

The DigitalNow 2009 Off-Site Participation Guide

This quick-start guide will help you to participate in the DigitalNow community before, during, and after the DigitalNow 2009 conference.

Twitter

What is it?

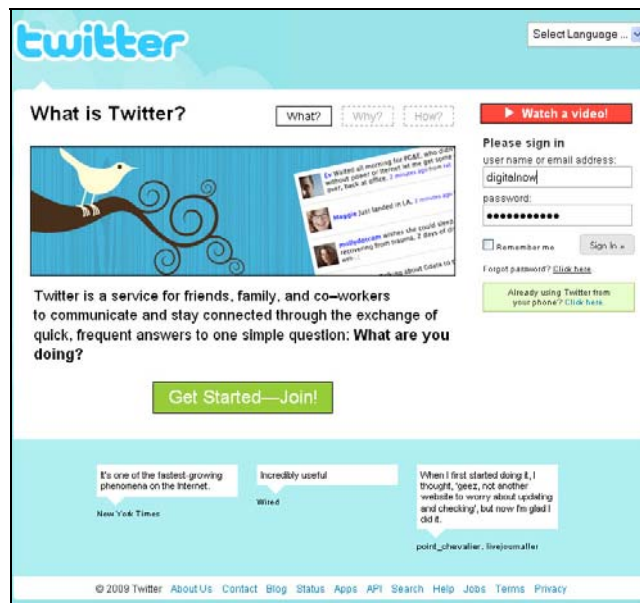
Here is the Wikipedia definition of Twitter, which we think is a good overview:

Twitter is a free social networking and micro-blogging service that enables its users to send and read other users' updates known as tweets. Tweets are text-based posts of up to 140 bytes in length which are displayed on the user's profile page and delivered to other users who have subscribed to them. Senders can restrict delivery to those in their circle of friends or, by default, allow anybody to access them. Users can send and receive tweets via the Twitter website, Short Message Service (SMS) or applications such as Tweetie, Twittrific, Twitterfon, TweetDeck and feedalizr. The service is free to use over the Internet, but using SMS may incur phone service provider fees.

In simpler terms, Twitter is like instant messaging, but among a pre-defined and dynamic group of users.

How do I start?

1. Go to <http://www.Twitter.com> The sign-in screen is displayed.



2. Select the “Get Started – Join!” button. The “Join the Conversation” window is displayed.

Join the Conversation

Already on Twitter? [Sign in.](#)

Already use Twitter on your phone? [Finish signup now.](#)

Full name ✓ ok


Username ✓ ok
Your URL: <http://twitter.com/DigitalNowFan>

Password ✓ Strong

Email ✓ ok
 I want the inside scoop—please send me email updates!

Type the words above

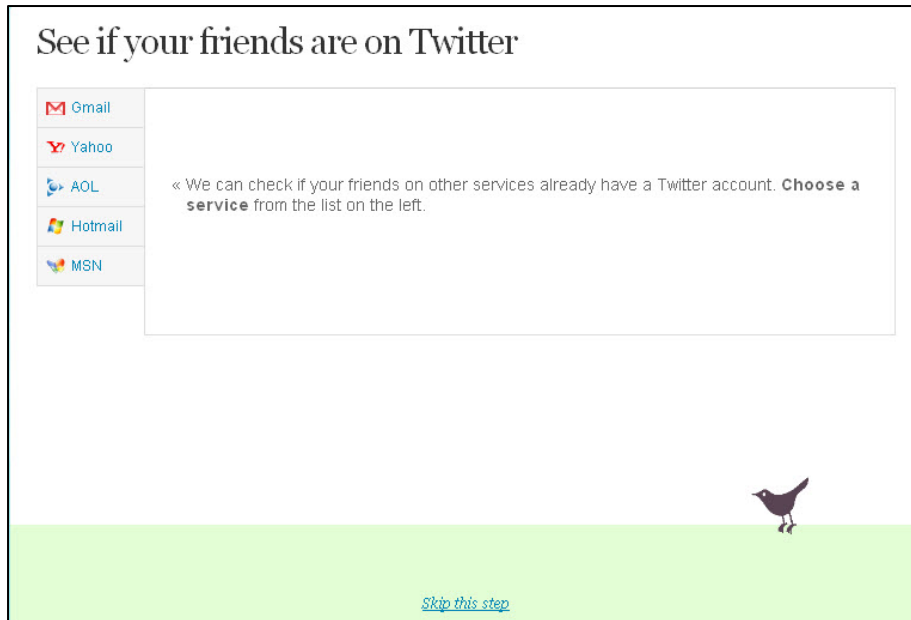
Can't read this?
[Get two new words](#)
[Listen to the words](#)
Powered by reCAPTCHA.
[Help](#)



