Twitter Lists

- Public or private list of Twitter accounts

- Allows you to add users to a list, and see what they're posting, with or without actually following the account

- Users are notified if you add them to a public list. They do not know if you've listed them privately.

Ideas for use

- Competitors, other institutions

- Advocates

- High-profile alumni/donors

- Content sources (on- and off-campus)

- Organizing feeds (conference attendees, chat participants, etc.)

Creating lists

1. Visit your page and click Lists.
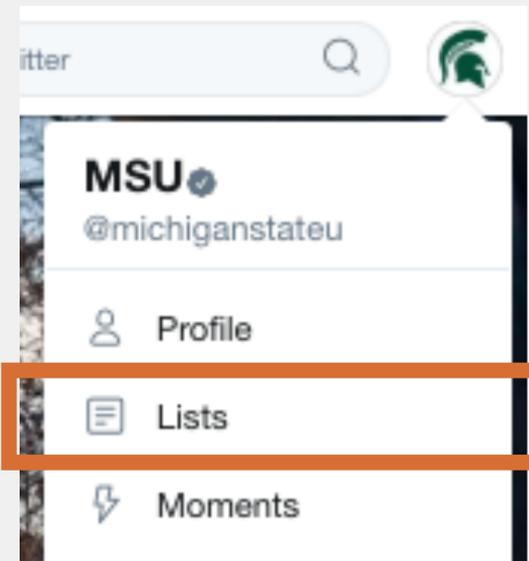
2. Click "Create new list" button.
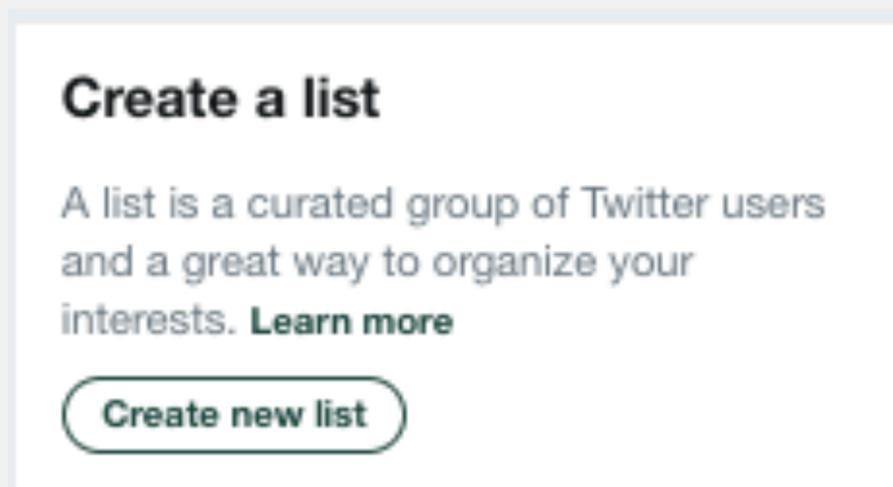
3. Choose name, public/private setting, and hit "Save list" button.
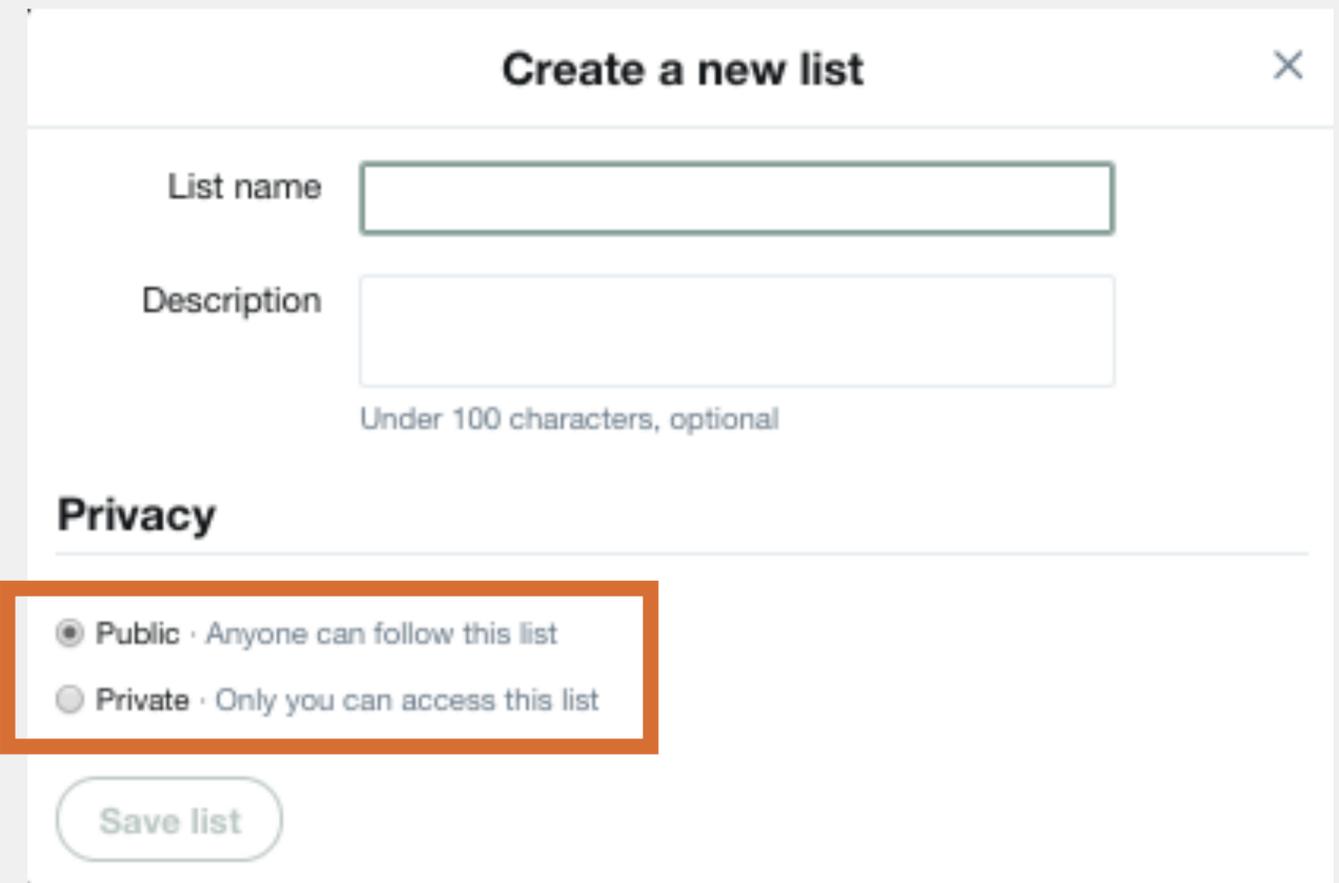
Using lists

