

I TWEET FOR FOOD

Facilitating Food Collaboration Through Tweets



Training Manual: Getting Started

New Jersey Agricultural Convention & Trade Show and the 2013 Annual State Agricultural Convention

February 7, 2013 • Trump Taj Mahal



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PROGRAM TEAM

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TWITTER PROFILE

Introduction

This program has been developed to better facilitate direct communication between New Jersey farmers and school food service directors to increase awareness of local fresh fruit and vegetable availability. Through this process, we hope to establish relationships between our farmers and our schools, develop efficiencies within local food distribution and increase the bottom line financial viability of these local produce transactions.

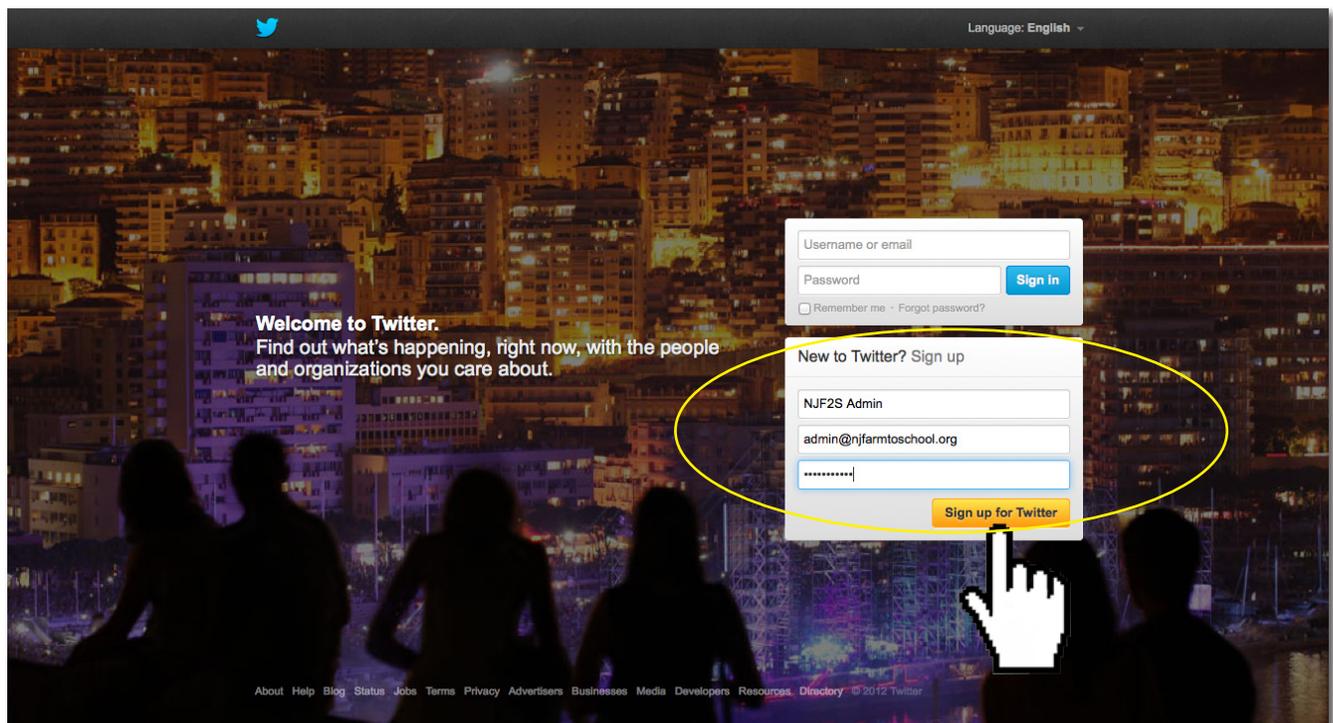
This chapter will take you through the step-by-step process to set-up your Twitter profile and connect securely to the “I Tweet For Food” program.

Profile Set-Up

Open your internet browser on your computer and login to **www.twitter.com**.

