State of Nevada
Department of Business & Industry
Real Estate Division

Common-Interest Communities and
Condominium Hotels Program

Social Media Twitter

Disclaimer

This is a general education class. It is not intended as a legal opinion or to provide legal advice or promotion of product. If you feel that the associations governing documents or NRS 116 statutes have been violated you can file a claim at the NV Real Estate Division

Learning Objectives

▸ Basics of Communication

▸ Choice of Media

➢ Social Networks–socialize on Internet

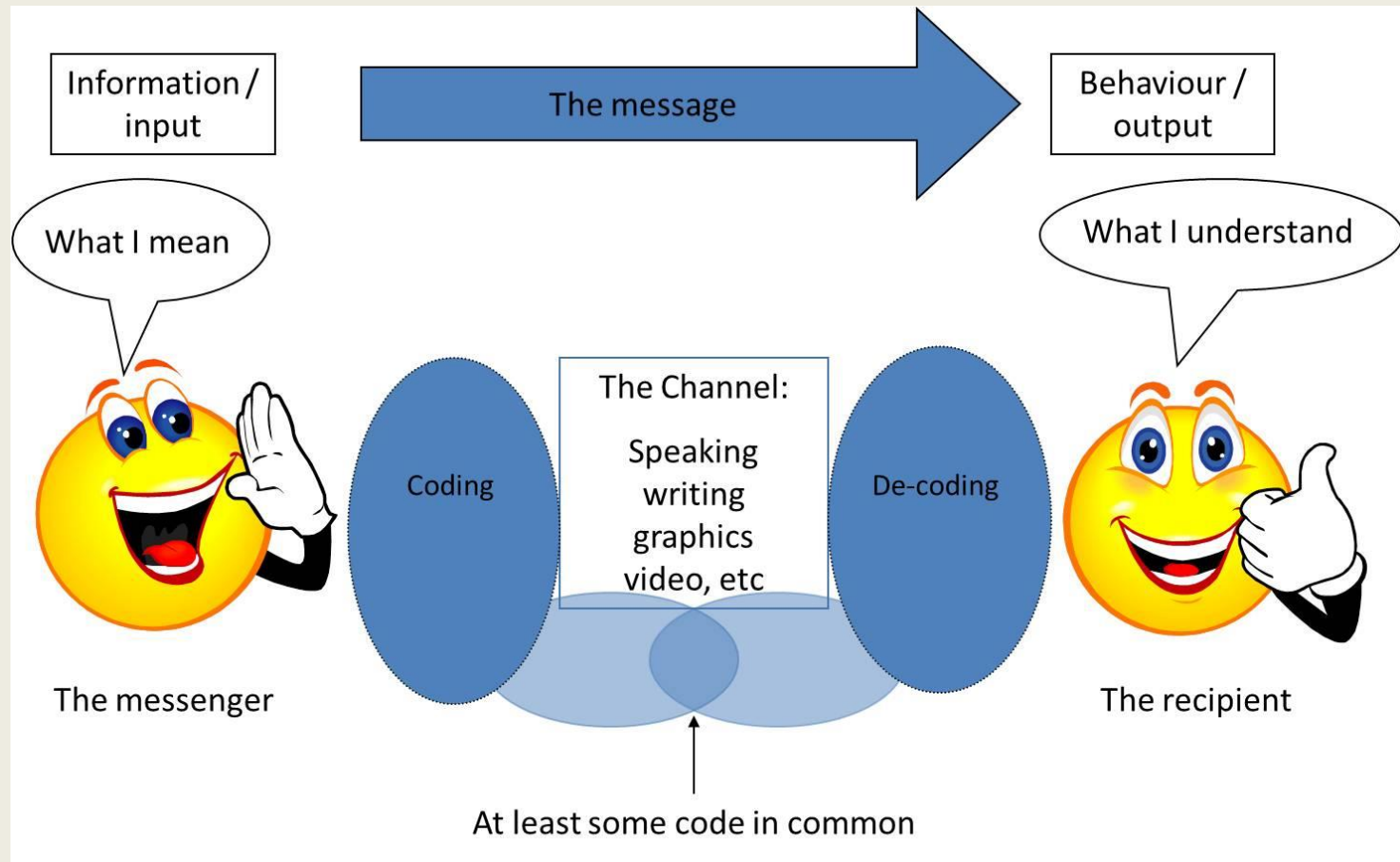▸ Social Media Communications: outreaching to the community

