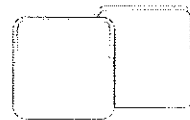


Listen. Share. Connect.

What is Twitter?



- Free micro-blogging platform.
- Updates of 140 characters or less
- The sharing of content, ideas and data.

Why should you use Twitter?

- Build business connections.
- Increase your brand awareness.
- Further relationships with existing and potential customers.
- Voice opinions, thoughts, recommendations.
- Find and answer questions in real time.
- Breaking news happens on Twitter!

Twitter Beginnings

- Create your profile at <http://www.twitter.com>
- Username should align with your business or other social networks.
- Create a memorable, informative bio that contains relevant key words.
- Upload a photo of yourself, or your business logo.
- Create a branded, customized Twitter landing page.

Next...find people to follow!

Follow others

There are many ways to find others to follow on Twitter.



- Tools: twitter.search.com is easy to use. So are [tweellow](#) & [tweepz](#).
- Search by interest, name, location, key words.
- Follow competitors to see what they're doing & saying!
- If you find someone interesting, see who **THEY** are following. This is a great way to build a network of people.

What is a Tweet?!

Tweets are updates of 140 characters or less that answer the question:

“What’s happening?”

Twitter Home

The image shows a screenshot of the Twitter Home page with several annotations:

- Update here**: An arrow points to the "What's happening?" text box at the top left.
- What's happening?**: The text above the tweet composition area.
- Home**: A section header above the main feed of tweets.
- What are the tweeps you follow saying?**: An arrow points to the first tweet in the feed.
- Y o u**: An arrow points to the user profile card for "cassie_holman" at the top right.
- Your Direct Messages & Mentions**: An arrow points to the "Direct Messages" link in the right-hand sidebar.
- Search for a topic here**: An arrow points to the search bar in the right-hand sidebar.

The main feed contains three tweets:

- Tweet 1: "New Ad... (text is too small to read) ... Tweet"
- Tweet 2: "allnick New blog post: Facebook Helps Friends Appeal For Special Cancer Treatment <http://bit.ly/dGSwC>"
- Tweet 3: "Jrmoreau me2 RT @Demolse leBrown: My current career aspirations are simple: be a kept stay-at-home mom and do grassroots/charity shit as I please...." (includes "Reply" and "Retweet" buttons)
- Tweet 4: "WineHarlots "Man is least himself when he talks 'n his own person. Give 'im a mask, and he will tell you the truth." -- Oscar Wilde"

The right-hand sidebar includes links for "Home", "Direct Messages" (125), "Favorites", "Retweets", "Saved Searches" (with a search icon), "myasha packaging", "AppKings", "Help Hub @OK @hasht", and "Lists".

Talk on Twitter

- **@:** Use the @ symbol to direct a tweet at another user. (also called "reply")
 - @debatspark Check out our new blog post!
- **RT (ReTweet):** If you like another tweet, you can repost it to your own Twitter stream using the RT feature. You can add your own thoughts before the "RT" symbol.
 - @cassie_holman: Some are surprising! RT @SPARKAdvtsG: Marketing-The 15 Biggest Baby Boomer Brands <http://adage.com/u/w5lbya>

- If you mouse over a tweet in your home Twitter stream, you will see options to “ReTweet” and “Reply” [@]. Other platforms, such as Hootsuite or Tweetdeck, have a similar option.



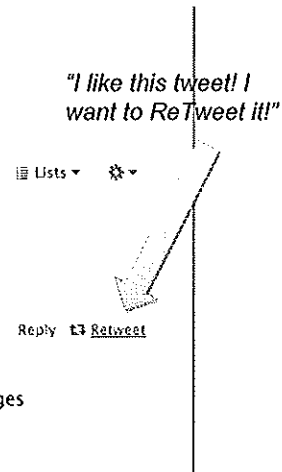
Follow

Stocks Slip as Greek Worries Persist <http://nyti.ms/adtEhP>

19 minutes ago via web

In Quest to Break Mideast Stalemate, a U.S. Option Emerges <http://nyti.ms/cGhxx4>

19 minutes ago via web



Talk on Twitter (cont.)

- **DM (direct message):** Private messages you can send to other Twitter users. Type “D”, followed by their Twitter name.
- **#:** Use hashtags to identify a trending topic or “mark” your tweet. This is great for searchability.
 - Ex: Follow @schubbechiro for the latest #chiropractic news.

Shortening Links

You only have 140 characters on Twitter. Use a URL shortener to save room. (www.bit.ly)

Hootsuite and Tweetdeck have built in shorteners.



- Long link:

<http://mashable.com/2010/03/31/facebook-vs-google-default-profile/>

- Same link using bit.ly:

<http://bit.ly/a5qzmW>



USATODAY

name USA TODAY top news
Location USA TODAY
Web <http://www.usatod...>
Bio Latest national and world news headlines from USATODAY.com.

✓ Following

Lists 90 49,032 3,392
following followers listed

Your lists news

- Mention USATODAY
- Unfollow USATODAY
- Block USATODAY
- Report USATODAY for spam

13,369

Haiku 'Twitterstorm' hits @Glennbeck after recent

USATODAY/health-

You can **Mention (@)**, **Unfollow**, **Block** or **Report** any Twitter user.

Twitter Apps

FIND PEOPLE

- Twellow: the "yellow pages" of Twitter.
- Tweepz: search for other users by location, bio or name.

UPDATE

- Tweetdeck: create lists/columns, update Facebook and Twitter simultaneously.
- Hootsuite: column functionality, statistics tracking, synch all social networks.
- Ping.fm: Update all your social networks at once.

MONITOR

- Tweetbeep: Get Twitter alerts by email.

Remember...

- **Use a memorable username and bio.**
- **Maintain an active account.**
- **Share links.** Use a url shortener.
- **Give credit when it is due.** Use the @ symbol to recognize other Twitter users' content, blog posts, ideas, etc.
- **Keep your updates shorter than 140 characters** if you want people to RT (retweet) them.
- **Engage.** Respond to people's questions, send @replies and comment on other people's thoughts.
- **Listen, respond.**



Follow the SPARK team!

- Mark Elliott: @SPARKAdvts
- Deb Fiebig: @debatspark
- Cassie Holman: @cassie_holman