

# Build an App, Start a Movement

***squeejee***

**RailsConf 2009**

**Who are we?**

***squeejee***

***squeejee***



**Wynn Netherland**  
@pengwynn



**Jim Mulholland**  
@mully



**Bradley Joyce**  
@bradleyjoyce

**Why do *you* code?**

**Paycheck?**

**The great indoors?**

**The groupies?**



**Because you like to build stuff!**

**All TPS reports and client work make  
Johnny a dull coder.**

**Sharpen your skills.**  
**Build something *you* care about.**

**OK. What to build?**

**Good ideas may not seem obvious.**

# From the Squeejee Campfire 12/4/2008

	4:30 PM
Jason D.	brb
Wynn N.	got a rough idea for a twitter mashup need a domain name, fellers heck even a name basically something like "My congressman is on twitter, is yours?" doesyourreptweet?
Jim M.	Bradley, do you have some time to talk about some Goalistics stuff?
Wynn N.	basically a zip code lookup, link to their profile or a form to send them a message telling them to
Bradley J.	sure jim, just one minute
Jim M.	k
Wynn N.	myreptweets.com is avail
	4:35 PM
Bradley J.	k, Jim.. feel free to call whenever
Jim M.	skype or mobile?
Bradley J.	skype should work
	4:40 PM
Wynn N.	k, evidently no one thinks this is a good idea gonna go help paula with the baby. i'll be back in here later tonight...
	4:50 PM
Wynn N.	has left the room

**“... OK so no one else thinks this is a good idea”**

**Who cares? Just build it!**



**The idea: A Twitter directory and aggregator for the US Congress**

**A good name is everything.**

# Tips for finding a good name

Our faves:

- [domai.nr](#)
- [bustaname.com](#)

More:

- <http://www.igorinternational.com/process/name-evaluation-brand-evaluate-names.php>
- <http://sixrevisions.com/resources/12-excellent-tools-for-picking-a-domain-name/>

**Avoid names like these**

**Who Represents?**

# WhorePresents.com

<http://independentsources.com/2006/07/12/worst-company-urls/>

# Experts Exchange

ExpertSexChange.com

<http://independentsources.com/2006/07/12/worst-company-urls/>



# Pen Island

PenisLand.com

<http://independentsources.com/2006/07/12/worst-company-urls/>

# Therapist Finder

# TheRapistFinder.com

<http://independentsources.com/2006/07/12/worst-company-urls/>

# Speed of Art

# SpeedoFart.com

<http://independentsources.com/2006/07/12/worst-company-urls/>

**So you want to build a Twitter mashup?**

**Client only options**



# **Tweet jQuery plugin from @seaofclouds**

## Features:

- Display tweets from Search API based on keyword, users, and search terms.
- Get up and running fast

## Limitations:

- Can only aggregate so many users
- Search engines won't index content as part of your site

# **Server-side Ruby options**

## **Close to the metal** `JSON.parse` `Net::HTTP.get`

### Pros:

- No external dependencies

### Cons:

- Must be very familiar with Twitter API
- Myriad of error handling scenarios
- URI escaping

<http://apiwiki.twitter.com/>

## Grackle from @hayesdavis

- Method based API calls that map to API end points
- Returns OpenStructs
- Dot notation, don't handle the URLs as strings
- method? = GET
- method! = POST
- API changes don't require changes to gem
- Supports OAuth and HTTP Basic

<http://github.com/hayesdavis/grackle>

# Twitter from @jnunemaker

- Complete Ruby wrapper for Twitter APIs
- Robust, domain specific error handling
- Supports OAuth and HTTP Basic

<http://twitter.rubyforge.org>

<http://github.com/jnunemaker/twitter>

## **twitter\_auth from @mbleigh**

- Restful Auth meets Twitter login
- Updates user profile info upon login
- Authenticated client access to API from user object
- Rails 2.3 Engine
- Supports OAuth or HTTP Basic
- No Search API support

# Choose your syntax - you gotta have friends

```
# JSON.parse Net::HTTP.get
Net::HTTP.get(URI.parse("http://twitter.com/statuses/  
friends.json?screen_name=#{screen_name}"))
```

```
# Grackle (@hayesdavis)
client.statuses.friends :screen_name => screen_name
```

```
# Twitter (@jnunemaker)
client.friends(screen_name)
```

```
# twitter_auth (@mbleigh)
user.twitter.get("/statuses/friends.json?  
screen_name=#{screen_name}")
```

**Pro tip #1: Don't fear the ~~reaper~~ refactor.**



## **Pro tip #2: Get whitelisted!**

20000 calls per hour - less than it sounds

**If you build it will they come?**

So how do we promote this thing?

