

## Using Twitter With Cedar Nursery



### twitter

We are always trying to explore better ways of communicating with our customers. One of these is more extensive use of the Internet, particularly our website and increasingly Twitter. Many people have yet to be convinced of the benefits of Twitter, however as a mechanism for making our customers quickly aware of parents' evenings, seminars, and even early closures due to weather and travel problems, Twitter is an excellent medium.

You don't have to be at a PC or laptop to use Twitter, if you have an iPhone, or similar type of "smart" phone (as many people now do), you can set Twitter up to receive the Cedar Nursery "tweets" very easily. Indeed using Twitter on your mobile phone is probably the best way to get the benefit.

This paper tells you how.

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#### What Is Twitter ?

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The internet has allowed us to communicate like never before. However, with this increased ease of communication, has come the huge increase in "spam". Spam is a drawback of using email – once your email address is known to the wider internet community it is very difficult to keep yourself off unwanted email lists.

Hence the huge number of emails that many of us receive trying to sell us everything from online pharmaceuticals to credit cards.

Many people now want to use the internet in order to "listen" to only those other internet users in whom they have a specific interest. This is where Twitter comes in.

You may have heard of "celebrity" Twitter users – like Stephen Fry or Andy Murray. Much of their Twitter broadcasts (or "Tweets") are fairly banal in nature and of no interest to the majority of people.

Such famous celebrities regularly "tweet" opinions, updates and thoughts to their fans who "follow" their tweets on Twitter. If you have no interest in such a celebrity, you simply don't follow their tweets.

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#### Why Would I Want To Use It ?

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A good example of why we might want to use Twitter for Cedar occurred just before Christmas. The Met Office forecast very heavy snow and advised of imminent travel

problems. Under these conditions, we took the decision to announce an early closure of Cedar. Normally this results in having to make dozens of separate telephone calls to all of our parents and carers. However, this year we were able to "tweet" a suitable announcement, thus reducing the number of telephone calls needed. It meant that those parents and carers already listening to our Twitter feed received the message much more quickly and responded much more quickly too.

However we can also use Twitter to announce parents' evenings, broadcast Newsletters, links to government and local authority information, and increasingly links to on-line customer feedback surveys.

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#### OK – Tell Me How

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This guide assumes you have never used Twitter before.

Firstly, you need to have some form of access to the Internet. If you are using a PC at home or at work, start your web browser (usually Internet Explorer, but increasingly Firefox or Safari) and visit the website:

[www.twitter.com](http://www.twitter.com)

1. Click on the link "Sign Up Now" (don't worry - it's free).
2. Enter your first name and surname (you can use an alias if you want to).
3. Make up a Twitter "username" – it can be just about anything you want – and a password that you will remember.
4. Enter your email address
5. Go to the "Type The Words Above" box and type in the inky-looking words that appear above the box. (This is to stop "spammers" from creating Twitter accounts.
6. Click "Create My Account".
7. The next page is designed to help you find some Twitter users – ignore this for now and click "Next Step: Friends"
8. Again, ignore the next page and click "Next Step: others".
9. In the box labelled "Who Are You Looking For?", type "cedamursery".
10. The Cedar logo should appear, alongside a box labelled "Follow". Click this box.
11. Click "Next Step: You're Done!"

12. You will now see the Cedar Twitter page with all of our recent "Tweets".

This completes the set-up process. However, in order to get the most out of Twitter, you need to use a "listener" programme.

This can be on your PC, laptop, or mobile telephone. It can on one of these or all of these, meaning that you can be "listening" to our Tweets whenever you want.

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#### I Have A Laptop/PC

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You can install a suitable program on your PC/Laptop. There are many options, but you might want to try "Tweetdeck". Go to [www.tweetdeck.com](http://www.tweetdeck.com) and follow their download and installation instructions.

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#### I Use Firefox on My Laptop/PC

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If you use Firefox, you can install an add-on called "TwitterFox". Go to [www.twitterfox.net](http://www.twitterfox.net) and follow their instructions.

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#### I Have An iPhone

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There are many suitable Twitter apps for the iPhone. If you are comfortable using the iPhone marketplace, just search for "twitter" and you will be presented with a list of suitable apps.

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#### I Have A Blackberry

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If you know how to install apps on a Blackberry, we would recommend "Twitterberry".

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#### I Have An Android Phone

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The Android market has many suitable applications such as "Twitta" and "Twidroid".

Once you have installed the app of your choice, you will need to enter your Twitter username and password and then "follow" *cedamursery*. You will then receive our Tweets when they are sent out.

Feel free to follow as many other Twitter users as you fancy !