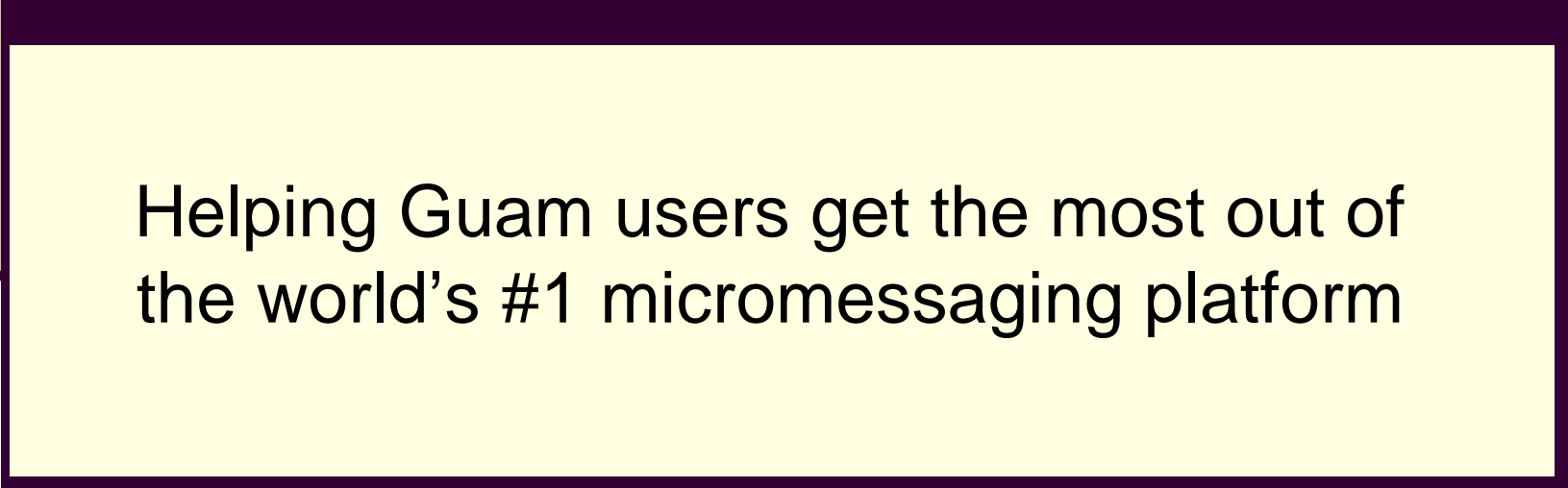




Twitter Tactics



Helping Guam users get the most out of
the world's #1 micromessaging platform

Twitter Tactics

■ Drivers

- Promote custom open source utilities
- Do something positive for the community
 - Extend SMS capabilities to Guam users
 - Help grow local Twittering userbase
 - Show power users how to get more out of the service

■ 2-session workshop

- Beginner & advanced sessions
- Each course a set rate (or get both at a discount)
 - Special pricing for organizational groups & students
- 3 hours per session
- UOG CBPA Lecture Hall
- Sometime in late-June