# Promoting

- Twitter!
- Enter award competitions
- Build relationships outside the tech world

**Who knows, maybe it will become**



a movement.



# *Tweet Congress*

[www.tweetcongress.org](http://www.tweetcongress.org)





# Our Mission

We the Tweeple of the United States, in order to form a more perfect government, establish communication, and promote transparency do hereby Tweet the Congress of the United States of America.

*Tweet Congress*





Why?



Transparency



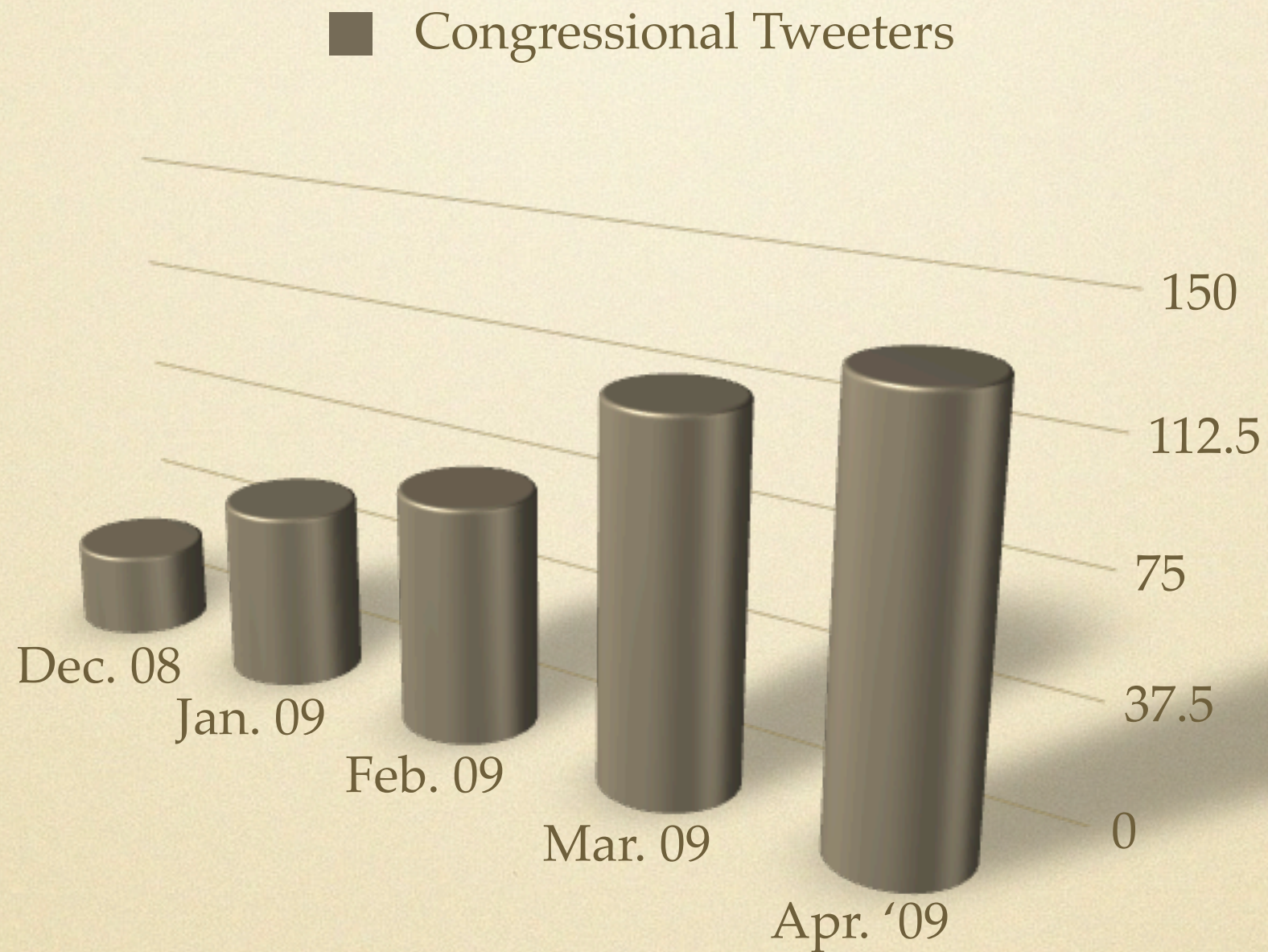
# Communication



We are all lobbyists now.



