

# Win at Social Media

Quick Start Guide to Twitter™ for Business



Learn Winning Strategies  
in Just Minutes a Day



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## **Chapter 1: What is Twitter?**

Twitter is a social networking platform that allows users to speak to one another real-time in short, concise messages that uses 140 characters or less including spaces. Twitter is essentially a blogging platform and an instant message program rolled into one.

This new way of communicating with a large audience is called “micro-blogging” and it allows users to send and read short, text-based messages, also called “posts” or “tweets.”

Twitter began in late 2006 and has quickly become one of the fastest growing business communication tools on the internet. Fortune 500 companies and entrepreneurs alike use Twitter for networking, word of mouth marketing, promotion, traffic generating, reputation monitoring and management, crowdsourcing and direct business to consumer conversations.

Using Twitter as part of your social media strategy will give you the opportunity to have direct real-time conversations with your customers, as well as reach out to a vast new base of potential customers and prospects for your business and products.

Much like all of the other social networks, Twitter changes its platform regularly. The last update, in October of 2010, Twitter announced “NEW” Twitter, a redesigned home page and additional features for its on-platform users. New Twitter makes it a bit easier to see who you are following, the trends and topics that are hot on

Twitter and also to watch videos and see pictures on the network. This book has been updated to include the New Twitter design.

## How does Twitter work?

You connect with people by “following” them, and engaging in conversations.

You enter status updates of 140 characters or less in a box on your Twitter homepage that asks the question “What’s happening?” That 140 character count includes all letters, spaces and punctuation. This line of text is called a “tweet.” Your updates, or tweets, can include text or a combination of text and links to a variety of multi-media options including blogs, pictures, video, music, and podcasts.

The screenshot shows the Twitter homepage. At the top, there is a purple header bar. Below it, the text "What's happening?" is displayed in a large, bold, dark font. To the right of this text is a large, light gray input field with a 140 character limit indicator. Below the input field, there is a message from a user named "supremekat". The message reads: "New! Add a location to your tweets. Turn it on – No thanks". It also includes a link: "Latest: Philly Alert! @supremekat is keynoting 1st ever Face to Facebook event this week! http://ow.ly/1YldZ about 5 hours ago". On the far right of the message area is a "Tweet" button.

People use Twitter in a variety of ways:

They share breaking news.

The screenshot shows a single tweet from a user named "kiwanja". The tweet text is: "A first for Twitter? High court serves injunction in 140 characters. An innovative use, for sure. http://is.gd/3R8V3". Below the tweet text, it says "18 minutes ago from web". To the right of the tweet are two small icons: a star and a retweet symbol.

They point followers to helpful resources.



red **hawaiiredmag:** use twitter to find your next meal. search restaurant near:city within:xmi like restaurant near:honolulu within:10mi  
1 minute ago from web

They offer tips and applications to make social media work for you.



77 **77SquareEvents:** Use your phone and my mobile site to find an event <http://bit.ly/lZsbD>, then twitter about it while you're there  
8 minutes ago from Helios Calendar

## **How do I see what other people are posting?**

Not everyone on Twitter will see every tweet. Only tweets from people that you follow will appear on your homepage. Your tweets will appear in the twitter stream of the people who follow you as well as on your own. Twitter users post all kinds of things in their tweets – from what they had for breakfast to a link to the latest news story or product. Using Twitter for business means learning to filter out the stories on breakfast and help your brand messages stand out in what can seem like a crowded and noisy platform. In this guide, I'll help you learn to communicate using the unique language of Twitter, set realistic goals for using Twitter within your overall social media strategy and understand the principals of building and nurturing a following on Twitter. I'll also help you understand how to use Twitter

as a call to action and incentivize your followers to make a purchase, visit your website, join your Facebook page or otherwise engage with your brand.

## **Why Should I be using Twitter for business?**

At first Twitter may be a confusing tool. You are limited to 140 characters or less per tweet. There are more than 60 million users and you can't shake the feeling that it's a "noisy" platform. Twitter forces you to condense your thoughts and compress your ideas in order to create a short, meaningful, and strategic communication. Graceful tweeting is an art. Yet Twitter gives you the opportunity to have quick and direct conversations with customers, as well as reach a whole new base of prospects.

While Twitter should not be considered your only marketing strategy, it is a powerfully effective tool for your business when combined with other social media platforms and traditional marketing and communications plans.

With Twitter, you can:

1. **Create Brand Awareness.** By learning to use Twitter properly and regularly and by being strategic with your messages, you can create connections with industry leaders, current customers and potential prospects. Sharing information and becoming a resource of valuable information will position you

above your competitors in potential customer's eyes.

2. **Direct Traffic.** Twitter is a great traffic directional tool. Twitter can be used as a funnel to drive people to your website when you have a new blog post, event, or a sale. Any new product video or pictures posted on your website, Facebook business page, or YouTube, can be promoted to a new audience simply posting a tweet and attaching the link to your site. Taking your followers to your internet homebase, where they can get valuable information from you, is an excellent way to promote your business or service.
3. **Hire People.** Whether you need a web designer or a real estate professional, all you need to do is send out couple tweets asking for recommendations. Hire individuals or companies for whom you have received good Twitter recommendations.
4. **Research.** Twitter is a great place to research products and services. You can ask for reviews, feedback and references. In addition, Twitter is a perfect platform to preview prospects before you meet them. You can garner a lot of information about them by looking at their profile and their tweets.
5. **Get Breaking News.** Twitter is an amazing news aggregator. The first news about results of the presidential election was broadcast on Twitter. Many Twitter users share news stories by attaching links to articles.
6. **Network, Partner and Build Relationships.** Connect with local

businesses, colleagues and customers to exchange ideas and experiences. Build relationships with vendors that can offer complementary services or products. All the relationships that you create on Twitter will help you build a new community that will bring value to your business and your personal relationships.

7. **Keep in Touch With Customers.** Update your customers and clients about new events, policies, products, services, or prices. Twitter is an easy way to stay in touch.
8. **Event Updates.** One of the most popular activities on Twitter is following #hashtags tagged conversations from live events. This is how Twitter users become part of a community—through shared interest in the same events. They swap opinions, recommendations and experiences, talk about best practices and share referrals.
9. **Find Prospects.** You can use Twitter to find potential customers or clients online. Use keywords that relate to your products or service in the Twitter Search feature to find out who is talking about it and then follow those that are talking about it.

**Share and Build Credibility.** The Twitter community appreciates those who share valuable information, articles and referrals. Help those that have problems, share tips related to your industry or your business, report industry latest news, link to articles and summarize the value of them in your tweets.

With more than 75 million people using Twitter as of this

writing, Twitter is an important way to:

- Broadcast your brand message
- Introduce your business or product to a wider audience
- Research and launch new products and services
- Monitor and manage your brand reputation

I recommend that you set your goals for Twitter, just as you would for any marketing tool and do some targeted and strategic posting until you find the comfort zone and your brand voice. The three most important rules to remember for marketing on Twitter are something I call DOC:

- **D**emonstrate honesty and transparency in your online engagements
- **O**perate as though you were doing business in person
- **C**ommunicate your value clearly

When engaging in conversation with a potential client on Twitter, just as in person, the successful business person will listen, add value to the conversation, and clearly share information about his or her product or service. The more honest, transparent and value oriented you are, the more people will want to follow you.

Think of Twitter as a cocktail party. Ask people about themselves, listen, tell them about yourself, offer valuable insights, information

and connections. Show potential followers that you are someone worth following.

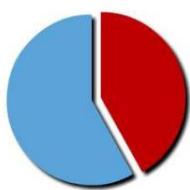
## Chapter 2: Why Use Twitter?

Twitter is one of the best conversation tools out there. Sharing content from your blog, website, Facebook®, and other platforms gives you ample content with which to start a dialogue, or to join an on-going one. Ask and answer questions. Connect and engage with colleagues, industry leaders, and clients. Give and get real time information on the latest trends and tips on the subjects that interest you and your desired client base. The results of your engagement on Twitter will lead to new prospects and business opportunities. But before you begin a Twitter marketing strategy consider these

statistics: [twitalyzer](#) @erictpeterson

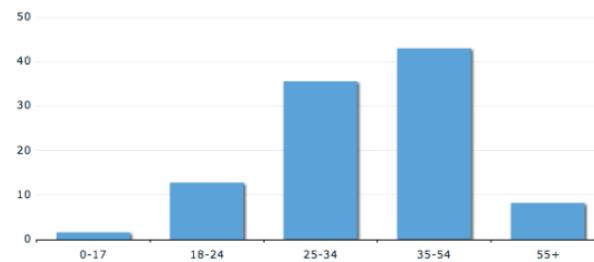


“Active” Users Skew Male (58% to 42%)



This finding differs from the Harvard study that found that women made up 55% of their 300K sample

Dominant Age Group: 35 to 54



### According to a Harvard Business review study:

- **only 21% of Twitter users are active users.**
- **Only 26% of Twitter users had 10 followers or more, while only 40% were following 10 people or more**

- **Majority of Twitter users, 51%, were following less than five people**
- **34% of Twitter users hadn't tweeted even once, while a whopping 73% of Twitter's users tweeted less than 10 times.**
- **The top 10% of prolific Twitter users account for over 90% of tweets**

**Bottom line: nearly all of the tweets were coming from about one-fourth of the userbase. Power users dominate.**

### **What does this mean for me and my business?**

Like any marketing strategy, you need to know your client base demographics and choose the best route to communicating with these customers. Also, Twitter is a great place to be to target your market, but being consistent and present is the only way to make it work as a viable marketing strategy.

### **Top 10 reasons you should use Twitter for business:**

1. Build relationships with transparency and trust
  - Be honest, be yourself, be helpful
2. Drive potential customers to take an action
  - Drive them to your blog or website for more information, to opt-in to your mailing list or to make a purchase
  - Drive them to a registration page for a live event

- Give them a discount or coupon to use in your store or for your services
3. Market your brand and your business
    - Outline the value your service/product can bring them
  4. Share your expertise (answer/ask questions)
    - Demonstrate your value by giving your followers free advice, tips, strategies, techniques that will lead them to follow you.
  5. Learn from experts in your field and expose yourself to new ideas
    - Be open minded and open hearted
  6. Connect with and learn from experts in your field by watching the real time chatter thread
    - Be in the “know” with the latest and greatest by “virtually” attending conferences and following conversation threads
  7. Learn best practices in social media marketing
    - Watch, listen and learn
  8. Stay current with the latest news and industry trends
    - Follow experts in your field and be the first to deliver the news to your community
    - Learn about breaking news by observing the top trends column on Twitter
  9. Improve your search engine rankings

- Develop and use keywords in tweets, knowing that each tweet is a new and fresh micro-blog post
10. It's free!

## Chapter 3: Getting Started

### Creating Your Twitter Account

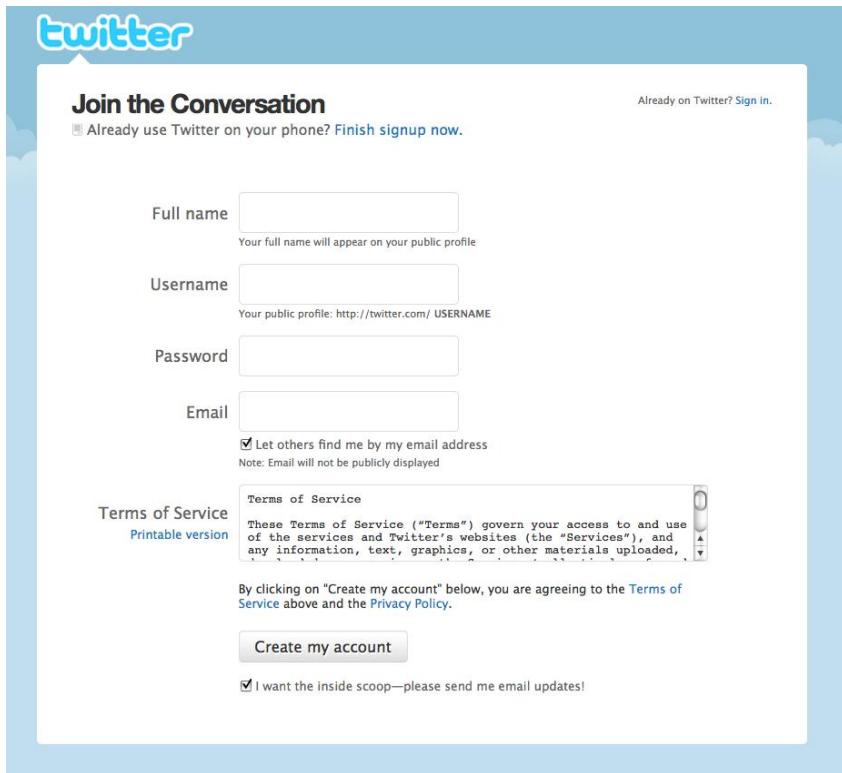
Go to <http://Twitter.com> now. You'll see this welcome screen and you can click on the yellow "Sign Up" button on the right hand side of the screen to begin.



