



# twitter 101

## Getting Started

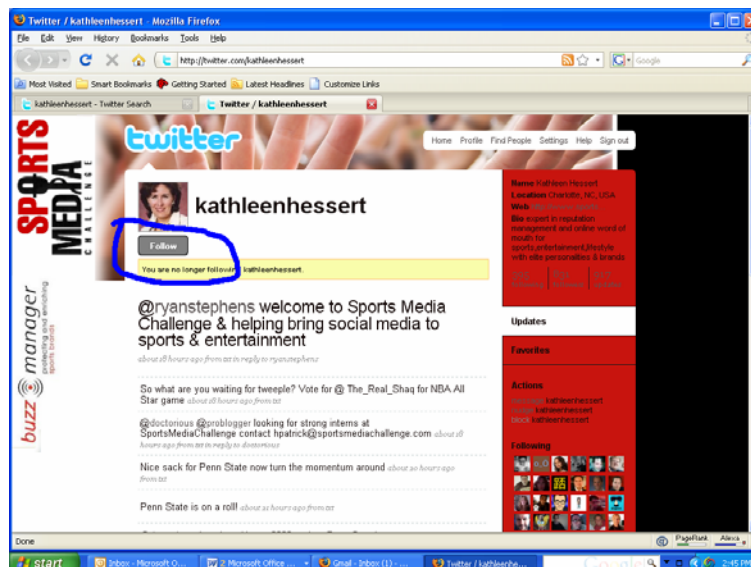
- 1. First, go to [twitter.com](http://twitter.com)** and click on **“Get Started-Join.”** Select a username and password, enter your e-mail address, enter the codes on the screen, and click **“I accept.”**
- 2. Find your friends on Twitter.** If you want to have Twitter see if any of the people in your web-based e-mail (Hotmail, Yahoo, Gmail, etc.) address book are on Twitter, enter in your e-mail and password. You can skip this step and do it later if you want to.
- 3. Write a tweet.** Just answer the question in the box and click **“Update”** and you’re officially tweeting! Your update appears on your page, as well as on the public Twitter timeline, where everyone in the world can see what you’re up to!





## Following People

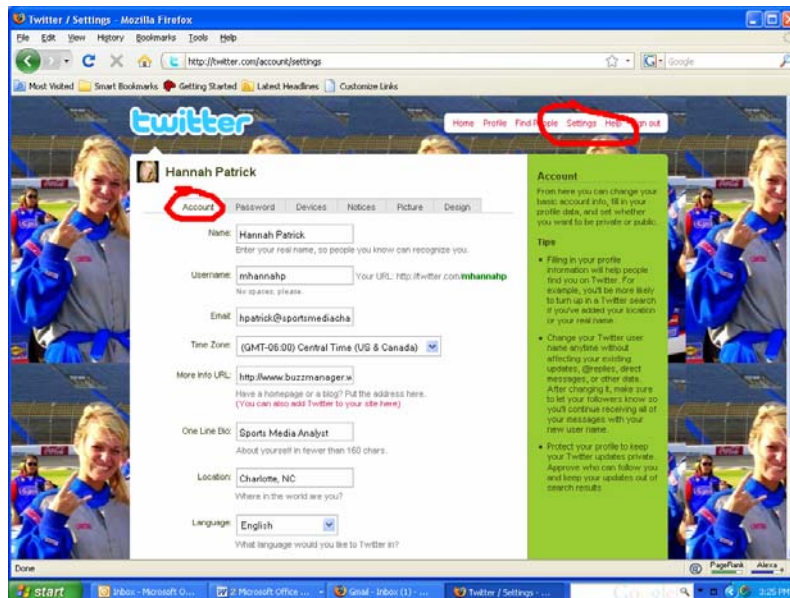
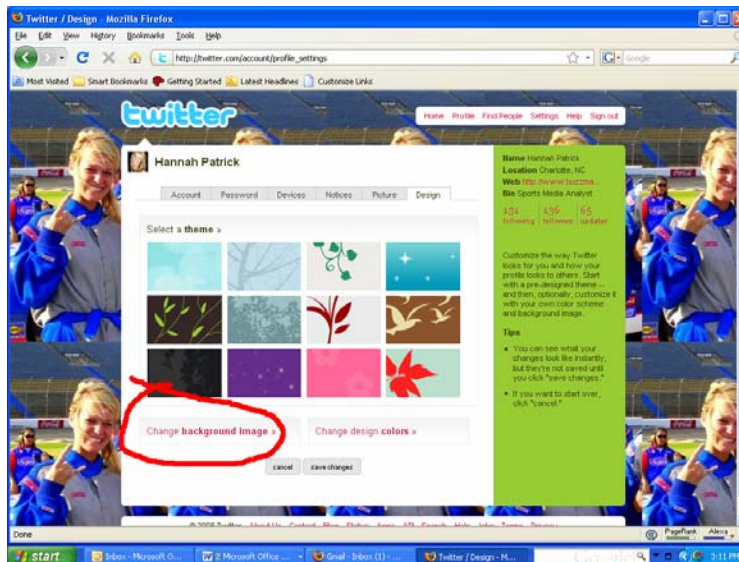
1. Use the “[Find People](#)” function and upload all your friends’ e-mail addresses.
2. Visit [search.twitter.com](http://search.twitter.com) and search for someone’s name, a company or product name, or a term that interests you. See who turns up in the results, take a look at their Twitter page, and if you like what you see, click “Follow.” Next time you go back to your Home page, you’ll see their tweets alongside yours.
3. Ask your friends if they’re on Twitter.
4. See who people you find interesting are following. Just visit the person’s page and click on any of the pictures in the “Following” section. See if you like what they’re saying, and if so, click on Follow.
5. See who’s tops on Twitter. Visit [TwitterGrader](#) to see who has the most active Twitter accounts and see if you want to follow any of them.
6. A large number of followers can enable a blogger to acquire more traffic, become acquainted with other people easier, and is usually perceived as having more influence.
7. Use [Twellow](#) - An application similar to Twitter search except that you can search by categories (which makes results more targeted).





