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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 || Grij 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 pros. Coyne, Godfrey, and Kling are available
  View on  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]):
  - 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/)

  Only law profs. A very incomplete list, but it is constantly growing.

  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)