Next you'll be taken to a screen called "Join the conversation" where you will be prompted to enter:

- Your real name (required)
- Your chosen Username (which is how you'll be identified to Twitter users)
- Your password (which you can change at a future date)
- Your e-mail address (a valid e-mail address is required to verify your new account)

Fill in the information and click “create my account.”



The image shows the Twitter sign-up page titled "Join the Conversation". It features fields for "Full name", "Username", "Password", and "Email". Below these fields are checkboxes for "Let others find me by my email address" and "I want the inside scoop—please send me email updates!". At the bottom, there are links for "Terms of Service" and "Privacy Policy", and a large "Create my account" button.

## Choosing your Username

If you are already doing business, think about how people might search for your business through a search engine. Will they know your business name, your personal name or some combination of the two? Most people will want to use their business name or their personal name on Twitter and the choice is one of how you wish to represent your business online.

For most business, the ideal Twitter name will be your business name. However, keep in mind that every character in your business name takes up a portion of the allowable 140 characters per Tweet. You

may want to abbreviate or shorten your business name when creating a Twitter username. For example, if your company is Jack Anderson and Sons Accounting. That's a little long, so the Twitter name can be @JASAcct or something like that. If you choose to use your business name as your username, I recommend that you also register an account with your own personal name on Twitter too. Remember that clients and colleagues may be searching for you on Twitter under your real name. Post just one message saying "*Hi, this is Kathryn. I post all of my tweets from my business account, @mybusiness. I'd love to have you follow me there.*" This will ensure that anyone searching for you by name on Twitter, will find you and be directed to your active business account.

## **Finishing Your Twitter Account Set Up**

Next, Twitter will lead you through a series of three steps to help you find and connect with other Twitter users who share your interests. Take a look at these screens. Twitter makes it very easy for you to find and follow others.

**Step 1:** Twitter will ask you to identify some areas of interest. I recommend you skip this and do not begin to follow people until you have your profile set up correctly. There are so many spammers who join Twitter that folks will be less likely to follow you back if there is no information on your profile.

The screenshot shows the Twitter interface for finding sources of interest. At the top, it says "Find sources that interest you" and "You're following 0". Below this, there are three circular buttons labeled "1 suggestions", "2 friends", and "3 anyone", each with a right-pointing arrow. A "twitter" button is on the far right. A message below the buttons says "Look who else is here! Follow the ones you like." To the left is a vertical list of categories: Art & Design, Books, Business, Charity, Entertainment, Family, Fashion, Food & Drink, Funny, Health, Music, News, Politics, Science, Sports, Staff Picks, Staff Picks for World Cup, Technology, Travel, and Twitter. On the right, a dark callout box titled "Step 1 of 3: Browse Suggestions" contains text explaining how to use the suggestions feature.

**Step 1 of 3: Browse Suggestions**

To get started, select the topics you are interested in. Find a few people you want to hear from, then follow them. When you "follow" someone, each time they tweet, you'll see their tweets on your Twitter Home page. They are notified that you are following them, and will be displayed on your public profile. You can follow or unfollow sources anytime.

**Step 2:** Twitter will ask if you'd like to identify which friends in your e-mail database are on Twitter and again, you can choose do let Twitter help you find people you know or you can ignore this and move on to the next step. I recommend again, that you wait until your profile is complete to begin connecting.

**twitter**

**Find sources that interest you**

You're following 0

1 suggestions → 2 friends → 3 anyone → twitter

Look who else is here! Follow the ones you like.

**Art & Design**  
**Books** Books  
Business  
Charity  
Entertainment  
Family  
Fashion  
Food & Drink  
Funny  
Health  
Music  
News  
Politics  
Science  
Sports  
Staff Picks  
Staff Picks for World Cup  
Technology  
Travel  
Twitter

**Sources in Books**

**Guardian Books**  
@GuardianBooks  
Location: London  
Bio: News, reviews and author interviews plus tweets from the desk: Sarah Crown, Michelle Pauli, Richard Lea and Lindsey Irvine

**nationalbook**  
@nationalbook  
Location: USA  
Bio: National Book Foundation, Presenter of the National Book Awards

**Neil Gaiman**  Verified  
@neilhimself  
Location: mostly near minneapolis  
Bio: will eventually grow up and get a real job. Until then, will keep making things up and writing them down.

**The British Library**  
@britishlibrary  
Location: London NW1 2DB  
Bio: Colin Wight is web editor at the British Library in London. Working on Magnificent Maps (opened 30 April) and two more exhibitions for 2010.

**Alfred A. Knopf**  
@AAKnopf  
Location: New York, NY  
Bio: Dedicated to publishing distinguished fiction and nonfiction

In **step 3**, Twitter will ask you if you'd like to search for anyone you may have missed. You can search by name, business or keyword. Skip these steps and let's get to setting up your Twitter account properly. Then you can begin to implement your Twitter strategy.



Missing someone? Find people, organizations, or companies that are already on Twitter.

Who are you looking for?

Examples: Bill, Bill Smith, or Whole Foods

Search



### Step 3 of 3: Search for anyone

This is the last step for anyone we've missed. Search for a username, first name, last name, or business name.

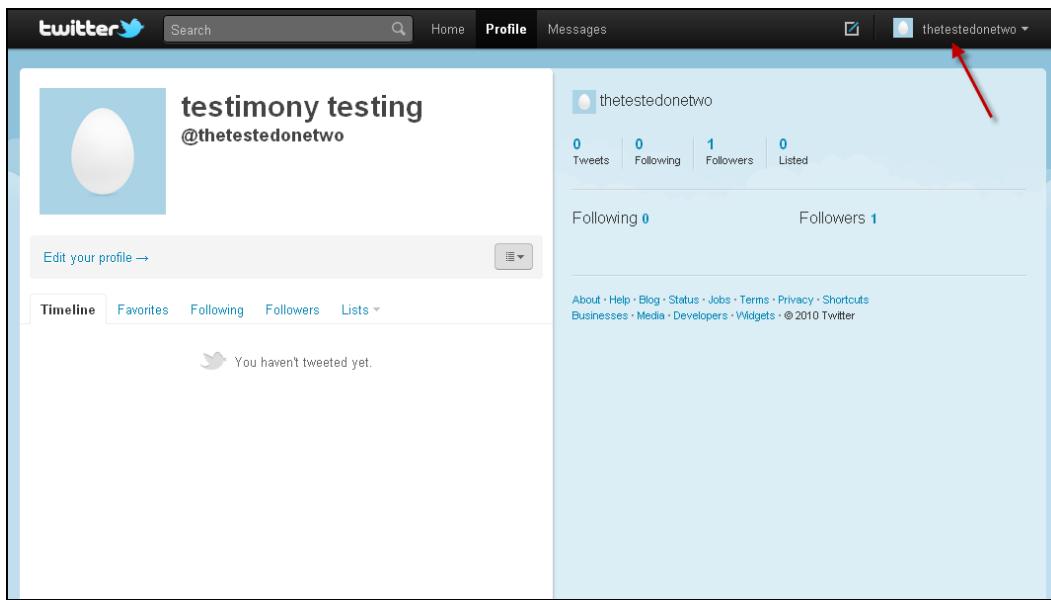
Once you're satisfied with the sources you're following, click "Finish" below to go to your Home timeline. Find more sources to follow anytime by clicking the "[Find People](#)" link at the top of your Twitter home page.

Finally, finish here and you're ready to go.

You'll now find yourself here on your new home page. You see it will tell you "what to do now", the first step being "Tell us what you're doing now", etc. Again, I suggest you wait until your profile is completely set up to being engaging on the platform.

## Chapter 4: Customize your Twitter page

To begin customizing your page, start with the page “settings”. Go to the upper right site and click on the drop down box, then click “settings”.



Once you click on the settings tab, click “edit your profile” under the egg icon. In here you’ll be able to set your time zone properly, decide whether or not to use the location application (which will be an excellent tool for speakers and authors who travel or for events marketers). You’ll see tabs that will allow you to change your background and create a keyword rich bio for your page.

**s settings**

**Account** Password Mobile Notices Profile Design

**Name** You can change your name on your [profile settings](#).

**Username** No spaces, please.  
Profile URL: <http://twitter.com/CoachDaneth>

**Email**

Let others find me by my email address  
Note: email will not be publicly displayed

**Language** English

What language would you like to Twitter in?

**Time Zone** (GMT-05:00) Quito

**Tweet Location**  Add a location to your tweets  
Ever had something you wanted to share ("fireworks!", "party!", "ice cream truck!", or "quicksand...") that would be better with a location? By turning on this feature, you can include location information like neighborhood, town, or exact point when you tweet.  
When you tweet with a location, Twitter stores that location. You can switch location on/off before each tweet and always have the option to delete your location history. [Learn more](#)  
You may [delete all location information](#) from your past tweets. This may take up to 30 minutes.

**Tweet Privacy**  Protect my tweets  
Only let people whom I approve follow my tweets.  
If this is checked, your future tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places.

**Account**  
From here you can change your basic account info, language settings, and your tweet privacy and location settings.

**Tips**  
Change your Twitter user name anytime without affecting your existing tweets, @replies, direct messages, or other data. After changing it, make sure to let your followers know so you'll continue receiving all of your messages with your new user name.  
Protect your account to keep your tweets private. Approve who can follow you and keep your tweets out of search results.

One important note I want to make here. **Do not check the box marked “Protect My Tweets,” if you are using Twitter for business.**

This makes all of your posts private, except to your followers and makes it difficult for potential clients to interact with you.

Above is the screen where you will customize the look of your home page. Check to make sure your real name is here. This will help people that are searching for you by name.

The next area is your username this is your Twitter name and it will become a part of your Twitter URL as in,  
<http://Twitter.com/username>.

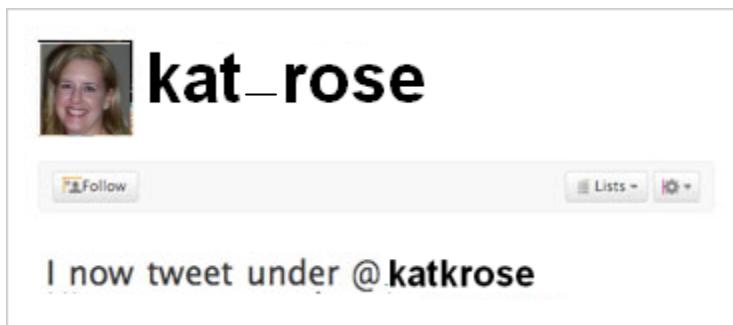
Tip: Can I change my username? Yes. It is very easy to do so, just go in this area and type the new username. If you have already been tweeting under another username, be sure to create a second account and let followers know you've changed the name.

### **How do I change my Twitter username?**

As I mentioned above, go to the settings area, enter a new name and click save. However, to prevent confusion to your followers you may want to hold on to your current twitter name, at least for a little while. You can also leave messages for anyone who comes across your old name on sites or blogs you've been a part of. How do you do this? Follow these steps:

1. Create a new twitter account. Use a generic twitter username like your current one with a "2" or an underscore or something. What you use doesn't matter you are going to change it anyway.
2. Once you have the second account set up, login to our current account (the one you want to change) and chance the username to your desired new twitter name.
3. Twitter username are immediately available once they are changed, so now go and quickly (don't tell everyone you switched yet), log back into your new generic twitter account (the one with the "2" or space or \_ in it) and change that twitter account name to your old twitter username.

4. Leave one tweet on the new, which is now the "old" twitter account, to cover your tracks.



### **Will I lose my followers?**

A lot of people ask me if they will lose their followers. The answer is no. Twitter understands that people may want to change their name so when you change your username all your followers and even the lists you are on will remain the same.

Basically everything you see listed in the upper right hand corner of your twitter account will be exactly the same, except your username of course.

A couple more things to pay attention to in the settings area:

#### **Time zone:**

Be sure to set the correct time zone for your local area. This way you'll have a time stamped record of your tweets and those of your followers.

## Tweet Location:

Tweet Location  Add a location to your tweets 

Ever had something you wanted to share ("I'm in New York!", "party!", "ice cream truck!", or "quicksand...") that would be better with a location? By turning on this feature, you can include location information like neighborhood, town, or exact point when you tweet.

When you tweet with a location, Twitter stores that location. You can switch location on/off before each tweet and always have the option to delete your location history. [Learn more](#)

---

You may [delete all location information](#) from your past tweets. This may take up to 30 minutes.

This can be a good feature if you're, say, an author at a book signing or at a trade show and you want attendees to know where you are. Twitter says:

*Twitter's Tweet With Your Location feature allows you to selectively add location information to your Tweets. **This feature is off by default and you will need to opt-in to use it.** You can find out how to start using this feature on the [How to Tweet With Your Location](#) help page; this article is an overview of the feature.*

*Once you've opted-in, you will be able to add your location information to individual Tweets as you compose them on Twitter.com and with other applications or mobile devices that support this feature. The location information that is shared publicly can be either your **exact location** (your coordinates) or your **place** (like a neighborhood or town).*

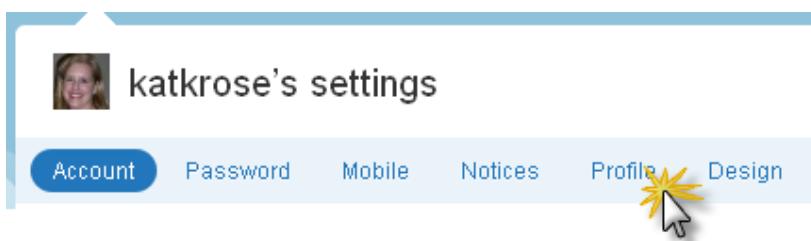
*Tweeting with your place or coordinates can add context to your updates and help you join the local conversation, wherever you are.*

Once you have completed these steps, be sure to click "Save changes" so your changes are saved.