(Use the space below to record your specific account information)

- Fill in a name (can be name of your farm or school) _____
- Provide your email address _____
- Fill in a password (write it down!) _____

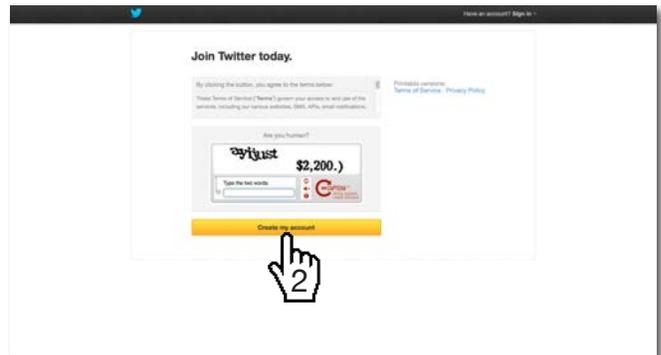
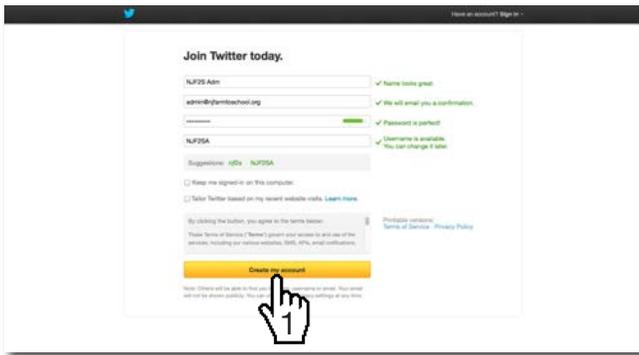


Profile Set-Up

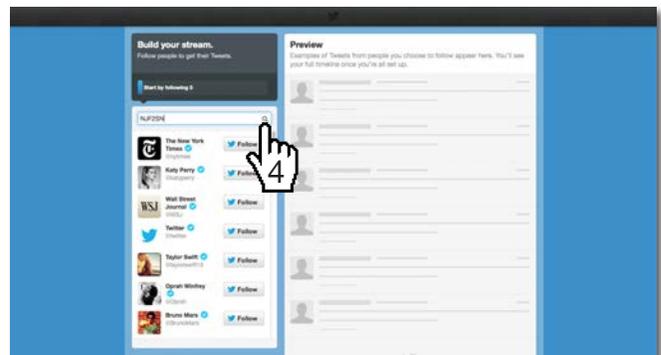
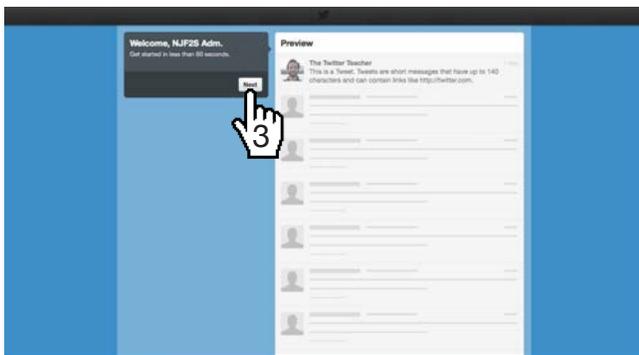
Twitter will now confirm your name, email address, password and Username (Twitter Identity). This Twitter identity will be how others see you online, so make it something clearly identifying your organization.

Twitter Identity: _____

- 1 Once you receive green check marks on all of these criteria, click **“Create My Account!”** to proceed.
- 2 Enter the security information, then click **“Create My Account!”** to proceed again.

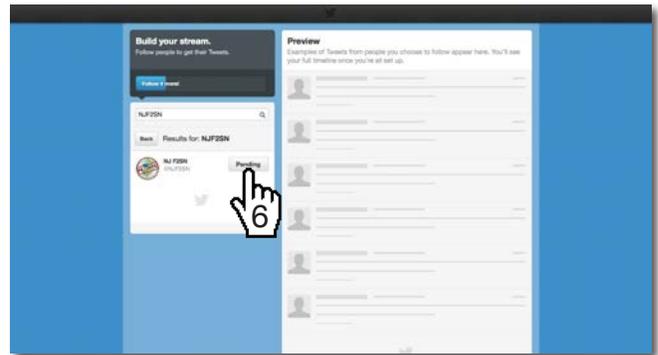
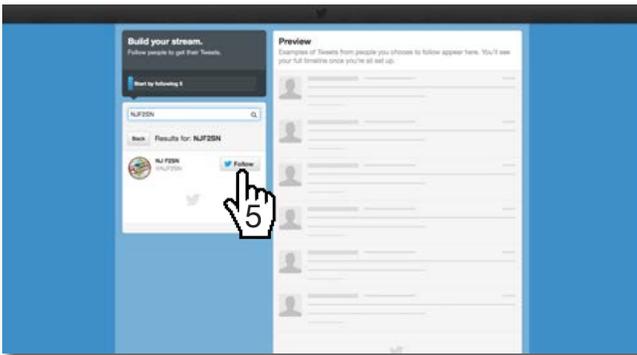