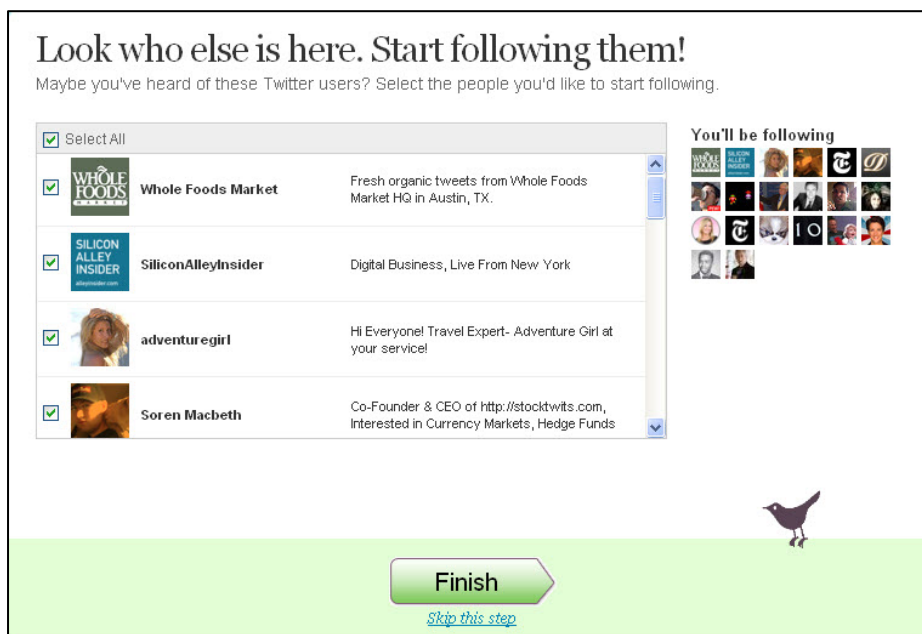
By clicking on 'Create my account' above, you confirm that you are over 13 years of age and accept the [Terms of Service](#).

3. Enter your full name.
4. Select a user name.
5. Select a password.
6. Enter your email address
7. Enter the CAPTCHA phrase in the box marked “Type the words above.” (In case you’re wondering, this helps identify that you registering as a real-live human being.)

