Twitter users gear up for another SacStateTweetUp

Sacramento State’s second “SacStateTweetUp” will be held 6-9 p.m. Wednesday, April 4, in the University Union, Ballroom 2. Students, alumni, local bloggers, small-business owners and many other Twitter users will get together in what is described as a part social, part business gathering.

The first SacStateTweetUp, held in December, was a chance for local businesses and community tweeters to meet face to face on Sac State’s campus. More than 200 Twitter users came out to network and socialize.

The attire is casual and the focus is on social media, but the evening also offers opportunities for job networking with local employers.

Associated Students Inc. Executive Vice President Blake Menezes and Alejandro Reyes, head of SacTweetUp, are spearheading the event with the help of ASI Director of Business Julie Saetern through the American Marketing Association of Sacramento State.

“It’s really important to help Sac State students bridge the gap between what they’re learning in the classroom and the field they’re going into,” Menezes says. “It’s also a great experience for internships and job opportunities.”

Tweetups are being held around the nation, offering tweeters and their followers a chance to get together and mingle, whether it’s for a business network, a formal gathering or a bowling party.

“The age of swapping business cards is gone,” Menezes says. “Now people are swapping their user handles for Twitter. It’s a whole new era of networking.”

Coffee was provided at the first event, but Menezes wanted to go above and beyond this time. Midtown Deli will cater with handmade sandwiches.

To register for the Sac State event, go to http://sacstatetweetup2.eventbrite.com/ or search #sacstatetweetup on Twitter.

Participants are encouraged to bring their smart phones. However, being a Tweep (a person who tweets) is not a requirement.
For media assistance, contact Sacramento State’s Public Affairs office at (916) 278-6156.

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