



Twitter Overview

<http://www.twitter.com>

Twitter Main concepts

Make friends, add value, and interact. When you are twittering with good information, people will find you by name or by keywords in your topic, follow you, and recommend your Twitter feed to others. You'll be sharing bites of knowledge on your topic and yourself with your followers. You will also be receiving feedback.

When posting, be engaging. You want to tell your followers what is going on with you and what you're thinking about. For example, mention new articles, new courses being offered or being taken. You want to offer news, timely information, help, and insight.

Generating Interest & Followers

1. Within Twitter: Follow people who are talking about topics that interest you. When you follow a person, that person gets an email message and often the person will click through to read your profile. If the profile interests him, he'll start following you.

2. Outside Twitter: To encourage people to start following you, put your Twitter information on your blog and on your web site.

Create a button at <http://www.twitterbuttons.com/> and have your webmaster paste the code into your blog and web site to make it easy for blog and web site visitors to subscribe. This is a great way to build a following among the people who visit your blog and your site.

Updating your profile within Twitter

Add your website and blog links in your Twitter profile so that others can learn about you. To edit your profile, click on the Settings tab to get the Profile choices.

Within Settings:

Use the Account tab to update the text. Use the Picture tab to upload a picture. Use the Design tab to choose an existing theme for your account or to upload a new, custom background for your page.

Be sure to fully set up your profile so people can easily find you, your locations, and interests.

Posting within Twitter

On your Twitter Home page, enter up to 140 characters in the “What are you doing” box. Whenever possible, include a link to a web page or blog post to provide more information. Twitter will encode any URL, making it somewhat smaller so that it uses fewer characters.

Deleting your own tweet within Twitter

After posting a tweet, you may realize that you have a terrible typo. If you want to delete your own tweet, put your cursor over the tweet. The rectangle around the post turns grey and two buttons appear at the right end of the grey post rectangle:



To delete the tweet, click on the trash can icon:



Dealing with tweets/posts you receive within Twitter

1. A link in the post:


When you see a post with a link that interests you, put your cursor over the post. Then click on the link in that post.

2. To mark the post as a Favorite post:

Place your cursor over the post. The rectangle around the post turns grey and two buttons appear at the right end of the grey post rectangle:



To mark a post as a favorite, place your cursor over the post and click on the

star button, . After marking a post as a favorite, you will always be able to see that post when you view your Favorites page. (To get to your Favorites page, click on your Profile button, then click on the Favorites link.)

3. To reply to a post:

Place your cursor over the post and click on the curved arrow button, .

After you click on the curved arrow, the poster's address appears in your post entry box something like this:

Reply to virginialawrenc:

@virginialawrence

Type in your reply and click on the reply button.

Finding what people are saying within Twitter

Research by topic.

- Using Twitter, <http://search.Twitter.com>
- Using a different site, <http://twemes.com>

Researching by topic gives you a chance to see what others are saying about your company or your favorite topic. You can reply to tweets personally, as usual, by clicking on the curved arrow button on the tweet.

Finding people to follow within Twitter

1. Find People:

In the Twitter top menu, click on Find People.

Search by name within Twitter.

When you find the person you want to follow, click on the Follow button

2. Find contacts by topic.

- Using Twitter, <http://search.Twitter.com>

- Using a different site, <http://twemes.com/>

Search on your topic to see what is being discussed.

When you find the person you want to follow, click on the Follow button

Updating Twitter Automatically when you post to your blog

It's always a good idea to post a tweet or Twitter message every time you post to your blog. You can post manually, or you can use software such as Twitterfeed and have the software post to Twitter automatically each time you post to your blog.

Using Twitter with a cell phone

You have a choice of several applications that make it possible easily read and post tweets using your iPhone or Blackberry.

iPhone:

Tweetie, Tweetsville, iTweets, Twittelator Pro, Twitterific Premium, etc.

Blackberry:

Twitterberry, BlackBird, BBTweet, Twibble, etc.

Other phones:

If you have a different phone, you can tweet using a text message, paying your usual text message fees.