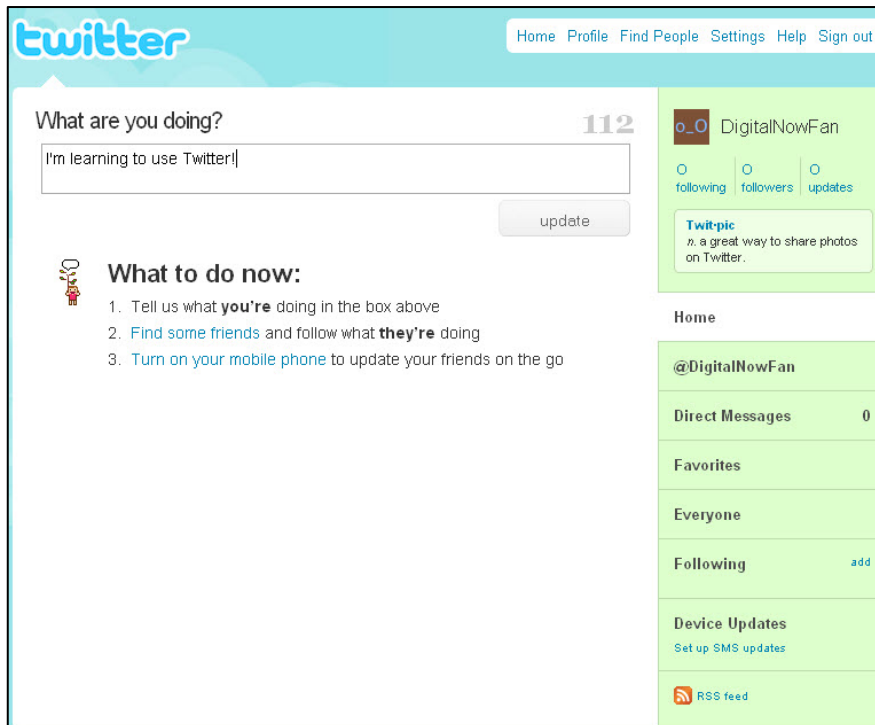
8. Select the "Create my account" button. A page titled "See if your friends are on Twitter" is displayed. If you wish, Twitter will take you through an automatic search of your friends and associates, according to the email client they use. However, you may also easily search for people by name, interest, or other criteria once you are all signed in.



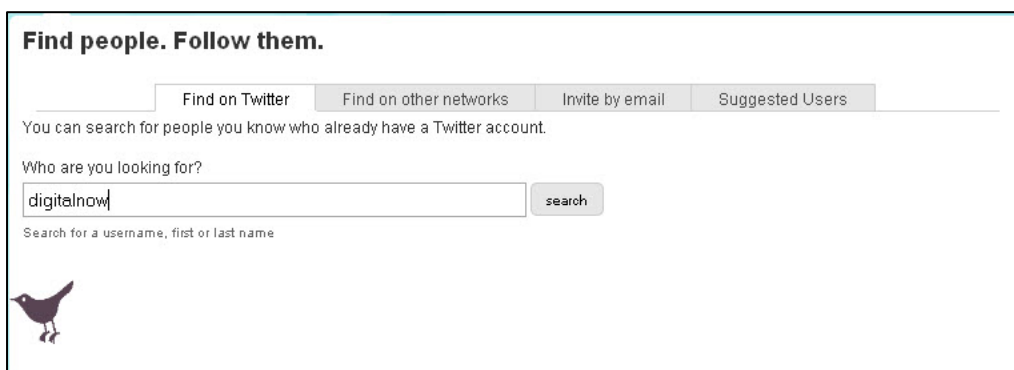
9. Select "Skip this step" at the bottom of the window to proceed. A window titled "Look who else is here" is displayed. Select "Skip this step."



