MY TWITTER STORY

Participate

The Inauguration of Kathleen McCartney
October 19, 2013

Watch
The inauguration live at
www.smith.edu/live

Send
a special photo greeting
to http://smithpresident.tumblr.com
and upload your photos

Tweet
about the inauguration
of your own celebration
@smithpresident
@smithcollege

Facebook
for updates and photos of the event
www.facebook.com/smithcollege
www.facebook.com/smithcollegestream
MY TWITTER STORY

SmithClubLA @SmithClubLA · Sep 18
TFTF @wzzy @hanaheatl @sabinelehmann @sarahcrossmills

SmithClubLA @SmithClubLA · Sep 18
Welcome to Smith @prespmtney!

SmithClubLA @SmithClubLA · Sep 18
SCCLA is now tweeting!
TOPICS OF DISCUSSION

• What is Twitter?
• Smith’s Twitter Presence
• Twitter How-To
• Twitter – You – Smith
WHAT IS TWITTER?
Twitter is the place to get breaking news, connect with others, and express yourself. – Twitter

Twitter is an online social networking and micro-blogging service that enables users to send and read short 140-character text messages, called “tweets”. – Wikipedia

A social media service through which brief messages can be relayed to thousands at once. – Random House
SMITH’S
TWITTER PRESENCE
Smith’s Home page - http://www.smith.edu

In their application essays, students who will be entering Smith this fall share stories about the best gift they’ve ever given or received. Their choices offer a window into the creative spirit of the class.

A novelist tells her Palm Springs family that she plans to publish a tell-all memoir as New Century Theatre closes its season with playwright Jon Robin Baitz’s “Funny, Fierce” Other Desert Cities.

Now in its fourth summer in its on-campus location, Smith’s student-run community garden offers new raised beds, plantings, a picnic table—and lessons in sustainability for the community.

Now in Insight: Imagination fuels art, science and culture, says Smith professor Andrea Hairston ’74. “The whole idea of imagination is that you have to speculate. You have to say ‘What if?’”
About Smith -
http://www.smith.edu/about-smith/news-multimedia/social-networks

School for Social Work Celebrates 96th Graduating Class
Commencement ceremonies for the School for Social Work on August 15 will be a mix of tradition and new beginnings. The school’s new dean, Marianne Yoshioka, will be present to hand out 138 degrees to members of the SSW’s 96th graduating class.

Paige Christie ’15 Aims to Become the Sixth Smithie to Swim the English Channel
Paige Christie ’15 says she’s been thinking about swimming the English Channel since she first visited Smith. In August, Christie hopes to become the sixth Smithie to complete the approximately 21-mile swim in waters known for ‘chop,’ large transport ships, debris and stinging jellyfish.

Vintage Vanguard: Alumna Has Thriving Small Business in High-Fashion Hollywood
Inspired by vintage clothing, Sharenne Mitchell ’80 runs a million-dollar business in the high fashion world of Hollywood. Mitchell, an actress turned designer who has reinvented herself along with her clothing line, dresses celebrities and even has her own reality show.

Community Garden Offers Students Lessons in Sustainability
As it marks a fourth summer in its on-campus location, supporters say Smith’s community garden is “maturing.” With new raised beds, plantings, a picnic table and plans for more community outreach, the student-run garden hosts workdays on Friday afternoons in the summer for all members of the Smith community.
Office of the President - http://www.smith.edu/president

Smith College educates women for the world.

This means that Smith graduates are primed and ready for leadership. They have the confidence and skills to step forward with the ideas and solutions that make communities stronger and the world better. This has been true for more than 135 years, making Smith the destination college for smart, thoughtful, ambitious women seeking a transformative education.