▸ Basics of Twitter

Communication

- : the act or process of using words, sounds, signs, or behaviors to express or exchange information or to express your ideas, thoughts, feelings, etc., to someone else
- : a message that is given to someone : a letter, telephone call, etc.
- communications : the ways of sending information to people by using technology

Communication Retrieved December 24 , 2014 , from http://www. webster.com

Flow of communication

Information / input

The message

Behaviour / output

What I mean

What I understand

The Channel:
Speaking
writing
graphics
video, etc

Coding

De-coding

The messenger

The recipient

At least some code in common

Ways to communicate

▸ Face to Face:
1. Skype
2. Teleconferencing
3. Live Face to Face

▸ "Non" Face to Face:
1. Phone
2. Email
3. Text
4. Letter
5. "Others"

▸ Networks –websites, Facebook, Twitter, Myspace, Utube, LinkedIn, Ning, online video

Face To Face Communications

Advantages:

▸ Body Language –human communication consists of 93% body language and paralinguistic cues, while only 7% consists of words. You gain a better understanding of feelings
▸ Attention 100% and your message is guaranteed to be heard
▸ Ability to reduce any misunderstandings
▸ Ability to ask questions when facial expressions reflects misunderstanding

Disadvantages:

▸ Prejudging before message communicated
▸ Misreading of body language
▸ Not Possible– unable to get everyone together
▸ Budget limits, time constraints, locations

"Non" Face to Face Communication

Advantages:

- Fast
- Leisurely reviewing/listening to message
- Vast-global outreach
- Multiple mediums (phone, email)
- Body Language does not give away attitude
- Ability to prepare additional

Disadvantages:

- Unable to view body language
- No visual message of misunderstanding of message
- Message taken in wrong context
- Lack of attention
- Delay/Unable to get response

Email

Advantages:

▸ Email is a fast, cheap and reliable means of sending and receiving basic information and documents.
▸ Many email programs offer a calendar function so events can be synched with a diary.
▸ Receiver can read at their leisure
▸ Reach a large audience
▸ Paper trail

Disadvantages:

▸ It can be time-consuming, requires an amount of time to read and reply to email
▸ A phone call or an instant message may be a faster way to communicate.
▸ It can be impersonal, and the nuances of tone can be lost. Tone can be particularly important when dealing with sensitive communications, or subjects.
▸ Delay in receiving if incorrect address
▸ Failure to review- failure to look at daily emails
▸ Go to junk mail- lost

Texting

Advantages:

- Fast
- Wide audience
- Cheap
- Stored message
- Discretion
- Reduces unneeded talk time

Disadvantages:

- Misunderstood (spelling)
- Information too long to send as text
- Against the law
- Limited storage
- Disadvantage to people (elderly, disabled)

Advantages and Disadvantages of Text Retrieved 12/24/2014 , http://www.nairaland.com/1176851/advantages-disadvantages-text-messaging

Letters & Others

Letters Advantages

▸ Longer communications (detailed)
▸ Hard copy
▸ Visual aids
▸ Personal-Meaningful

Letter Disadvantage

▸ Rarely done
▸ Delay in receiving-(snail mail)
▸ One way communication

Others (word of mouth) Advantages

▸ Quick
▸ Information may not have normally received

Others (word of mouth) Disadvantages

▸ Misheard information
▸ Interpretation of "other"
▸ Incorrect information

Choosing the Medium

The correct choice and use of communication media can create the shared identity

Maximize the benefits of modern communications methods, while avoiding potential pitfalls?

Social Media

Forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)

‣ Social Media, Retrieved 12/24/2014, http://www.merriam-webster.com/dictionary/social%20media

Twitter

(http://twitter.com)

What is Twitter?

