



A Guide for Using Twitter at CLEBC Programs

1. What is Twitter?

Twitter is a simple yet powerful tool for a community (including you!) to openly discuss and share ideas online by broadcasting short messages called “tweets”. One of the great things about Twitter is that comments arrive in real-time; think of it as a mixture of chatting and blogging.

In short, Twitter is an easy, real-time way to circulate information or contribute to a discussion in an easily digestible format.

2. How does Twitter work?

Users broadcast brief messages (up to 140 characters long) to the online Twitter community. Other Twitter users can respond to any tweets (either publicly or via a private direct message). This opens a peer-to-peer avenue for communication that can be used to discuss an issue, have a question answered, or share information.

But Twitter has millions of users, so how do you choose who can see which tweets? This is done in a couple of ways:

- **Followers:** A Twitter user chooses who to follow. Once you have found and added a specific user to follow, you will be able to see all of their tweets on your Twitter homepage. Some examples of people you might choose to follow are knowledgeable experts, reviewers, friends, and especially us @CLEBC!
- **Hashtags:** Twitter has a built-in way to define communities of users who want to follow tweets about a certain topic or event. It is called a “hashtag”. A Hashtag is a very short descriptor preceded by a number sign (e.g. #clebcins for our Insurance Law course). Think of hashtags as postal codes for specific Twitter communities.

Once a group, event or other community is assigned a hashtag, Twitter users can either follow that hashtag (i.e. find all tweets sent to that community) or send messages only to those who are following it by placing a hashtag in the tweet. In the CLEBC context, a hashtag could be created for something as specific as all registrants of a given course or as broad as for all Family Law lawyers in BC.

When everyone includes the assigned hashtag in a tweet about a certain topic, it becomes easier to find that topic in search. Use search.twitter.com or tweetchat.com to search for the hashtag and follow along in the discussion.

3. How do I get started with Twitter?

Visit: www.twitter.com to sign up for a free account.

All you need is to choose a username, password, and provide an email address.

4. Why is CLEBC piloting Twitter use at its programs?

We believe Twitter will enhance the educational experience of our programs. We hope you will participate by sharing your expertise and knowledge with our presenters and fellow registrants. Ideally, Twitter assists the audience and faculty to continually engage in the learning process.

5. Is it necessary for registrants/faculty to use Twitter at CLEBC programs?

The use of Twitter at CLEBC programs is completely optional, but we encourage your participation and feedback.

6. How do I tweet at a specific CLEBC course?

Each CLEBC course will have assigned its own **hashtag** (e.g. **#clebcins**). In order for others to see your course-related comments, you will need to include this hashtag somewhere in your tweets, e.g.:

Found a great article at www.lawnews.org/wills that complements what Justice Jones is currently discussing. Interesting stuff! #clebcwills

7. How can I use Twitter effectively at CLEBC programs?

There are several ways to use Twitter to engage in the discussion at CLEBC programs. Here are some suggestions:

- **Tweet a question to your peers:**
(from Bill) Did I just hear Mr. Justice Jones say there was new legislation coming? #clebcins
- **Respond to others' tweets (use "@[name]" to indicate to whom you are replying):**
@Bill Yes – it should be implemented in July of next year. They are in the consultation phase now if you are interested. #clebcins
- **Share insights:**
We use Amicus for billing, and it doesn't seem to have the problem that the presenter is talking about. You might want to try it. #clebcins
- **Suggest resources:**
If you're looking for more info on these kinds of soft-tissue injuries, check out this blog: www.joeblowlawyer.blogspot.com #clebcins
- **Seek clarification:**
Did anyone catch that citation for Smith v. Jones? #clebcins

Try avoiding tweets with little substance or value, e.g.: *First time posting a Tweet! Is anyone out there?*

Remember: your tweets are public and may be visible in search results, so don't post anything you may regret later.