

Get an Account

<http://twitter.com/>

You'll need to provide:

- **Your Full Name:** Use your real name
 - **Username:** Should reflect your brand
 - **Email:** You'll get notifications here
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Setup Your Profile

1. Find Friends using your email address (*optional*)
2. Follow some famous people (*optional*)
Be sure to de-select any of the famous people you don't want to follow
3. Go to the **Settings Tab**

Account Tab:

- a. **More Info URL:** Add your blog, your webpage, your LinkedIn page, etc
- b. **One Line Bio:** In 160 characters, describe yourself so people you want to connect with can find you
- c. **Location:** If desired, provide your geographical location
- d. **Protect Your Updates:** If you click this box, no one can follow you unless you allow it, and no one can read your tweets unless they are following you. **NOT** the recommended option.

Picture Tab:

Upload a picture, also known as an *Avatar*

Design Tab:

Choose a preset theme, or upload your own background picture.

Choose how to Tweet

Web Client

Log into twitter, and click the **Home Tab**.

- Write tweets in the box under "What are you doing?"
- Click the @<username> link to see tweets directed to you
- Click the Direct Messages link to see any private messages

Desktop Client

A list of clients is available on the Twitter website: <http://twitter.com/downloads>

Desktop clients allow you to watch your tweets as they come in, more like an IM client.

- [Tweetdeck](#) allows you to group your followers, or to watch search strings
- [Twhirl](#) allows you to use more than one account at a time.

Cell Phone

Twitter can be set up to send and receive SMS messages from your phone.

To set it up:

1. Log into your account from the website
2. Click the **Settings Tab**
3. Click the **Devices Tab**
4. Save your Cell Phone Number

Be aware: you'll be charged for sending & receiving tweets just like you are for texting

Tweeting

@<username>: Respond to someone on twitter

d username: Send a private message to someone on twitter

RT @<username>: Retweet someone else's tweet

#<term>: Add a hashtag to tag it with a search term

140 Characters per tweet

Shorten URLs to save on characters used in your tweets

Twitter Jargon

- **Avatar:** Your twitter profile picture
- **Direct message:** A private message. Only the sender and receiver can see this message
- **Follow:** In order to see other the tweets of other people without searching for them, you have to Follow them
- **Hashtag:** A way to tag individual tweets with a search term. Hashtags start with a #, and are followed by the search term
- **Retweet:** Forward another user's tweet
- **Tweet:** Individual messages sent on twitter. Anyone can see any tweet
- **Tweetstream:** all of your tweets

Know your Brand!

On Twitter, everyone can see what you say.

It is critical to understand this if you are tweeting for your business.

Be cognizant of your brand and your mission, because what you tweet will add or detract from your message.

Have a Strategy

Why do you want to be on twitter?

- Connect with clients
 - Sell a product
 - Connect with thought leaders
 - Find a job
 - Find job applicants
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Find Followers

- **Fill out your profile**
 - People will ignore you if you don't have a profile
- **Search**
 - Use <http://search.twitter.com/>
 - Look for
 - People
 - Companies/Organizations
 - Conferences
 - Industry terms (from other people's tweets)
- **Connect Twitter to other Social Media Sites**
 - Use Twitter widgets to connect twitter to Facebook, MySpace, Blogger, Typepad or another blog
<https://twitter.com/widgets>
- **Look for Twitter widgets on:**
 - Blogs you follow
 - Conferences you attend
- **Click through the tweets of those you follow**

If one of your followers ats (@) or retweets (RT) something interesting, check out that user. If they look interesting, follow them.
- **Check out sites that rate Twitter users:**
 - <http://twitterholic.com/>
 - <http://wefollow.com/>

Don't Over Update!

If you over-update, or tweet too much. If you send too much information out into your stream, people will tune you out.

Or worse, they will un-follow you.

Shorten URLs

Since you only get 140 characters per tweet, when you share a URL you should shorten it.

Most of the twitter clients have a built-in URL shortener. Just copy and past the URL you want to share into the URL shortener box and click ok.

Here are some of the popular URL shorteners:

- [TinyURL](#)
- [Bit.ly](#)
- [Is.gd](#)

One note of caution: be careful clicking on a shortened URL. Since you can't see which website the shortened URL is sending you to, there is potential to end up someplace you don't want to be.