



### PPAI Social Media Quiz

1. Twitter is the fastest growing social media site with growth of over \_\_\_\_\_% this year!
2. What are three key words in your industry that you might search for while using Twitter?
3. What interesting things can you learn from your followers that will help you be better at your job?
4. True or False: A tweet is a private message to someone who is following you. This appears in their INBOX.
5. What is a hashtag?
6. What does T.W.E.E.T. stand for?
7. What website allows you to do an advanced search on twitter?



theKbuzz

71-19 80<sup>th</sup> Street Suite 8-214, Glendale, NY 11385—718-416-2899—[www.thekbuzz.com](http://www.thekbuzz.com)



8. How many users are currently on Twitter?
9. Define microblogging.
10. Explain how to “@reply” someone.
11. What is the maximum number of characters for a tweet?
  - a. 80
  - b. 140
  - c. 200
  - d. There is no maximum number of characters
12. List four things you can share with your followers through a tweet:
  - a.
  - b.
  - c.
  - d.





## Instructions for setting up a Twitter Account

1. Go to <http://twitter.com> and click sign up now!
2. Fill out your account information (HINT: when picking a username try to keep it short! This way when twitter users “@ reply” or ReTweet you, they are able to type more characters!)
3. Start following the users Twitter.com suggests.
4. Click settings on the home screen and start filling out your profile! Type in your company’s blog or website, location, and company or personal biography!
5. It is recommended not to protect your tweets. Users are more likely to follow you since your tweets can be seen in the public timeline.
6. Upload your company logo or picture of yourself. Your Twitter profile picture helps instantly identify you to those following you, and tells those who aren't more about you.
7. Select a theme background or create a custom background. (Website is listed in important tips!)
8. Start tweeting, ReTweeting, and “@ replying” users!
9. HAVE FUN!!!!!! 😊

## Important Tips

1. To do an advanced search on twitter, go to [search.twitter.com](http://search.twitter.com) and type in key words.
2. To set up a free twitter background visit <http://www.mytweetspace.com/> (for further reading on this, please read this great Mashable blog post about how to create custom Twitter backgrounds: <http://mashable.com/2009/05/23/twitter-backgrounds/>)
3. To show your twitter stream on your website, go all the way to the bottom on <http://twitter.com> and click on “goodies”. Add a widget or button to your website!



theKbuzz

71-19 80<sup>th</sup> Street Suite 8-214, Glendale, NY 11385—718-416-2899—[www.thekbuzz.com](http://www.thekbuzz.com)



## Homework

**JOIN Twitter!**

**Write 1 Tweet of Value**

**@ reply 1 person on Twitter**

**Follow one list**

**Use the hashtag #PPAI in 1 tweet**



theKbuzz

71-19 80<sup>th</sup> Street Suite 8-214, Glendale, NY 11385—718-416-2899—[www.thekbuzz.com](http://www.thekbuzz.com)