

Using And Dealing With Twitter

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Chapter 1

What is Twitter?

Today, Twitter is a social website used by absolutely millions of people to send messages to groups and friends every day. It has become one of the hottest social networks on the Internet today with thousand of new people signing up on a daily basis. This new phenomenon, ranks right up there with Facebook and LinkedIn for social contact and social media marketing. Today, companies are using this information to keep their friends, families, and customer base up to date on what is happening in their lives, families, and business ventures.

Twitter has long since considered itself to be one of the top communication systems for exchanging quick little “blurbs” of information with those you wish to keep in touch with. This short and direct communication has become known as “Tweets”, or short form messaging system, that allows a connected individual to share and listen to what is happening to and with the people their surround themselves with.

As Twitter has evolved it has become a communication device that provides many platforms for communication, but mainly communication on Twitter is done through posts, or “tweets”, which are restricted to less than approximately 140 characters in length. Using Twitter, members can keep people updated, as well as follow updates from other members. Today, tweets are used for more than just updates; they are also used to discuss hot topics, videos, music, and events happening in the daily news.

One of the bonus features of Twitter is the ability to “Retweet”. This enables users to share things like tweets, links, and other little gems

that they pick up from others who also use Twitter. New users often do not understand the benefit of retweets, but after a little time on Twitter they soon learn the value of retweets and set out to share as much as possible.

To retweet the user has a special set of tools available that make it easier to do. Some of those tools include copy and paste so you can share tweets themselves with others. When users do this, because they are using someone else's information, the retweet is usually followed by an "RT", short for retweet, as well as the original creator's name. So, if you were to retweet the following sentence from "SueSmith", your retweet would look like this:

The ipod I bought was great and I would recommend it
RT@SueSmith

As a rule people track, or follow, the most popular retweets on Twitter by using one of the following methods:

Retweetradar – a tool for tracking and bringing to the forefront the most popular content on Twitter – right now, today, or yesterday.

Retweetlist – this tool lets you track the most popular links that are being retweeted by other users on Twitter. You will note that it also keeps track of the accounts that are retweeted the most.

Tweetnmeme – this is a tool that records and keeps score on the number of retweeted Urls and stories on Twitter and then places the ones that receive the most retweets on the front page of Tweetnmeme, which if selected can be broken down into categories – i.e.: business, sports, etc.

Another great thing about Twitter is that all your friends and tweets can appear on your desktop and retweets only take two simple clicks – one to create the retweet and one to post it.

Chapter 2

How to Customize your Twitter Experience

As a Twitter member you will notice that the site has some great user friendly tools that will help in making your experience on Twitter a completely customized one. However there are some steps you should initially take when creating your profile that will further enhance your customized experience.

First to ensure that you get the best possible results on the site, starting by creating your Twitter log in using your real name or company name this makes it easier for people to search for and find you. Also, using your real name makes it easier for fellow tweeters to follow and recognize you or your brand. Including a personal photo or company logo on your profile page is always the best way to give your customized notability.

Your photo should be a good quality one; the picture should be clear, well lighted and you should have a friendly appearance the more approachable you appear the more people will follow you. If you are using a company logo make sure it is professional looking and represents your company's brand you will want a pleasing image that people will remember and associate with your specific product or service.

Next you should work on customizing the settings on your profile page using the settings tool. Twitter does have built in themes that have predesigned backgrounds that use preset color schemes which is fine if you prefer it but you can also use the theming tools offered on the site to create your own theme and use your own personally designed color schemes.

Another customization tool available is language preference you can customize your profile to appear in your preferred language; there are several global languages to choose from.

You can also change your privacy settings from public where anyone can view your tweets to private where only your followers can share your tweets.

Another way to customize your Twitter page is to share your personal media whether it is photos, videos, music or documents there is a tool available to help share your personal media. Grooveshark seems to be the most popular and user friendly music sharing application. You can tweet about a song you are listening to it.

Feature wise the most popular, free and easy to use file sharing application for sharing documents and videos is FileTwt. If interested you can find out more about this application by visiting <http://mashable.com/2009/05/25/filetwt/>.

A newer file sharing application available is Twitgram; It is a file sharing application that offers some great features such as : file sending, sending and sharing messages over Twitter in complete privacy, create chat rooms, organize your chats and the 140 character limit for tweets is not an issue with this application. This application however, costs to use. To find out more about Twitgram you can visit <http://techcocktail.com/twitgram-share-files-send-private-messages-http://techcocktail.com/twitgram-share-files-send-private-messages-Twitter-2011-08#.TkbuGWvlx5w>

Also, Tweepers now have mobile access to Twitter. Now you can Twitter using most currently used mobile devices. Now Twitter is a mobile companion for the tweeters.

Chapter 3

How to Build a Personal Brand on Twitter

On Twitter the Twitter handles have become an important aspect of being a part of the community. Your handle represents you who you are and what you represent. As a matter of fact the Twitter handles have actually become a commodity on the site; there has been a need for an aftermarket to be created for the handles. The aftermarket is where Twitter handles are constantly bought and sold.

