

Welcome to The World of Twitter



By



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Introduction

Social networking is the next great revolution in communication and Twitter may become the most influential social portal in the world as we move towards micro-blogging and the management of a continuous flow of real time information and communication.

This eBook was created to help you develop a Twitter social presence and get you on your way to thousands of followers.

What Is Twitter?

What is Twitter? Well, where have you been.. LOL? Twitter is the fastest growing social networking site on the web today. It is taking the internet by storm and there are around 10,000 new users per day signing up to participate in this internet revolution.

Twitter is best described as a micro blogging platform. You are limited to 140 characters each time you do an update, which initially, may seem a small amount. However, as you become more experienced, it's just amazing what you can fit into 140 characters.

That said, Twitter is much, much more than that. It is like one huge global chat room, but then again, it doesn't have to be. It all depends on how many people you follow on Twitter. If it's in the thousands, then your "Tweetstream" will be running fast and furious with everything that's coming in. If you are only following a few hundred, or even less, then things are much easier to keep up with.

Twitter is also a great way to meet new people online, particularly those with similar interests to you. I will show you how to do this more as we progress through this report.



How To Set Up

Setting up on Twitter to have your own account is easy, but there are a few things that you should be aware of when organizing your account. This can apply even if you already have an existing account too, so consider these tips and it can improve your entire Twitter experience.

The first thing to do if you don't have an account is go to <http://www.twitter.com> which is the home page of Twitter. You will be asked to either login or register. If you don't have an account, then of course you will need to register. So let's go

Registration

The Twitter screen will ask you for your first name and last name and will then check this is entered correctly. A green tick will appear next to the box.

The next box asks you for a user name and this is where you need to give some thought to how you are going to represent yourself on Twitter. You should remember that you can set up more than one account on Twitter, but you will need a different email address for each one.

Now this is where the thinking bit comes in. The first account you register should always be in your own name if you can get it. Naturally, common names like JohnSmith (there are no spaces in usernames) will already be taken. However it is possible to get variations on your own name such as John_Smith, or John_Smith23 or some variation like that. You can only use an underscore in a username. Hyphens are not permitted in the field.

It isn't absolutely critical that you register your own name, but I would advise you do if you can, particularly if your name is an unusual one. I'm sure the last thing you want is someone else impersonating you on Twitter, or anywhere else for that matter.

If you wish to register a business name, then you can do that of course, but make sure you use your own name in the sign up process so you are identifiable and connected with the business name you register. The concepts and reasons for operating under each type of registration will be discussed later.



You are now asked for your email address. Email addresses are linked to accounts and you will only be able to use your email address once. For every account you register, you will need a different email address.

The last thing to do is to fill in the Captcha letters and then click on Create My Account.

The next screen will ask if you want to add any of your friends from the popular web based email programs. You can do this later if you wish.

The next screen presents a short list of people who Twitter asks if you would like to follow. Choose some if you like, but I wouldn't bother. I prefer to find my own friends on Twitter.

When you click Finish, you will then be taken to your very own Twitter account. You are logged in and ready to go!

Your Settings

Next thing we are going to do is fill out our settings and this is very important on Twitter. You will find the access to this at the top right of the screen, fourth link from the left.

On this page you will notice there are some tabs across the top. For the moment we will concentrate on the Account tab.

The information you entered on joining is already entered here, but now it's time to pad this out so people can find you on Twitter and you also make yourself an interesting person to be followed. People will use the information you enter here to make that decision, but much of what is entered is also searchable on Twitter and through various third party applications.

One thing to note is that you can change your username at any time on this screen. You just have to enter your password to do so. Although it can be done, it can confuse your follower base, so I wouldn't recommend doing it on a weekly basis.

First of all change your time zone to your own and then move onto the one line bio.



Your Bio

You have 160 characters here to “sell” yourself. Take some time over it and do it well. Don't simply enter a bunch of keywords as they appear totally uninteresting to people, although they may get you found. Use keywords by all means, but start your Bio with the words “I am” and then describe yourself.

So you might put the example:

I am a keen gardener and hiker who also has a passion for the outdoors, internet marketing and affiliate marketing who also loves social media.

Now that description is only 143 characters, so you could still get some more keywords in the bio. No doubt you can see the ones that are there which are gardener, hiker, internet marketing, affiliate marketing and social media. Using these terms in your bio will have you coming up in search results when people are looking for other likeminded individuals to follow. As you can see, it is worth taking some time to get the bio right.

