



Internet Growth Systems

growing your business online

twitter

Basics

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Internet Growth Systems

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So What is Twitter?

Twitter is a micro-blogging site that encourages you to write "what you are doing" in 140 characters or less. So, what? you may be asking but the beauty of the site is that it's interactive, in real time.

Although the "just had breakfast" or "going to bed" tweets (the name for a post/message on Twitter) are pretty boring and yes, you may well say "who cares" there is a fountain of great knowledge on Twitter that you can easily tap into, share with and learn from all by signing up and updating the "what are you doing?" message.

You can sign up for Twitter at <http://www.twitter.com> and create your own username, which can either be your name or your business' name, which then becomes your twitter url. For example my Twitter url is http://www.twitter.com/Lesley_Johnston

There are various applications that you can use to keep up with those you are following and many more which help you integrate your Twitter account with your other social networking profiles which will update your status with your Twitter "What are you doing?" status, as well as whenever you post a new blog post, squidoo lens, Ezine Articles article etc.

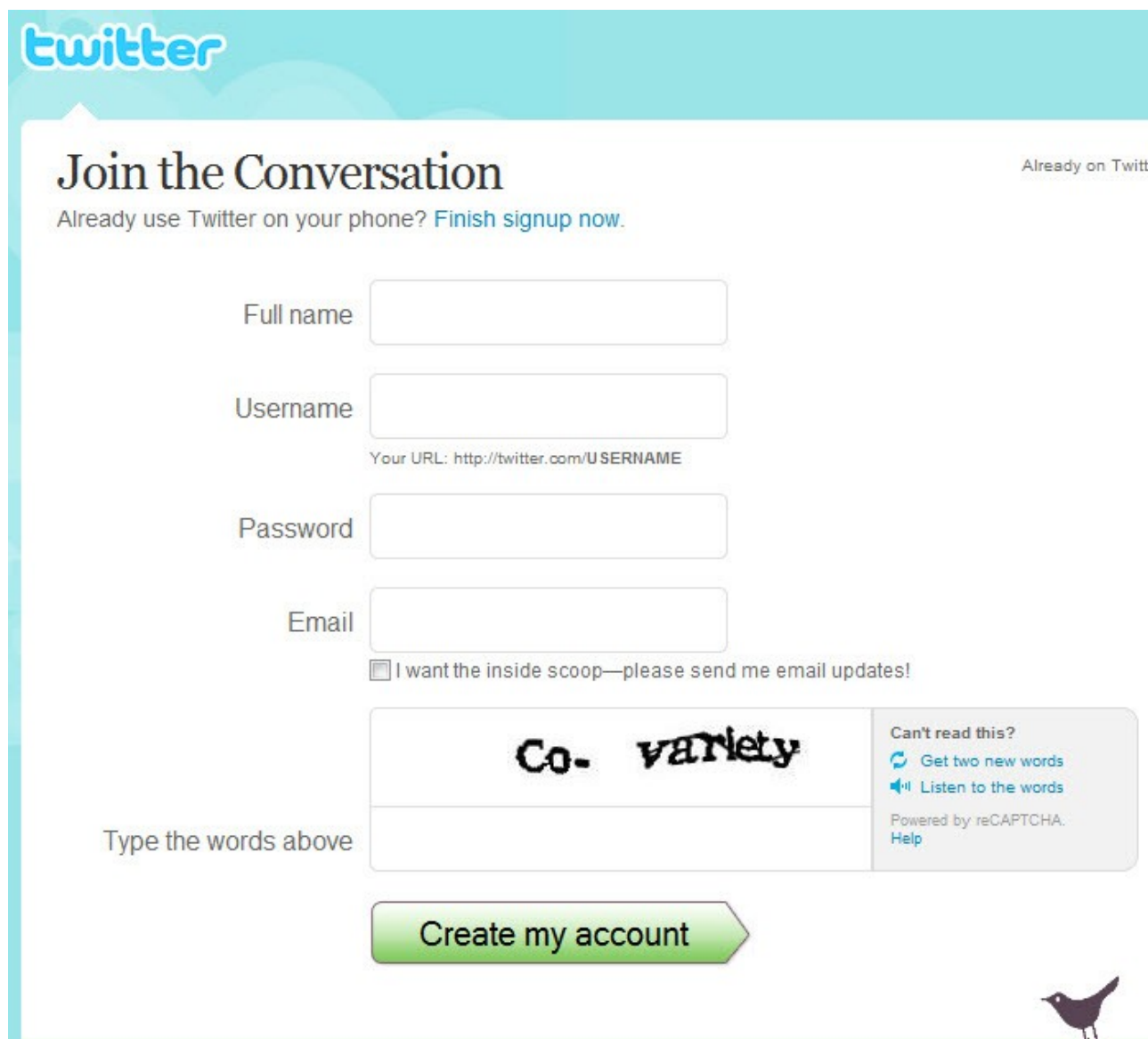


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How To Sign Up To Twitter

Go to <http://www.Twitter.com> and click on "Sign up now". Fill in the form that will appear below. When choosing your username, go for your name or business name or a keyword of what your business sells.