# Stats



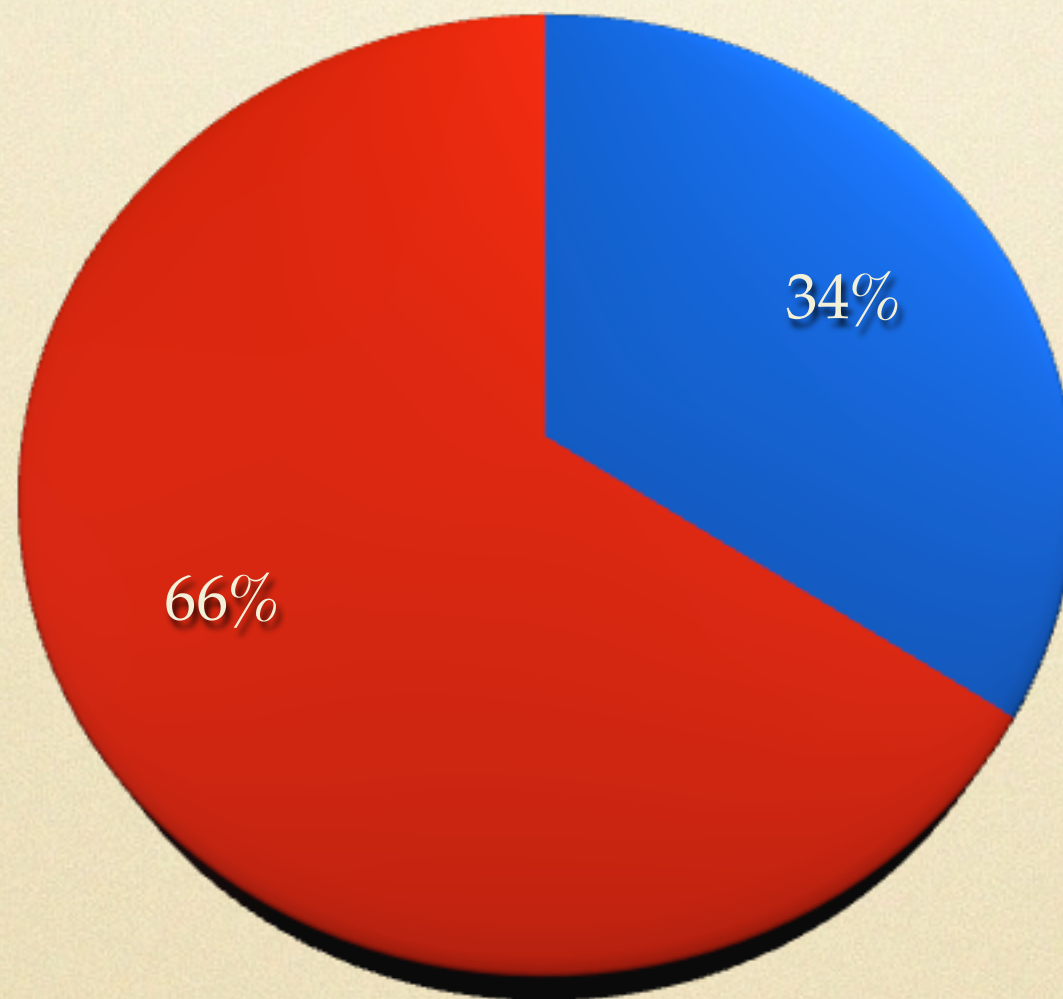
*Tweet Congress*





# Stats

● Democrat ● Republican



134 Total tweeters

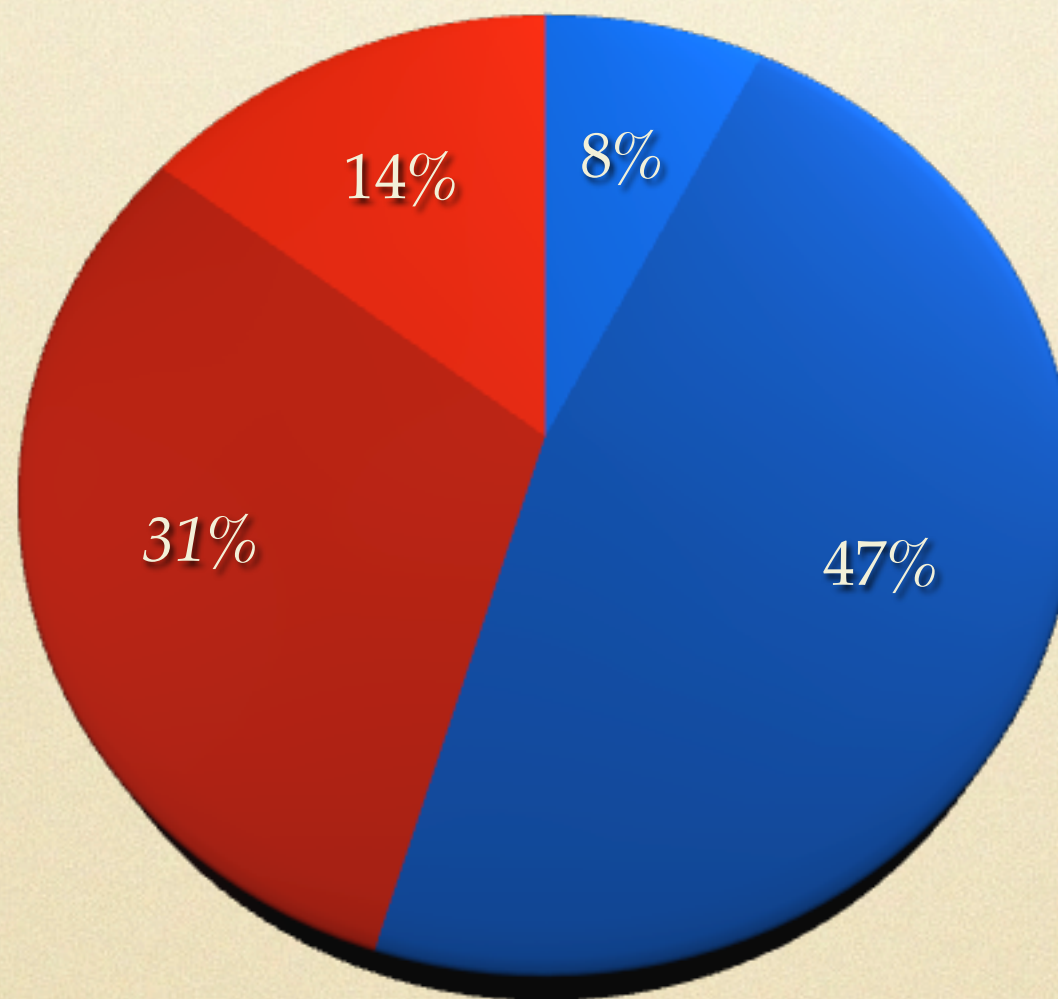
*Tweet Congress*





# Stats

- D Tweeting
- D Non-Tweeting
- R Non-Tweeting
- R Tweeting



134 Total tweeters

*Tweet Congress*





# Darn lies and statistics

- Launched December 12, 2008
- Found or recruited 90+ reps to join Twitter
- Republicans have had 2-to-1 advantage over Democrats since launch
- TweetReach.com: #tweetcongress hashtag (last 200 tweets) reached 190k people

*Tweet Congress*





# Who gets it?

- Claire McCaskill: @clairecmc
  - Following: 1
  - Followers: 22610
  - @reply 4%
- John Culberson: @johnculberson
  - Following: 11961
  - Followers: 10874
  - @reply 44%

*Tweet Congress*





# Get involved!

1. Find
2. Follow
3. Tweet

*Tweet Congress*





# Build your own!

## Introducing: Floxee

- Open Source (MIT)
- Host your own:  
<http://github.com/squeejee/floxee>
- Let us host it:  
<http://floxee.com>



*Tweet Congress*





# Tweet us!

@tweetcongress

@pengwynn

@mully

@bradleyjoyce

*Tweet Congress*