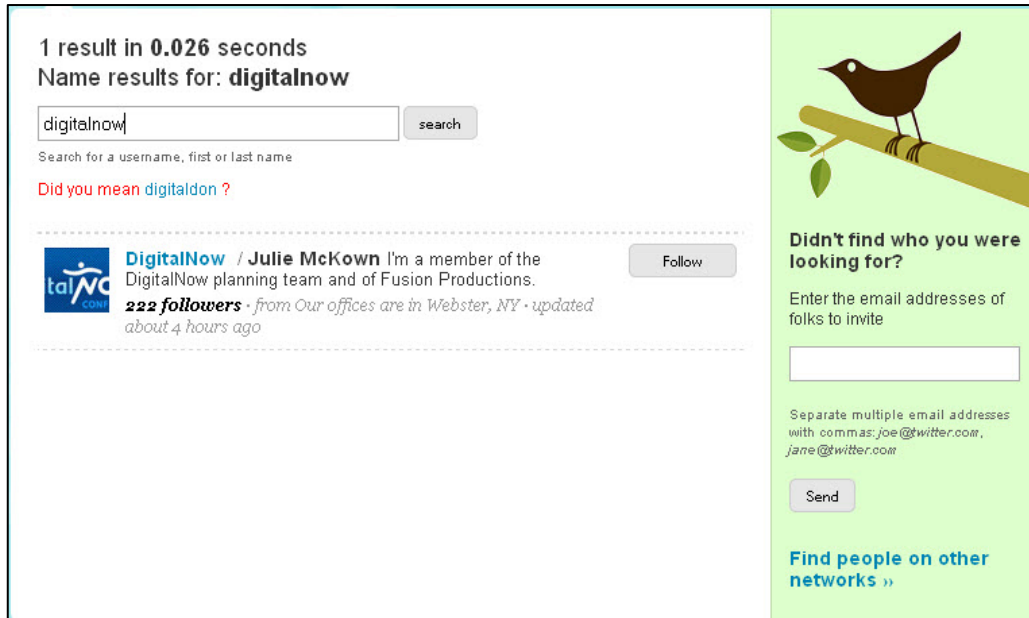
10. Your first “Tweet” dialog box will be displayed.
11. In the box labeled, “What are you doing?” Type a status, such as, “I’m learning to use Twitter!”



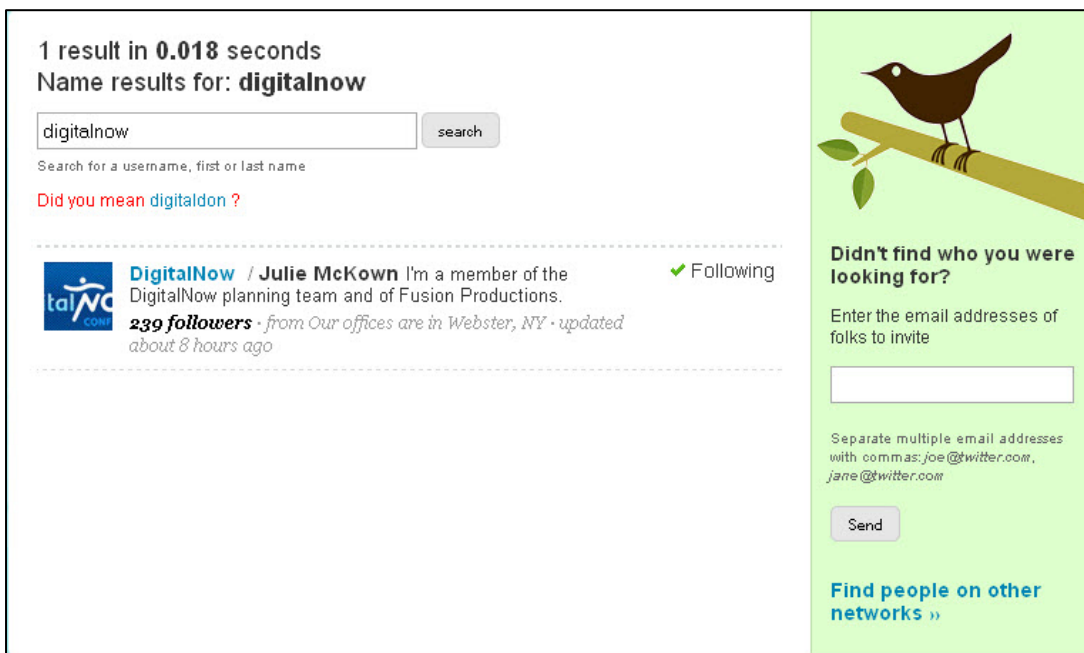
12. Select the “update” button. Your status will be published – which means that anyone who is “following” you (subscribing to your updates) will see it.
13. Select “Find People” from the navigation bar at the upper right to search for other people you may know who are Twitter users. The “Find People. Follow Them” window is displayed.



