

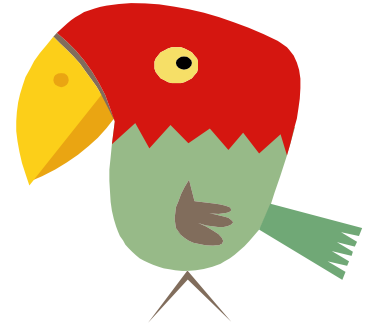
Twitter

Terri Flow, Internet Communications Advisor

Yes, twitter is the noise a bird makes, but there is also another twitter that is important for the Republican Party to be aware. This month's internet article is about Twitter technology!

What is Twitter?

"Twitter has grown into a real-time short messaging service that works over multiple networks and devices. In countries all around the world, people follow the sources most relevant to them and access information via Twitter as it happens—from breaking world news to updates from friends."



Where did the Twitter idea come from?

Jack Dorsey decided that he simply wanted to know what his friends were doing. He started thinking about various opportunities to build something to help him stay in contact with those most important to him. When he brought the idea up to his colleagues, it was decided that a prototype should be built. Twitter was launched publically in August of 2006 and became very popular very fast with individuals.

Why is Twitter so popular?

Simplicity is important to the success of Twitter. People want simplicity in their life and Twitter assist with this by simply asking one question - "What are you doing?" Answers must be under 140 characters in length and can be sent via mobile texting, instant message, or the web.

Isn't Twitter just too much information?

No. Twitter has changed the expectations of the traditional online communication network. When someone states what they are doing, they do not expect a response. When receiving messages, Twitter is ambient--updates come to your phone, IM, or web site and you are only expected to pay as much or as little attention to them as you see fit.

Additionally benefits of Twitter is that you can step in and out of the flow of information as it suits you and it never queues up with increasing demand of your attention. Furthermore, users control the updates, when they receive them and on what device they want to receive them from. For example, Twitter provides for scheduling Twitter to automatically turn off at dinnertime and users can switch off Twitter updates at any point.

Simply put, Twitter is what you make of it--receive a lot of information about your friends, or just a tiny bit. It's up to them. Technology is important to get the youth into the Republican Party and this is just another source that they are using!

Check TWITTER out at twitter.com!