The image shows the Twitter sign-up page. At the top left is the Twitter logo. The main heading is "Join the Conversation". Below it, there is a link for users already on their phone. The form includes fields for Full name, Username, Password, and Email. Below the email field is a checkbox for email updates. A CAPTCHA challenge is shown with the words "Co-variety" and a "Type the words above" prompt. To the right of the CAPTCHA are links for "Can't read this?", "Get two new words", and "Listen to the words". Below the CAPTCHA is a "Create my account" button. A small bird icon is in the bottom right corner.

twitter

Join the Conversation

Already on Twitter

Already use Twitter on your phone? [Finish signup now.](#)

Full name

Username

Your URL: <http://twitter.com/USERNAME>

Password

Email

I want the inside scoop—please send me email updates!


Type the words above

Co-variety

Can't read this?
[Get two new words](#)
[Listen to the words](#)

Powered by reCAPTCHA.
[Help](#)

Create my account



Once you have chosen a unique username, press on create my account. You will now need to fill in the rest of your details such as your website url. For this you can either link to your main page on your website or a specific page on your website for your Twitter followers.



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The screenshot shows the Twitter account settings page for Lesley Johnston. The page is titled "twitter" and has a navigation bar with links for Home, Find People, Help, Sign out, Trends, and a search box. The user's name is Lesley Johnston. The settings are organized into tabs: Account, Password, Devices, Notices, Picture, and Design. The Account tab is selected, showing fields for Name, Username, Email, Time Zone, More Info URL, One Line Bio, Location, and Language. The Name field is filled with "Lesley Johnston". The Username field is filled with "LesleyJohnston". The Email field is empty. The Time Zone is set to "(GMT) London". The More Info URL is "http://www.socialnetworking". The One Line Bio is "My Private Twitter Account.". The Location is "UK". The Language is "English". There is a checkbox for "Protect my updates" which is checked. Below the settings is a "Save" button and a link to "Delete my account".

Account

From here you can change your basic account info, fill in your profile data, and set whether you want to be private or public.

Tips

- Filling in your profile information will help people find you on Twitter. For example, you'll be more likely to turn up in a Twitter search if you've added your location or your real name.
- Change your Twitter user name anytime without affecting your existing updates, @replies, direct messages, or other data. After changing it, make sure to let your followers know so you'll continue receiving all of your messages with your new user name.
- Protect your profile to keep your Twitter updates private. Approve who can follow you and keep your updates out of search results.

You will also need to fill in your bio. Think carefully about what you put in here as some Twitter directories will use your bio to add you to different categories within their listings so make sure what you have in this section is how you want to be known.

Once you have filled in these sections you are ready to start tweeting. Please note that unless you are following others your twitter feed will be empty. If you don't have followers then nobody will see your tweets. This is a good



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excuse to start following a few people to get used to Twitter and then follow more and more people the more comfortable you get with using Twitter.



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Why Use Twitter?

Again it is because it is interactive, in real time. You can really get to know your followers and those you are following by replying to their tweets, giving useful information that others may wish to retweet (RT) and really build up a relationship with others, instead of it being a one way relationship.

Originally I believe that Twitter was thought as a great marketing tool for internet marketers so that they could promote their sales links and get increased sales. Today, however, it is more for becoming interactive with your followers, sharing knowledge and building relationships.

If you go into Twitter focusing on just promoting your business and yourself and selling, then Twitter is not for you and you will be sadly disappointed with the results.

The best way to approach Twitter is to find interesting people to follow, people who use Twitter to get interactive with others and when you view their profile page, that they are replying to others posts and it's not just a list of things they've done or are promoting themselves.

You can find people to follow by joining groups at:

<http://www.TwittGroups.com>

<http://www.Twibes.com>

It's the easiest way to get to find fellow business owners and people with similar interests.

Another great place is: <http://www.Twellow.com>

Make a point of getting to know those you are following by asking questions of them, whether by replying to a post of theirs or by direct message.

With the maximum message being only 140 characters, there goes your excuse that you don't have time! As you get more used to tweeting, you may find that you have more to say and be inspired to blog more, or even start blogging.



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As a side note, when sending a direct message ALWAYS use the persons real name as many people, if they think its an automated direct message (DM) will delete it without reading it as their inbox is inundated with automated direct messages.

If you would like some help setting up your Twitter profile, I've recorded a video that you can play here:

<http://www.youtube.com/watch?v=2fZVlz5huL4>



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Popular Twitter Applications

Linking Your Twitter Account With Facebook

<http://www.facebook.com/home.php#/apps/application.php?id=2231777543>

Ping.fm

<https://ping.fm/signup/>

Linking Twitter to Your WordPress Blog

<http://www.phpvrouwen.nl/twitme/>

TweetDeck

<http://www.Tweetdeck.com>

TweetLater

<http://www.tweetlater.com>



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Top Twitter Tips

When people start to follow you, make sure that you follow them back. First of all check that you have something in common with them and they are not just going to spam you, you can do this by checking out their Twitter profile. You will often find that if you don't follow people back, they will unfollow you after a while so if you get a "quality" follower then it's always nice to follow them back.

Be courteous to your followers and if someone sends you a @reply then thank them.

Don't oversell your products and services, take an interest in others too and reply to your followers about what they are posting. Nobody on Twitter likes the hard sell and you may find that you get lots of unfollows if all you tweet about is your products and/or services.



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