## Chapter 5: Branding On Twitter

Once you have the mechanics of the profile covered, you will want to spend some time honing your profile to position yourself and/or your brand on Twitter.

First, click on the tab called Profile. Here you can add the URL of your website, Facebook® Page, blog, LinkedIn™ profile, or any place you'd like to direct followers for more information about you or your company. Be sure to list the URL with the full http:// address to make it a live clickable link.



The screenshot shows the Twitter profile settings page for user **katkrose**. The top navigation bar includes links for Home, Profile, Find People, Settings, Help, and Sign out. Below the navigation, the user's name **katkrose's settings** is displayed next to a small profile picture. A horizontal menu bar below the name includes Account, Password, Mobile, Notices, **Profile** (which is highlighted in blue), Design, and Connections.

**Profile**

This information appears on your public profile, search results, and beyond.

It helps instantly identify you to those following you, and tells those who aren't more about you.

**Name**: Kathryn Rose  
 Enter your real name, so people you know can recognize you.

**Location**: Connecticut  
 Where in the world are you?

**Web**: <http://facebook.com/katros>  
 Have a homepage or a blog? Put the address here.  
 (You can also add Twitter to your site here.)

**Bio**: Social media/online marketing, fun facts and quotes, author, lover of [dropdown menu]

About yourself in fewer than 12 chars.

**Tips**

Filling in your profile information will help people find you on Twitter. For example, you'll be more likely to turn up in a Twitter search if you've added your location or your real name.

Your Twitter profile picture helps instantly identify you to those following you – and tells those who aren't more about you.

**Save**

## Choosing your profile photo (Avatar)



Your picture is your visual signature and a representation of your brand. Use an image that matches your style and reveals your personality. Be aware that the maximum image size needs to be under 700 kb in one of the following formats: jpg, png, gif.

Try and use the same picture across all online platforms or at least one from the same photo shoot to strengthen your brand and make it recognizable.

Be sure to click “save” at the bottom of the page when you’re done uploading your picture.

The next area is the Bio field and this is very important. Here you have 160 characters to create a short and impactful statement about who you are, what your business is and what you tweet about. This information will appear on your Twitter profile and will help visitors decide if they would like to follow you.

Here are some examples:

**My bio@katkrose:** Social media/online marketing, fun facts and quotes, author, lover of laughter, family and friends. Never short on good ideas, just short on time...

**My friend Tamara Monosoff @mominventors** (founder of MomInvented.com and Author) : Mother of two girls, Founder of MomInvented.com. Passionate about helping women achieve their goals! Anything is possible!

**My friend Anastacia Brice, Founder AssistU and blogger:** Founder: AssistU.com. Biz foundation/standards genius & coach. Champion of women. Voluptuary. Italophile Believer that love \*is\* the higher law. Say hi!

### **Tip about your bio:**

A **keyword rich** profile is recommended so that Twitter can help people find you, your business and your service or product. In order to help search engines suggest you to your ideal clients, you'll want to include the right keywords for your individual business. I recommend that you take the time to make a list of 30-50 keywords which you can refer to when creating a profile. You'll be able to keep this list handy and refer to it later when crafting strategic business tweets.

Use the keywords that will most likely be used by potential customers to seek out businesses that provide the services you offer in your bio. These search optimization benefits are important but remember also to show your personality. You CAN change this bio as you become more experienced with Twitter, so don't get the anxiety over a "perfect" bio hold you up. You can also change the bio to reflect a particular project or promotion you are running.

**As always, be sure to scroll down and "save changes."**

## **Chapter 6: Customizing Your Twitter Page**

For branding purposes I recommend you upload a custom designed background to your page. In October of 2010, Twitter launched “new twitter” and changed the screen size dimensions. If you have been on Twitter previously you will need to re-design your Twitter background to fit the New Twitter dimensions.

For backgrounds, I recommend you pay someone to do it for you. There are a great deal of designers at all price points to choose from.

Since this is so new, there aren’t many free template designs available at this writing but keep checking Google, they will surely be available soon. There is a good site called colourlovers.com/themeleon that has more background choices than the standard Twitter selection and it is FREE.

If you are adventurous or talented enough to design your own custom background, keep these dimensions in mind:

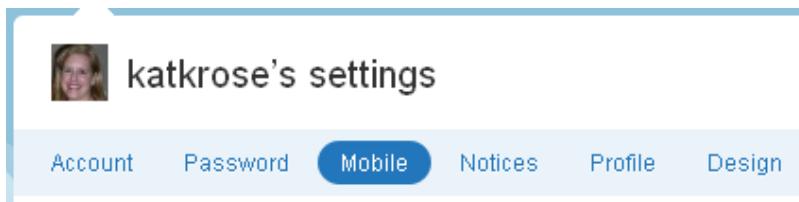
- Toolbar is 40 pixels tall
- Tweets sidebar is always 540 pixels wide
- Width varies between 380-500 pixels

To change your background design: under “Settings” select “Design” tab and customize your background image, as well as your sidebar, text and link colors.

**Tip:** Be sure to include web “links” they aren’t “clickable” but some will type them into the navigation bar on their browser to find you.

## Chapter 7: Mobile and Notices Settings

There are two final settings I will cover: **Mobile and Notices:**



### Twitter mobile:

Twitter allows you to send tweets via your mobile phone. Just register your mobile phone and then you can send a text message to 40404 with your tweet. If you have a smartphone, there are plenty of mobile applications that allow you to connect with Twitter so I personally do not use this feature.

You can also set it up to receive updates TO your mobile device. This includes tweets in your stream, Direct messages, etc. When you are following a great deal of people this can be overwhelming so you can register your phone and go to a particular person's profile that you are interested in tracking and click on the phone icon next to their page and you can get notified only when those you select send tweets.

## Notices:

The screenshot shows the Twitter 'Notices' settings page. At the top, there's a blue header bar with the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, and Sign out. Below the header, the user's profile picture and name 'katkrose's settings' are displayed. A horizontal menu bar includes Account, Password, Mobile, Notices (which is highlighted in blue), Profile, and Design. On the left, there are three sections with checkboxes: 'New Follower Emails' (checked), 'Direct Text Emails' (checked), and 'Email Newsletter' (unchecked). A 'Save' button is located below these options. On the right, there's a 'Notices' section with a sub-section titled 'Tips' containing instructions about Nudge and email settings.

New Follower Emails:  Email when someone starts following me

Direct Text Emails:  Email when I receive a new direct message

Email Newsletter:  I want the inside scoop—please send me email updates!

Save

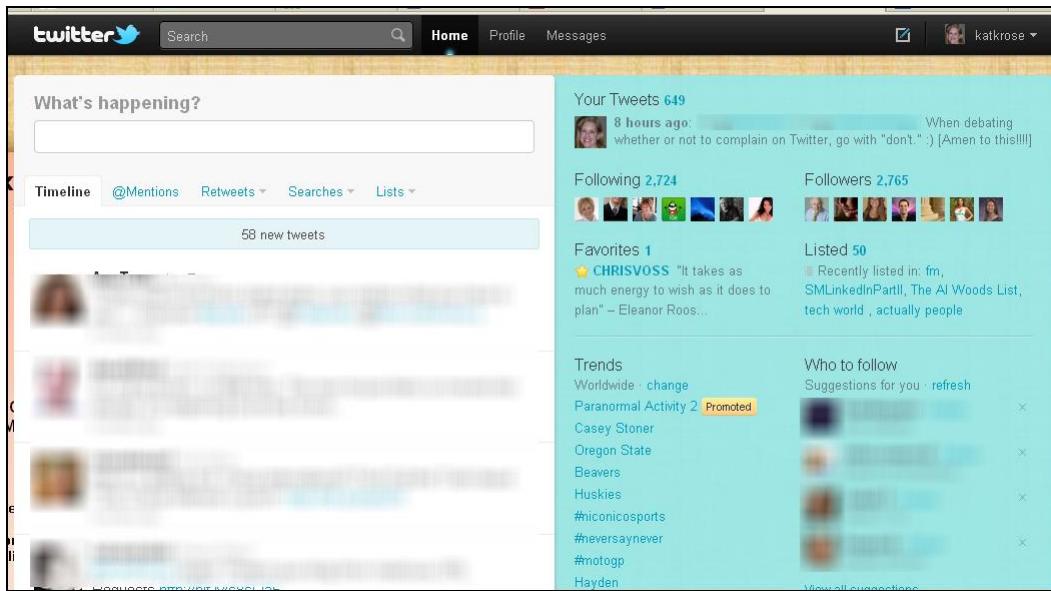
**Notices**  
These settings control how much we bug you about various things.

**Tips**  
Nudge only works if you have a registered device and it is on.  
Be sure your email is correct in [account settings](#) to receive emails.

You can set Twitter to notify you via email when folks start to follow you or when you have a direct message. Direct messages are private messages sent to you by folks you follow who follow you back. (see Twitter terminology chapter).

## Chapter 8: Tweeting

Ok here we go, once you are done completing your profile and design click on the “home link” at the top of the Twitter page and you will see this:



Ok, now what? Write an answer. One of the things I tell my clients is “you can’t break it”! You can say, “Hi, I’ve joined Twitter” or whatever you want. If you don’t like what you’ve written you can delete it and start again by going to the “Profile” section and clicking the “delete” button next to the tweet. Here are some tips for you:

- Enter your outgoing message into the window (shown above) and pay close attention to the character counter. Once you hit the “Tweet” button, this message becomes a

micro-blog post. It is indexed by Google as a unique URL and therefore ranked in the Google search results.

- You do not have to answer the question: "What's happening?" Instead tell people about your business, industry, services or special events. Be interesting. Be engaging. Create valuable content and share it. To get the full viral effect from Twitter, be sure you are also creating value others will feel good about spreading.
- Find your tweeting style - are you lighthearted or do you prefer a serious voice? Do you like to start your day with affirmation or motivational quote?

## **What to Tweet About?**

- The simplest way to chose your topic is to tweet about something you like doing, something you want to support, things that interest you professionally and personally. Tweet about your passions and share your knowledge. Give out tips and share links to blog posts you find interesting.
- Attach links to your tweets by simply copying and pasting link from your browser, or create a live clickable link by starting your URL with <http://>.
- Character real estate on Twitter is limited, and that is why using URL or link shortening services like <http://bit.ly> can be useful. Create a free account on bit.ly and connect it to your Twitter account. One advantage to shortening your

links with a service like bit.ly, aside from saving character space in your post, is that your links will be tracked and your click through statistics available to you for research.

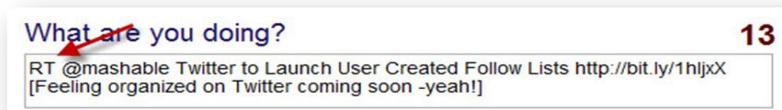
- Listen, engage, and share. These are the three rules for successful Tweeting.
- Use content you already create. Automatically tweet your blog posts via <http://twitterfeed.com> or if you have a wordpress site, you can set it to automatically send a tweet when you post a new blog.

## **Strategies to keep engaged on Twitter**

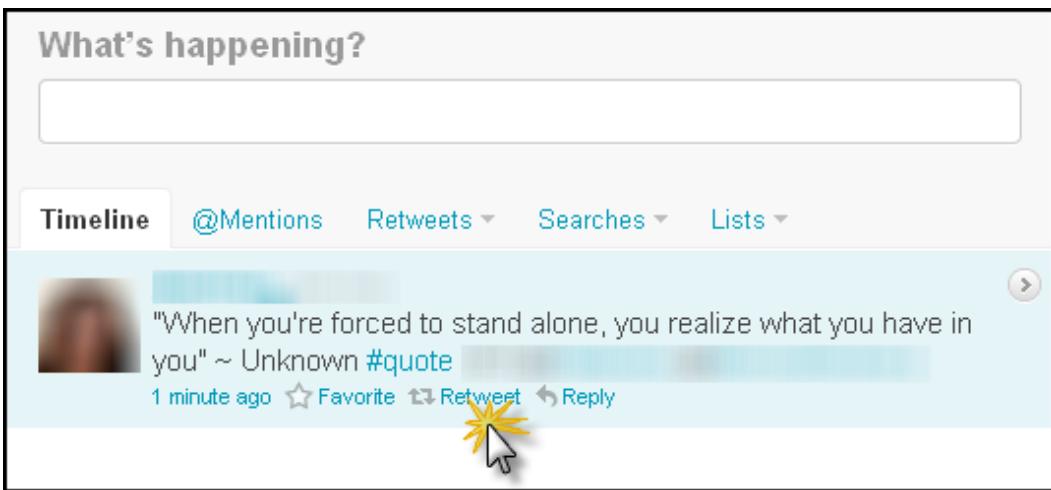
Believe it or not, you don't always have to come up with original content to Tweet. One effective way to stay engaged and in the conversation on Twitter is by re-tweeting.