- 3 Twitter will open your account page. Click the **“Next”** button to proceed.
- 4 You will need to follow NJ Farm to School’s private Twitter account, so in the next screen, type in **“NJF2SN”**, then click on the magnifying glass to search.



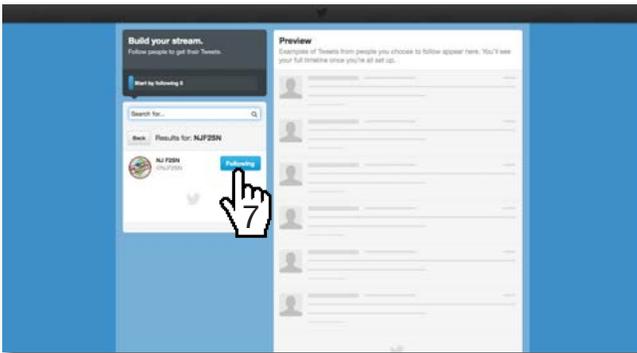
Profile Set-Up

- 5 The NJF2SN profile will appear. Click **“Follow”** to proceed.
- 6 The status of your follow will appear as **“Pending”** until your request is approved.



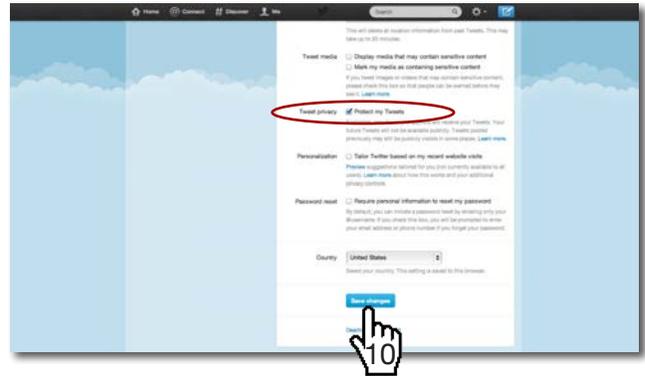
- 7 Once your request is **“Approved”**, you will see it in your **“Following”** and **“Followers”** lists.
- 8 Welcome to Twitter!

...Next we'll set up your privacy settings.

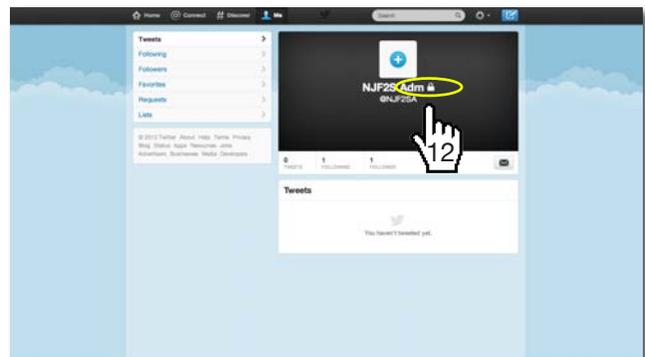
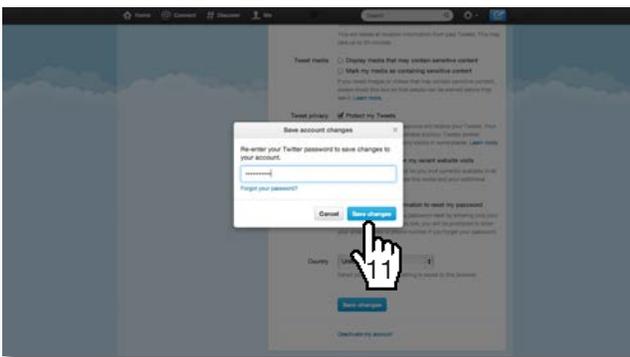


Privacy Settings

- 9 Click the **gear symbol** at the top. This is where you update your settings. When the menu pulls down, click on the word **“Settings”** to proceed.
- 10 Check the box next to **“Tweet Privacy”** to **“Protect My Tweets”**, then click **“Save Changes”**.