It has become a necessity for any member of the community whether business related or otherwise to claim their Twitter handle for their full name or full business name. If another member claims the name first it could lead to confusion when people are looking to contact you or your business on the site. It is very advisable to also employ this action for future business or personal prospects.

To gain followers a good way to attract people to you is to have your profile completely filled out and do so accurately. A word of warning, don't claim expertise at something when you are not - create your brand based on your interests and your skills.

Your Twitter profile page should have a background that is related to your particular brand. When someone looks at your profile they should see an extension of who you are and what your brand represents. You should use the same logos, themes and color schemes as on your company website.

Furthermore, there are three different methods that can be used to brand you or your business on Twitter:

Leading with your company - Use your company as the beginning part of your account name and use your personal picture as your avatar.

Mutual branding – using your employees to subtly advertise by having their photos accompanied by the business logo as their profile avatar.

Personal branding- create everything completely about you.

Using Twitter to establish that you are an expert in a particular field works very well to create an expert image for your brand and garner followers by constantly tweeting about the subject. Also, If you have a blog you can use Twitterfeed to create an affiliation between your blog and Twitter. You can also host question and answer forums on Twitter with your followers about your field of expertise.

By creating a marketing scheme you can also build up your brand. Some elements that can be employed as a marketing plan are:

Adding your Twitter handle to your email signature.

Promote your Twitter address on your company website.

Promote your Twitter in you blog or articles

Use your Twitter address in your company newsletter.

Mention your Twitter address in company presentations.

Place your Twitter handle on your business cards.

Using the @ symbol referencing someone specifically in your tweets possibly engaging a response.

Use promotional items to advertise your Twitter handle.

You can additionally use third party applications to stay connected to your industry.

Chapter 4

How to build a Twitter community

The methods that you use to build your Twitter community depend on what you expect to get out of the community. Are you interested in casual communication or are you trying to build a business brand and empire? Once you establish why you are joining the community then establish your Twitter handle appropriately. Your Twitter handle is an important part of your personal brand; it is part of how you will gain followers and how people will locate you on the site. When choosing your handle, make sure you use your real name so that people may easily find you in the community. Also using your real name gives a friendlier appearance; it shows a willingness to share the real you.

Once you gain friends and followers on Twitter you will need to maintain the many communications you will have, using the tweetdeck application will help manage your tweets.

In the Twitter community finding people to follow is encouraged and it is the best way to build relationships. By searching for people with common interests, hobbies or businesses to follow you will increase your community. You can use several applications to seek out people to follow on the site:

- Twitter search which is the only search function sponsored through Twitter.
- Twellow which is an application that is like Twitter search but you can search through categories.
- WeFollow which is an index of people on Twitter.

An important aspect of building your Twitter community is to learn the Twitter vocabulary. Frequently new words are added to the vocabulary used by tweeters and to have a viable Twitter experience

you will need to know the language of the community. Some frequently used terms are:

- DM - This means direct message.
- @ - this is used to reply to a tweet and comes before the Twitter handle in a reply.
- RT- which means retweet.
- Tweet – This means that you are sending a message on Twitter.
- Also you may see “tw” preceding many other words used on the site; these are terms created by people.

Another way to ensure that your Twitter community continues to build is to let others know your handle by adding it to your written works in the byline or by adding it to your signatures.

Participation is important in social networking sites, let people know you are around by indicating your presence with a “hello” tweet.

Getting to know your followers by reading their profile bio makes it easier to engage in conversations and shows you are interested in your followers.

Another way to increase your community is to pass on viable information to others and publicize your information source.

Ensure that you are following the community etiquette so that you do not offend members of the community – you don’t want negative publicity.

It is also helpful to find out who some of the top Tweeters are and engage in communicating with them and follow them.

Chapter 5

Locating people on Twitter

The main focus of Twitter is to build a connection and communicate with other people that you have something in common with. Communication is key, but first you have to find people that you would like to establish a conversation with. Twitter is a community that is populated by millions of people thereby making the task of searching for interesting people to follow and talk to a really daunting task. However, the community of Twitter offers several ways that you can seek out desirable people.

Twitter people is the on site program that permits searching for people on Twitter as long as they use their real name. If a person has not used their real name or has a common name it may be difficult to sort through the many similar search results. Also if you do not completely fill out the bio on their profile page you will have a hard time trying to determine if your search has revealed the person that you are actually looking for.

Tweepz is a third party site that enables you to filter your searches by limiting the user information that you use to search for people on the site. You can search for specifics like name, bio and location. You can also search by the number of followers a person has or the number of tweets.

Tweep search gives you the ability to search for people by real name, location or their user name and it produces a listing of all their friends and followers.

Twitdir is another third party search engine that looks for people by name and location.

There are also several directories available where user profiles are indexed and placed into assorted categories. You can effectively search these directories and obtain largely organized results.

Twellow is a directory that is considered the most detailed and accurate. Millions of user profiles are indexed in the directory and broken up into several categories. This gives you the ability to search the total listing of profiles or narrow down your search to a particular category.

Wefollow is a user generated directory that organizes people by using their hashtags(#), which are used to denote keywords or topics in a tweet.

Just Tweet it is another user generated directory that contains millions of users to search by name or location.

