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Is Twitter More Than Just Sharing What I Ate for Breakfast?

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What Is Twitter?

Allie Bernstein and Daniel Saunders, 24 July 2013

The Basics

Twitter is a popular social networking service that lets users send and read messages of up to 140 characters (“tweets”).

Basic tweet

 **Chicago-Kent Law** @ChicagoKentLaw 15h
Tune in to Politics Tonight on CLTV at 6 pm - Dean Krent will discuss the lawsuits filed to stop Chicago school closures.
Expand

Hashtag

 **Chicago-Kent Law** @ChicagoKentLaw 17h
The dangers of privatized security, gated lifestyles, and media frenzies in #Zimmerman, by Prof. Godfrey: bit.ly/12E7DyE
Expand

Tag

 **Chicago-Kent Law** @ChicagoKentLaw 15 Jul
Do you want to hear more from our Distinguished Professor Sheldon Nahmod? You're in luck - you can now follow @NahmodLaw.
Expand

Retweet

 **ronfriedmann** @ronfriedmann 15 Jul
2013 Futures Conference | College of Law Practice Management - Oct 4-5 @ChicagoKentLaw bit.ly/1am21uJ || Gr8 program; see u there
Retweeted by Chicago-Kent Law

 **Chicago-Kent Law** @ChicagoKentLaw 10 Jul
RT @NYLawJournal: #Apple Conspired to Fix E-Book Prices, Judge Rules at.law.com/hHkBcy
Expand

Reply

 **Chicago-Kent Law** @ChicagoKentLaw 30 Jun
[@LydiaNess](#) Such strength and dedication - you're going to make for an amazing law student (and already are).
[View conversation](#)

Favorite

 **brian okeefe** @brian_okeefe 13 Jul
Doug Godfrey is great " @ChicagoKentLaw: Journalists: reporting on the #Zimmerman verdict? Our profs. Coyne, Godfrey, and Kling are available
[View co](#) [Reply](#) [Retweet](#) [★ Favorited](#) [Buffer](#) [Storify](#) [More](#)

Marketing Strategies

Twitter has become one of the fastest-growing social media tools for academic discussion. More so than Facebook or LinkedIn, Twitter is where academics go to share scholarly articles, interesting posts, and the latest headlines with their colleagues, students, and the public.

What to tweet about

- 🔗 New blog posts or articles—tweet about them several times at different times of the day.
- 🔗 Articles and scholarship you have read, or any news you find interesting (with a link to the source).
- 🔗 Observations you have on your area of expertise, SCOTUS, or law in general.
- 🔗 Anything and everything else—tweet about what’s going on in your life, a class you’re teaching, the weather, a great new restaurant you tried. Have fun with it! Being able to do this now and then shows that you’re human, too.

Tips for a successful account

- Start an ongoing conversation with others. Get visible by reposting tweets and replying to others.
- Use Twitter to engage with people. It is best used as a way to contribute to a conversation. When asked what it is that makes academic Twitter accounts stand out, one professor said that it was academics who treat Twitter “like an 18th century Enlightenment tavern”, not a personal press office.
- Even if you’re not actively tweeting, following others on Twitter is a great way to connect. Before you start following all your favorite politicians and celebrities, however, keep in mind that who you follow is public information and that you might be judged by other users accordingly.

In short, think of Twitter as a public, democratic space—an intellectual commons. It offers you visibility, a place to share ideas and scholarship, and a network of colleagues and friends. In return, you offer Twitter an intelligent and authoritative voice, original scholarship, a potential source for journalists and other academics, and whatever else you feel like sharing.

Resources

- **Discover examples by visiting some of these Twitter accounts** (for each, visit [Twitter.com/\[their name listed below\]](https://twitter.com/[their name listed below])):
 - LoriAndrewsJD
 - walters_adrian
 - cfrosado
 - oyez
 - SarahKnuckey
 - Marklemley
 - Zittrain
 - FrankPasquale
 - OrinKerr
- An academic’s take on the basic do’s and don’ts of tweeting:
(<http://chronicle.com/article/10-Commandments-of-Twitter-for/131813/>)
- *The Faculty Lounge Blog: Census of Law Professor Twitter Users*
(<http://www.thefacultylounge.org/2012/07/census-of-law-professor-twitter-users-beta-version.html>)
Only law profs. A very incomplete list, but it is constantly growing.
- *Top 50 Law Professors on Twitter*
(<http://www.worldwidelearn.com/education-articles/top-50-law-professor-twitter.html>)
Additional list of law profs., dominated by those who specialize in technology issues.
- *Why Every Teacher Should Join Twitter* (<http://www.teachhub.com/why-every-teacher-should-join-twitter>)