### **Re-tweeting (RT)**

It is a strategic visibility opportunity to align your brand with another high visibility brand by sharing what they say with your followers. To re-tweet means to re-post someone's tweet by placing RT in front of their message. It looks like this:



Or you can simply click under the tweet to re-tweet to your followers:



Even though Twitter allows you to use 140 characters per tweet, I suggest that when using Twitter for business you use only 120 characters of the 140 allowed. Why? Because your goal is to tweet good, valuable content that others will want to re-tweet to their followers so you can spread your message virally. When someone Re-tweets your message, your @username is added to the front of your message and takes up the number of characters in your name. So a Tweet with 140 characters couldn't be re-tweeted in its entirety. If your tweet has 120 characters, there is room for the re-tweeter to add your name, as the originator, and share your message. A good business practice for Twitter is to keep your messages at 120 characters or less.

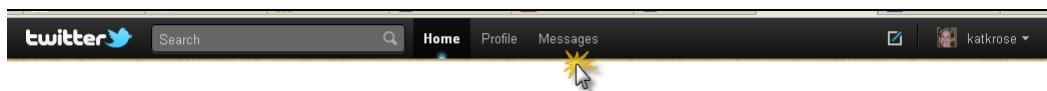
The more you are re-tweeted, the more people see your @name, your message and the more people will follow you. Visibility increases when you are re-tweeted.

## Direct Messaging (DM)

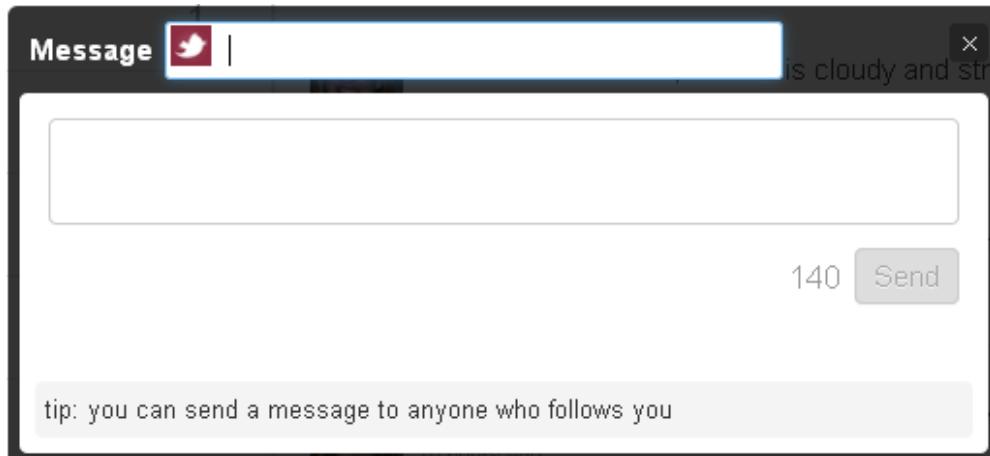
Direct messages are private messages you can send only to people who are following you back.

Private means that only the person addressed can view this post. I go into this in more detail later in this book.

To send a DM, enter “D” in the post window, followed by a space and a Twitter username without @ sign. Or click on “Messages” on the top navigation bar



Click on “new message”



Then write your message and hit send.

Some folks like to include “automatic” Direct message replies when people follow them back. I don’t use this strategy as it looks like it is

an automated message but others use it and think it works great, each person has their own style.

## @Replies

Hit Reply next to a post to answer a question or comment on a post or you can reply simply by placing @ before a person's username.

Reply to MariSmith:

80

@MariSmith great ~~webinar~~ last night learned lots of nuggets!

Tweet

I recommend that you do not reply by posting short answers, or comments that other readers won't understand.

Ex: "@KatKrose How did you like @marismith's webinar last night?"

Instead of replying: "@username Loved it! Learned a lot!"

Say: "@coachlaura @marismith's webinar was amazing  
Recommend highly!"

Post strategically to give value, position yourself as a thought leader, demonstrate your knowledge, and/or share ideas.

Think: how can I say this so others can benefit from it?

## Strategic Use of Your Time on Twitter

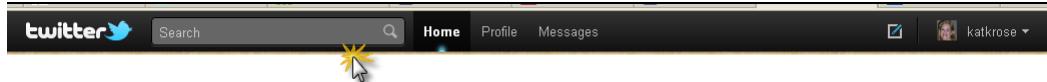
There are peak activity periods on Twitter and knowing these patterns can increase your chances of your brand message being seen by the widest possible audience.

- Monday is the PEAK day for RTs. People also post links to their favorite songs because Peeps call this day “Music Monday.”
- Tuesday and Wednesday are the busiest days on Twitter and are all about news and conversation.
- Thursday is considered “babble” and spam day. You can stand out from the crowd by sharing solid, reliable tips on this day and fewer links to take people away from the site.
- Friday is a big “kudos” day on Twitter called Follow Friday. Every Friday people recommend other peeps to follow using the phrase #FollowFriday or #FF.
- Saturday and Sunday are “real life” conversation days and when marketers and business people show their personal side a bit more.
- RT's peak at 11:30 am and 4:00 pm (timeline will be in your time zone).
- Most links are clicked 1:00 pm – 2:00 pm.
- Conversation hour on Twitter happens 2:30 pm – 4:30 pm and there is a secondary peak just as the kids go to bed around 8:00pm.

## Chapter 9: Finding and Following People on Twitter

One of the easiest ways to find followers is by finding folks you already know.

Go to the top left and enter their name or email into the search bar:



Now click on “people”

A screenshot of the Twitter search results page for "sara williams". The search bar at the top shows "sara williams". Below the search bar, there are links for "Home" and "Profile". On the left, there is a link to "Back to Home". On the right, there is a button to "Save this search". The main title is "Results for sara williams". Below the title, there are four tabs: "Tweets", "Tweets with links", "Tweets near you", and "People". The "People" tab is highlighted with a yellow cursor arrow pointing to it.

Another good strategy is to find influencers in your field and follow them. They are probably connected to your target audience and by following them, if they follow you back, you can extend your reach.

Make a list of people you admire and would like to learn from and would like to engage with (in your industry and for personal growth).

You can also utilize the Who to Follow “suggestions for you” for users that Twitter thinks may be a good match based upon your profile and your common interests.

The screenshot shows a Twitter profile page for a user named katkrose. The top navigation bar includes 'Search', 'Home', 'Profile', and 'Messages'. The main area has a 'What's happening?' input field and a 'Timeline' tab selected, showing '58 new tweets'. To the right, there are sections for 'Your Tweets 649', 'Following 2,724', 'Followers 2,765', 'Favorites 1', and 'Listed 50'. A 'Trends' sidebar lists topics like 'Worldwide - change', 'Paranormal Activity 2 Promoted', and several local sports teams. A large callout box highlights the 'Who to follow' section, which displays 'Suggestions for you' with several blurred user profiles.

**Use this space to make a list of people you would like to follow:**

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Remember, while you can follow anyone you want to on Twitter, the person you want to follow does not have to approve you as a follower, and does not have to follow you back.

You can choose to follow people who follow you, or not. In the beginning I recommend you follow back everyone who follows you.

---

You want to make sure you look like you are interested in what others say, not just broadcasting your own ideas. After some time passes and you get used to Twitter, you'll want to follow your own set of rules to help you decide what type of people you want to find, follow and attract to your site.

You may choose NOT to follow someone back because they spam you with messages not relevant to you or your business, they tweet about subjects that are offensive to you or they do not seem to have anything of value to offer.

You can also block people from following you by clicking on "block user." You may choose to do this if someone is a blatant spammer or someone who tweets offensive material. You can also un-follow them. But when you un-follow someone, they can still follow you. When you "block" someone, they are unable to follow you.

You may be anxious to build large following fast, but train yourself to resist spam offers "to create large following within few weeks, or even days." The best following is a QUALITY following, and the only way to accomplish and create this is by providing quality content, presence and engagement. Be patient, engage with the right people. Success will follow.

I also suggest that you take some time to build up a list of quality tweets and engagements before attempting to build a large following. When you follow someone they may come to your Twitter

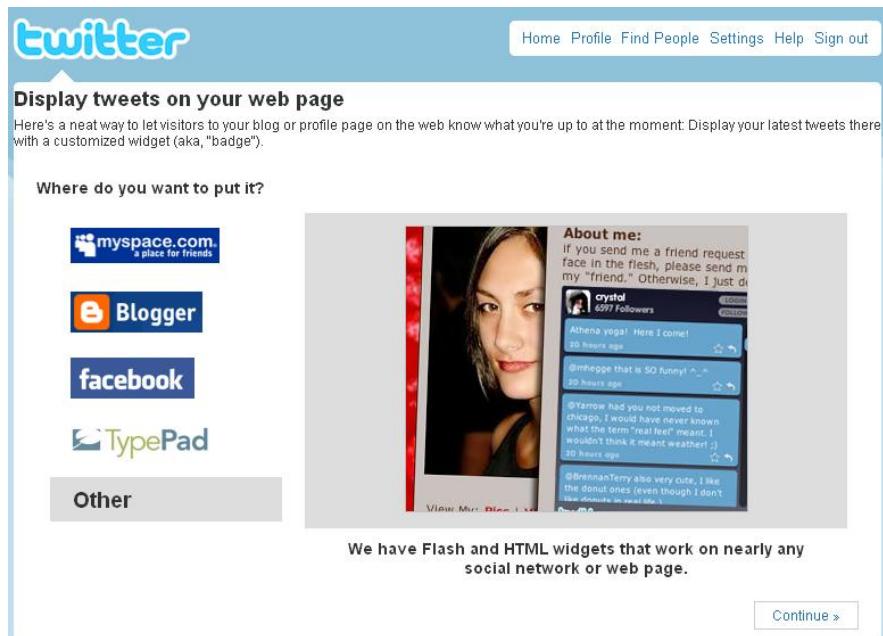
page, only to see one or two tweets. They may not want to follow you as they don't know if you're serious about using Twitter. Be sure to engage 3x per day for the first 30 days at least to have a good quality stream of tweets and conversations.

Make yourself familiar with the Twitter rules and terms of use to ensure your experience on the site a very positive one.

## Chapter 10: Other Ways to Increase Your Following

Use a twitter badge or widget on your website or blog

- Go to <http://twitter.com/badges> and select one that is right for you. You must be signed in to your account or you will be asked to sign in to use this feature.



If you do not see the category of your blog or social network, click “other” and you will be able to get a Flash or HTML version that works virtually anywhere.

- Another way to make a widget is to go to <http://twitter.com/goodies/widgets> to generate your free Twitter widget code.
- Create a Twitter Button that you can embed on your blog, your website, or your Facebook page. Choose from

variety of designs at <http://twitbuttons.com> or <http://Twitterbuttons.com> or do a search engine search for free Twitter buttons and use a site of your choice.

- Be sure to cross-promote on Linkedin, Facebook and your other social networks. You can place a number of “links” on your personal profile on Facebook, make one of them to your twitter page. You can add Twitter to your Linkedin account, simply to go Linkedin, click “profile” scroll down to where it says “Twitter” and add the twitter name. You will want to be sure you check the box next to “visible to everyone”
- Promote offline as well as online, add your Twitter ID to your business card and your email and forum signatures.
- Some use a strategy to “pay” followers or give freebies. You can add a link in your bio to a free report or make a plan to DM your followers with a link for some free goodies. I don’t personally use this but I must admit that I have taken folks up on it.
- Add yourself to Twitter directories – Twitter directories are a great tool that folks use to find followers. These directories operate like the yellowpages and categorize Twitter users by keywords. Some key directories that you should be sure to add yourself to:

Twellow: <http://twellow.com> Twellow currently lists over 25million Twitter profiles. You can add yourself to the directory under many different categories and also have an “extended” bio that allows potential followers to find out more about you before they follow you. This directory is free and it is a great way to not only get people to follow you, but find folks to follow as well. You can enter a category of folks you may want to follow in the search bar



Then you will come up with a list of Twitter users who classify themselves with that keyword. Simply click “follow” next to their name to follow the person. (you must be logged in to Twellow to do this)

Other Twitter directories you should be sure to add your profile to:

Just Tweet It: <http://justtweetit.com>

WeFollow: <http://wefollow.com>

Be careful not to fall into the “myth” that more followers = higher return. Only quality followers that are engaged in you and/or your brand will bring in the best ROI. I know people who have 20 or 30,000 followers but most of them are spammers and folks that are not engaged. Make sure you keep tabs on your followers and be

sure they are worthy of listening to what you have to say. (see weeding out chapter).

## **Chapter 11: Organize Your Followers**

Twitter Lists offer a way to organize your followers into easily accessible groups. The lists are designed to allow you to group real time tweets from a specified list of users. You can create a list that groups people for any reason (industry leaders, for example), and then you can get a snapshot of the things those users are tweeting by viewing that list's page. This page includes a complete tweet stream for everyone on that list.