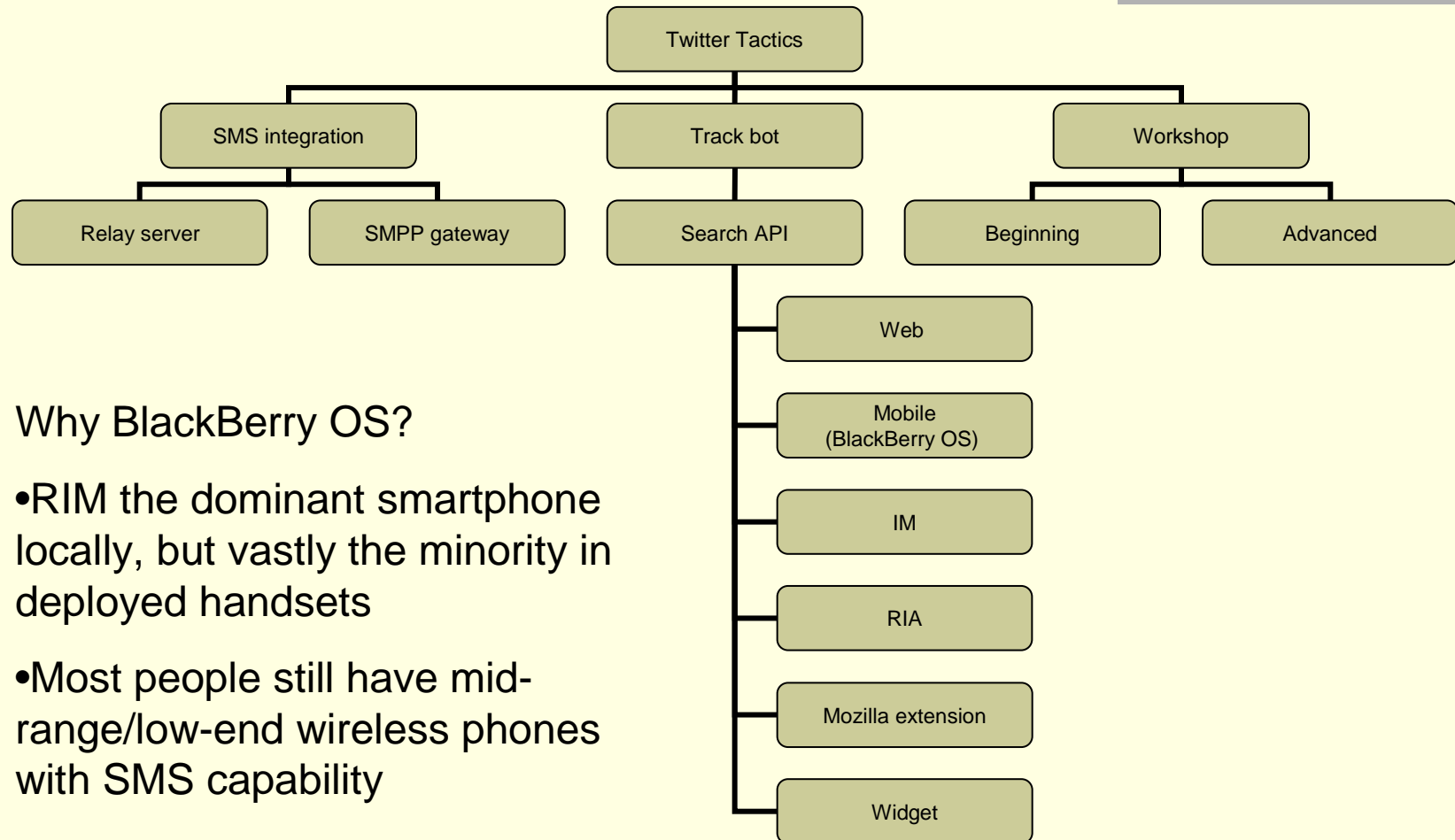
Beginning Session

- What is Twitter?
 - Welcome to the Statusphere
 - What is a social network?
 - Twitter social networking
 - The Twitter ecosystem
 - Who uses Twitter?
 - ...and who locally is on Twitter?
- Getting started
 - System requirements
 - Getting an account/logging-in
 - Personalizing the look and feel
 - Inviting others to the party
- Using Twitter
 - tweets, @replies, DMs, retweets
 - Following other users
 - Sending links & URL shortening
 - Posting images through TwitPic
 - Why only 140 characters?
 - 'Netiquette' / The Twitter Lexicon
 - More than one way to skin a cat
- This is addictive!
 - Building your social network
 - Trends, #hashtags & searching
- What's next?
 - Becoming a power user

Advanced Session

- Advanced social networking
 - What kind of Twitterer are you?
 - Organizing your friends & followers
- Support services
 - Statistics
 - Management & marketing tools
 - Pull vs. Push - The Real-Time Web
- Following topics
 - Using track
 - Using bots
- Federated microblogging
 - Twitter...and beyond!
 - Repurposing your RSS feed
- Beyond the Web: Twitter clients
 - Choosing a client
 - Twhirl vs. TweetDeck vs. TwitterBerry vs. tweet.IM
- The Programmable Twitter
 - Firehose stream / Search API
 - Building a custom Twitter client

The Plan



Why BlackBerry OS?

- RIM the dominant smartphone locally, but vastly the minority in deployed handsets
- Most people still have mid-range/low-end wireless phones with SMS capability

SMS integration

- Custom gateway to facilitate local Twittering via SMS
- Local carrier code
 - Inherently supports federated SMS
 - All local carriers text same #
 - Cheapest solution for users
 - Only pay local texting rate, if applicable
 - Pre-paid & metered plans
- One-way communications...for now
 - Only supports posting tweets, not receiving
 - Downstream traffic to follow later

Feedback is certainly appreciated!

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