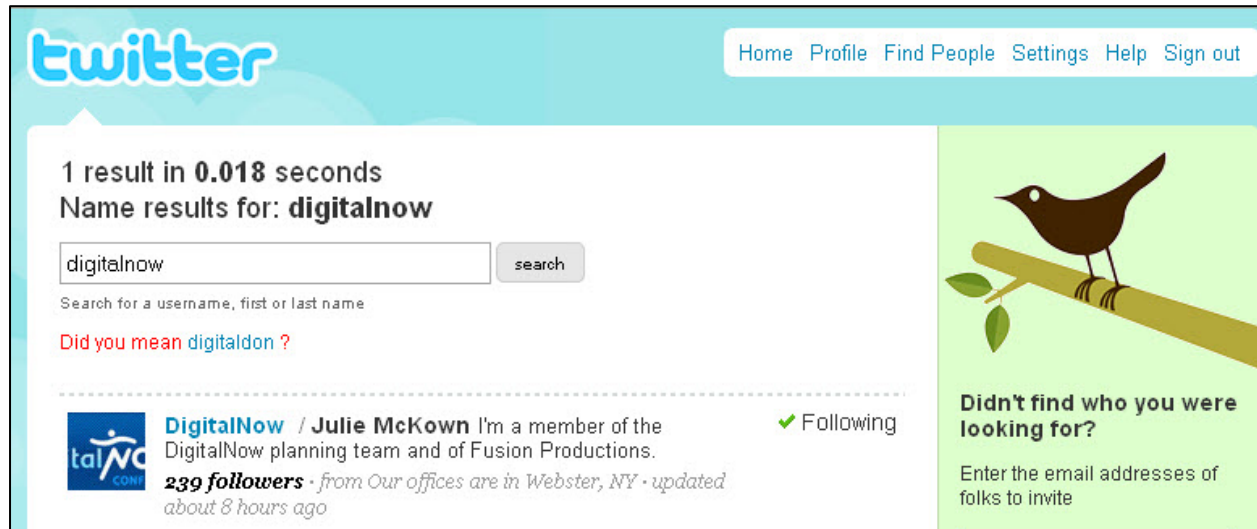
- Type in the user name, first name, last name, or even company name or topic of interest to find out who else is Tweeting. For your first follow, enter in “digitalnow” (that’s us!) and select the “search” button. A search results page is displayed, with digitalnow listed.



- Select the “follow” button next to our listing. The follow button is now gone, and instead the “Following” notification appears there. You are now “Twittering”.



16. Select “Home” from the navigation bar at the upper right of the window; now all of the updates posted by digitalnow will show up on your Twitter home page. Stay tuned before, during, and after the conference to keep up-to-date with all the exciting DigitalNow developments and valuable session content.



The screenshot shows the Twitter search interface. At the top left is the Twitter logo. On the right is a navigation bar with links for Home, Profile, Find People, Settings, Help, and Sign out. The search results section displays "1 result in 0.018 seconds" and "Name results for: digitalnow". Below this is a search input field containing "digitalnow" and a "search" button. A note below the input field says "Search for a username, first or last name". A suggestion "Did you mean digitaldon?" is shown in red. Below the suggestion is a profile card for "DigitalNow / Julie McKown". The profile card includes a profile picture, the name "DigitalNow / Julie McKown", a bio "I'm a member of the DigitalNow planning team and of Fusion Productions.", a "Following" status with a checkmark, and "239 followers · from Our offices are in Webster, NY · updated about 8 hours ago". To the right of the search results is a green sidebar with a bird icon on a branch and the text "Didn't find who you were looking for?" and "Enter the email addresses of folks to invite".

17. Use the Profile and Settings features to personalize your Twitter home page and provide others with basic information about who you are.

To have your Tweets sent back and forth using your mobile device:

If you're not going to be at your computer, but you still want to stay up to date on all the latest Tweets, you can have them sent back and forth through your mobile device.

