

Inaugural NDSU Ag & Ext Twitter Cohort

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Everyone seems to be talking about “getting into social media” these days? But why? And who has time anyway? And time to do it is one thing, but time to learn it?

This course will introduce you to Twitter as a means of keeping people informed and maintaining relationships. It will also be demonstrated as a personal learning network to keep you informed of the latest developments in your areas of interest. Once you have a basic network of people and an understanding of how Twitter works, you will begin to use it as a tool for gathering and sharing information more efficiently.

Week One

Tuesday, April 26

2 - 3 p.m. (CDT)

Getting Started Webinar

<http://www.ndivnlc.wimba.com/>, **Room ID: NDSU_Ag, Room: NDSU Ag Web Tech**

This Wimba session will get you started using Twitter and the other tools we will be using in the cohort.

- Create a Twitter account
- Sign up for Seesmic
- Set up “home,” “mentions” and “sent” columns for your Twitter account and a column for the cohort hashtag, #ndcohort
- Send a tweet including the #ndcohort hashtag
- Anatomy of a tweet
- Follow everyone in the course

3 - 4 p.m. (CDT)

Q & A Session

<http://www.ndivnlc.wimba.com/>, **Room ID: NDSU_Ag, Room: NDSU Ag Web Tech**

During Q & A, Julie and Bob will be available to answer any Twitter questions and help you get a jump start on the week’s tasks.

April 26 - May 2: Building Your Learning Network

Tasks for this week

- Watch “Building Your Learning Network in Twitter”
- Using the strategies outlined in “Building Your Learning Network in Twitter,” search out and follow at least 20 Twitter accounts that will contribute to your learning network.

On-going Activity

- Participate in the class conversations started by tweets from @ndbob or @JulieKuehINDSU. Responses will include the #ndcohort hashtag.

Prepare for next webinar

- Prepare to share the 3 Twitter accounts from your learning network you found most interesting and explain how you discovered them.
- Watch “Promoting Web Content in Twitter”

Week Two

Tuesday, May 3

2 - 3 p.m. (CDT)

Reflection and Sharing Webinar

<http://www.ndivnlc.wimba.com/>, *Room ID: NDSU_Ag, Room: NDSU Ag Web Tech*

We'll start by asking you to share the 3 Twitter accounts from your learning network you found most interesting and explain how you discovered them. Then we'll talk about how to compose a tweet promoting other content.

3 - 4 p.m. (CDT)

Q & A Session

<http://www.ndivnlc.wimba.com/>, *Room ID: NDSU_Ag, Room: NDSU Ag Web Tech*

During Q & A, Julie and Bob will be available to answer any Twitter questions and help you get a jump start on the week's tasks.

May 3 - May 9: Promoting With Twitter

Tasks for this week

- Using the strategies outlined in “Promoting Web Content in Twitter,” find at least 3 valuable web resources, shorten the URLs using bit.ly and post a tweet promoting the resource.

On-going Activity

- Participate in the class conversations started by tweets from @ndbob or @JulieKuehINDSU. Responses will include the #ndcohort hashtag.

Prepare for next webinar

- Prepare to share the 3 web resources you tweeted about in Assignment 2 and talk about how you might use Twitter to promote existing web content.
- Review “Curating With Twitter” materials

Week Three

Tuesday, May 10

2 - 3 p.m. (CDT)

Reflection and Sharing Webinar

<http://www.ndivnlc.wimba.com/>, *Room ID: NDSU_Ag, Room: NDSU Ag Web Tech*

We'll start by asking you to share the 3 web resources you tweeted about and talk about how

you might fulfill the “curator” role using Twitter. Then we’ll explain how to retweet, quote tweets, reply to tweets and who is able to see those.

3 - 4 p.m. (CDT)

Q & A Session

<http://www.ndivnlc.wimba.com/>, *Room ID: NDSU_Ag, Room: NDSU Ag Web Tech*

During Q & A, Julie and Bob will be available to answer any Twitter questions and help you get a jump start on the week’s tasks.

May 10 - May 16: Curating With Twitter

Tasks for this week

- Re-share at least 5 tweets you find valuable using all 3 re-share methods (retweet, quote and reply) at least once.

On-going Activity

- Participate in the class conversations started by tweets from @ndbob or @JulieKuehNDSU. Responses will include the #ndcohort hashtag.

Prepare for next webinar

- Prepare to talk about the advantages and disadvantages of each of the re-share methods you used.
- Review the “Building Community With Twitter” materials

Week Four

Tuesday, May 17

2 - 3 p.m. (CDT)

Reflection and Sharing Webinar

<http://www.ndivnlc.wimba.com/>, *Room ID: NDSU_Ag, Room: NDSU Ag Web Tech*

We’ll start by asking you to talk about the advantages and disadvantages of each of the re-share methods you used. Then we’ll explain how to participate in a live Twitter chat and how to compose a Follow Friday tweet.

3 - 4 p.m. (CDT)

Q & A Session

<http://www.ndivnlc.wimba.com/>, *Room ID: NDSU_Ag, Room: NDSU Ag Web Tech*

During Q & A, Julie and Bob will be available to answer any Twitter questions and help you get a jump start on the week’s tasks.

May 17 - May 23: Building Community Using Twitter

Suggested Activities

- Participate in at least one live Twitter chat.
- Post Follow Friday tweets promoting Twitter accounts that you recommend others follow. Be sure to include the hashtags #FF and #ndcohort

On-going Activity

- Participate in the class conversations started by tweets from @ndbob or

@JulieKuehNDSU. Responses will include the #ndcohort hashtag.

Prepare for next webinar

- Prepare to talk about your overall experience in the cohort and how you plan to use Twitter in the future.

Last But Not Least

Tuesday, May 24

2 - 3 p.m. (CDT)

Reflection and Sharing Webinar

<http://www.ndivnlc.wimba.com/>, Room ID: NDSU_Ag, Room: NDSU Ag Web Tech

You will be called on to talk about your overall experience in the cohort and how you plan to use Twitter in the future. We'll preview some advanced topics such as using other clients and mobile devices for Twitter.