Balance of Screen

Enter your web site name or blog here if you have one. Make sure you include the http:// prefix to the address.

Your location is next and is also important so people can search and find others in their same area. It will also be important to you if you are chasing rankings on Twitter as users are ranking by their locations.

Protect Updates

This is included if you want to have a private account and you have to approve followers. NEVER turn this on if you intend to use Twitter to meet new people. They just couldn't be bothered requesting permission to follow you unless they know you personally.

You can now save your settings, but note here that there is also a link to delete your account should you ever wish to do so.



Devices

You can enter your mobile phone number here if you want Twitter updates to your phone. Personally, I can't think of anything worse, particularly if you have a couple of thousand followers.

Notices

You can have Twitter “nudge” you with a text to your mobile phone if you haven't updated in 24 hours. What a pain!

The Replies function is an interesting one and will determine what tweets you see that are prefixed with the @ symbol. This is how you direct a tweet to a particular individual. There is a great help screen explanation on this, so go there to make your decision.

The rest of the notices are self explanatory. It is worth noting that the Direct Messages possibly needs a bit of explanation though as to what they are if you are new to Twitter. If you are following someone and they are following you, Direct Messages can be sent that won't appear in the Twitter timeline. They are essentially private messages between two people. If you are an infrequent user of Twitter, it may be worthwhile to switch on receiving notifications by email so you can respond. Otherwise leave it off as it will just fill up your mail box with more clutter.

Likewise, the notifications that you have a new follower just adds to your email and I would leave it off unless you like the buzz of being told someone new has followed you.

Picture Tab

This is really important. When you open this page you will see the small avatar on the screen which is the default for Twitter. If you want new followers, putting a photo of yourself here is imperative. If you are running the Twitter account for your company or business, then your logo is ideal. But just put something so you can be identified in the Tweetstream by your followers. The graphic is often more important than your name when people are scanning Tweets and you will stand out for yours.



Design Tab

Here you can change the background of your Twitter page from the default.

Twitter provides number of alternatives that you can select or you can upload your own background. You can also change all the colors if you wish. Again, whatever you do, just change it so you are not running the default. It shows you have taken some time setting up your account.

A note here worth mentioning is that with the plethora of Twitter client applications out there, many people don't even look at your web page anymore. Still, it is one component of your presence on Twitter and is worth doing well. Later on I will show you places where you can get a more professional background than those offered here.

Well, that's it for the setup. The last thing to do now is to click on Home at the top of the screen and send your first Tweet. Something like, “Hi, I've just joined Twitter and am looking forward to meeting interesting people” is a good first one to send. Just type it in and click the Update button.

Twitter Client Applications

The biggest problem with the standard Twitter web application is that you have to keep an eagle eye on your replies and Direct Messages as you only see the main Tweetstream on the screen. It is also limited in that it only displays about the last 20 tweets, so if you want to see older ones, you have to keep going back pages. So what to do?

There are two great options that I will suggest regarding regarding the use of a desktop Twitter application.

The first is Seesmic Desktop which was developed by Loic LeMeur at Seesmic and you can download it for free at <http://seesmic.com/desktop.html> . Seesmic Desktop allows you to manage numerous Twitter accounts as well as your Facebook account from your desktop.



The other download is Tweetdeck from <http://www.tweetdeck.com>. Try them both out and see which one you like best. They are always coming out with new updates an innovation.

Your Tweets

Start getting some tweets into the system now. On the Twitter home page, it asks What You Are Doing. Quite frankly many people don't care until you have built a relationship with them as a result of following. But there are some good ways to get started. Follow some blogs that you are interested in via an RSS feed to a feed reader such as Google. (Search these on Google if you are not familiar with the terms. There is heaps of information on there and could occupy an ebook of its own.) Start by posting links to interesting posts on Twitter about them with a link to the blog post. For example: "Interesting post on pest control in tomatos. Link". Make sure you always include <http://> in the link and not just www so the link is clickable in the Tweetstream. If it's a long link, Seismic Desktop and Tweetdeck have a facility to shorten it to a small url

Another good way of starting out tweeting is with quotes. Do a search for some quotes of interest and tweet these. Personal development ones are great and also quotes by famous people. Here's one I just found in the Tweetstream as an example: "We are what we repeatedly do. Excellence, then, is not an act, but a habit." — Aristotle. There are thousands of these all over the internet that you can use.