A powerful mobile social network that enables you to keep up with the people, businesses, and organizations your interested in- whether you know them or not

Lets you share what you're doing with the world

You can access from computer or cell phone

▸   Fitton, Laura, Gruen Michael E., Poston, Leslie, *Twitter for Dummies,* Wiley Publishing, Inc., Hoboken, NJ (2009) Chapter 1

Who's Who of Twitter

- Zappos
- Comcast
- Dell
- Luxor Hotel Casino
- Mandalay Bay Resort
- H&R Block
- QuickBooks
- Celebrities(Oprah, Ashton Kutcher, Tina Fey)
- Singers, Athletes(Miley Cyrus, Shaquille O'Neal)
- Politicians(Republican & Democratic Congressional Committee, U.S. President Barack Obama, The White House)

Just the Facts

March 2006, Twitter started as a side project at a San Francisco podcasting company

284 million monthly active users

500 million Tweets are sent per day

80% of Twitter active users are on mobile

Twitter supports 35+ languages

About twitter, retrieved 12/24/2014 , https://about.twitter.com/company

Twitters Mission Statement

Our mission: To give everyone the power to create and share ideas and information instantly, without barriers

About twitter, retrieved 12/24/2014, https://about.twitter.com/company

Hashtag?

A hashtag is a term, prefixed by the # symbol, that helps people categorize messages in Twitter.

O'Reilly, Tim and Milstein, Sarah, *The Twitter Book* , O'Reilly Media, Inc. Sebastopol, CA (2009)p.3

Why Twitter ?

Status updates on people-No response required
Sharing news and commentary
Breaking news
Shared common experiences
Grasp on what people are focusing on
Business channel for companies to monitor customers
Mass appeal
Send and receive from desktop and phone (code 40404)

How to get started on Twitter

- Log on–sign up
- Create a username (fewest characters as possible)
  (total 140 characters allowed in posts,(reposts use characters))

- Create Profile -160 characters to tell your life
- Fill out bio,location,privacy,picture
- SAVE
- Send messages using 140-character limit
(includes spaces)* 160 is phone limit for text messages, reserve 20 for characters for usernames

About twitter, reviewed 12/26/2014, https://about.twitter.com/company

6/18/2015

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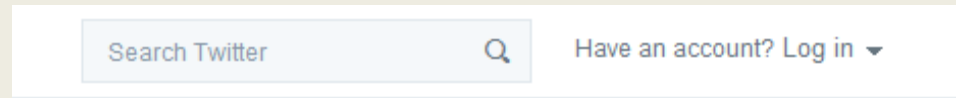
Understanding Twitter

▸ Messages on Twitter are Public
*(unless protected account)
▸ Anyone can see them
▸ Ability to search topics, ideas of interest
(name, twitter account, company, brand, product, competitors)

Following

▸ "Following"–opt in model
▸ Choose who you want to "follow"
▸ People can "follow" you
▸ Amount of interest

Twitter : Finding other people

Top of account page:
Find People
Find on other networks

(checks your address book against all existing Twitter accounts)(people sign on using email account but may use a variation on name)

▸ Suggested Users Tab

▸ Click *Find People*, then head to Suggested Users Tab

▸ *List of people Twitter finds interesting

▸ *List of companies Twitter finds interesting

*When you follow somebody on Twitter, he/she gets an email notification

RoboForm (@roboform) is now following you on Twitter!

"Tweet"

Term created by users

Refers to a single Twitter post

*Twitter itself didn't incorporate the term "tweet" into its site until three years after the service started

Total 160 characters including user name

@Yourusername message

▸ A message that starts with @Yourusername is a public message to you

Can be....
Friendly hello, acknowledgement
Question or comment

Respond@TheirUsername

O'Reilly, Tim and Milstein, Sarah, *The Twitter Book* , O'Reilly Media, Inc. Sebastopol, CA (2009)p.105

Finding messages

- Twitter website–right hand side of screen

  ❖ click the @YouruserName tab
  ❖ Mouse over a message, a swoosh appears on the right; click that to respond

- Third party program

*if you receive @message from someone you don't know, promoting something, its probably spam

O'Reilly, Tim and Milstein, Sarah, *The Twitter Book* , O'Reilly Media, Inc. Sebastopol, CA (2009)p.105

"retweet"

- Retweeting is simply the act of reposting
- Somebody's cool insightful or helpful tweet and giving credit
- Also known as "RT's"
- Way for important messages to travel around Twitter site
- Example:RT@toddlucier:Short how-to on art.http://bit.ly

- O'Reilly, Tim and Milstein, Sarah, *The Twitter Book* , O'Reilly Media, Inc. Sebastopol, CA (2009)p.47

Fail Whale

- Failed Whale logo for downtime

- As a consequence of success

- Twitter Is Over capacity

- Service conks out

Whale was designed by Yiying Lu, posted it on iStockPhoto, Twitter co-founder Biz Stone came across it