## Personalizing your Twitter Page

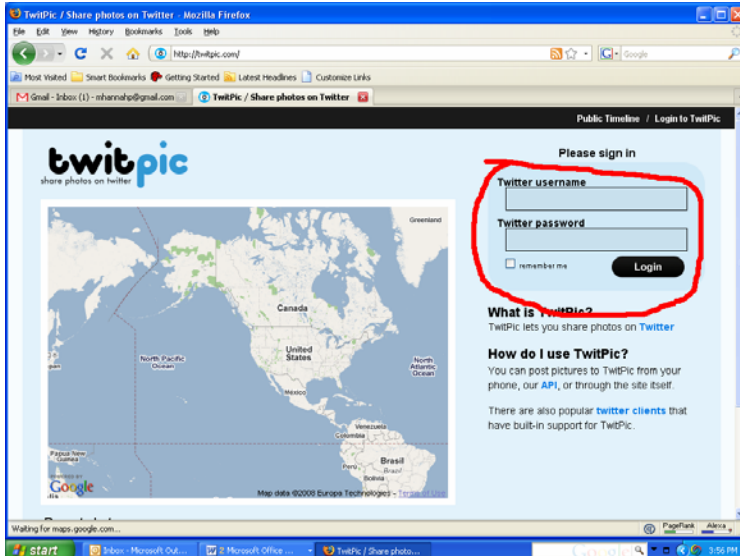
1. To update your account information go to Settings->Account and add a bio, your website URL, and click if you don't want your tweets to appear in the public timeline or just on the timeline of your followers.
2. Upload a photo for your profile at Settings->Picture.
3. Select a page background, or upload your own, at Settings->Design.





## Twitpic.com

1. First, go to [twitpic.com](http://twitpic.com) and log in using your twitter login information.
2. Click the **setting** tab. There will be an email address that will include your twitter username and a four digit pin number. It will look like this.
3. Use your own unique address to email your photos directly into your TwitPic account from your mobile phone. Now you can capture your moments and share them with your friends as they happen.
4. You can also visit [twitpic.com](http://twitpic.com) and upload your pictures directly from your computer using the upload tab.





## Twitter Tools You Should Know About

### Twitter Search –

Allows you to search for stuff that is relevant to what you're doing. Can be a great listening tool to see what your prospects are saying about you.



### Who Should I Follow? –

If you are new to Twitter or an early adopter you might consider using this tool, which looks at people who are following you that you are not following back and features sliders for popularity and geographic regions.

### Tweet Wheel –

This tool enables you to see which of your followers are following each other so that you can get a better visual sense of your community.

### Twitter Hashtags Explanation –

Hashtags are usually for more advanced Twitter users, but they allow you to categorize everything by that hashtag so that it would come up with that category in a search. (Ex: #iphone is a hashtag – if you search that it will bring up everyone's tweets who have used that hashtag). It is a good tool for carrying on conversations.

### Tweetburner –

This tool allows you to shorten, share and track a URL. It also provides you with useful information like the URL with the most clicks in the last hour.