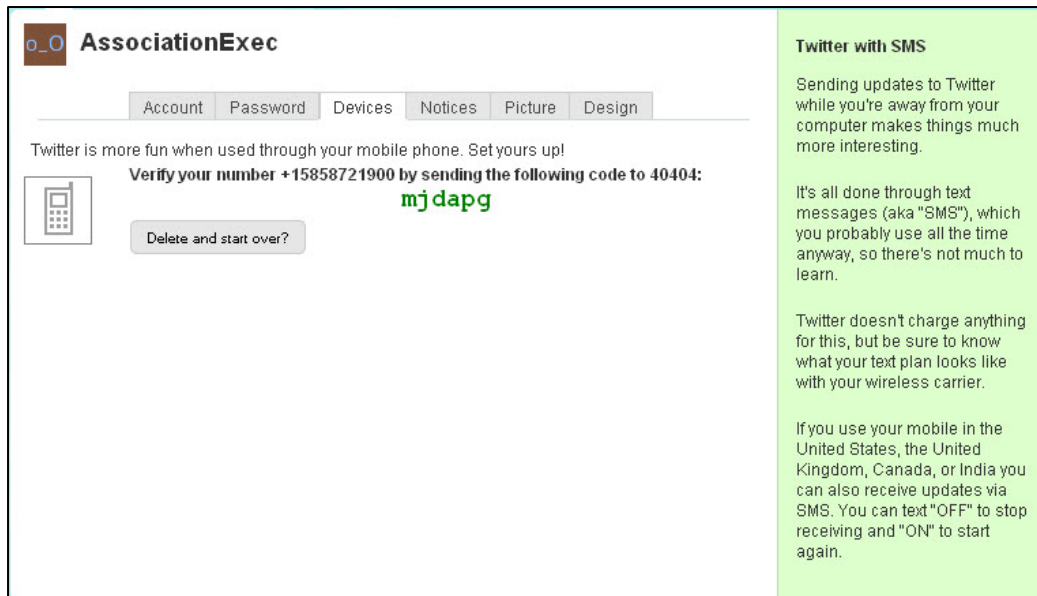
If you've followed the steps in the previous section, you will see a screen that looks like the one below.

The screenshot shows a Twitter interface. At the top, there's a text input field with the placeholder "What are you doing?" and a character count of "140". Below it is a "Latest:" section showing a tweet from "DigitalNowFan" with the text "I'm learning to use Twitter!" and a timestamp of "9 minutes ago from web". Underneath is a "What to do now:" section with three numbered steps: 1. Tell us what **you're** doing in the box above, 2. Find some friends and follow what **they're** doing, 3. Turn on your mobile phone to update your friends on the go. The right-hand side bar contains the user's profile information: "DigitalNowFan" with 1 following, 0 followers, and 1 update. It also lists "Home", "@DigitalNowFan", "Direct Messages" (0), "Favorites" (Everyone), "Following" (1), "Device Updates" (Set up SMS updates), and an "RSS feed" link.

1. Select the "Turn on your mobile phone" link, listed under item #3 OR, select "Set up SMS update" from the Device Updates section on the right-hand side bar. The Mobile Phone set up window is displayed.

The screenshot shows the "Mobile Phone" setup window in Twitter. At the top, there are navigation tabs: "Account", "Password", "Devices", "Notices", "Picture", and "Design". The main heading reads "Twitter is more fun when used through your mobile phone. Set yours up!". Below this is the "Mobile Phone" section. The text says: "Please precede your number with a '+' and your country code (leaving off the leading 0 of your number if applicable). Examples: +447781488126 or +12125551212. [Need help?](#)". There is a text input field for the phone number and a "Save" button. At the bottom, there is a checkbox with the text "It's okay for Twitter to send txt messages to my phone. Standard rates apply."

- Fill in your mobile phone number, and select the Save button. Twitter will provide you with a verification number. Send that number as a text message to 40404. So, send your unique verification number as a text message as you normally would, but during the step where you designate a recipient, type 40404.



- You will receive an automatic text on your cell phone from Twitter. It will read:

“Twitter has verified your device and sms alerts are enabled. Std msg charges apply.
Send ‘off’ to silence or ‘stop’ to quit. Send ‘help’ for more.”