- 11 You will be prompted to **enter your password**. Click **“Save Changes”** to proceed.
- 12 Now your Twitter account is secure!



Privacy Settings

13 As in the earlier step, click the **gear symbol** at the top. When the menu pulls down, click on the word **“Settings”** to proceed.

Click **“Mobile”** then add your phone number to your account. Twitter will send you a code through a text message to verify the validity of your phone number. Enter that code when prompted, then mark your settings as shown below.

...Next we'll set your Twitter account up into the NJF2SN GroupTweet account.

The screenshot shows the Twitter mobile settings interface for a user named 'NJ F2SN'. On the left is a navigation menu with options: Account, Password, Mobile (highlighted), Email notifications, Profile, Design, Apps, and Widgets. Below the menu is a footer with copyright information and links to About, Help, Terms, Privacy, Blog, Status, Apps, Resources, Jobs, Advertisers, Businesses, Media, and Developers. The main content area is titled 'Mobile' and 'Customize Twitter for your mobile phone.' It includes sections for 'Mobile apps' (with a link to download the app), 'My phone' (numbered +1 6095109156, United States, with a checked box for 'Let others find me by my phone number'), 'Text notifications' (with checked boxes for 'Tweets from people you've enabled for mobile notifications', 'Direct messages', 'Someone new follows me', and 'Mentions and replies', and radio button options for 'Only from people I follow' and 'From anyone'), and 'Sleep settings' (with a checked box for 'Turn off updates during these hours' and a time range from 'midnight' to '6 AM'). At the bottom, there is a 'Save changes' button and a 'Delete my phone' link. A link to 'Learn more' about text messaging is also present.

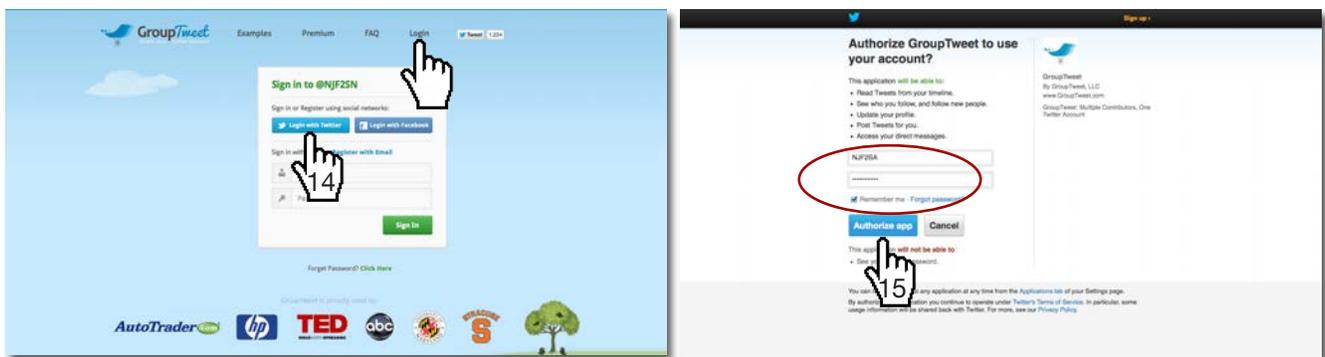


GroupTweet Connection

In order to communicate within the group and be able to search the information tweeted, you will need to connect your Twitter account to the **NJF2SN GroupTweet** account. NJF2SN will authorize your account in GroupTweet prior to your connection.

In your internet browser, go to **www.grouptweet.com**.