Twubble is a directory that works by following or “spidering”. The people that follow the people that you are already following thereby bring you into contact with people that you know already have similar interests.

Twitterel is a service that enables searches by keyword searches of people’s tweets. This service will notify you when a person of interest is found.

Who should I follow is a search service that searches for people of interest by using your username as the basis for the search.

Mr. Tweet is a Twitter application that allows you to make recommendations about other tweeters to follow and in turn you will receive recommendations as well.

Chapter 6

Getting people to follow me on Twitter

When you join Twitter one of your main objectives after joining is to build your Twitter community by getting people to follow you. You will want to seek out and be followed by people with similar interests or hobbies. To build up your following there are some steps that you can take to ensure that you will get people to follow you on Twitter.

- When filling out your profile be thorough and honest, make sure to indicate your likes, dislikes, hobbies and other areas of interests. By being thorough with your profile information is the best way to attract people with similar interests to follow you.
- Find people on Twitter with interests like yours and follow them; in turn they will follow you.
- Strategically place your Twitter handle on written documents, like articles, blogs and guest blogs.
- Invite people to “follow me” on Twitter, by stating it on your blog, website and email correspondence.
- Include your Twitter handle on your business cards.
- Make sure to be interesting and engaging with your tweets. Also, retweet other tweets that you find interesting.
- Share interesting articles, videos, etc by posting the url on Twitter
- When you attain followers make sure to send them a DM to thank them for following you.
- Use “follow Fridays” to find out about people of interest from your followers and forward people of interest to them.
- Do not “spam” people by sending out offers related to your business or with offers for business related products. Don’t just send offers for people to join your list of followers you need to be more engaging in your communication.

- Let other people like friends and family, that communicate with through your regular email account that now you can talk to them on Twitter.
- Make sure you have an avatar people want to see who they are following
- Ensure that you are updating your tweets frequently; very little activity on your part will leave people disinterested.
- Don't mention you are an expert in something and not tweet on a regular basis in reference to your expertise.
- Do not tweet about the need to gain more followers; this to some people is a turn off.
- Do not post argumentative or mean posts; people will not want to engage in conversation with you if they think you are mean.
- Provide something to the community like a free service or some valuable advice.
- Find the tweeters that have a great amount of influence in the community. You can follow and engage with them and in turn they may send followers your way as well.
- Give people a "shout out" when they do something that really helps the community or brings great information to the community.
- Also try being entertaining don't just send out boring tweets, you can tweet jokes, amusing stories link to funny picture and videos as well.

Chapter 7

Finding employment on Twitter

Today many people are forced by the harsh economy to seek ways to earn extra cash to survive. Many people are now finding themselves scouring the job postings while competing with thousands of other people that are in the same position as well. Well the well populated world of Twitter not only offers opportunities to connect with people on a social level but you can connect with others on a business level as well. Not only can you tweet about your business and services to be offered but you search the community for potential jobs as well. The following is a listing of some of the ways to locate job opportunities on Twitter.

Twitterjobsearch.com is the first social media job search engine that finds tweets that may be job postings. This job search engine is similar to other job search engines in that it allows for the user to search through various categories and find the listings that they are looking for. Each Job listing is in the form of a tweet and you can view the job listing by linking the posted tweet. You will be able to save the job listing by storing it in a Twitter job search account. You can follow the person or business that posted the job or you can retweet the posting. Also you can narrow down the listings by salary, location or type of employment (full time, part or internship).

You can utilize the hashtags to find specific jobs of interest by search for specific types of hashtag listings. For example you can search for #writing jobs and any listings with that hashtag will show up.

Additionally you can send your resume easily on Twitter to potential employers. Twitter also has helpful tips for beefing up your resume, you can search for this info through the hashtag system as well; you can use hashtags like #resume. Also using hashtags you can find out when corporations are having conferences and follow them for info on job opportunities.

Also pay attention to other social websites for job postings they may lead you to their job postings on Twitter. Look for job recruiters on Twitter and read the bio information before engaging with them to ensure that this is the type of job you may be looking for. Ask others about the job recruiter to see if they are trustworthy. Unfortunately on Twitter or other social websites it can be difficult to sort out the deceptive people.

Furthermore there are steps you can take to make your presence on Twitter more employer friendly:

- By listing a job pitch in the bio of your profile.
- You can make your avatar professional looking as well as opposed to a casual avatar.
- You can create a professional looking background using the Twitter templates.
- Includes links to your resume in your bio information.

If you have a particular set of skills then institute yourself as an expert or knowledgeable person in your field.

Chapter 8

Hints for Executives

A company executive represents their company's brand in all areas especially public matters so when they speak at public events or deal with social media sites it is important that they represent themselves in a professional light. Also executives are helping to bring the brand experience to customers and potential customers.

On Twitter, a company executive may come directly in contact with customers and if they are not careful they could create a negative image for their company but by that same token if they are professional and engaging in their tweets they will create a more positive and strengthened image for the company. The use of social media by company executives can lead to great opportunities for marketing a company brand. But if you market to the point of overkill your company may lose some of its popularity, all work and no play can also make a company executive a boring tweeter.