We meet the high expectations of today’s students in profound ways, providing a truly global educational experience in which students are encouraged to study in and work with cultures different from their own. Our faculty members don’t simply stand at the front of a classroom and lecture. They are active learning partners, offering opportunities for students to contribute meaningfully to research projects off campus and in the field. Our alumni—a vast global network of fiercely intelligent women—serve as mentors, exemplifying the ways women can make a difference. The results have been impressive. Smith is a national leader in its number of Fulbright fellowships. Among liberal arts institutions, Smith is one of the top recipients of National Science Foundation funding. Our alumnae have broken barriers and changed the landscape for women everywhere.

For more Smith, visit the education we provide the students that enable the experience.
Office of the President/Social Media - http://www.smith.edu/president/social-media
INSPIRE.

EXCITE.

ENGAGE.

TWITTER HOW-TO
GETTING STARTED

Go to Twitter.com or download the Twitter app on your phone

Join Twitter today.

Full name

Email address

Create a password

Choose your username

Keep me signed-in on this computer.

Tailor Twitter based on my recent website visits. Learn more.

By clicking the button, you agree to the terms below:

These Terms of Service ("Terms") govern your access to and use of the services, including our various websites, SMS, APIs, email notifications.

Create my account

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.
CHOOSING A USERNAME
A username or “handle” is your Twitter ID and it begins with an @

**SMITH** - @smithcollege, @presmccartney, @SmithCEEDS, @SmithAdmission, @SmithPioneers, @SmithSGA, @SmithWFI, @smithcollegelax, @smithsquash

**CLUBS:** @PhillySmithClub, @SmithClubGB, @SmithClubNYC, @SmithClubLA, @DCSmithClub, @SmithChicago, @BostonSmithClub, @smithalumnae

**CLASSES:** @Smithies2004, @smithcollege92, @smith90, @97smith, @smithcollege86, @smithcollege88, @smithcollege92, @smithcollege93, @smithies2017
CREATING A PROFILE

Header

Photo

Name and Handle

Bio

Location and Website

INSPIRE. EXCITE. ENGAGE.
GETTING READY TO TWEET

• A Tweet is an expression of a moment or idea. It can contain text, photos, and videos.
• Introduce yourself
• Find people to follow
• Use your other networks to tell people you’re on Twitter

Follow:
@smithcollege
@presmccartney
@smithadmission
@smithclubla, etc.

Source: Twitter and Constant Contact
TWITTER ICONS AND LINGO

• @ - username identifies a person, company or organization that you mention in a tweet; @smithcollege, @presmmcartney

• # - Hashtags assign a topic to a Tweet. So, for example, Tweets that contain #smithieslead and #smithchat are just about that. You can click or search on a hashtag to see other tweets related to that topic

• - Write a Tweet, post a photo, or share a video.
Having a great time and learning so much at Smith College’s Volunteer Leadership Conference. Love the speakers! Great to re-connect with classmates, AACs, fund agents and other alums. -43
A SNAZZY TWEET

It's a great time, learning much @SmithCollege's #SmithVLC2014. Luv the speakers! Reconnecting w classmates, AACs, fund agents and other @smithalumnae.
AN EVEN SNAZZIER TWEET

@smithcollege #smithvic2014 Wow! A+ speakers. Luv @presmccartney. Reconnecting w @smithalumnae feelin #smithproud.
INSPIRE. TWITTER – SMITH - YOU

EXCITE. ENGAGE.
TWITTER—YOU—SMITH

• Celebrate your Smith pride with admissions, class and college news
• Build advocacy, awareness and enthusiasm
• Share your voice - it adds credibility and authenticity to the Smith story
• Make an emotional connection with words, images, links, videos
• Engage and foster connections between alumnae and the college
• Arm alumnae with information: *The more they know, the more they know*
• Evoke memories about traditions, shared experiences
• Represent Smith in the best light
REMEMBER THIS SLIDE?

President McCartney's Ice Bucket Challenge

SmithCollege

384 views

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About
Share
Add to
IT ALL BEGAN AS A TWEET!
QUESTIONS?
THANK YOU!

Follow me on Twitter @citydana @smithclubla #smithvlc2014

Also follow @smithcollege @presmccartney