- 14 Click **“Login”** at the top. A pop-up window will appear, prompting you to sign in to GroupTweet. Click the **“Login With Twitter”** button to proceed.
- 15 Fill in your **Twitter Username** (this is the identity you wrote down on page 3), and your **Password**. Click the **“Remember Me”** check box, then click the **“Authorize App”** button to proceed.



- 16 These next few steps will show you how you can manage communications through the GroupTweet dashboard. You can choose to browse through these steps or (recommended) click **“Stop Guide”** to proceed.

Now your Twitter account is secure AND fully connected!

...Next we'll set up your mobile devices.



MOBILE DEVICE CONFIGURATION

Introduction

This next chapter will take you through the step-by-step process to set-up your mobile device so you are ready to send and receive Tweets (messages) and communicate through the “I Tweet For Food” program.

IOS Mobile Device

If you haven't already installed the Twitter for iPhone app, go to twitter.com/download/iphone and follow the instructions on that page. Once the app is installed on your iPhone, you can sign in with your existing account.

To add an existing account:

- If you already have an account and don't want to sign up for a new one, tap Sign in on the welcome screen.
- You will be prompted to enter your username and password to sign in.
- If you have multiple Twitter accounts, you can access them all from the Twitter for iPhone app.

To add additional accounts:

- Tap the Me tab in the bottom navigation.
- On the next screen, tap the person icon and then tap the plus sign (+) in the top right corner of the screen.
- Enter the username and password for your other account.

Note: There is no technical limit to the number of accounts you can add, but adding more than 10 will cause the app to run slower.



For more information about Twitter for IOS devices, visit Twitter's support page.

https://support.twitter.com/groups/34-apps-sms-and-mobile#topic_154



Android Mobile Device

If you haven't already installed the Twitter for Android app, go to twitter.com/download/android and follow the instructions on that page. Once the app is installed on your Android, you can sign in with your existing account.

To add an existing account:

- If you already have an account and don't want to sign up for a new one, tap **Sign in** on the home screen.
- You will be prompted to enter your username and password to sign in.

To add additional accounts:

- If you have multiple Twitter accounts, once you are logged in to the app, you can add another account by going to the **Me** tab and tap on the person icon under your Tweet count or via **Settings**.

Note: There is no technical limit to the number of accounts you can add, but adding more than 10 will cause the app to run slower.



For more information about Twitter for Android devices, visit Twitter's support page.

https://support.twitter.com/groups/34-apps-sms-and-mobile#topic_154



Text-Based Mobile Device

- Send a text to **40404** with the word **START**.
- You will receive a reply that will ask you to text **YES** to the Twitter short code.
- Text your **username** (recorded on page 3) to the same number. Do not use the @ symbol or quotation marks. Send your **username ONLY**, for example: NJF2SA
- Next, text your **password**. This is **case sensitive**, so be sure you are sending your password (recorded on page 2) correctly.

That's it! You're ready to go!



For more information about Twitter for SMS-based devices, visit Twitter's support page.

https://support.twitter.com/groups/34-apps-sms-and-mobile#topic_154



NOTES

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COMMUNICATION

#Hashtags

This next chapter will take you through the step-by-step process for communicating through the “I Tweet For Food” program. We will practice sending tweets, retrieving the information and searching for data.

Sample Tweet: (140 characters exactly)

#njtom Sunbeam \$22/bushel & Plum Crimson \$17/bushel Order thru @FlaimFarm P/U @ farm or call ahead 4 deliv on Tues.
Good to 2/28 ask 4 Kevin

Remember: Your entire message needs to be no more that 140 characters, including spaces!