Enter the URL you'd like to shorten, share and track

The updated bookmarklet. Drag it to your toolbar to start sharing.

Most popular Twurls in the last hour	Top 10 URLs with most clicks in the last hour																								
<p><b>pistachio</b> : Clicks: 100 not-great health news about Woody today. :( (original story about him being shot <a href="http://twurl.nl/nhmdal">http://twurl.nl/nhmdal</a>)</p> <p><b>@evernote</b> : Clicks: 62 #EvernoteTip - Blogging - Capture your ideas and inspirations into Evernote as they occur, then blog when you want: <a href="http://twurl.nl/no4a2c">http://twurl.nl/no4a2c</a></p> <p><b>@kenburbury</b> : Clicks: 47 Become a Social Media sociologist not a cultural voyeur and get to work - <a href="http://twurl.nl/qq3ve7">http://twurl.nl/qq3ve7</a></p> <p><b>@TheFix</b> : Clicks: 38 Obama's Political Jujitsu <a href="http://twurl.nl/jgrt6d">http://twurl.nl/jgrt6d</a></p>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20px; text-align: center;">1</td> <td style="padding: 2px 5px;"><a href="http://www.inrich.com/cva/ric/search.apx::content-articles-RTD-2008-10-13-0162.html">http://www.inrich.com/cva/ric/search.apx::content-articles-RTD-2008-10-13-0162.html</a></td> <td style="width: 20px; text-align: right;">100</td> </tr> <tr> <td style="text-align: center;">2</td> <td style="padding: 2px 5px;"><a href="http://wardstreetbistro.typepad.com/wsb/2008/10/or-re-ci.html">http://wardstreetbistro.typepad.com/wsb/2008/10/or-re-ci.html</a></td> <td style="text-align: right;">77</td> </tr> <tr> <td style="text-align: center;">3</td> <td style="padding: 2px 5px;"><a href="http://www.idano.net/new-blogging-tool-evernote-on-my-iphone-380.htm">http://www.idano.net/new-blogging-tool-evernote-on-my-iphone-380.htm</a></td> <td style="text-align: right;">62</td> </tr> <tr> <td style="text-align: center;">4</td> <td style="padding: 2px 5px;"><a href="http://blog.defgrip.net/2008/10/the-iphone-is-good-for-bmx">http://blog.defgrip.net/2008/10/the-iphone-is-good-for-bmx</a></td> <td style="text-align: right;">52</td> </tr> <tr> <td style="text-align: center;">5</td> <td style="padding: 2px 5px;"><a href="http://www.briansolis.com/2008/04/will-real-social-media-expert-please.html">http://www.briansolis.com/2008/04/will-real-social-media-expert-please.html</a></td> <td style="text-align: right;">47</td> </tr> <tr> <td style="text-align: center;">6</td> <td style="padding: 2px 5px;"><a href="http://www.autoohits.com">http://www.autoohits.com</a></td> <td style="text-align: right;">44</td> </tr> <tr> <td style="text-align: center;">7</td> <td style="padding: 2px 5px;"><a href="http://voices.washingtonpost.com/thefix/2008/10/ob">http://voices.washingtonpost.com/thefix/2008/10/ob</a></td> <td style="text-align: right;">38</td> </tr> <tr> <td style="text-align: center;">8</td> <td style="padding: 2px 5px;"><a href="http://www.lose-inches.info">http://www.lose-inches.info</a></td> <td style="text-align: right;">38</td> </tr> </table>	1	<a href="http://www.inrich.com/cva/ric/search.apx::content-articles-RTD-2008-10-13-0162.html">http://www.inrich.com/cva/ric/search.apx::content-articles-RTD-2008-10-13-0162.html</a>	100	2	<a href="http://wardstreetbistro.typepad.com/wsb/2008/10/or-re-ci.html">http://wardstreetbistro.typepad.com/wsb/2008/10/or-re-ci.html</a>	77	3	<a href="http://www.idano.net/new-blogging-tool-evernote-on-my-iphone-380.htm">http://www.idano.net/new-blogging-tool-evernote-on-my-iphone-380.htm</a>	62	4	<a href="http://blog.defgrip.net/2008/10/the-iphone-is-good-for-bmx">http://blog.defgrip.net/2008/10/the-iphone-is-good-for-bmx</a>	52	5	<a href="http://www.briansolis.com/2008/04/will-real-social-media-expert-please.html">http://www.briansolis.com/2008/04/will-real-social-media-expert-please.html</a>	47	6	<a href="http://www.autoohits.com">http://www.autoohits.com</a>	44	7	<a href="http://voices.washingtonpost.com/thefix/2008/10/ob">http://voices.washingtonpost.com/thefix/2008/10/ob</a>	38	8	<a href="http://www.lose-inches.info">http://www.lose-inches.info</a>	38
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[Twitter100](#) – This site showcases 100 of the people you’re following all at once and their most recent tweets.

