

Twitter & Charleston County School District: Frequently Asked Questions

What is Twitter?

Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick and frequent messages. People write short updates, often called "tweets" of 140 characters or fewer. These messages are posted to your profile or your blog, can be sent to your followers, and are searchable using Twitter's search option.

How will Charleston County School District (CCSD) use Twitter?

Beginning in June 2010, CCSD has created a Twitter account to keep parents, students, employees, and partners informed of special events, key initiatives and some emergency notifications. CCSD's use of social media as a strategic and carefully-monitored communications mechanism will be used during the 2010-2011 academic year.

Now that the district has a Twitter feed, will CCSD staff be allowed to access this website at work?

The district's security and usage policies regarding social media websites have not changed. We encourage all CCSD staff to become a Facebook fan and/or follow CCSD tweets and suggest that you use your personal computer for this.

Do I need anything special to use it?

All you need to use Twitter is an internet connection or a mobile phone.

What does it mean to follow someone on Twitter?

Following someone simply means receiving their Twitter updates. When you follow someone, every time they post a new message, it will appear on your Twitter home page. Twitter offers other ways to follow people, too: you can get updates from certain people on your phone.

How can I send updates to Twitter?

Twitter offers many ways to post updates: from the web in the update box, from your phone, from your mobile web browser using m.twitter.com, or from any third party application made by anyone who has utilized the application programming interface.

Can I edit a tweet once I post it?

No. Once it's out there, you cannot edit it. You can delete an update by clicking the trash icon on the right end of the update, but you cannot make changes.

Does it cost anything to receive CCSD's tweets and to send tweets (messages)?

Your cellular phone's text messaging rates are all that apply, so if you have an unlimited plan, you are good to go. Please note that you may not send tweets directly to the CCSD account.

Now that CCSD has established a general Twitter account, will my local school soon have a Twitter account?

At this time, CCSD schools, programs, and offices are being asked to refrain from developing and using separate social media accounts. During the 2010 - 2011 school year, CCSD will be expanding its use of social media to be used by schools, programs, and offices.

Where can I find more information on using Twitter?

<http://support.twitter.com/groups/31-twitter-basics/topics/104-welcome-to-twitter-support/articles/13920-frequently-asked-questions>