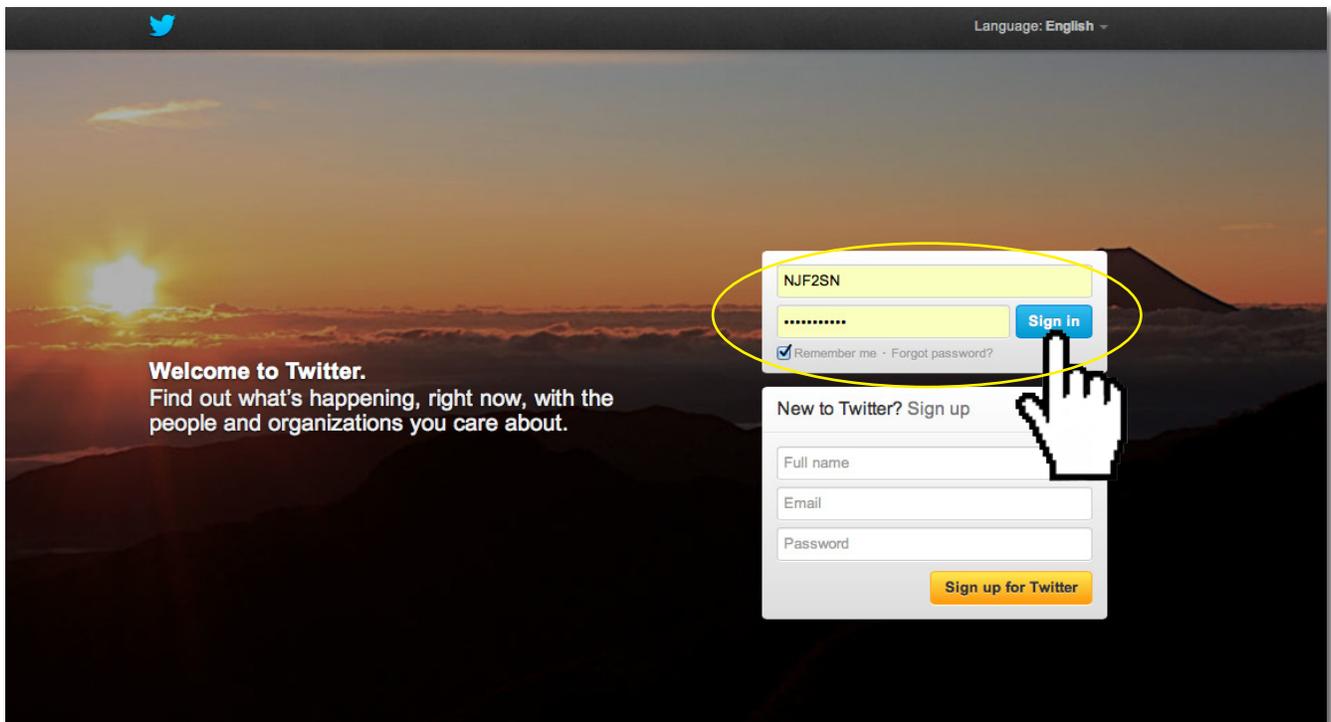
HERBS & FRUITS	HASHTAG	Food Item	Description	VEGGIES	HASHTAG	Food Item	Description
	#njapple	Apple	<i>describe in Tweet</i>		#njcuke	Cucumber	Cucumber
	#njblue	Blueberry	<i>describe in Tweet</i>		#njeggpl	Eggplant	Eggplant
	#njnect	Nectarine	<i>describe in Tweet</i>		#njgarlic	Garlic	Garlic
	#njpeach	Peach	<i>describe in Tweet</i>		Greens	Arugula	
	#njstrawb	Strawberry	<i>describe in Tweet</i>		Greens	Iceburg Lettuce	
					Greens	Mesculin Mix	
					Greens	Mizuna	
					Greens	Romaine Lettuce	
					Kale	Curly Kale	
HASHTAG	Food Item	Description	HASHTAG	Food Item	Description		
#njbasil	Basil	<i>describe in Tweet</i>	#njkalecl	Kale	Lacinata Kale		
#njchives	Chives	<i>describe in Tweet</i>	#njkalelac	Kale	Red Kale		
#njcilantro	Cilantro	<i>describe in Tweet</i>	#njkalered	Kale	Russian Kale		
#njmint	Mint	<i>describe in Tweet</i>	#njkalerus	Onion	Red Onion		
#njoreg	Oregano	<i>describe in Tweet</i>	#njonionred	Onion	Yellow Onion		
			#njonionyelw				
HASHTAG	Food Item	Description	HASHTAG	Food Item	Description		
#njgrbeans	Bean	Green Beans	#njparsnip	Parsnip	Parsnips		
#njbeets	Beet	Beets	#njpep	Peppers	Bell Peppers <i>(describe in Tweet)</i>		
#njbroc	Broccoli	Broccoli	#njpot	Potato	Potatoes <i>(describe in Tweet)</i>		
#njbokchoi	Cabbage	Bok Choi	#njpotsweet	Potato	Sweet Potato		
#njcabchinese	Cabbage	Chinese Cabbage	#njscal	Scallion	Scallion		
#njcabgreen	Cabbage	Green Cabbage	#njspinach	Spinach	Spinach		
#njcabred	Cabbage	Red Cabbage	#njacornsq	Squash	Acorn Squash		
#njcarrot	Carrot	Carrots	#njbattersq	Squash	Butternut Squash		
#njcflower	Cauliflower	Cauliflower	#njwintersq	Squash	Winter Squash		
#njchardrainbw	Chard	Rainbow Chard	#njyellowsq	Squash	Yellow Squash		
#njchardred	Chard	Red Chard	#njtom	Tomato	Tomato <i>(describe in Tweet)</i>		
#njchardswiss	Chard	Swiss Chard	#njzuke	Zucchini	Zucchini		
#njcollard	Collards	Collards					
#njcornsweet	Corn	Sweet Corn					



