



ATHLETIC MEDIA RELATIONS

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ESU ATHLETICS NOW ON TWITTER

June 10, 2009-Fans of Emporia State Athletics now have another avenue to follow the Hornets. The ESU Athletic Department is now on Twitter.

Twitter gives ESU Athletics the ability to provide real-time in game up-dates to fans, in addition to sending out reminders about upcoming games and other events.

Twitter is a free social networking and micro-blogging service that allows its users to send and read other users' updates (otherwise known as "tweets"), which are text-based posts of up to 140 characters in length. It does not require an Internet connection and can be accessed with a cell phone, with the communication appearing as a text message.

You can find the Hornet Athletics page on Twitter at twitter.com/esusports. The Hornet Athletics Twitter page will be updated regularly with "Tweets" (messages sent via Twitter) that contain breaking news, up-to-the-minute headlines and stats, promotions and other offerings that can't be found anywhere else.

Fans can receive Hornet Athletics updates via Twitter through the Web at our official Twitter page, on their mobile phone, via instant messaging (IM) or through e-mail.

###HORNETS###

HOW TO "FOLLOW," ESU ATHLETICS ON TWITTER

1. Go to twitter.com.
2. Click on the green "Get Started – Join!" button.
3. Type in your name, create your username, make a password, and enter your e-mail address.
4. Enter the security words.
5. Click "Create My Account".
6. You now have a Twitter account!
7. Go to <http://www.twitter.com/esusports>. Press the FOLLOW button.

MOBILE DEVICE INSTRUCTIONS:

text messages

1. Add your cell phone to your twitter account (login -> settings -> devices)
2. Text verification code to twitter (40404)
3. Text "On" to Twitter
4. Text "On" esusports to Twitter

*In order to send/receive texts to/from Twitter, your cell phone carrier must have the capability of "short code" enabled to their phones. This allows you to send/receive messages to/from a five digit number (such as 40404 for Twitter). If you receive an "invalid message" reponse, contact your cell phone provider.