<p><a href="#">michellegreer</a> [tw] 2008-10-17 04:44:10 Listening to panel about virtualization at innotech.</p> 	<p><a href="#">dnour</a> [tw] 2008-10-17 04:43:07 Presenting Relationship Economics in English to 400 Colombian Execs listening in Spanish via</p> 	<p><a href="#">RickM</a> [tw] 2008-10-17 04:41:49 Both the banks and Wall Street are fee ridden and conflict ridden.</p> 	<p><a href="#">BryanPerson</a> [tw] 2008-10-17 04:39:45 Back for a 2nd iPhone-related session. This one on "iPhone market application opportunity." #InnoTech</p> 
<p><a href="#">anna_mcg</a> [tw] 2008-10-17 04:39:29 @norcross I had a 15" lcd monitor for 5 years; the small size doesn't bother me. I'm married to a</p> 	<p><a href="#">gregverdino</a> [tw] 2008-10-17 04:29:37 OH: do we want to hook up with this eatmycake or whatever it's called?</p> 	<p><a href="#">johnheaney</a> [tw] 2008-10-17 04:28:43 @techczar crank up the volume</p> 	<p><a href="#">IanMaffett</a> [tw] 2008-10-17 04:25:38 @jasonpercival All in a day's work...</p> 
<p><a href="#">mashable</a> [tw] 2008-10-17 04:24:21 A Closer Look at fbFund Winners ( <a href="http://zz.gd/c35c84">http://zz.gd/c35c84</a> )</p> 	<p><a href="#">marismith</a> [tw] 2008-10-17 04:22:43 Yippee! I'm in gadget heaven here. Laptop on laptop. Earphones in</p> 	<p><a href="#">garyvee</a> [tw] 2008-10-17 04:21:03 still getting pounded by email about this talk <a href="http://tinyurl.com/4bvr2u">http://tinyurl.com/4bvr2u</a> NU</p> 	<p><a href="#">gapingvoid</a> [tw] 2008-10-17 04:19:51 Yeah, yeah, yeah... I know. Kettlebells are indeed "Social Objects". <a href="http://tj">http://tj</a></p> 

[Twitterurly](#) – Another tool that allows real-time URL tracking on Twitter.

[Twitterholic](#) – This site lists the top 100 Twitterholics based on the number of followers.

The Twitterholic.com Top 100 Twitterholics based on Followers					
#	Name (Screen Name)	Location	URL	Followers	Friends
1.	 <a href="#">Barack Obama (BarackObama)</a>	Chicago, IL	<a href="http://www.barackobama.com">http://www.barackobama.com</a>	99,673	103,485
2.	 <a href="#">Kevin Rose (kevinrose)</a>	San Francisco, CA	<a href="http://kevinrose.com">http://kevinrose.com</a>	67,339	103
3.	 <a href="#">Leo Laporte (leolaporte)</a>	Petaluma, California	<a href="http://leoville.com">http://leoville.com</a>	58,374	508
4.	 <a href="#">CNN Breaking News (cnnbrk)</a>	Everywhere.	<a href="http://cnn.com/">http://cnn.com/</a>	45,670	1
5.	 <a href="#">alexalbrecht (alexalbrecht)</a>	Los Angeles, CA	<a href="http://totallyradshow.com">http://totallyradshow.com</a>	39,111	27
6.	 <a href="#">Jason Calacanis (JasonCalacanis)</a>	LA	<a href="http://www.calacanis.com">http://www.calacanis.com</a>	36,644	43,176
7.	 <a href="#">MarsPhoenix (MarsPhoenix)</a>	Mars, Solar System	<a href="http://tinyurl.com/5wwaru">http://tinyurl.com/5wwaru</a>	36,365	2
8.	 <a href="#">Robert Scoble (Scobleizer)</a>	Half Moon Bay, California, USA	<a href="http://www.fastcompany.com/sc...">http://www.fastcompany.com/sc...</a>	36,082	20,972
9.	 <a href="#">macrumors (macrumors)</a>		<a href="http://www.macrumors.com">http://www.macrumors.com</a>	35,343	3
10.	 <a href="#">Veronica (Veronica)</a>	San Francisco	<a href="http://www.veronicabelmont.com">http://www.veronicabelmont.com</a>	33,664	401