1. Add users to list by clicking the drop-down menu next to the follow button on their page.
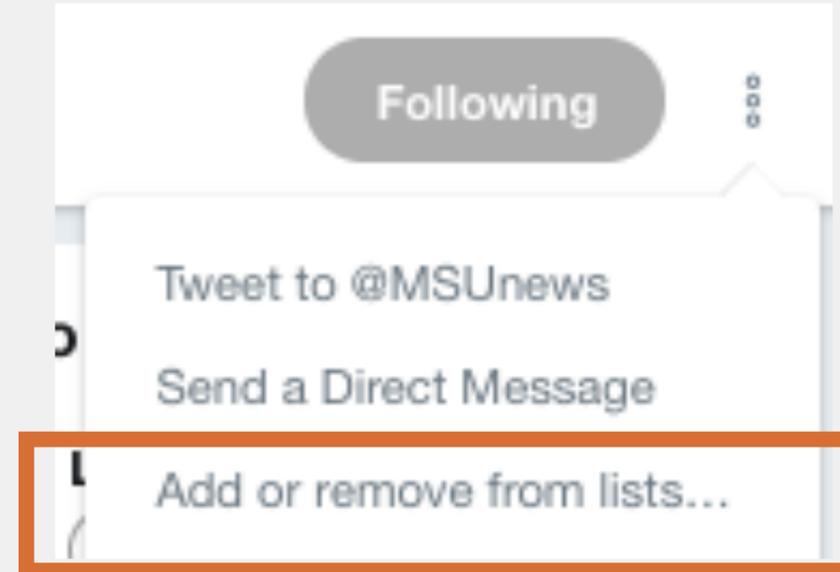
2. View content from list members by choosing the list from your account page.

3. Add lists to columns in your social media management system to view in your workflow.