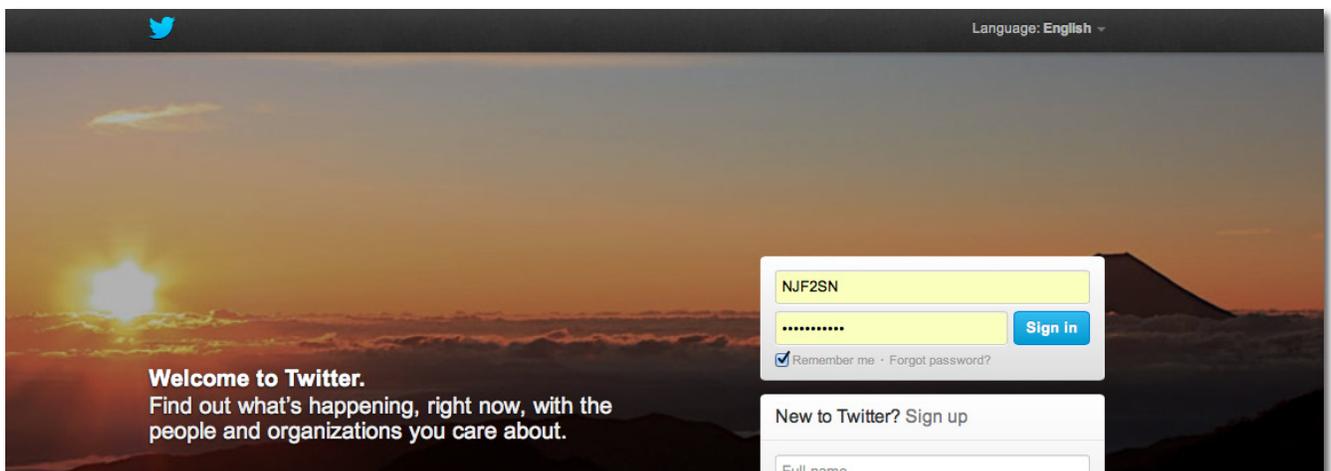
Tweet Search

In order to search specific information communicated within the group, you will need to connect to your Twitter account.

In your internet browser, go to **www.twitter.com**. You will be prompted to enter your **Username** and **Password**. Check the box that says, “**Remember Me**”, then click the “**Sign In**” button.



You will then be taken into your Twitter Account.



Tweet Search

From your home screen, choose the information you wish to search (#hashtag, @profile, date MM/DT).

Find Prompt:

If you are using a **Windows-based computer**, hold down the **CNTRL** button while pressing the “**F**” key.



Find Prompt:

If you are using a **MAC-based computer**, hold down the **command** button while pressing the “**F**” key.



Tweet Search

In the Search prompt at the top of the page, type in your search criteria. The information will automatically highlight so you are able to easily see the information and from whom it was provided.



Primary #Hastag Searches

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Primary @Contact Searches

_____	_____	_____
_____	_____	_____
_____	_____	_____



This program is brought to you by

**New Jersey Farm To School Network
and
New Jersey Farm Bureau**

Through a USDA Specialty Crop Block Grant

