Engaging Customers with Twitter

Introduction

- Who I am
- What I do
- Basics
- Case studies
  - @2usc138
  - @LawLibCongress
  - @ecarr42
- What you can do

Basics

- Know your audience
- Contribute interesting content
- Share others’ content
- Use lists for audience / sources
- Vary your message & timing
- Develop guidelines
- Interact
Congressional Activity
Case Study – 2 USC 138

Why We (I) Started
2 USC 138

Congressional Activity
2 USC 138

- [http://twitter.com/2usc138](http://twitter.com/2usc138)
- May 3, 2009
- Origins
- The 2 USC 138 provision
- The 2 USC 138 shift
- Following / Followers
- Audience
- Lists
- Topics / Hashtags
Congressional Activity

2 USC 138

- The 2 USC 138 provision

- The 2 USC 138 shift
  - Rotating staff
  - FY 2010: 1037.5 hours 5:00–9:30 PM
  - FY 2010: 202.5 after 9:30 PM
  - March 20-25, 2010 Health Care bill

Content

2 USC 138

- Floor activity
- THOMAS.gov
- GPO
- Senate
- House
- Updates
- LC

Floor Activity

2 USC 138

- The House convened at 10am, conducted 21 roll call votes at 5:34am
- The Senate convened at 9:33am, conducted 6 roll call votes at 11:56am
- The Senate has just adjourned until Friday, Oct 1st
Updates from Lists
2 USC 138

- RT @winship98: Final Senate approval of the "CR" is expected in the next hour; plan then goes to the House for late night vote.
- RT @senates: Reid announced a little earlier that there will be no recess roll call vote tonight.
- Roll Call 518 pending RT @winship98 House now voting on S.204 billion aid to states bill, Wednesday, August 10, 2011 9:18PM-8:29AM EDT

Public and Private Lists
2 USC 138

- Private lists
  - LC
  - Dotcoms-others
- Public lists
  - Committees
  - Caucus-policy-etc
  - Senate
  - House
  - Rules Committee
  - Updates

Identifying your Audience
2 USC 138

- Twitter directories
- The source itself!
- Others’ listings
  - Tweetcongress
  - Congress140
  - dnewhauser/congress
Lists – Rules Committee
2 USC 138

- House procedure; recess subject to call of the chair
- Often awaiting Rules Committee filing or meeting
- Internal broadcast v. public channel
- Rules members on Twitter
- Updates on meetings, filings, & activity

Lists – House Rules Committee
2 USC 138

@ 11:59 PM the House is in recess subject to the Call of the Chair, awaiting the Rules Committee

Today's daily leader is up http://bit猕lay/k with fast votes presented as "??"

The House adjourned @ 3:48 AM to return later today @ 9:00 AM or so

The Chief Justice ordered the same
Our Updates List
2 USC 138

- http://twitter.com/2usc138/updates
- News & Congressional staffers with breaking news
- Mentions of recess, adjournment, specific bills
- Updating
  - Saved searches
  - Bills currently on the floor
  - Late night activity

Who We Follow
2 USC 138

- Courtesy follow-backs
  - Congressional
  - News
  - Government
  - Librarians
- Twitter recommendations
- Directory / site searches
Limitations
2 USC 138
- Institutional considerations
- Official or unofficial?
- Member mentions
- Partisan news
- Following
- Listing

Conversations Etc
2 USC 138
- Vote estimate rumors (usually early hours of the morning)
- License plates
- Recess updates
- Hashtags #hcr
- Members on the floor?
- Follow Fridays?
- New accounts?

To Recap
Case Study – 2 USC 138
- Audience: Congress & citizens
- Content:
  - Floor activity
  - THOMAS
  - Senate & House
- Sharing news from /updates
- Hashtags
- House, Senate, Committee lists
- Conversations
Our Official Account

LawLibCongress

- http://twitter.com/LawLibCongress
- @atweber & @ecarr42
- October 16, 2009
- Training & Policies
- Following?
- Followers
- Lists?
- Audience

Basics

LawLibCongress

- Audience – everyone with an interest in law / THOMAS.gov
- News of new products & updates
  - Global Legal Monitor
  - In Custodia Legis
- Sharing: retweeting others
- Varying the message: catchy phrases
- Interaction: thanking, feedback
- URL Shortener

Examples

LawLibCongress

- [Example Tweets]
  - @LawLibCongress: "Thanks for the great update!" @THOMASgov
  - @LawLibCongress: "In Custodia Legis: the latest developments in legal news."
Examples
LawLibCongress

Aunt Today be a good day to visit our Pirate Trials
http://www.ustc.gov/CO & read more about them
http://www.usc.gov/CO/lawtrials

RT @LegalChron Talk Like a Pirate Day is Sunday! Get ready with
@LawLibCongress collection of digital piracy tools: http://lawrn.com

Examples
LawLibCongress

LC Law Staff
LawLibCongress

@2usc138
@atweber
@babypatent
@Chinese_Law
@clsellers
@dgkeysor
@ecarr42
@HanibalGoitom
@henryrossman
@Itsppopet
@kiwi_in_dc
@kurtcarroll
@LawLibCongress
@nats10mil
Individual / Personal Accounts
@ecarr42

- Started May 6, 2009
- Following (& listing): law libraries, law librarians, government libraries, librarians, law schools, library groups
- Lists (created especially during late @2usc 138 sessions)
- Followers
- Content – usual sources & suspects

Individual / Personal Accounts
@ecarr42

- LC Law
- Law
- Documents
- QP
- AALL
- Gov 2.0
Individual / Personal Accounts
@ecarr42

Government Libraries
Examples
- http://twitter.com/ecarr42/govtlibraries
- National: @NLNZ @NL Ireland @britishlibrary @librarycongress @BNCChile
  - RT @NLNZ: New Zealand (Post-Actally) Inverted by Student University Student in 1506 http://twitpic.com/60949
  - http://mp.natlib.govt.nz/detail/?id=56966
- State: @LibraryofCT @AKStateLibrary @LRBLibrary @oregonstatelib @masslawlib @StateLawLibrary @saclawlibrarian
- Public: @ArlingtonVALib @NYPL @houstonlibrary @hclib

Legal World
Examples
- Legal examples:
  - http://twitter.com/ecarr42/lawschools
  - http://twitter.com/ecarr42/lawlibrarians
  - http://twitter.com/ecarr42/lawlibraries
- Librarians:
  - @montserratdj @richards1000 @weblawlib @sglassmeyer @stephdavidson @garinfo @debgpi @evwayne @jeiseman
- Libraries:
  - @GtownLawLib @yalelawlibrary @BLSLibrary @saclawlibrarian
Strategies

Recommendations

- Identify institutions or librarians with similar specialties.
  - http://twitter.com/freegovinfo
- Review “listed” and lists
  - http://twitter.com/freegovinfo/docspeeps
- Look for conferences
  - Federal Depository Library Conference #dlc10f
  - National Digital Forum [New Zealand] #ndl2010

More

Recommendations

@uscode
@FedRegister
@dcfireems
@DDOTDC
@sairy
@GovTwit

@archivesnext
@dancohen
@mtechman
@artinstitutechi
@ChicagoLions
@NLNZ

More

Recommendations

Chicagolions
If Nothing Else…

Recommendations

Follow this list!
http://twitter.com/itishows/libconf

Twitter @ LawLibCongress

Questions?
http://twitter.com/2usc138
http://twitter.com/LawLibCongress
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