

The Guide to Using Twitter

part 1

Center for Career Services
and
Cooperative Education



What is Twitter?



- It is a social networking and micro-blogging service that allows users to post their latest updates.
- It's the “*what are you doing right now*” kind of micro-blogging that infuses online social communication.
- It enables you to broadcast messages to your friends or “followers.”
- It also lets you specify which users you want to follow so you can read their messages in one place.
- Twitter is outfitted, like most social media tools, with the ability to subscribe, share, befriend or *follow as many twitter feeds as you like*.

What are Tweets?



- In simplest terms, Twitter is a *free* service that allows you to write short messages from your computer or mobile phone. These messages are called **“tweets.”**
- **Tweets** can be as long as 140 Characters
- **Tweets** are sent to “followers” who’ve signed up to receive your updates.
- As an option, you can use your cell phone to view your account and to send and receive *tweets*.

How Might Twitter Help You?



Would you like

1. a way to connect and network with others in your industry or others who share you views? **It's a good a tool for that.**
 2. a way to get instant access to what's being said, this minute, about your organization, people, products, or brand? **It's a good tool for that.**
 3. a steady stream of ideas, content, links, resources, and tips focused on your area of expertise or interest? **It's a good tool for that.**
 4. to build your profile and perceived expertise in a niche or industry? **It's a good tool for that.**
 5. to drive traffic to your blogs? **It's a good tool for that.**
- **Suggestion:** if your Twitter goals are wide - why not start multiple Twitter accounts - one for each objective.

Setting Up Your Twitter Account



1. Sign up for a **free** account @ <http://twitter.com/account/create>

For use through the Internet only:

1. Click on “**Settings**” at the top of the next page and update your information. Don’t forget to click “**Save.**”

For use through both Internet and phone:

1. Click on “**Settings**” at the top of the next page and update your information. Don’t forget to click “**Save.**”
2. Click on the **Devices** tab, enter your **phone number**, check the box under your phone number and hit “**Save**“. You will be given a 6 letter code.
3. On your cell phone, create a new address book entry called “**Twitter**“, and use **40404** as the phone number.
4. Send a text message to Twitter on your cell phone with the 6 letter code that you saw on the web site. You should get a confirmation text message back from Twitter.

✓ **Your account is now set up!**

Getting Started



- **Read** the help guide @ <http://help.twitter.com/portal>, it will **save** you a lot of time and anguish
- ❖ Once you create an account you will be given a home page and a profile page.

You can now...

- [search for people](#) by name or user name, [import friends](#) from other networks, or [invite friends via email](#).
- follow or be followed. Following someone on Twitter means getting their updates in your personal timeline and vice versa.
- send and read other users' updates known as **tweets**.
- post tweets: ask questions, answer questions, or simply post comments.

Ideas About What to Tweet



- Instead of answering the question, “**What are you doing?**”, answer the question, “**What has your attention?**”
- Ask questions. Twitter is **GREAT** for getting opinions.
- Follow interesting people. If you find someone who tweets interesting things, see who they follow, and follow them.
- When you **DO** talk about your stuff, make it useful. **Give** advice, blog posts, pictures, etc.
- Commenting on others’ tweets, and re-tweeting what others have posted is a great way to build community.

Using Twitter Professionally



1. **Expand your professional network.** Millions are leaning on twitter as a way to **network** and communicate with contacts new and old. You might find someone you'd like to follow on Twitter... and eventually work with.
2. **Make existing professional relationships stronger.**
3. **Get questions answered.**
4. **See what people are interested in.**
5. **Find out when your colleagues are available for a chat.** Nobody wants to bother someone when they are in the middle of an important project.
6. **Get important news updates.**

Caution!!!



- You **CANNOT** edit a tweet that you post- once it's out there, you can't edit it.
- **Reread** what you are about to post; a tweet can either build or damage your image.
- **Don't** toot your own horn too much.
- You can **only** use one phone number for one account.

References



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