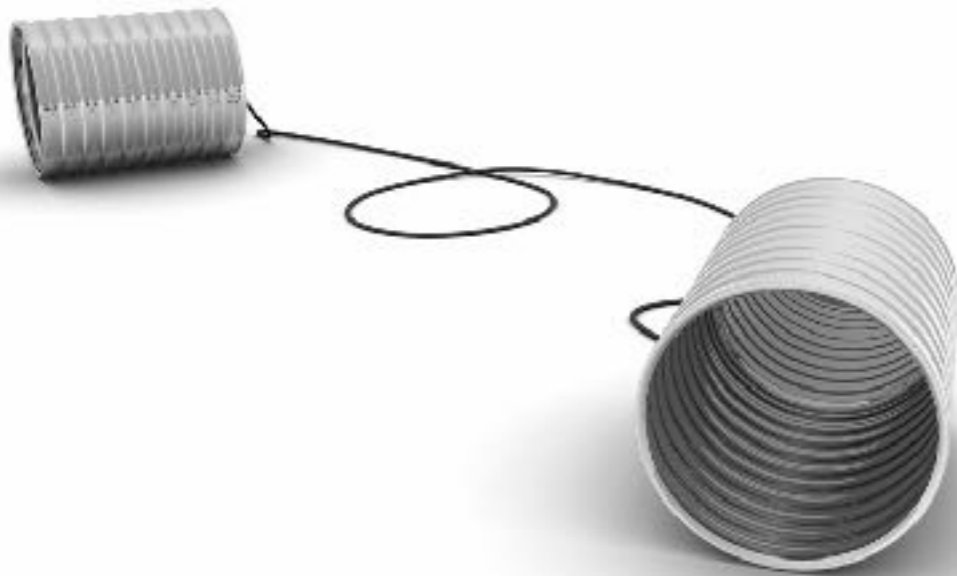
Who are you listening to?



The image shows a screenshot of a Twitter profile for 'FEU feutraining'. The profile name is 'FEU feutraining' with a blue verified badge. The bio reads: 'This FEU's training Twitter account is part of a multi-union strategy to meet freelance training needs within the UK.' The bio was updated '7 minutes ago from web'. The profile information on the right includes: Name: FEU training; Location: online; Web: <http://www.feutra...>; Bio: Federation of Entertainment Unions' training Twitter account. Freelance skills for NUJ, Writers' Guild, BECTU, Equity, MU, PFA (account custodian @pcmcreative); 14 following; 0 followers. There is one tweet and an RSS feed link for 'FEU feutraining's tweets'. The footer of the screenshot shows copyright information for 2009 Twitter and various links like About Us, Contact, Blog, Status, Goodies, API, Business, Help, Jobs, Terms, and Privacy.



Who are you talking to?



The screenshot shows a Twitter profile for 'FEU feutraining'. The profile name is 'FEU feutraining' with a blue verified badge. The bio states: 'This FEU's training Twitter account is part of a multi-union strategy to meet freelance training needs within the UK.' The profile information includes: Name: FEU training; Location: online; Web: <http://www.feutra...>; Bio: Federation of Entertainment Unions' training Twitter account. Freelance skills for NUJ, Writers' Guild, BECTU, Equity, MU, PFA (account custodian @pcmcreative). The profile shows 14 following and 0 followers. There is one tweet visible. The footer of the page includes copyright information for 2009 Twitter and various links like About Us, Contact, Blog, Status, Goodies, API, Business, Help, Jobs, Terms, and Privacy.

