

How to Network with Networks – Cheat Sheet

You've joined Twitter, but you're not sure who/what to follow – here are just a few ideas:

Organizations	
NASFAA	@NASFAA
Federal Student Aid	@FAFSA
FACHat	@theFACHat
Inside Higher Ed	@insidehighered
Huffington Post College	@HuffPostCollege
ED Federal Register	@EDFedRegister
FSA Conferences	@FSACConf
IRS	@IRSNews
White House Live	@WHLive
Great Lakes	@MyGreatLakesFAP
New America Ed	@NewAmericaEd
Alliance for Excellence	@All4ed
Ed Office of Inspector General	@EducationOIG
EDU Tweetups	@eduTweetups
USA Today College	@USATODAYcollege
NelNet Servicing	@NNLoanServicing
U.S. News & World Report - ED	@USNewsEducation
Chronicle of Higher Ed	@Chronicle
AASCU Gov't Relations/Policy	@AASCUPolicy
NAICU News Roundup	@NAICUheadlines
AEI Education	@AEIeducation
Ed & Workforce House Cmte	@EdWorkforce
Consumer Financial Protection Bureau	@CFPB
COHEAO	@COHEAO
Spelman & Johnson	@SJGserach
US Dept of Education	@USEDGOV
DoE Postsecondary	@Edpostsecondary
Lumina Foundation	@LuminaFound
Goal 2025	@Goal2025
Other ideas: financial aid offices, colleges/universities, policy organizations, state/regional associations	

People	
Justin Draeger	@justindraeger
Justin Chase Brown	@jstnchsbrwn
Liz Gross	@lizgross144
Karla Weber	@itsjustkarla
Melissa Haberman	@melissahaberman
Jayme Jarrett	@jayme_jarrett
Libby Nelson	@libbyanelson
Rachel Fishman	@higherdrachel
Scott Cline	@scottcline
Craig Anderson	@craigpanderson
Alex Williams	@AlexMWilliams_
Bill DeBaun	@BillDeBaun
Beckie Supiano	@becksup
Nicole Callahan	@NACallahan
Sara Goldrick Rab	@saragoldrickrab
Debbie Cochrane	@dfcochrane
Andrew Kelly	@AndrewPKelly
Jim Olick	@JimOlick
Ben Miller	@EduBenM
Robert Kelchen	@rkelchen
Jennielle Strother	@EMjennielle
Other aid professionals can be found on @theFACHat's Twitter list! http://bit.ly/FApros	

Hashtags		
#FACHat	#NASFAA2013	#EMChat
#fixfinaid	#financialaid	#finaid
#WASFAA	#studentloans	#AskFAFSA
#NegReg	#ProDev	#FAjobs
#AcaAdv	#FERPA	#edchat
#FirstGen	#highered	#ReinventFinAid
#NYASFAA	#SApros	#EdPolicy
Other hashtag ideas http://bit.ly/EDtags		

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But wait, what does that term/phrase even mean?

RT = ReTweet	Someone else posted it, but you liked it so much, you want to post it again for all of your followers to see.
MT = Modified Tweet	Someone else posted it and you like it, but either its too many characters or you don't want to copy all of it.
Followers	Those people/organizations that have elected to see your tweets in their timeline. You are NOT obligated to follow people back and you can block followers too.
Handle	Your Twitter username that's identified by the @ symbol
Hashtag	A way to search topics and trends. Words preceded by the # symbol can be sorted and searched to put any and all Tweets in a list that contain it.
DM = Direct Message	Enables you to send a private message to a person you are following
Lists	Create lists of Twitter users you want to see, but don't have to "follow." For example, you could make a list of financial aid offices on Twitter without actually following them.
Follow Friday (#FF)	A way to recommend that your followers also check out the other people included in the post.
Tweet	A message in up to 140 characters for your followers to see.
Mention	Someone else has listed your handle in their tweet.
URL Shortener	Because tweets are limited to 140 characters, there are services that will create a shorter website address so you can share it without using too many characters.
Trending	When a specific hashtag or other term is extremely popular on Twitter at any given moment.

Other Websites/Program to Use

Hootsuite	www.hootsuite.com	Social media management system that allows you to view networks and hashtags at once
Tweet Deck	www.tweetdeck.com	Gives Twitter users more flexibility with access. View multiple hashtags, schedule tweets, use filters, etc.
Visible Tweets	www.visibletweets.com	Allows hashtags or other tweets to be visualized in a more pleasing way. Great for presentations or live events.
Bitly	www.bitly.com	A way to bookmark, organize, and share links across the web – a URL shortener
Instagram	www.instagram.com	Image sharing site that can also be shared through Twitter
Storify	www.storify.com	View and create a collection of "stories" made up from a twitter feed.
Google Alerts	www.google.com/alerts	A saved google search that notifies you via e-mail when new items come up within that search.