O'Reilly, Tim and Milstein, Sarah, *The Twitter Book* , O'Reilly Media, Inc. Sebastopol, CA (2009)p.53

#hashtags

"All messages about the same event"

Related messages, short term and prefix with the # symbol
(programmer-speak, # is a hash mark, and the term is a tag; thus hashtag

Hashtag Purposes

1. Denoting events (#funrun15)
2. Signifies messages from a group (#cic)
3. Ways to cross-post messages #fb

See messages categorized with a hashtag (http://search.twitter.com) and search term

Keeping Track on Twitter

Number of messages "tweeted"

TWEETS	FOLLOWING	FOLLOWERS	FAVORITES	LISTS
1,869	102	34.1M	21	10

How many your following
How many are following you
Favorites list
List

Third party assistance when using Twitter

- TweetBeep–(http://tweetbeep.com) sends email message with an hourly or daily digest of tweets

- MicroPlaza–(http://microplaza.com) reveals what people are paying attention to across Twitter

- Twellow–(http://twellow.com) find smart interesting people to follow

- Twhirl–(http://twhirl.org) On desktop and delivers a stream of tweets without having to refresh to see new

- TweetDeck–(http://tweetdeck.com) helpful receiving and sending features, lets you group incoming messages(200 followers ,want inner circle of 75 can group together)

- Twitterific(http://iconfactory.com/software/twitterific/) send and receive messages from anywhere with your mobile phone

O'Reilly, Tim and Milstein, Sarah. *The Twitter Book* , O'Reilly Media, Inc. Sebastopol, CA (2009)p.81,85,91,93)

Help is available

- Twitter help page(http://help.twitter.com)

- Encounter spammer, you can send a message to @spam

- Forums –where people discuss Twitter issues: http://getsatisfaction.com/twitter

How HOA's can use Twitter

Status updates for community

Meeting announcements

News of Community events

Positive Forum

Community member has option to join

Community safety alerts

How-tos (governing documents)

Search local events

How HOA's can benefit from Twitter

- Real Time announcements
- Raise awareness-tweet events
- Ability to see interest level of site
- Reminder system
- Tweets can reach audience by phones
- Create sense of community
- Search for ideas, conversations, trending topics
- Reach(out of state owners)(potential new owners)
- Email of all following (*may need the CAM to setup the account due to confidentiality)

How HOA's can benefit from Twitter

▸ **Answer HOA questions**

▸ Follow other tweeters of interest to community

▸ Share experiences with community

▸ Larger audience (retweets)

▸ Members move away they can "unfollow" no additional work for unit member or directors

▸ Search engine –topics of discussion

▸ Get spammy or obnoxious people will unfollow

Twitter helps with spammers, you can block spammers (block link)

*(third party applications to let you know when being unfollowed)

HOA's Decisions

- Keeping tweets private-authorized users
(Twitter search will be unable to pick up tweets)

- Introducing HOA-decide what information to list in twitter profile ..HOA highlights, Photo of association

- Link back to your main website

- Make it personal-attracting users…what would you want to read in tweets?
- Know your audience-demographics of unit owners
(can click on followers profiles to get general idea of who's following you)

Public relations

- Exercise caution-whole internet can see what you say
- Be genuine-no empty banter
- Balance-space out tweets
- Inspire-witty statements, make tweets that others want to pass along
- Helpful-offer solutions, ideas, experiences
- Listen to feedback-questions asked ..tweet an answer
- Offer value-add insightful worthwhile thoughts to stream

Office of Ombudsman is on Twitter!

Nevada Ombudsman
@REDCICNV

TWEETS
0

FOLLOWING
1

Summary

Communications : the ways of sending information to people by using technology

Goal- Increase Community Awareness

Social Media-Avenue to travel-global outreach, social networking creating online communities to share information, ideas, personal messages, and other content (as videos)

▸ Tweeter-mobile social network that enables you to keep up with the people, businesses, and organizations your interested in-whether you know them or not, and a way to create interest and share information to the world about your community

Resources

- O'Reilly, Tim and Milstein, Sarah, *The Twitter Book* , O'Reilly Media, Inc. Sebastopol, CA (2009)

- Fitton, Laura, Gruen Michael E., Poston, Leslie, *Twitter for Dummies,* Wiley Publishing, Inc, Hoboken, NJ (2009)

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