This means that all Twitter updates will now be sent to your phone. To disable this option, send a text message of ‘stop’ to 40404. A verification message will be sent to your mobile device.

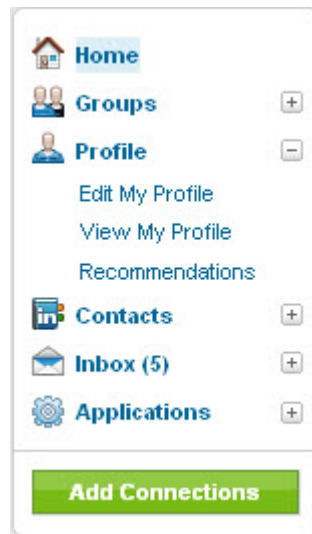
You are now a Twitter pro – have fun and stay in touch with DigitalNow!

LinkedIn

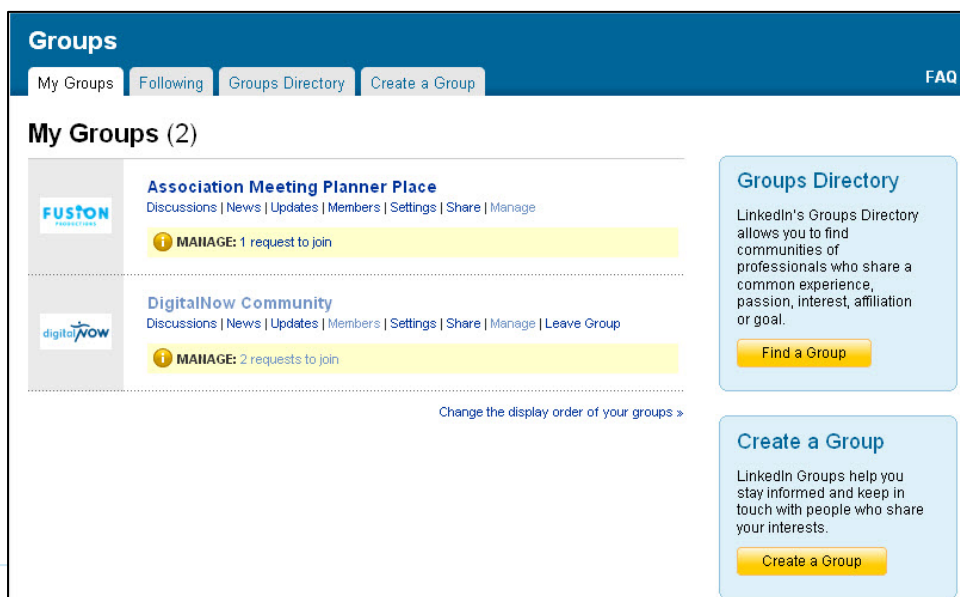
LinkedIn is a business-oriented social networking site founded in December 2002 and launched in May 2003 mainly used for professional networking. As of February 2009, it had more than 35 million registered users, spanning 170 industries.

To join LinkedIn, simply go to <http://www.LinkedIn.com> and the site will walk you through everything you need to do to get started. Creating a profile, building a personal business network, and taking advantage of all that LinkedIn has to offer is on-going, long-term activity, much like “real life” networking and relationship building. You can find all the suggestions and technical support you need at the site.

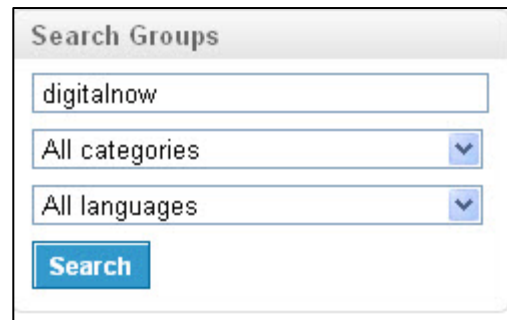
Once you are registered on LinkedIn, join the **DigitalNow Community Group** by following these steps:



1. Select “Groups” from the LinkedIn task bar, located in the left-hand side bar of your LinkedIn main login page. Your LinkedIn Groups list will display.