As I mentioned everyone has different philosophies of following folks on Twitter. Some only follow back a select few; others follow back everyone that follows them (within reason-- no spammers!). But how do you filter out that noise? Twitter lists are a great way to make folks feel like you care about their tweets but not have to filter through everyone to find your inner circle of influence.

Twitter allows you to create up to 20 different lists. You can use lists on other people's homepages as a way of finding and following thought leaders and industry experts. Go to the Twitter Home Page of someone you follow and click on any one of that person's lists that you find interesting. You'll find those lists on the right hand side of the home page just below the search bar. Once inside the list, you'll be able to click and follow anyone on the list that interests to you. A note however, when you follow someone's "list" you are not following the users in it. You will have to click on each individual user

to follow them. At this point you are only following the “list.”

Another way to find and follow your ideal Twitter lists is a third party site that maintains a categorized directory of Twitter lists is called Listorious, <http://listorious.com>. You can find lists to follow by searching for a particular subject or by trending popularity.

The screenshot shows the Listorious homepage. At the top, there's a yellow banner with the text "We have listoff! Check out the Listorious [Top 140 Lists](#). Follow @listorious on Twitter to be notified of more follow-worthy lists!" Below the banner, the Listorious logo is displayed with the tagline "DISCOVER THE BEST TWITTER LISTS". A search bar and navigation links for "Home", "Tags", "About", "Add List", "Your Lists", and "Logout" are visible. The main content area features several sections: "Media Lists" (Linkers, Curated by Patrick LaForge), "News Lists" (Mashable, Curated by Pete Cashmore), "Thought Leaders" (Smart people worth listening to, Curated by Josh Weinberger), and "Staff" (Curated by The New York Times). On the right, there's a section titled "A-List Lists" with the subtitle "VERY FOLLOW-WORTHY LISTS" containing links like "nyt-world-series-2009 by The New York Times" and "Employers Recruiting by Susan P. Joyce". Below these are "Top Tags" including art, bloggers, business, celebrities, design, humor, journalism, journalists, marketing, media, sports, tech, technology, and travel.

Creating a new Twitter list

Why create Lists?

- One reason you

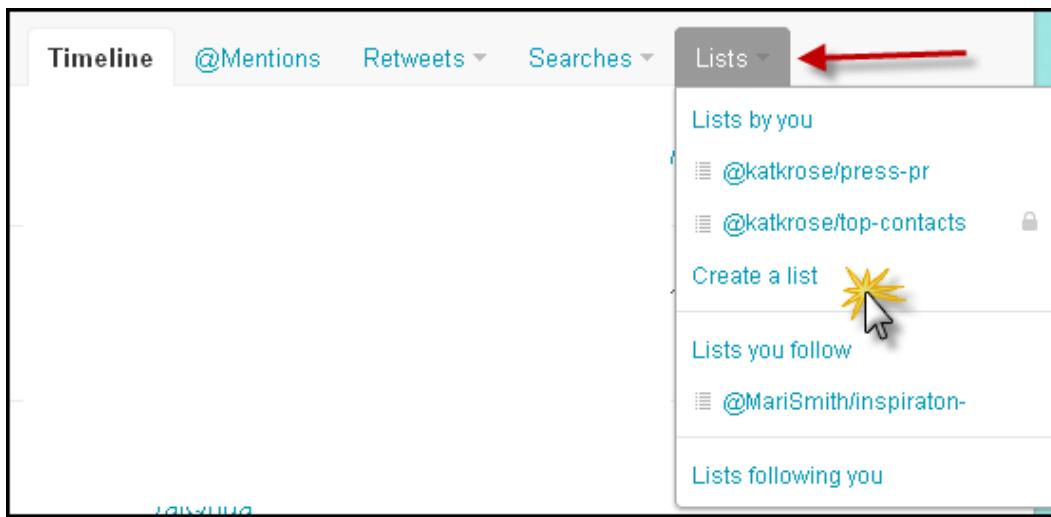
would want to create a List is to create a Group (example: Technology, or News). This will help you follow selected group of peeps that are tweeting about a particular subject (i.e. technology). You can mark this as your Private list or make it public so others can benefit from your grouping of these pros.

- Another reason for creating a list is to demonstrate your value to followers. By gathering together a great list of people that you recommend other users follow, you're providing a service. Make sure you make this list a Public list, so that anyone else can visit the list and follow people on it, or even follow the whole list at once.

- When you follow an entire List you are able to view the Twitter live stream of that list without adding every user from the list to your main stream one at a time.

There are two kinds of Twitter lists. Public lists can be seen by anyone. Private lists can only be seen by that list's creator. Having a list marked "Clients" might be a good private list so you can keep up on their Tweets without letting others see your client list.

When logged into your Twitter account locate "Lists" on the navigation tab on the right and click "create a list":



In the window that pops up, enter your List name and decide whether it will be a Private or Public list. Once you click on "Create List" button, you can add users to your list.

Create a new list

List name	<input type="text"/>
Description	<input type="text"/> Under 100 characters, optional
Privacy	<input checked="" type="radio"/> Public · Anyone can follow this list <input type="radio"/> Private · Only you can access this list
<input type="button" value="Save list"/>	

Oprah Winfrey

@Oprah Chicago, IL  
Live Your Best Life  
<http://www.oprah.com>



Following  



Timeline Favorites Following  

Press/PR  
 Top Contacts   
Create a list

Oprah Oprah Winfrey

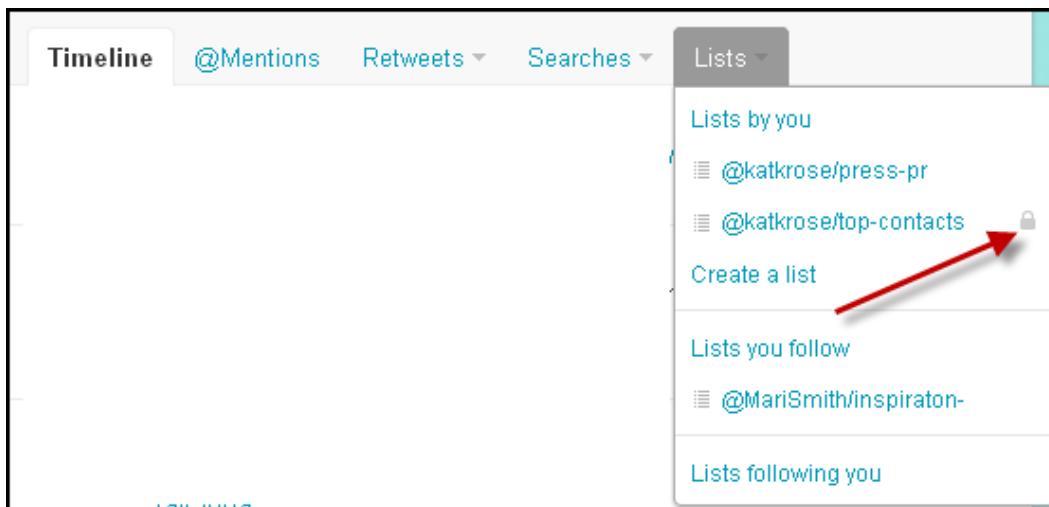
To add users to your list, you can either go to their profile page, or your “following” page by clicking on the “Following” number on the right of your homepage it links to your following list. Then click on the drop down box with the list icon and add the person to any, or as many lists as you have created.

As of this writing, there are a couple of limitations to creating the lists:

1. Each list is limited to 500 people.
2. Each user can create the maximum of 20 lists.

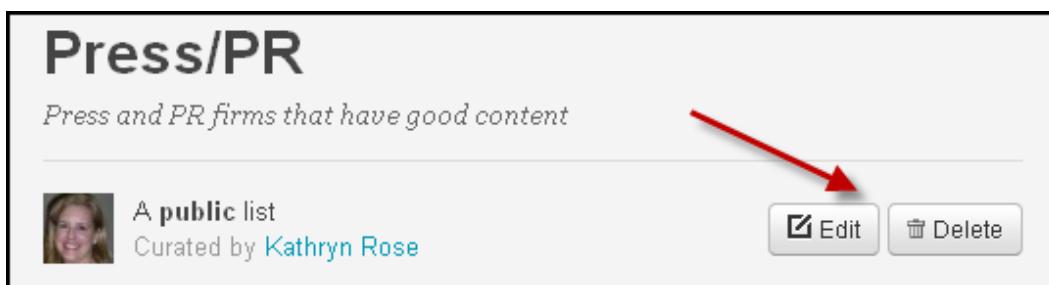
## Managing Lists

The lists you have created, and the ones you are following are listed in the “Lists” section in the right-side navigation of Twitter. If you have a private list, there will be “lock” icon next to it.



When you click on your list link, Twitter automatically shows you the tweet stream for that list and enables you to see live tweet stream of all peeps you added to your list.

When you click on the “View list page” link, Twitter will pull up the List Page where you can Edit this list or delete it.



If you would like to remove someone from your list, do the same thing as you did when adding them to the list, but simply uncheck the box next to the list from which you want to remove them.

## **Chapter 12: Twitter Etiquette**

When I first began on Twitter, the thing I really wanted to be sure of was that I was following the rules of the road. I had tons of questions, what do I and don't I tweet about? Should I follow people back? When do I @reply instead of Direct Message? Things like that. We've gone over a great deal of information together and I think you're ready to begin using Twitter to meet, greet and exchange ideas. Remember, Twitter is a unique platform that uses a sort of shorthand communication. The language and etiquette are sometimes confusing for new users. Here are a couple of tips to help you begin.

- Be yourself. Twitter is an easy-going conversational hot spot. It's okay to be the same person online as you are offline.
- Be a good listener. This is how you can learn what your community NEEDS. Use the 75/25 rule, 75% of your tweets should be helpful and interesting information, 25% should be "buy my stuff or come to my seminar."
- Follow people that add value and create positive experiences.
- Share valuable information.
- Create good content that your followers will want to share with their followers.
- Ask and answer questions.

- Answer your personal DM's or direct messages, re-tweet often, **thank people for their direct replies and mentions.**  
This is a big one, I think, thanking people is so easy. If someone re-tweets you, you can send out a tweet "thanks @katkrose for the RT love."
- Monitor what others are saying about you and your industry and if there are negative things posted, make sure you respond in a proper, professional way.
- Give credit where credit is due, if you RT (re-tweet) someone's content, give them a shout out.

## What NOT to do on Twitter

- **Don't** SPAM: Think of Twitter spam the way you think of the old telemarketer calls when you're sitting down to dinner. No one wants them.
- **Don't** do the hard sell. Remember the 75/25 rule. If you're doing this for business no one expects you to NEVER mention your product or service, just be strategic about it.
- **Don't use "text speak":** There are different schools of thought on this and while I understand that 140 characters is not a lot, I really don't like tweets like this:  
**"LOL I saw this 2day PLZ LMK if U like it"**
- Number three **Don't** on Twitter: Don't overshare personal information. If it's not going to help someone, keep it to yourself.

## Chapter 13: Twitter Terminology

**DM or Direct Message:** A DM is a private message that will not appear in the public timeline. You can send a direct message to any Twitter user you follow who *also follows you back*.

**#HASHTAG** - Hashtags (#) are used to categorize tweets into trending topics. It is an easy and organized way to follow conversation. Examples of hashtags include #quote, #ff (follow Friday), #gardening.

See Hashtag chapter for more strategies using hashtags.

**Follow** - the act of subscribing to another Twitter users' tweets or updates.

**Follower** - Twitter user who follows your tweets and updates.

**Listed** - To be included in another Twitter user's list. Listed numbers and details appear in the statistics at the top of your profile.

**Lists** - Groups of other Twitter users. Used to tie specific individuals into a group on your Twitter account. Displayed on the right side menu of your homepage.

**Mention** - Mentioning another user in your Tweet by including the @ sign followed directly by their username is called a "mention". Also refers to Tweets in which your username was included.

**@Reply:** Reply to any Tweeter by putting @ symbol before their username. Doing this will send your message right into their Twitter

stream AND archive it under their @username folder on their homepage. They'll be able to see that you mentioned them in a Tweet and respond to you if they wish.

**RT or Re-tweet:** Re-tweeting is a way of sharing someone's tweet with your followers and adding your endorsement. **Tweet** - Twitter posts are called TWEETS. Tweet is also a verb. You are TWEETING not Twittering.

**Tweeter** – someone who posts and read tweets (also known as Twitterers)

**Tweeps and Peeps-** Twitter users are Tweeters, Tweeps or Peeps. A business might post “*Hey peeps, check out our 50% off sale this weekend!*” While it would be logical to shorten the tweeps to “twits” I wouldn’t recommend it.

**Tw + any other word:** The Twitter community is a little more casual and playful than other social platforms. They have fun with the vernacular and find ways to recycle old words and give them meanings on Twitter: Tworld, Twictionary, Twaffic, Twaiting, Twittastic. You may or may not feel comfortable being this informal so you should match your style on Twitter to your personal or business style.

**Unfollow** – to stop following another user (also known as a twitterectomy). When you stop following another user, their tweets stop showing up in your timeline.