Whatever you do, at no stage of your Twitter career start posting sales tweet after sales tweet. Your career will be short lived if you do and people will unfollow you very quickly. Twitter is about engagement, value and a social experience. A constant flow of sales links is just not on. By all means post links to your products or sites, but keep them to around 5% of your total tweets at the most.

Another good idea with your tweeting is to keep religion and politics out of them. These subjects can only alienate followers and you can lose them.



Replies

You can reply to someone's Tweet simply by putting the @symbol in front of their name. This makes the tweet stand out to them as it appears in their reply column or page instead of in the general Tweetstream. It is a very useful way of starting conversations with people in order to build relationships. Simply comment on one of their tweets.

Retweeting

People appreciate retweets and it is a good way to get noticed by others. All you do is put RT in front of the @username. Separate their tweet from your comment if you have one. I usually put two pipes, which is holding down the Shift key on the \ character. This will produce “\|” which clearly shows the end of the other person's tweet and your reply or comment.

If other people retweet your tweets, make it a habit to thank them. It's common courtesy. Simply tweet @username Thanks for RT :-) and send.

The Big Decision

It is probably time now to make a big decision as it will affect the way in which you use Twitter considerably. That decision relates to quality versus quantity. If you are into marketing, then quantity of followers will be important to you. It's like building a list. But if you want to keep things personal, then quality of followers will be what you need. Either way, the next step will be to find some people to follow.



Gaining Followers

You need to first be aware that rushing out and following a heap of people can make you look like a potential Twitter spammer. Build your following base slowly. As time goes on, if you are chasing quantity, then you will be able to add more at a time, but initially I would suggest you stick to 50 for a start. The reason for this is that when you follow people, they will most likely follow you back. Many people don't do this automatically, although some do, particularly in the internet marketing space. Some people will actually go and look at your Twitter home page to decide if you are worth following or not in their eyes. This is where your profile and the settings that you took all the trouble to do will stand you in good stead.

Twellow

Twellow, at <http://www.twellow.com> is another great way of finding people to interact with. People here are categorized into all different areas and you can search for those with similar interests to your own

The main page shows you all the categories, which then have sub categories as well. You just click on a category and the list of people in that area are displayed. You don't have to be registered with Twellow to be displayed, but at the time of writing there were nearly two million people showing on the site, so you will have plenty to choose from. By all means though, register yourself and set up a profile so others can find you.

When you click on a category, Twellow displays a list of people in that category and they are ordered by the number of followers they have. If you are already logged into Twitter via the web, (not Tweetdeck), you will be able to follow people directly from the screens where the profiles are displayed.



Mr Tweet

Mr Tweet at www.mrtweet.net is another way of gaining new followers. All you have to do is follow Mr Tweet on Twitter and your tweets will be monitored for content and then you will get a Direct Message from “him”. You then go to the site and login and you will get a list of suggested people. You will also get a list of people who are following you that you aren't following so you can then follow them if you choose.

It's a really nifty little site and worth registering at.

Grader

Grader is on Twitter as @grader, but also online at <http://twitter.grader.com/> and is a site of some interest. As you get going on Twitter, you can get “ranked” by Grader on a score out of 100. It is based on some secret algorithm apparently so people can't game the system.

Apart from that aspect of Grader, you can have a look at who the top Tweeples are in a particular area or even by topic using the search function.

When you use the search function, it will list the Tweeples by their score in descending order. For example, if you search for “gardening” on Grader, you will get a list of all the top 100 people interested in gardening on Twitter. You can see their “bio” from their Twitter account and if you click on their Grader score, it will take you to their Twitter account from where you can follow them. Naturally, you must already be logged in to Twitter yourself to follow anyone

Advanced Tweeting Tips

To learn more about growing your Twitter following as well as advance Twitter tips, tools and tricks go to <http://www.bssentialsolutions.com> , or visit the Bssential Small Business Solutions Blog at <http://newentrepreneuressentials.com> to get updates and information about what is hot on Twitter.



What To Do Once You Have A Following

The real challenge is not developing a following on Twitter. It is what to do with you following of potential contacts that will be meaningful for you and maybe your business.

To learn about taking your Twitter to the next level and develop a Social Marketing strategy to expand your Twitter base, learn how to automate Twitter for explosive growth and how to turn followers into real connections check out our online site and course

[Social Marketing Essentials – Developing Your Social Presence.](#)

The Social Marketing Essentials Course Website is
<http://www.bssentialsolutions.com/social-essentials>

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