

Technology Advertisement

Corporate Credit
Unions

Insurance

Lending

Facilities

Mortgages

Opinions

Financial
Performance

General News

Advertising

Marketplace

CareerZone

Editorial Calendar

Letter to the Editor

Meetings & Events

Research Vault

Submission

Guidelines

Rate Data

Search

[About the Banking Group](#)

Welcome, **MARCUS SCHAEFER** [Log Out](#)

Tuesday, May 27, 2008, as of 9:20 AM ET

[Home](#) [Daily Briefing](#) [Current Issue](#) [My Account](#) [Contact](#)

Can You Answer The Question 'What Are You Doing?' In 140 Characters Or Fewer?

Credit Union Journal | Monday, May 26, 2008

By [Kevin Jepson](#)

[Print](#) [Email](#) [Reprints](#) [Feedback](#)

SALEM, Ore. - Twitter: some describe it as "Facebook-lite," or a "mini-blogger." To others, it's tricked-out instant messaging—"but all of your friends see your message, so it is a little more of a broadcast note about what's going on," according to [Robbie Wright](#), a "tweeter" and general manager, fi-linx, the CUSO of MaPS CU here. (See related story, page 25.)

Tweeters answer the question "What are you doing?" in 140 keyboard characters or fewer. Tweeters can update what they are doing at any time, and each of their "followers" can send a reply to the updates along with a characteristic, sharply-cropped headshot. The resulting page view is a running series of 10 to 15 pithy conversation turns from multiple tweeters on scattered topics.

"Tweeters" can send and reply to updates via text messaging, mobile Web browsers, instant messaging—or even via the "good, old-fashioned" website, according to Twitter. As with instant messaging, many users keep the hybrid social networking tool running in the background on their PCs or phones.

To [Matt Davis](#), director, public relations at \$200-million Members CU, Twitter is the meeting place for CU intelligentsia. But the spirit of credit unions at Twitter is most easily explained in the tweets themselves, a sampling of which [Credit Union Journal](#) assembled here:

- * Yay, Finally got the first Macs at VCU here...the master plan has begun...
- * I'm amazed at how many \$1 Billion CUs have terrible websites.
- * Vancity is now officially carbon neutral.
- * **Truliant** FCU is rolling out some new TV ads ... I think they're kinda cool.
- * Checking out mobile twitter page from the good ole Treo
- * If Firefox has crashed once in the past week it's crashed a dozen times.
- * I'm starting to fall out of love.
- * New blog post: [UTFCU Now Offers Business Services](#)
- * New blog post: Take a Virtual Tour of UTFCU's Newest Branch
- * Opinions needed - any thoughts on online banking through Face Book?
- * I feel your pain. Kidney stones are terrible. I am trying to figure out how to use twitter.

For More Information

www.alliancecu.com

www.mapscu.com

www.memcu.com

www.utfcu.org

www.vcu.com

www.whatareyousavingfor.com

www.twitter.com (c) 2008 The Credit Union Journal and [SourceMedia, Inc.](#) All Rights Reserved. <http://www.cujournal.com> <http://www.sourcemedia.com>

SURVEY

For the rest of the year, we:

- Expect we will struggle with mortgages
- Expect the mortgage market will be flat
- Are projecting growth in mortgages

[Past surveys](#)

Advertisement

Blocked Advertisement

BEST PRACTICES AWARDS NOW OPEN

Call For Entries!



Click here to learn how to enter Credit Union Journal's Annual Best Practices Awards.

[Most Popular](#) [Viewed](#) [Emailed](#)

[Searched](#)

1. [Assist on Cal State 9 CU Deal to Cost NCUSIF Millions](#)
2. [Mortgage Losses Mount at CUs](#)
3. [How 1 CU's Focus On Wallet Share Is Scoring Mountain High 2% ROA](#)
4. [Notre Dame FCU Offers Web-Based Student Loans](#)
5. [Allied CU Manager Convicted Of Fraud](#)
6. [Banks Team With Defense CUs To Challenge JP Morgan's On-Base Card](#)
7. ['Hoodies' Robbers Promoted Their CU Heist on MySpace](#)
8. [Another Big Loser Merged Out](#)
9. [Greystone Residential Sold](#)
10. [Navy FCU Enlists Army, Air Force](#)

Blocked
Advertisement

Blocked
Advertisement

RESEARCH VAULT

[High Performing De Novo Banks and Thrifts: An Analysis of 20 Success Stories](#)

Blocked
Advertisement

New York, NY
Credit Portfolio Management Workshop
June 3 - 4, 2008
Baltimore, MD
Managing Risk in a Changing Market
June 5 - 6, 2008
Chicago, IL
The 3rd Annual Underbanked Financial Services Symposium
June 8 - 10, 2008
Miami, FL
[More Upcoming Events](#)

Blocked
Advertisement

[About](#) | [Contact](#) | [Subscribe/Renew](#) | [My Account](#) | [Privacy Policy & Reprints](#)

[American Banker](#) | [Bank Technology News](#) | [Credit Union Journal](#) | [U.S. Banker](#)

[Privacy Policy](#) | [Subscriber Agreement & Terms of Use](#)

Visit other SourceMedia sites:

© 2008 Credit Union Journal and SourceMedia, Inc. All Rights Reserved.
SourceMedia is an Investcorp company. Use, duplication, or sale of this service, or data contained herein, except as described in the Subscription Agreement, is strictly prohibited.

Select Site 