To keep the proper balance in the Twitter environment as a company executive, an executive needs to know when to be an executive and when to be a regular person. That is not to say to forget that you represent your company and the company brand but to make sure that people will enjoy your tweets about you and the company that you represent. There are some steps that a company executive can follow to ensure that the company's public image will be well, received.

- Ensure that the brand lives up to its image and promise of the best product or service possible.
- A company executive should divulge company related information like interesting background information, corporate cultures, and leadership values, how they value their employees.
- Help followers with issues pertaining to the company

- Don't market the company to followers engage them in interesting conversations make them want to be involved.
- Build a trust with followers by tweeting about the human side of your life, like family events or last night's dinner. People tend to trust you more when you seem to be "down to earth".
- A company executive also needs to be a good writer; misspellings and grammar mistakes look very unprofessional when you are representing a company.
- Be consistent, tweet a few times a day and stay in the tweet loop.
- Use ExecTweets to find other company executives on Twitter and join their followers in turn they will also bring you followers.
- Also use Wefollow to locate other company executives like yourself.

Also, as a company executive it is important to remember that you are not only tweeting for existing customers and new potential customers but you are also there to network with other companies and executives –that is how you will build a larger community for your company and its brand.

Now the use of video conferences and web videos is also another way that company executives can represent their company in an interesting and engaging light. Conferences may be used to attract potential job seekers.

Chapter 9

Using Twitter for customer service

Normally dealing with the customer service department of most companies is an anxiety producing ordeal. Some people find that using the customer service department of any organization is as bad as going to the department of motor vehicles for any service. When people have an issue with a company its service product or brand they have the expectation of dealing with impersonal automated system or a person that really does not care about their product or service issue. The negative effect of cold and calculating customer service department can really do more harm than good to the public view of a company and its brand.

Now with the advent of social media and the meteoric rise of popularity of the social networks, companies are now utilizing the social media sites as a better, more user friendly way of dealing with their customers.

The Twitter website works relatively quickly when it comes to accessing and posting tweets. If a customer is dissatisfied they can briefly tweet about their issue with a company and get a much faster response than if they were to call or email them.

People will share their customer service issues and reviews of the type of service they received with a company, appositve review can lead to increased sales and increased attention to your company.

Using Twitter to handle customer service issues is better than using impersonal emails or phone calls it helps to give employees more incentive to become more actively involved in the customer service process which may also make them more conscious of their behavior when dealing with customers.

Using Twitter for customer service is also a cost efficient way of handling customer's issues, everything is done online. There are no letters to mail out, no phone calls to make, no emails to keep track of;

it is just a great way to save your company money and be involved in the current wave of social media.

Furthermore, a company can easily keep track of customer issues and conversations occurring about their brand.

As a matter of fact there are applications that will help to keep track of the Twitter conversations concerning your company brand:

- Monitter which is an application that tracks when keywords are used, if your company is mentioned they can track it for you.
- Tweet beep which is an application that will track all the times your brand is mentioned and forward emails to you with a listing of all the times your brand was mentioned.

Also ensure that your company's presence is known on Twitter ask your customers to become followers and include them in on customer service questions.

Make sure you respond quickly to customer service queries, customer s know you care when you are quick to address their issues.

Keep your company engaged with your customers by tweeting with them about the company and the great products offered.

Also be honest when dealing with customers don't make promises to deliver results when you can't.

Chapter 10

Organizing your Twitter community

With Twitter being the vastly populated community that it is, it could be very easy to lose track of your tweets and followers; especially if you have a great deal of followers. You need a way to organize and manage your accounts and tweeps there are several third party applications that work better than managing your community through just the site alone.

- Twittergrader is a third party application that assigns the users a grade based on their activity in the community, this can help with investigating your followers to determine whether or not they are worthy of you continuing to follow them. If someone you are following is not very active in the community why follow them.
- Twinfluence is an application that using a particular mathematical system to quantify the influence of Twitter users by their activity in the community.
- Tweetcloud is a system that creates a tag cloud of a person's tweets upon seeing the tag cloud you can decide if the subject matter that they tweet about is what you are interested in.

Also it is really important on Twitter to know who your friends are. If someone is a follower but not active on the site or if you follow them and they are inactive, why waste time on an inactive connection. You need to organize your followers and there are several applications that can aid with the organization process.

- Twitter karma is an application that allows you to view all of your follows and which of them is following you back.

- Friend or follow is another application that works similar to Twitter Karma. The only difference is how the follows are organized this works better for people with a large following.
- Qwitter is an application that notifies you when a person stops following you by sending you an email. This application will also let you know what tweet stopped that person from following you.

Another way to manage your Twitter community is to clean up the inactive users that you follow. There are some applications available that will help to easily accomplish this clean up.

- Nest unclutterer is a an application that works by blocking users that are following a predetermined number of people or people that have been inactive for specific amount of time.
- Twitoria is another application that sorts out the inactive users that you are following.

Also there are applications to use that will help to organize your new follows and new followers.

- Tweetsum is an application that classifies all your new follows by using a DBI (douche bag Index) this system determines for you if a person will be an annoyance as a follow. You can decide based on their DBI standing whether or not you wish to follow them.
- Tweeper is an application that allows you to decide if you want to follow a tweep or send them to a ignore file. This program also gives you statistics on new follows like their number of tweets per day.