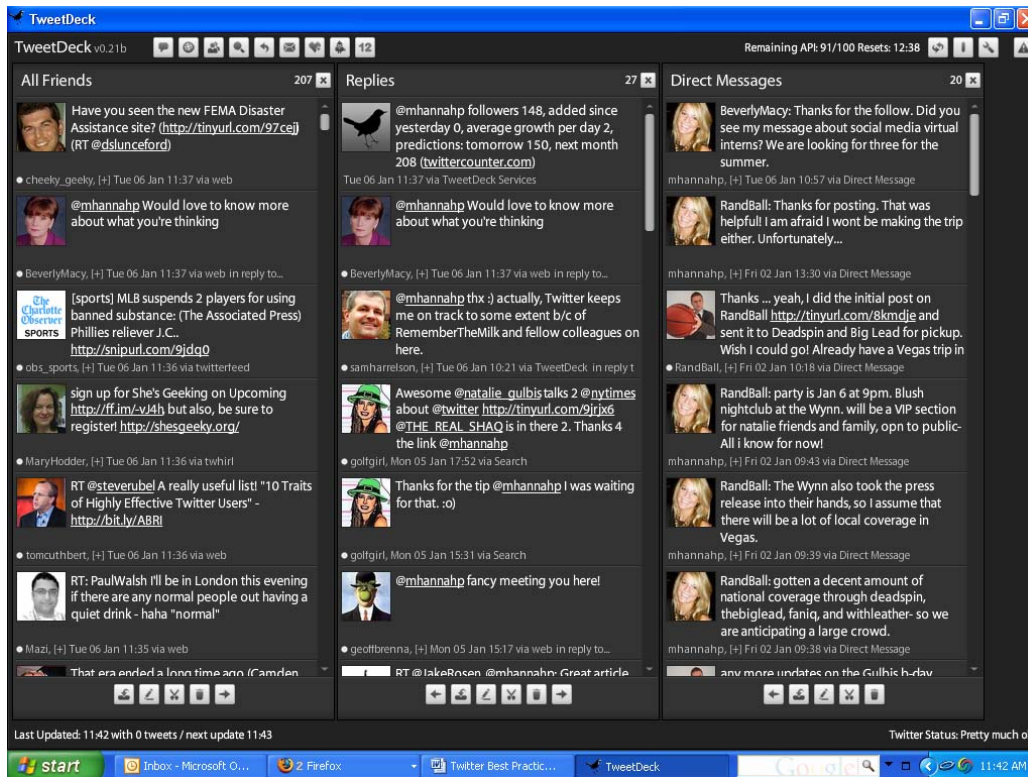
[MyTweeple](#) – This resource allows you to mass unfollow, follow, and block by easily seeing all those that you follow and those that follow you.

[Twellow](#) – Twellow is essentially a search engine for people on Twitter. For example if you search ‘social media,’ the most popular people listing social media in their profile will come up. You can also search by location. You can combine



the two (i.e. Charlotte social media) and people that have both in their profiles will be listed.

[Tweetdeck](#)- This application breaks down Twitter feeds into more manageable bite sized pieces. It enables users to split their main feed (All Tweets) into topic or group specific columns allowing a broader overview of tweets. The default columns can contain All Tweets from your timeline, @replies directed to you and direct messages.





## Places to Syndicate Your Twitter Feed

1. [Facebook](#) - The Twitter Facebook App ([good tutorial](#)) will pull in your status updates from Twitter. 
2. [FriendFeed](#) - Another social network where you can import your Twitter feed. While you do not receive any link love, you still have the opportunity to share your Tweets with your friends on this network. 
3. [LinkedIn](#) - This professional networking site now provides the ability to incorporate your Twitter feed right into your profile. Just note that you have to list your Twitter URL as one of your "Websites" in order to use the "Blog Link" application. A visitor will not be able to see this feed on your profile unless they are logged into LinkedIn. 
4. [MyBlogLog](#) - This social networking site allows you to managed your online profiles, including Twitter. Once you add your Twitter information, it will pull your feed onto your profile page. The links within the posts are do follows as well as the link to your sdTwitter page. 
5. [Plaxo](#) - This site allows you to pull in your Twitter feed here as well. They provide dofollow links to your Twitter page, but they nofollow the links within the post itself. 
6. [Tumblr](#) - A hosted blogging solution will pull in your Twitter feed as a daily aggregated post. The blog will provide dofollow links within the Twitter posts. 
7. [Yahoo!360](#) - The profile page on Yahoo!360 allows you to add RSS feeds to your profile page. No link love here. All of the links redirect, but you still have an opportunity to share your Tweets with your friends on this network. 