**Via:** This can sometimes be used in place of RT.

## Chapter 14: Twitter Strategies - Hashtags

Hashtags (#) are used to categorize tweets into trending topics. It is an easy and organized way to follow conversation. (examples of hashtags include #quote, #todo, #followfriday). You can enter a hashtag you know or a keyword into the search box on the right hand side of the page and you'll get a stream of people talking about that hashtag or keyword. This is a good tool for finding new people to follow.

- You create a hashtag simply by prefixing a keyword with a hash (number) symbol : #hashtag
- How do I use #hashtags?
  - Do a little bit of research first to find out which hashtags are relevant to your community to determine which conversations you'd like to hone in on.
  - Check out <http://Twubs.com> #hashtags made useful

The screenshot shows the homepage of Twubs, a platform for creating Twitter groups. At the top, there's a search bar with the placeholder "# Enter a Hashtag" and a "GO" button. To the right is a "sign in" button and a Twitter logo with a penguin icon. The main content area has several sections: "Welcome to Twubs!", "Feature Spotlight" (showing a screenshot of a Twitter search interface), "Embeddable Twub Widget" (with instructions and code), "Popular Twubs" (listing hashtags like #tcot, #iranselection, #tcr, and #izeafest), "Conference Twubs" (listing hashtags like #cpc09, #cultivate09, #hillsong, and #opendevcamp), "Twub Categories" (listing categories like Conferences, Hobbies, and more), and "Latest Features" (mentioning hobbies, media filters, and live tweet feeds). On the right sidebar, there are links for "Home", "Find a Twub", "Popular Twubs", "Contact Us", "Conference Solution", and "Press & News".

- Hashtag etiquette:
  - Do not over-use. One or two hashtags seem to be working best in variety of communities.
- Example uses:
  - Conferences and Events: “*Thank you for sharing great info from #engagetoday conf with Dalai Lama.*”
  - Advice: *Going to #dc this weekend, any hotel recommendations? #travel*
  - Quote: “*When the student is ready, the master appears.*”~Buddhist Proverb *#quote*
  - Recall: “*Make reservations for 140Ct conference.*” *#todo*”
  - Disasters: “*#tsunami Hotline for families has been setup for families in Samoa.*”
- Check out <http://hashtags.org> for real-time listing of currently used #hashtags and trending topics.
- Follow a #hashtag phrase go to <http://search.Twitter.com> and watch the real time organized conversation.

## **Chapter 15: Twitter Strategies – Hashtags**

I admit when I first started using Twitter hashtags had me stymied. How do I use them? What are they? What do they stand for? By using some of the tools I gave you in the last chapter, you will be able to answer those questions but client's always ask, how can I use them strategically?

Here are some great ways Hashtags can be used to find folks to follow which, in turn, could increase your following, join a conversation on a specific topic, and keep an eye on your competition:

- Use the Hashtag in a Twitter search: For example, one of my clients is the NOW Pass DC, a discounted two day pass that includes transportation and admission to Washington DC's top attractions. For this client we wanted to start following travel bloggers so we looked up travel related hashtags in twubs

If you sign in using Twitter you can then click on the person's Twitter name, go to twitter and then click "follow". It is a great way to find and follow specific folks in your niche. If you have a broad topic it can be time consuming but it is at least a way to narrow the field of potential followers.

## **Use Trending Hashtags in Your Tweets**

We know now that folks use hashtags to monitor conversations about specific topics so using the # in your tweet will get you exposure to others talking about the same topic.

For example: One of my clients, a major manufacturer of writing instruments and art materials, was holding a promotion around the 2010 emmy awards. By using the #emmy in our tweets, all the folks who were following tweets about the emmys saw our promotion.

A word of caution however—do not “hijack” someone’s hashtag to spam. If the # topic doesn’t have anything to do with you or your brand, you will be labeled a spammer and people will unfollow you or report you to Twitter. A good example is a virtual assistant who decided that using the #emmy would help her get exposure, she tweeted things like, “use a virtual assistant to help grow your business” and a link to her site then the #emmy. She was blasted on Twitter. Use #hashtags strategically and wisely.

## **Chapter16: Twitter Strategies - Contests**

A great way to get buzz going about your brand is holding a Twitter contest. Usually Twitter contests are held to accomplish one of two things:

- To gain more followers: i.e. become a follower and be entered to win
- Create a viral message: i.e. whomever retweets the most wins

Or both! Many twitter contests require you to follow the person first, then retweet a specified message. This can also drive traffic to your blog or your Facebook fan page. Example: win flip cam follow@username, then tweet “Just entered to win a flip cam, follow@username and RT <http://bit.ly/flip> (this is 115 characters) you want to stay under the 120 so people can retweet.

Also, be sure to check twitter's terms of use on contests because they often discourage the same tweet being sent over and over. You can have several

You can shorten things and add the hashtag #contest or #contests so people who follow contests on Twitter will see yours and participate. Or add your own #hashtag to monitor the contest.

Is it all coming together? I'm hoping at this point you're having an "a-ha" moment where you can see the strategies using the #hashtags and contest and Re-tweets (RT's) together.

A tool I discovered that can help you pick random winners for your contest is <http://twtaway.com>. You can create a contest and have them pick winners for free!

If you don't want to use them to create your contest, you can do it yourself and then use <http://random.org> to upload the names or twitter ids to select a random name.

Some other sites for contests:

<http://tweetswin.com>

<http://tweetaways.com>

<http://tweetons.com>

Here are a couple of rules for contests:

- Don't have people spam if too many people use your @username and get reported for spamming, your account could be shut down
- Don't run a contest for too long. Twitter users get bored very quickly, I recommend a week tops.
- Make it easy for people to enter and win. I see some contest where the person has to submit a picture or something. Not easy to do on the fly so just use follows and RT'S

- Make it a prize people will want to win- people like big prizes or lots of small ones. Whatever works for you is best.
- And last, but not least-- **It is very important that you follow through and deliver on your prizes.**

Tips for making your contest successful:

- Have a solid game plan, are you trying to get more followers or drive traffic to your site or blog?
- Ask friends and followers to help you promote and start your contest.
- Be sure to promote your contest everywhere, your Facebook, Linkedin, Youtube, Blog, email list—everywhere and anywhere your future followers may be living.
- Again on the prizes, some have said that it's better to give away smaller prizes than one big prize, this way it keeps your audience engaged for longer.
- Make sure you create a good, low character count #hashtag. Also be sure to check hashtags.org and twubs.com to make sure no one is already using that #hashtag.
- Make sure participants know how the contest will be judged and how a winner will be chosen.

- Announce the winner—don't forget to announce who won, your followers will be awaiting this eagerly.
- Have an “after” plan. Just like when I used to attend trade shows and noted sales people who took business card after business card of prospects and NEVER FOLLOWED UP, don't let this contest be a one-hit wonder. If your goal was to increase awareness of your brand and get more followers, have a plan to KEEP them engaged. Remember, they can un-follow you as easy as they followed you.

## **Chapter 17: Twitter Strategies – Twitter Parties**

Twitter parties are another great way to get the word out about you or your brand. Twitter parties can be fun and, if done properly, can get big results. For my clients I have hired a third party such as @Doubledutydivas <http://doubledutydivas.com> to organize and run Twitter parties for my clients.

The idea behind a Twitter party is that, unlike a contest, a Twitter party typically lasts only an hour or two at the most and typically consists of a script and a list of trivia questions. The hosts (in my case @DoubleDutyDivas) announce the party to their followers, Facebook friends and email list, and the client promotes the party as well. Often there is a theme i.e. the Emmy Red Carpet Twitter Party, Back to School with (Client) or Holiday Gifts Ideas with (Client).

The entire party is done by #hashtag so anyone who wants to participate in the party will be able to follow the conversation. For example, in a #BacktoSchool party all participants would follow that particular hashtag using Twitter search, or a Twitter client like TweetDeck or Hootsuite (more in the timesaving chapter on these two). Then the hosts, at pre-determined intervals, ask trivia questions or other questions pertaining to your product. For instance, you can drive the traffic to Facebook and let folks know they have to “fan” your page to win. Usually multiple small prizes are followed by a grand prize of some kind.

I have to admit, when I first heard of these I thought they were a total waste of time, and depending upon your target market they may not be the strategy for you. However, once I started to utilize them for clients and participated as an observer I can see why they are popular and can drive conversation about you and your brand. The last party we did together netted the client over 1million impressions and increased their Facebook fan base by 20%.

A typical party host can cost between \$500 - \$5000 depending upon the network the hosts have in place. They are well worth the cost as they handle everything from the invites, to rsvps and capture of prize winners, etc. When you see how fast these twitter parties go you'll understand the amount of coordination that goes into a Twitter party.

To have a successful Twitter party you need the following:

- **Promotion:** List of emails, followers and friends or utilization of a third party
- **Plan:** A theme that gets people excited to want to participate
- **Prizes:** Targeted product or gift cards if necessary
- **Follow up:** Be sure if you promise someone a prize, it is delivered. I've seen clients get called out online for not delivering; you want to make this a positive experience for you, your brand and your client.

## **Chapter 18: Timesaving Strategies**

One of the biggest complaints I get from clients is “I don’t have time to do all of this.” Well, you’re right! You can’t spend all day on Twitter talking about the latest celebrity gossip (unless that is your brand) and expect to make any sales. What I suggest to my clients is the 3x15 formula. Very simply, 3 times per day at 15 minutes each. I have included a morning, afternoon and evening Twitter schedule for you in the back of this book but I wanted to go over some tools that will help you keep connected without becoming a social media black hole.

### **Connect Your Twitter Feed to Other Social Media Platforms**

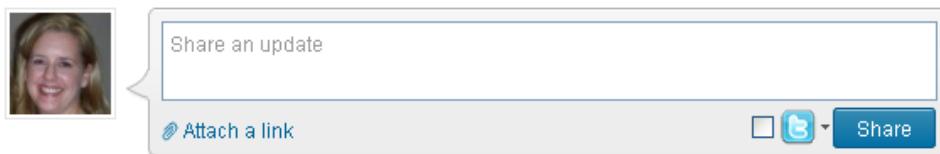
Another way to keep your Twitter followers updated is to attach other social media networks to your Twitter feed.

To automatically update your Twitter feed from your Facebook Fan Page: <http://facebook.com/twitter>

Select the “link to twitter” button and then connect to Twitter. Posts are automatically shortened to include a link back to your Facebook fan page.

Linkedin: go to your Linkedin homepage, connect your Linkedin account with Twitter. Once you update your Linkedin status select the “Twitter” icon and click “share”.

## Network Activity



You can post tweets into your Facebook or LinkedIn by using the #fb or #in at the end as long as your pages are set up to accept these.

### **Third Party Management applications:**

Becoming familiar with applications and programs that maximize your time on Twitter will help you see a bigger benefit for a smaller time cost.

TweetDeck and Hootsuite are the two most popular management tools and two that I use. They are both free (Hootsuite has some feature limitations on its free version but if you're only doing 1 account, you should be all set)

### **TweetDeck**

- TweetDeck is one of the most popular desktop applications for Twitter. Desktop means it is a program that is installed on your machine, it doesn't live on the internet.
- You can manage Twitter, Facebook and MySpace, LinkedIn, Foursquare and other accounts from this one free application.

- Organize your followers in groups and columns for easy monitoring and engagement.
- Go to <http://tweetdeck.com> for a Free tour.

## **Hootsuite**

Hootsuite does similar things to Tweetdeck but it is an online application. Hootsuite supports the use of Twitter Lists, has some excellent tracking and reporting tools and as with TweetDeck, allows you to pre-schedule your Tweets and posts. I use it because I think it's the best and easiest tool out there.

You can manage multiple accounts in Hootsuite easily (for a fee). The dashboard is easy and intuitive.

The social media blogosphere is constantly debating which is better, Hootsuite or TweetDeck. I think it's a matter of personal choice, so I recommend you try them both and decide for yourself. I personally use Hootsuite but many prefer TweetDeck. To check out Hootsuite, go <http://Hootsuite.com>.

## **More Time-saving tools**

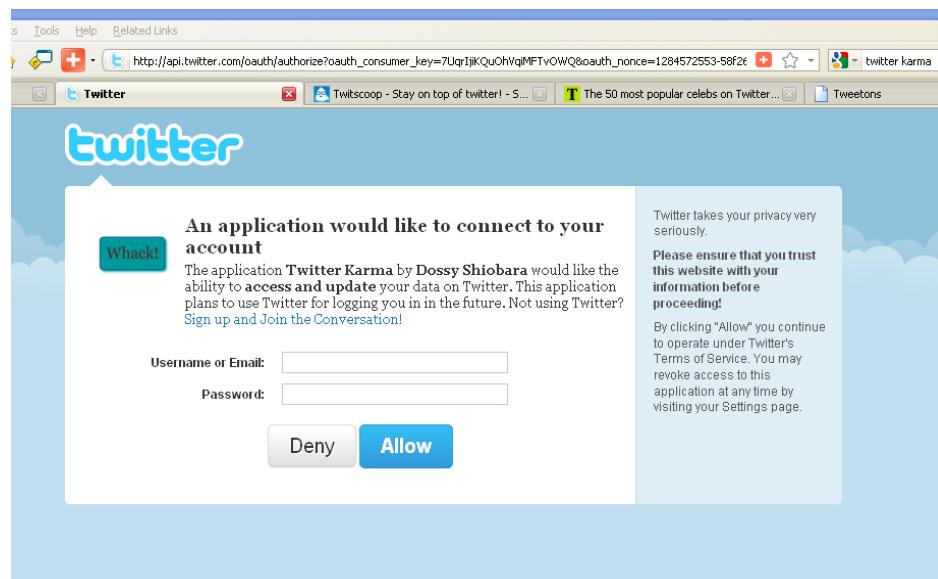
SocialOomph - <http://socialoomph.com>, is another great Twitter activity management tool. You can schedule tweets, track keywords, create automatic welcome DMs for new followers, track your link clicks, schedule tweets with post-later. Free and Professional (for a fee) versions available.

