

# Microblog

- Microblog posts are much smaller than traditional blogs
- Typically 140 – 200 characters per post.
- Send and receive brief text updates, links, or multimedia
- Allow authors to update via mobile devices.
- Ability to market content and share it with a large audience.
- Twitter is currently the largest and most popular site

## Benefits of Microblogs

- Share important information using a few words.
- Information can be quickly created and then viewed in real time
- Other users can respond, comment, and provide feedback quickly
- One of the best methods to build both individual and company brand awareness.
- Build personal brands and establish social personalities who are connected and approachable.

## Using Microblogs in the Classroom

- Educators create a community around a class or learning activity
- Students can provide the instructor with immediate feedback
- Microblogging can be used both during and after class
- Foster collaborative student relationships and promote further learning outside of class.

## Using Microblogs in the Workplace and Professional Networking

- Post regular updates on your work
- Use sites such as [search.twitter.com](https://search.twitter.com) to locate people
- Follow large numbers of relevant people
- Prompt conversations and questions
- Attract followers of your own

## Microblogging sites

Twitter, Friendfeed, Plurk, Tumblr, Identi.ca, Brightkite, Jaiku, Koornk, You are, Qaiku, Meemi, Mixin, Rememle, Adocu, Sweeter, Floort

## The Pros of Microblogging

- Makes publishing a blog post FAST. Like 2 minutes fast.
- Creates easily consumable content for your busy audience.
- Encourages your readers to follow along with a project or topic.

- Shows you're actively working towards a goal.
- Builds buzz around an upcoming sellable product.

### **The Cons of Microblogging**

- May be seen as fleeting, temporal, or self-indulgent if you fail to include value for the reader.
- Provides limited SEO value compared with longer-form content.
- Forces you to write clearly and succinctly – a great skill to develop, but it can take extra time and effort initially if you're not used to writing less.

### **References:**

<https://learn-u.com/lesson/blogs-and-microblogs/>

<https://thrivethemes.com/micro-blog-posts/>