Chapter 11

Using Twitter from your Iphone

With the advent of multitasking phones and tablets comes the necessity for applications to manage various tasks on the phone. The iphone in particular is the most popular mobile device on the market today. For a lot of people the Iphone is not a mobile device it is a way of life just like Twitter is a way of life for some. Now the ability to use the combination of both the Iphone and Twitter together is a fantastic experience with many helpful applications to further your enjoyment.

- Tweetstack is an application that conveys the tweet deck columns to your Iphone. You can manage and keep track of your tweets on the go with this application.
- Tweetie is another application that brings Twitter to the Iphone however it does cost to obtain it but it is not very costly.
- Twitterville is another application that has Twitter in the palm of your hands but this application allows for following people on the spot. Also this application does charge a small fee.
- Twitterview is a basic application that allows the user to view their Twitter stream from the Iphone. This application costs as well.
- Twiltr is a program that allows a user to create filters for your tweet stream. With this application you do not have the ability to create groups but you can filter the people that you want to follow. This application also has a small fee.
- Itweets is a limited application that allows you to see your tweets but do little else. This application has a very small fee.
- Tweetion is an application that allows for slightly more functionality on your Iphone by allowing you to connect not only to Twitter but to Facebook as well; you also can view your tweeting history and change your profile image. This application is slightly more costly than the others.

- Tweetsville is a multifunctional application that allows for the viewing of Twitter trends, advanced searching, history, unread message counting, links and navigation bar customizing. Again this has a nominal fee as well.
- Latwit is an application that allows for multiple account support, and other basic Twitter functions. There is a fee for this product as well. Along with the many paid applications, there are many free applications available.
- Natsulion is an application that has the basic features of other iphone applications.
- Twittelator is the first free iphone app to maintain Twitter, steams, replies and DMs.
- Twinkle is an iphone application that has some basic functions including a location feature.
- Twitterific has the basic features of other iphone applications.
- Twitterfon seems to be the more popular of the free iphone applications because of its features like location based searches Twitter trends and the ability to bookmark queries.
- Retweet is a basic application that traces the activity of retweets showing you the most popular.
- Summizer has a full version and a free version. The free version allows for searches, viewing trending topics, related tweets, reply and retweet.

Chapter 12

Managing Twitter on your desktop

Being steeped in the social media world of Twitter means that you could wind up being quite busy with following up all that having a Twitter account entails like managing multiple accounts, watching followers, retweeting and searching hashtags but then that is the world of Twitter social media. Some very helpful third party applications have been developed to help with managing Twitter activity. Desktop applications for the pc or Mac are designed by third party software companies to overcome some of the shortfalls of the Twitter basic applications. This software is great at bringing the management of your Twitter activity to your home computer.

- Destroy Twitter is an application that is a single account but can be viewed in multiple columns and has grouping functions.
- Tweetdeck is a pc application and holds the place for most popular application, it has a report spam button, recommends people to follow, great video playback, suggestions for user names and has a free iphone application that synchronizes with your desktop columns.
- Seesmic desktop is another pc application and has all the features that a Twitter application should have, it supports an unlimited amount of Twitter accounts and columns, Facebook integration, unlimited saved searches, and photo options.
- People browser as a pc application has the features of the web application features like exporting, sorting by name or number of followers, and posting to other services, filters and much more.

Also there are many Mac applications for your desktop.

Mac lounge offers multiple account management, saved searches, easy access to watching followers, options for links and a free iphone application.

- Nambu is an all around everything in a nutshell Mac application that offers all the basic features necessary but also has some other features like integrated searching, filters, different view options and custom groups.
- Tweetie for Mac is a highly rated application for the Mac, having access to top notch basic features and posting videos to yfrog.
- Twitterpod is an older application that has some very basic features.
- Event box is a Mac application that supports Facebook, Flickr and Twitter integration, supports feed reading, internet trend watching, photo uploads and much more.
- In addition there are window specific applications for desktop management.
- Digsby gives you the ability to monitor your internet presence allowing integration with Facebook, LinkedIn, MySpace and Twitter.
- Digitweet allows for customization of your layout and view of the Twitter stream.
- Twhirl is an older application but still well used, it offers some basic features like the single column Twitter view.
- Skimmer lets the user track their favorite social media sites as well as filtering and the ability to change the Twitter view.
- Sideline is an application that is for searching and watching trends.
- Tweetr is an application that works out better for the lightweight users of Twitter.
- Twibble allows for the management of multiple accounts but all the tweets are merged into a single stream.
- Twitterific has the basic features of other applications but is not as well liked or used.
- Tweetdeck is a pc application and holds the place for most popular application, it has a report spam button, recommends people to

follow, great video playback, suggestions for user names and has a free iphone application that synchronizes with your desktop columns.

- Seesmic desktop is another pc application and has all the features that a Twitter application should have, it supports an unlimited amount of Twitter accounts and columns, Facebook integration, unlimited saved searches, and photo options.
- People browser as a pc application has the features of the web application features like exporting, sorting by name or number of followers, and posting to other services, filters and much more.