Ping.fm - <http://Ping.fm> is an online social media management tool that supports the ability to post to 50 social networks with a single update. Ping.fm, recently acquired by Seesmic, offers special Ping.fm triggers to specify posting to specific social sites, and the option of using Ping.fm's e-mail, SMS and chat functionality

## Chapter 19: Additional Twitter Applications & Tools

There are literally hundreds of Twitter tools and applications out there and the millions of Twitter users with their own opinions and preferences. Here is a list of some that I have already covered and some others that I think you will find useful. I have a comprehensive list in the back of this book that will offer even more tools for you to explore.

Please be aware that in 2010, Twitter instituted a connection protocol called Oauth. This was put in place to reduce the number of malware and virus laden tweets that happen when folks give out their userid and password to third party applications. What this means for you is when you go to a third party application, it should ask you to “connect with Twitter” NOT for your userid and password. If you are not logged in to Twitter you will be directed to a page that looks like this:



This is an api that lives ON the Twitter site. It's ok to login here. If you come across an however application that asks for your Twitter id and password as a condition to login to THEIR site, be weary of that application.

### **Tools for Media sharing**

- <http://TwitPic.com> Post pictures to Twitter from your phone.
- <http://TwitVid.com> Post videos to Twitter from your phone.

### **Tools for Following**

- <http://SocialToo.com> Organize your followers, auto follow those who follow you, create surveys, and receive daily updates on activity in your network.
- <http://WeFollow.com> Top Twitter users organized by categories. You can add yourself to the list in your home city location and five different categories.
- <http://Twellow.com> This is virtually the Twitter Yellow Pages. Register and create your own listing. Find people you want to connect with based on their listing.

## **Tools to Locate local People to Follow**

- <http://NearbyTweets.com> Listing of tweets by location and keyword.
- <http://twitterlocal.net> – a third party desktop applications that is used to watch the Twitter public feed, caching all Tweets with a valid location.
- Attend a Tweetup – Tweet ups are local Twitter events that you can actually connect with folks on Twitter IN PERSON, wow, actually get out from behind your computer? Yes! It's a great way to connect with folks in your area. Find tweetups in your area by searching the word "Tweetup" in the Twitter search area or use the below site "Twtvite."
- Happn.in – a listing of large metro area happenings. If your city is listed, you may find followers that share interests.

## **Other:**

- <http://TwtPoll.com> Create polls on Twitter, then collect and share results as a way of positioning yourself as a thought leader.
- <http://TwtVite.com> Organize events and send out Tweet-invites.
- List your favorite Twitter Tools, passwords and URL's here as you explore Twitter:

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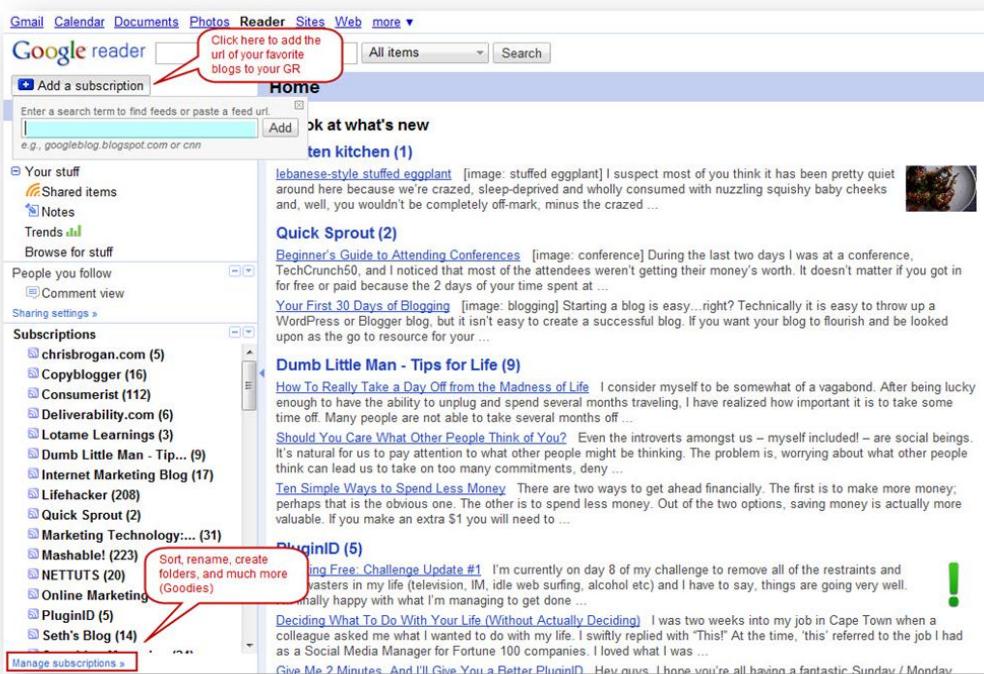
## Chapter 20: Content Resources

When folks ask me what to tweet about, I explain that not all of the content you Tweet about has to be original. For example, Google offers a free tool, Google Reader, that will help you create and share good content on Twitter as well as other social networks.

To take advantage of the Google tool, make sure to create your own Google account. All you need is an existing email account and it does not have to be a Google account (gmail).

Google reader is a web-based aggregator where you keep all your favorite sites and blogs organized. Google Reader constantly checks your bookmarked sites for new content.

- This will be your number one resource for new content to share with your Twitter followers.



- You can quickly scan the headlines from your favorite blogs and websites every morning to search for links you'd like to share. Google reader at a glance:

Google News Alert for: **twitter**

[Start-ups flock to Twitter, looking to capitalize on network's growth](#)  
Boston Globe  
By Scott Kirsner The central topic of conversation over the past few weeks, when two or more tech types gather in the same place, has been whether Twitter ...  
[See all stories on this topic](#)

[Many tweets later, still no clear purpose for Twitter](#)  
The Daily Athenaeum  
I've been told social media sites such as Facebook, MySpace and even Twitter are the next cultural revolution. Back in June – a scant few months back – I ...  
[See all stories on this topic](#)

 [Kandi Burruss reacts to AJ Jewell's death via Twitter](#)  
Examiner.com  
Real Housewives of Atlanta star Kandi Burruss has shared her thoughts on the death of her ex-fiance Ashley "AJ" Jewell via her Twitter page. ...  
[See all stories on this topic](#)

[Anarchist Uses Twitter To Undermine Police During G20](#)  
WPXI.com  
Police said Madison used Twitter to inform his partners of police actions and prevent their apprehension by authorities. Madison, a self-described anarchist ...  
[See all stories on this topic](#)

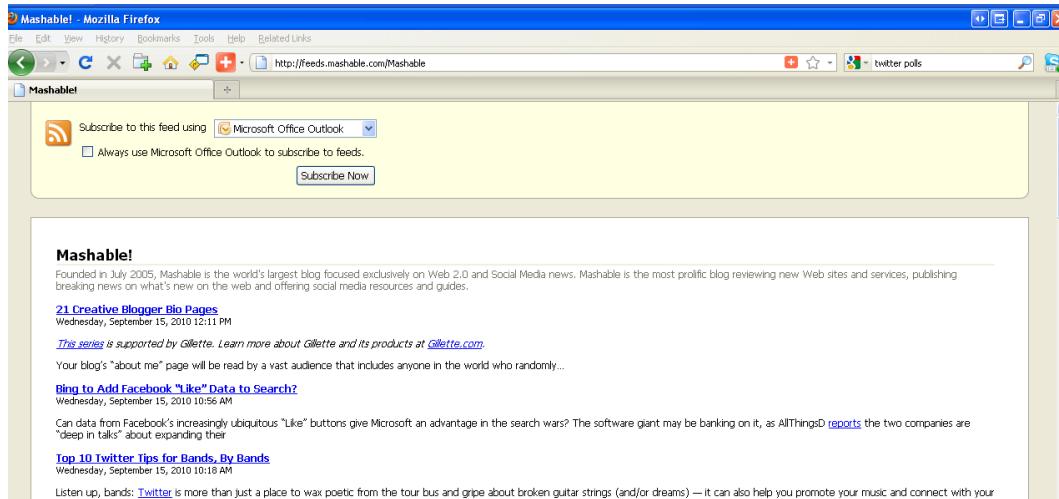
[Birdi Is A Spanish Twitter Clone](#)  
Washington Post  
There have been many Twitter-clones that have emerged over the past few years. There's been Koornk, and German clone Duduku. ...

Another easy way to share content on Twitter, is by using the RSS feed from sites you enjoy and that produce content specific to your niche. RSS stands for Really Simply Syndication and I explain it like this: Seinfeld was a popular show on network TV then once it went off the air, it was syndicated to other networks. The same holds true online, others produce the content, then allow you to aggregate and share it by syndicating it. You can see an RSS feed is present by

the  symbol in the navigation bar



Simply click on the symbol and a screen will appear:



You can either copy and paste the URL of the feed into your Twitter management system or subscribe to the feed using Microsoft Office Outlook or other tools. When you subscribe via Microsoft Outlook an email goes into your RSS feed area with the day's blog post headlines or articles from magazines. It is a really good way to share content without generating your own. The reason it works is when you share it, say, via a Twitter management tool, the link to the rest of the blog post goes back to the original creator, in this case, Mashable the leader in Social Media and Online marketing news. This way you are giving good content but crediting the original author.

It is a good way to show that you can “play nice with others”, that you can give your own content but share others as well. It is also a strategy used by most power users as they want to keep their username and tweets showing up in their follower’s streams but it is very time consuming to come up with your own content for 3-5 tweets a day.

## **Chapter 21: Monitoring Tools**

Now that you're on Twitter it is a good idea to keep tabs on what is being said about you. You can use these tools to monitor the online mentions of other influencers and even your competition!

One great tool is Google Alerts <http://google.com/alerts>. You can create search terms based on your keywords and Google will automatically send you an email alerting you of most current news, videos, groups, websites, and blogs related to your search terms.

Be sure to include your own name and your business name, since this will help you with your reputation management. You will be alerted every time someone mentions your name, or your company name. The frequency of your alert emails will depend on your setup inside your Google Alerts account. If you choose "once a day" option, you will receive maximum of one email per day, listing all the mentions of the search terms.

When creating any of these alerts be sure to put the name in "quotes" the reason for this is if I put in an alert for Kathryn Rose, I will get an aggregate of ANYTHING online that mentions the words Kathryn or Rose. Quite a list. If I put my name in quotes i.e. "Kathryn Rose" I will only get a list of mentions that have Kathryn AND Rose together.

Each search term creates one email alert. So if you have five search terms, you will receive five separate emails.

## **Other Twitter Monitoring Tools**

Tweetbeep.com – Keeps track of conversations that mention you, your products or your company with hourly, not daily updates.

Twilert.com – Free web app that enables you to receive regular updates of your brand, company or any keyword

Socialmention.com – real time social media search and analysis.

Monitter.com – A desktop application similar in look to Tweetdeck, lets you "monitter" the twitter world for a set of keywords and watch what people are saying

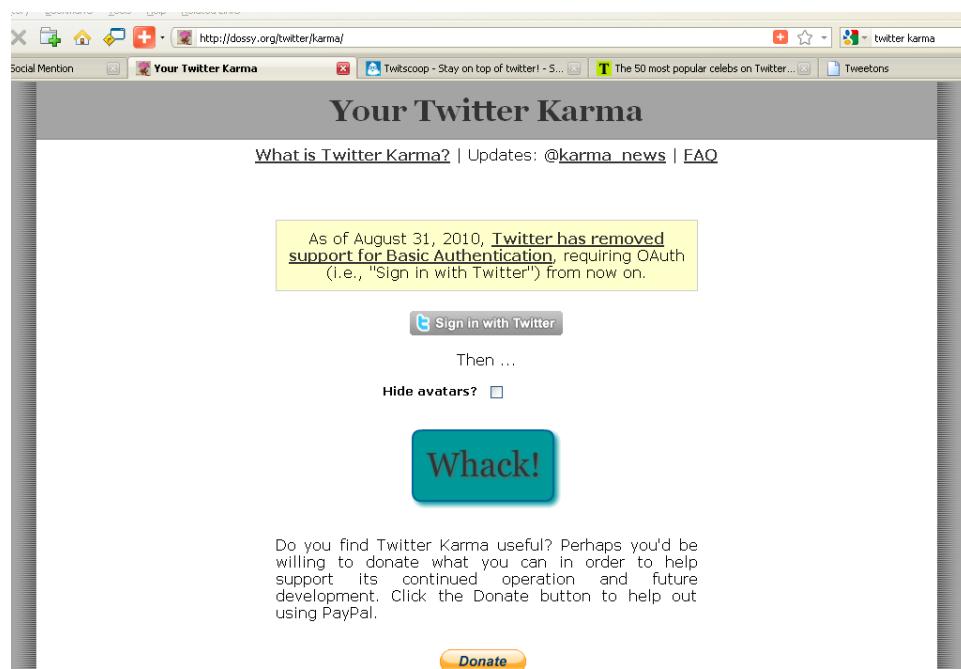
## Chapter 22: Managing Your Follower List

As I mentioned earlier, a good strategy in the beginning is to follow users back who follow you. You can use different services, such as socialtoo for a fee that will automatically follow users back who follow you. Once you begin to attain critical mass on Twitter however, you're going to want to weed out some followers.