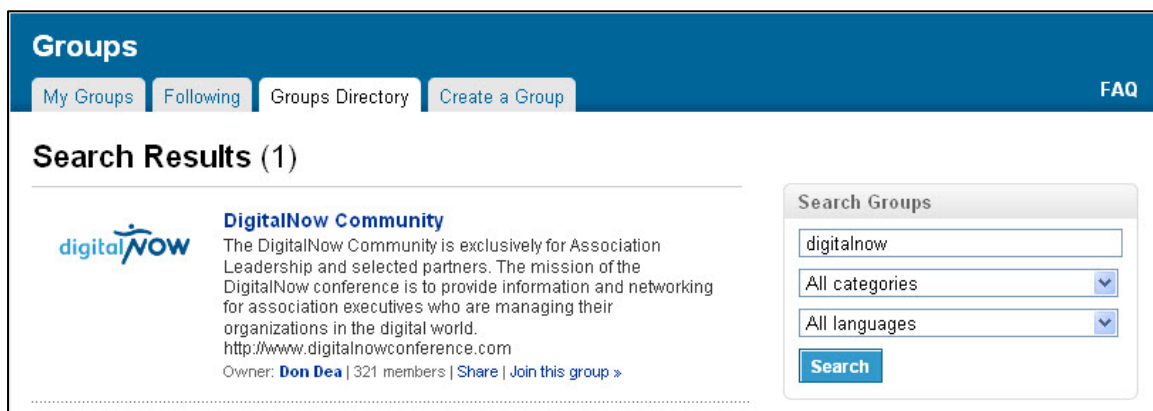


2. Select the “Find a Group” button in the “Groups Directory” box, which is located in the right-hand side bar. The Search Groups dialog box will be displayed.



The image shows a 'Search Groups' dialog box. At the top, the title 'Search Groups' is displayed. Below the title is a text input field containing the word 'digitalnow'. Underneath the input field are two dropdown menus: the first is labeled 'All categories' and the second is labeled 'All languages'. At the bottom of the dialog box is a blue button with the text 'Search' in white.

3. Type “digitalnow” in the “Search Groups” box and select the “Search” button. A search results page will be displayed, with the **DigitalNow Community Group** listed.



The image shows a screenshot of the LinkedIn Groups search results page. The page has a blue header with the word 'Groups' and navigation tabs for 'My Groups', 'Following', 'Groups Directory', and 'Create a Group'. There is also an 'FAQ' link in the top right. The main content area is titled 'Search Results (1)'. On the left, there is a search result for 'DigitalNow Community'. The result includes the DigitalNow logo, the group name, a description: 'The DigitalNow Community is exclusively for Association Leadership and selected partners. The mission of the DigitalNow conference is to provide information and networking for association executives who are managing their organizations in the digital world. http://www.digitalnowconference.com', and the owner's name 'Don Dea' with 321 members. There are links for 'Share' and 'Join this group'. On the right side of the page, a 'Search Groups' dialog box is overlaid, showing the search term 'digitalnow' and the same dropdown menus and 'Search' button as seen in the previous image.

4. Select the “Join this group” link at the bottom of the group description to submit a request to join. Because this group is exclusively for Association Executives, your request will be screened by a member of the DigitalNow team, and you will receive a confirmation via email when your request is approved.
5. Visit the LinkedIn **DigitalNow Community Group** often to connect and collaborate with your peers.

Other ways to participate

In addition to Twitter and LinkedIn, you may participate in the DigitalNow Community using other Web 2.0 tools with which you are probably already familiar. Just visit the links below gain access to videos, notes, slides, and other up-to-the minute DigitalNow 2009 content.

<http://www.digitalnowconference.com> (Official DigitalNow web site)

<http://www.fusionproductionsnetwork.com> (YouTube)