Chapter 13

Managing multiple Twitter accounts

Many Twitter users have found it necessary to have multiple Twitter accounts; some have personal accounts as well as business accounts. A Twitter user may have multiple accounts for other reasons as well like keeping their work life and home life separate or keeping separate accounts according to different areas of interest. When you have multiple accounts they need to be streamlined for easy management. There are applications specific to desktops, mobile devices like the iphone and internet.

The desktop applications are designed for use with the pc or the Mac. Some Mac applications are:

- Nambu is an all around everything, Mac application that offers all the basic features necessary but also has some other features like integrated searching, filters, different view options and custom groups.
- Tweetie for Mac is a highly rated application for the Mac, having access to top notch basic features and posting videos to yfrog.
- Twitterpod is an older application that has some very basic features.
- Event box is a Mac application that supports Facebook, Flickr and Twitter integration, supports feed reading, internet trend watching, and photo uploads.
- Some pc applications are:
 - Digsby gives you the ability to monitor your internet presence allowing integration with Facebook, LinkedIn, MySpace and Twitter.
 - Some Iphone Applications are:
 - Tweetstack is an application that conveys the tweet deck columns to your Iphone. You can manage and keep track of your tweets on the go with this application.

- Tweetie is another application that brings Twitter to the Iphone however it does cost to obtain it but it is not very costly.
- Twitterville is another application that has Twitter in the palm of your hands but this application allows for following people on the spot. Also this application does charge a small fee.
- Twitterview is a basic application that allows the user to view their Twitter stream from the Iphone. This application costs as well.
- Twiltr is a program that allows a user to create filters for your tweet stream. With this application you do not have the ability to create groups but you can filter the people that you want to follow. This application also has a small fee.
- Itweets is a limited application that allows you to see your tweets but do little else. This application has a very small fee.
- Tweetion is an application that allows for slightly more functionality on your Iphone by allowing you to connect not only to Twitter but to Facebook as well; you also can view your tweeting history and change your profile image and costs more than the others. Some web applications are:
- Matt which allows for updating multiple accounts from the web.
- Twittbot has the ability to allow for the updating of multiple accounts as well as allowing multiple people to update the same account.
- Tweet3 provides a dashboard view of your accounts allowing for customization and it integrates with Facebook.
- Splitweet show a view of streaming tweets from all your accounts and allows for posts to multiple accounts.

Chapter 14

How to create a Twitter stream

Once you become a part of the Twitter community you need to become engaged immediately not only should you look for interesting people to follow but you should also attain followers as well. The communication between you and the rest of the Twitter world comes to you through what is called the stream. The Twitter stream is the series of feeds that a user gets news, information and tweets. Users also share their own news and information as well. The stream can contain news, tweets, links to articles, videos and information about you and your followers. Your stream is an important part of your Twitter experience.

The main way to create a Twitter stream is to obtain followers and find people to follow. After you have created your Twitter community then you will want to be active in the community so that there is relatively steady stream of conversation, shared news, articles, videos and information. Most people are on Twitter to get access to news and information. And the stream is how they get it. To properly create a Twitter stream by attracting followers, you should follow specific steps.

1. Use self promotion – self promotion can be a great and useful way to get people interested in you and what you have to say. Using this method as a tool to attract followers you should toot your own horn but be reasonable; it is not advisable to overdo the self promotion that can have the reverse effect and turn people off to you. When people think you are conceited they will tend to ignore you.
2. Be fair and share – people are interested in information all kinds of information, that is why they are on Twitter to begin with. When you have news, articles, photos, videos or links to interesting information is willing to share what you have with the rest of the community. By sharing people will follow your stream for the interesting information that you tweet. Also make sure that the information that you share is interesting and will capture people's attention.
3. Be engaging – engage with the rest of the community and your followers. Post tweets regularly and post tweets that are well written.

Also show post tweets that are reasonable and down to earth.
Additionally make your tweets interesting to read.

The Twitter stream can move at a hectic pace, and you will need specific tools to help keep track of your stream. Some viable tools are:

- Twitterfall is one of most commonly used Twitter streaming applications, you set keywords that you want keep track of and new tweets that contain that keyword will show up at the top of your search results.
- Monitter takes your stream search results and places them into columns as per your designation. You can also retweet, reply and visit the profiles of those that appear in your stream.
- Twitter Search allows the user to search the stream but not in real time.

Chapter 15

Filtering your Twitter stream

The Twitter stream moves at a furious pace especially if you follow a large amount of people. In order to be able to get to the information or tweets that interest you at a particular moment you need to have the ability to filter through the stream. There are many filtering applications that can be used to filter your searches.