You should always be keeping an eye on your Twitter stream for followers that Tweet inappropriate or spammy messages consistently. Or those who seem to have nothing better to do than tweet 100 times a day. This noise can be filtered out through the use of Twitter lists but I find it easier just to unfollow them so I don't have to bother.

One free application that helps you weed out Twitter followers is TwitterKarma

<http://dossy.org/twitter/karma>



Just use the “sign in with twitter” and click “Whack”. If you have a great deal of followers it can take some time but once it is done you will get a screen that lists all of the people you follow as well as who is following you.

One of the great things about this (besides the fact that it's free), you can sort your list by name, last updated, whether or not they're following you or if you're only following them, etc. If you notice that folks aren't following you back, you simply click the “unfollow” below their avatar. I recommend you absolutely unfollow anyone that has the little “bird” as their avatar. If they can't even take the time to upload a picture, how great can their content be?

Also, if you sort by last updated you can weed out a lot of people who thought it was a good idea to be on twitter, sent one or two tweets, then gave up.

There are paid tools like MarketMeSuite, and Tweetadder that offer this and much more marketing capabilities but for now, this will work.

## **Chapter 23: How do I measure success?**

As with any good marketing initiative, you should have your goals in mind before beginning any social media strategy. There are tools to measure how many followers, engagement and what the online “chatter” is about you or your product. Also some of the management tools, such as Hootsuite, offer analytics such as click-through rate on your tweets, etc. Here are some ideas that will let you know if your twitter strategy is working and bringing you additional business.

- Use a URL shortener that tracks clicks such as Bit.ly that will allow you to customize the link. You can set a different bit.ly link for every social platform to see which is most successful.
- Determine who your top influencers are. Some paid tools, such as Viral Heat will let you know who the folks are who talk about you the most. Engage with them and ask them to help spread the word about your message.
- Offer twitter specific discounts. A simple marketing strategy that still works!
- Run contests, hold parties and promotions for your followers

Keep track of the chatter and make sure you follow up on any positive or negative feedback that is being said about you or your company.

## **Chapter 24: Additional Resources**

This list of some of more of my favorite Twitter tools I encourage you to explore for some new ways to work Twitter into your daily marketing and brand management activities. They can help you become a part of the conversation that is happening everyday on Twitter.

Here is the list of some tools that can help you achieve your goals by increasing the functionality and power of Twitter and saving you time.

### **Information/Research**

1. **ReTweetist.com** – Tracks the most popular retweets.
2. **Stuff toTweet.com**– gives you a list of what is popular to Tweet.
3. **Twitscoop.com** – Twitscoop shares what's hot on Twitter at any given moment.
4. **Tinker.com**– Aggregates Twitter conversations around topics.
5. **TweetStats .com**– Provides trends for individual Twitter accounts in graph format. Great for customer presentations, checking out the competition or evaluating your own habits on Twitter.

This site can also help you identify your most engaged followers

which can help you develop deeper relationships with your most passionate followers. The Tweet Cloud tab will show you your top Twitter topics and again, help you in planning future interactions.

6. **Trendrr.com** – This nifty site provides graphic information about trends on Twitter on an hourly basis as well as Twitter user stats that include the times during which you post to Twitter most often and the ability to compare this to blog mentions.
7. **Twetmeme.com** – Tweetmeme tracks the most popular links on Twitter every 5 minutes, categorized by types of content: images, video, audio, blogs.
8. **Twemes.com** – Tracks Twitter memes. (what's a meme? It is a term that is used to describe a concept that spreads swiftly via the internet – source: Wikipedia)
9. **Bit.ly** - Shortens URLs, counts clicks, shows who else shortened a URL and provides metadata about that URL from across the Web.
10. **Twitlinks.com**– Tracks most popular tech links from most popular tech Twitter users.

## **Network Building**

1. [\*\*LocalTweeps\*\*](#) – Find Twitter users near you.
2. [\*\*Twellow\*\*](#) – Twitter directory similar to Yellow Pages.
3. [\*\*TwitterLocal\*\*](#) – Twitter Local is a desktop app that finds Twitter users within a fixed radius of a city or zip code.
4. [\*\*WeFollow\*\*](#) - User powered Twitter directory.
5. [\*\*GovTwit\*\*](#) – The Directory of Government officials and agencies on Twitter.
6. [\*\*Twibs\*\*](#) – The directory for finding businesses on Twitter.
7. [\*\*LegalBirds\*\*](#) – The directory for lawyers, law librarians and academics.
8. [\*\*TweetTop\*\*](#) – A site that updates every 15 minutes and recommends people to follow who tweet about a specific topic like the environment, education, fitness, and several other topics. This is a great way to find and follow people who are already talking about your area of expertise and may be interested in your business offer.

9. [\*\*Twitterpassion\*\*](#) – A directory listing both Twitter users and Twitter resource tools. It's free to list yourself and easy to find others to follow.
10. [\*\*JustTweetit\*\*](#) – A self selected directory of Twitter topics and those who list that in their keywords.
11. [\*\*TweetFind\*\*](#) – Describes itself as bringing together businesses and consumers on Twitter. You can list yourself with 3-5 keywords to help people find you and you can find and follow others.
12. [\*\*Mashable\*\*](#) – Mashable is a fantastic blog to check every day and is literally a goldmine of tips, strategies, tech news and also has a great Twitter List Directory.

## **Twitter Management, Timesavers and Organization Tools**

1. [\*\*TweetDeck\*\*](#) – An Adobe AIR desktop application for Twitter that organizes followers, lists and social networks. TweetDeck is available as iPhone app as well.
2. [\*\*Hootsuite\*\*](#) – Organize your followers, feeds and tweets, connect with other social networks and assign admins. Hootsuite is available as iPhone app.

3. [\*\*CoTweet\*\*](#) – Enables multiple people to collaborate and manage one (same) Twitter account.
4. [\*\*SocialOopmh\*\*](#) - Let's you schedule Tweets and analyze followers.
5. [\*\*Seesmic Desktop\*\*](#) – Available as web and desktop app, as well as iPhone app. Organize followers, lists, searches, connect with other social networks.
6. [\*\*PeopleBrowser\*\*](#) – For extreme power users or for those who love challenge and learning. This is an amazing full featured and complicated tool. Available both as desktop and web app, full and light versions.
7. [\*\*Ping.fm\*\*](#) – A great tool many use in place of Hootsuite or Tweetdeck. Great for managing accounts.

## Promotion and Sharing

1. [\*\*Twitpic\*\*](#) – Upload your pictures and share them on Twitter.
2. [\*\*Twitvid\*\*](#) – Upload your videos and share them on Twitter.
3. [\*\*Twit\(url\)y\*\*](#) – Tracks popular links and displays them in Digg-like fashion.

4. [\*\*Hashtags.org\*\*](#) – Hashtags are designed to track the most popular Twitter posts that include a #hashtag.
5. [\*\*Twubs.com\*\*](#) – List of twitter #hashtags.
6. [\*\*TwitterFeed\*\*](#) – Feeds your blog to Twitter, Facebook and more.
7. [\*\*TweetBurner\*\*](#) – Share links, and track their usage.

## **Tools to promote Your Twitter Page**

1. [\*\*Wisestamp\*\*](#) is a nifty signature tool that lets you embed all of your social media and web links into a visual signature to append to all of your outgoing e-mails.
2. Retaggr.com centralize your contact points and details. Design an email signature that leads to your social network profiles

## **Lists that will help you find and follow key influencers on Twitter:**

- Top Twitter users from Twitterholic lists a lot of the major players, many of whom are celebrities.

<http://twitaholic.com/>

- Twidir lists the top 100 in categories such as Top 100 followers lists, top 100 favoriters, top 100 updaters etc. This list is a very engaged group of Twitter users.

[http://twitdir.com/search\\_lite.php](http://twitdir.com/search_lite.php)

**Listorious** – has the top 140 lists, top most listed people on Twitter, 140 oldest accounts, most followed, etc.

## Chapter 25: Twitter Success Plan and Checklist

- Create your Daily Activity Twitter Plan
  - Most people are like you, too busy to dedicate several hours per day to Twitter. But in order to create a branded presence and valuable connections, you will have to schedule Twitter time every day.
- Schedule time
  - Every morning set about 15 minutes to have a cup of coffee/tea with Twitter. You will find it is a great way to start your day. Scheduling another 15 minutes at the end of your work day or in the evening to check in and engage with your followers will help you grow your network.
- Plan the types of Tweets
  - Create a list of on-going topics to tweet about.
  - Follow this model to create a variety of different tweets.

### **Tweet types :**

**Information:** Share your expertise or give your followers links to great articles by industry leaders.

Facebook Change Alert: Facebook is now allowing any administrator to remove any other administrator. Previously the... <http://bit.ly/99yGID>

12:48 PM Jun 14th via Facebook

**Re-Tweet:** Pass on something you've learned about from a fellow tweeter by putting RT before their username. Be sure to give credit

to the source.

RT @mashable The iPhone 4 Is Here <http://bit.ly/c1X7MX>  
#apple #iphone #iphone-4g

11:44 AM Jun 8th via TweetMeme

**Question:** Ask your following a question to promote a

What one thing would you make sure you had for a 2.5 hr daily commute besides cell & computer?

7:52 AM Jun 21st via Power Twitter

discussion.

**Share:** Talk about events in your industry (local, live or virtual). If you're attending an event, Tweet info about the event live from the venue.



**katkrose** Kathryn Rose

So excited! My new book The Parent's Guide to Facebook is out.

Parents-do U know what UR children are doing online? <http://ow.ly/2TCDw>

1 hour ago

**Inspiration:** Share something about your personal interests or passions such as an affirmation, motivational quote or tip.

Tomorrow can be exactly the same as today if you keep doing exactly what you're doing right now OR you can...

<http://fb.me/AbJXwAeu>

9:21 AM Jun 22nd via Facebook

**Quotes:** subscribe to daily quote emails, this is a great way to get inspirational, historical and other quotes to share with your Twitter followers.

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Action is the foundational key to all success.--Pablo Picasso

11:00 AM Jul 29th via HootSuite

## **Morning Twitter activity schedule**

- *5 min:*
  - ✓ Review current timeline of incoming tweets to check what your community is talking about
  - ✓ Respond to any DM's
  - ✓ Check your @replies and respond to any questions or comments
  - ✓ Re-Tweet one of your followers
  - ✓ Post one new original tweet
- *10 min:*
  - ✓ Check your Google Reader for articles of interest to your followers and choose at least one to share.
  - ✓ Check your tweet types list and create 3-5 additional new tweets to schedule.
- *5 min:*
  - ✓ Schedule those tweets using TweetDeck or Hootsuite. Space them out throughout the day, for example:  
7:00am, 9:30am, 11:30am, 3:00pm, 7:00pm.

## **Evening Twitter activity schedule**

- ✓ *5-10 min:*
  - ✓ Check out your new followers and chose whether to follow them back. Send them a personal welcome DM addressing

them by their first name, and asking them a question (ex: D Katkrose, kat, any great tips on soc media?

- ✓ 1 min: Check your DMs and reply to any if needed.
- ✓ 1 min: Check your @replies and thank people for RT's, give kudos, or mentions
- ✓ 5 min: Review current timeline of incoming tweets and find some to engage with: RT, answer question, give kudos...
- ✓ 3 min: Post couple of personal tweets: something funny that happened today or motivational quote.

Set a timer to help you stick to your schedule. You may find you need a bit more time in the beginning until you become confident in creating quality Tweets. But remember, Twitter is just one tool in your marketing strategy. Make Twitter work for you, not the other way around.

With practice and persistence, Twitter will become a valuable tool in your overall marketing strategy. Consistently using the strategies and tools presented here will help you created a branded social media presence for your company, product or service and allow you to attract new clients, customers and partners.

Remember, even though Twitter is such a simple concept, it is one of the most powerful connection and conversation tools available to

business owners. Do not underestimate the power of words and the speed with which information and inspiration spreads these days.

**TIP** What you say on Twitter may be viewed all around the world instantly. You are what you Tweet!

Be mindful of your message. Bring value to your community, and you will be successful in creating a powerful brand PRESENCE, extending your REACH, increasing your VISIBILITY, growing your IMPACT while establishing your CREDIBILITY and EXPERTISE.