- Microplaza is a stream filtering service that permits the user to organize the tweets in your stream that contain links. The links are organized according to how recently it was posted and how popular the tweet is. This filtering premise is based on the fact that you will be more interested in the tweets and links from the people you already follow.
- Another possible filtering method is to organize the people that you follow in categorized groups. By dividing your Twitter stream you make smaller groups and the messages will flow at a slower pace making it easier to track the people you follow. Several programs can help to make the grouping effect easy and they are; Destroy Twitter, Tweetdeck, Seesmic and people browser.
- You can also filter the Twitter stream by specific keywords. The following are some programs that will help with this type of filtering;
- Philtro uses your input on tweets to determine which tweets in the future will need to be filtered. By keywords it will filter your tweets to only the ones that may be of particular interest to you.
- Filtr is a filtering service that allows the user to create lists of keywords, one set of keywords are desirable and the other set are the undesirable keywords. With this program your tweets with desirable keywords will be displayed and the tweets with keywords from the undesirable list will not be allowed to flow in your stream.
- Just signal is another filtering product that filters just the desirable tweets by keywords that you designate.
- Tweetbeep lets the user track keywords in the stream and sends an email to the user when their desired keyword is tweeted.
- Twilert works pretty much the same as tweetbeep, you are notified when a chosen keyword is tweeted.

Another type of filter to be used in the Twitter stream is the filters that remove “noise”. Noise is tweets that contain undesirable text or are tweets from undesirable people. These filters work to mute people not de-friend them; it actually just mutes them until you remove the filter. Twalala is one of these programs that will temporarily mute undesirable tweets.

Another Twitter stream filter that is popular right now is Cadmus, this filter works to filter your stream in real time by displaying relevant tweets that have been posted since the last time you signed on to Twitter. The tweets are organized by relevance and grouped into relevant conversations.

Untweeps is another type of filter for managing the Twitter stream. It works by identifying inactive users that you are following and offers the option to unfollow them.

Chapter 16

Creating groups on Twitter

In the Twitter community following people of interest is the mainstay of the website but the ability to group your follows into sets of relevant people is a trend that is very much desired by the Twitter community. Now Twitter does not have an inherent feature that will group people from the site so there are several third party applications that work to create groups on Twitter. You may want to create a group related to your hobby, job, or school some of the programs that create groups effectively are:

- Tweetworks allows the user to create groups that are public or private; it also permits the user to send messages to the groups whether public or private.
- Twittangle lets the user create groups as well as tagging and rating your friends this program lets you do batch grouping where you can drag and drop your friends into groups that you designate.
- TwiTag is a tag searching service that you could create groups in by using a hashtag to name a particular group of people.
- Filtr lets the user create groups according to filters.
- Tweetdeck lets the user create groups with all of your Twitter contacts.
- Twitter4groups is a program that allows users to send messages to a private group.
- Grouptweet allows users to communicate privately with a select group.
- Tweetworks can be used for public or private groups; you can also join groups or create your own groups.
- Tweetparty lets users create their own groups and you can message everyone in a group simultaneously with one tweet.
- Twitter Teams this application lets you join Twitter teams and use team tags.

There are also applications to create hashtag groups:

- Tweetknot lets you create public or private groups to follow people or rss feeds.
- Crowdstatus is another application that allows users to create groups
- Twitizen lets the user create groups and allows for tweet filtering.
- Twitly is a basic application the lets you separate the people you follow into groups.
- Twithive gives user the ability to not only create groups but create Twitter channels as well.
- Twubs creates Twitter groups based on hashtag contents.
- Twibes lets you create your own grouped Twitter discussion hub.
- Tweet channel gives the opportunity for the user to create and initiate discussions in Twitter groups.
- There are other applications that are for use with a desk top that allow for Twitter grouping as well.
- Seesmic Desktop creates groups and calls them userlists; you can delete lists as a whole or add and remove people individually.
- Hootsuite creates groups of users as search results.
- Destroy Twitter is another desktop application that creates user groups.
- People Browser has the basic functions of the other applications.
- Nambu works as a desktop application to create groups according to specifications.
- Tweetr also allows the user to create groups according to desired terms.

The ability for a Twitter member to create their own specific groups within Twitter is tremendous because of the creation of so many workable third party grouping applications.

Chapter 17

Sharing media on Twitter

The Twitter community is all about networking, connecting and sharing. Many Twitter users want to express themselves in more than words. The ability to share any form of media on Twitter has been greatly enhanced by the various applications that have been created. Many of the available applications offer media sharing that can be uploaded in real time.

To share photos/videos on Twitter you can use:

- Twitpic the most popular application among Twitter users, the app lets the user share their photos in real time.
- Instagram is a free mobile application that lets users upload media from their mobile device.
- Picplz gives users the ability upload photos from mobile devices and offers photo enhancements. This application is free.
- Twitgoo shares media via live feeds to Twitter and other social sites.
- Yfrog is a free application that allows users to share photos on Twitter.
- Twic.li/ is a Twitter photo sharing application, once you have a Twitter account you automatically have an account for this application.
- Flickr lets users upload to their site and then distributes to social sites.
- Mobypicture offers basic photo sharing and uploads to social websites. Be warned this site allows nudity.
- Posterous has great features like auto posting to all social sites and sharing with groups.
- Smugmug gives users a 14 day free trial and has integrated photo sharing with Twitter and Facebook.
- Ow.ly offers URL shortening and basic uploading.

- Socialcam is a fast way to shoot, upload and share video to Twitter or other social sites.
- Viddy is a very popular application that lets you shoot and share within minutes, this application also has filters and other enhancements.
- Screenr works like a mobile sharing application but is used on the pc or Mac. This is a web based screen recorder and offers users the option of built in commenting.
- Zocial.tv lets users share any video on Twitter with other social websites.

Music can also be shared on Twitter and there are some amazing applications available such as:

- Tinysong works with a p2p music service called grooveshark and users have the option of uploading songs to Twitter for sharing.
- Twisten.fm also works with p2p sharing site grooveshark and it allows users to upload songs to Twitter as they are listening.
- Song.ly works with another p2p sharing site called Tagoo and this application uses shortened urls that are sent to Twitter and point to the song.
- Blip.fm integrates with Twitter and other social media sites allowing instant song sharing once your accounts are synchronized.
- Twt.fm connects to your Twitter account and reproduces your Twitter page so the user can store a playlist of music tweets.
- Twiturm is an application allows users to point to a mp3 link and upload directly to Twitter.
- Musebin using tiny urls the user can share music directly on Twitter.

Chapter 18

FAQS about Twitter

What do I need to use Twitter?

All you need to use Twitter is an internet connection or a mobile phone.

Is there a subscription fee for using Twitter?

No, Twitter is a free social microblogging website.

How can I find my friends and family on Twitter?

You can easily find your friends by searching for them by name or their username. You can also import your friends from other social media sites.

What does it mean to follow someone on Twitter?

When you follow someone on Twitter it means that you will be receiving their Twitter updates.

How do I know who I'm following?

By clicking the follow button on someone's profile you will be following them. The follow button will turn green and a check mark will appear next to the word following.

How do I know who is following me?

Twitter sends you a message that someone is following you.

Are there limits on follows?

There are limits after you are following 2000 users.

Can I block people from following me?

Yes you can block people from following you.

How can I send updates to Twitter?

You can send updates to Twitter from the internet, your phone or mobile device.

Why is there a star at the end of updates?

The star is used to indicate that particular update as a favorite.

Can I put my Twitter updates on my blog?

Yes you can place a Twitter widget on your website or your blog.

What are @Replies?

An @reply is a public message that is sent from one member to another. These replies are separated from normal updates by the @username prefix.

What are Direct Messages?

Direct messages or DM(s) are private messages sent from one person to another. You are only able to send a direct message to a person who follows you.

Can I edit a Tweet once I post it?

No, you cannot edit a tweet. However, you can delete an update.

What does RT, or retweet, mean?

RT is the abbreviation for retweet and indicates a re-posting of someone else's tweet.

Why can't I see all my tweets?

Tweets are not lost, currently there is a limit to the number of tweets that can be displayed and the limit is 3200.

How do I report spam?

You can report spam by following Twitter's spam account and send a direct message reporting the username.

Why are accounts suspended?

An account can be suspended for Terms of Service violations or spamming other Twitter members.

How do I submit a complaint about copyright, impersonation, trademark, or other Terms of Service issues?

By reading the Twitter Terms of Service. For more info go to <http://Twitter.com/tos>.

What is Get Satisfaction?

Get Satisfaction is a site that members use to help each other figure out issues on Twitter.

Is there a place where I can find out if there are problems with Twitter?

Yes, by going to Twitter's known issues page and reading the Twitter blog.

Chapter 19

So why Twitter?

There are a plethora of reasons for people to use Twitter here are just a few:

- Twitter is more than a free microblogging platform it is a way of life. People use Twitter to express themselves and communicate with everyone that is important in their lives from family to friends to coworkers even if they are halfway across the globe. But that is not all people use Twitter for; they also use the community as a way to meet new friends or to market their business brand.
- Twitter is an enormous information and news resource. No matter what your question is, you can always ask the Twitter community and get an answer. As for obtaining the latest news from around the world, Twitter affords instant access to media outlets, journalists who write the news. All you have to is search the Twitter stream or follow the news alerts.
- Times are hard are you looking for a job? Well, Twitter can help. With Twitter you can tweet your need for a job, post your resume and locate prospective employers. Many businesses post job openings and recruit employees right on Twitter.
- If you want to get together with some friend go out to dinner, dance or even just go for some coffee; Twitter is the easiest and most effective way to contact the people you want to go out with.
- Use Twitter to vent. Ever had one of those days? On Twitter you can share your frustrations with the community. You may get some helpful feedback through a kind tweet. Twitter can be your frustration outlet.

- If you are a sports buff, Twitter is the place for you. You can follow your favorite teams or favorite player. You can also get up to the minute game results.
- Want to know how that newly released movie turned out? How about the playing value of a new video game? On Twitter you can get great input and insight from other community members that have already seen that movie or played that video game.
- Are you involved in politics or are you looking to get involved? The Twitter community is full of politicians looking to keep in touch with their constituents and the community.
- Like playing games online? Twitter offers access to third party game applications that can be integrated with a Twitter account.
- Twitter is also a fantastic venue to use to market a business, product or service. Twitter gets the word out about your business brand, service or product. The community consists of millions of people and that means millions of potential customers.
- As a business you can also use Twitter to recruit new employees or list job postings for millions of potential employees.
- Twitter is also a way to notifying groups of people about an event. Whether you have an upcoming business conference, reunion, wedding, party or charity event Twitter is the way to reach out.