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# *Getting Started With Twitter*

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Ted Prodromou  
[www.netbizexpert.com](http://www.netbizexpert.com)

# What is Twitter?

The image shows a screenshot of the Twitter homepage. At the top left is the Twitter logo. To its right is a navigation bar with links for Home, Find People, Help, Sign out, and Trends. Further right is a search bar with the text "Search now" and a magnifying glass icon. Below the navigation bar is a large white text input area with the placeholder text "What are you doing?". To the right of this input area is a character count "140". Below the input area is a text preview: "Latest: RT @susanroane: #1 RoAne Rule: Talk to Strangers! They have different insights, ideas, information that are ... 27 minutes ago". To the right of the preview is an "update" button. On the right side of the page is a user profile for "ted\_prodrumou", which includes a profile picture, the name "ted\_prodrumou", and links for "Profile" and "Settings". Below the profile information are statistics: "180 following", "359 followers", and "385 updates". At the bottom of the profile section is a "Tweet-ie" definition: "n. a fast, full-featured Twitter".

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# Twitter commands

- Each entry is limited to 140 characters
- You can start a new conversation
- You can reply to an existing post by entering *@username + message*
- You can send a direct message by entering **d** *username + message*
- Follow someone **follow** *username*
- ReTweet – forward a Tweet to others **RT** *username*

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# How NOT to use Twitter

I'm heading to the gym now...

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# How NOT to use Twitter

I drank way too much last night

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# How to effectively use Twitter

- Treat it like a networking event
- Listen more than you talk
- Engage others in conversation by replying to their Tweets
- Ask a provocative question
- Answer someone's question
- Provide a link to valuable information

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# Business Tweeting

- Give out free information about your products and services
- Give away free products
- Provide customer service
- Respond to negative internet conversations about your product or service
- Poll your customers online

# hrblock

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RT **@AdrienneKH**: just filled my taxforms with the TaxCut program...really simple!

*about 23 hours ago from web*

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**@IamLeeGro** We're here if you have any questions!

*9:06 AM Mar 22nd from web in reply to IamLeeGro*

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**@SQLDBA** We have a free online product this year if you're interested. Either way, we're here if you have any tax questions

*8:14 AM Mar 22nd from web in reply to SQLDBA*

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**@SQLDBA** We vote TaxCut:) You get access to a tax pro and audit support. Let me know if you have any tax ?'s

*7:59 AM Mar 22nd from web in reply to SQLDBA*

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**@jessicahanson** No, you actually have to mail in a 1040x. Let me know if you have any other questions.

*11:28 AM Mar 21st from web in reply to JessicaHanson*

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RT **@sdague**: time to finally do taxes, at least hrblock online makes it pretty painless

*11:19 AM Mar 21st from web*

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**@paulpotts** Let us know if you have any tax questions you need help with.

*7:15 PM Mar 20th from web in reply to paubpotts*

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# comcastcares

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Wow Working to create a Comcast Cares Day project & it was right in front of me. Helping non-profits in social media. Anyone want to help?

*about 2 hours ago from web*

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@pmod My best guess if not any of those, would be a router within our system. If it were node it wou

*about 2 hours ago from web*

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@pmod Ask him to try his computer to modem and see if he can do any analysis. Also ask him to check with dispatch regarding reports in area

*about 2 hours ago from web in reply to pmod*

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@RemarkableRyan No that would not give it internet. You would have to go through the router. Running ethernet cable is easy. did my house

*about 2 hours ago from web in reply to RemarkableRyan*

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@jessica\_smith We were actually working to improve well before then.

*about 2 hours ago from web in reply to jessica\_smith*

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# Informational Tweets

- Provide valuable information
- Mention interesting/helpful websites
- Interesting/odd news events
- Funny information
- Trivia

# guykawasaki

Real-World Examples of Crowd-Sourced Businesses

<http://adjix.com/jpr3>

*19 minutes ago from Adjix*

Apple Snow Leopard Chatter and Rumors <http://adjix.com/8mj4>  
(see also <http://mac.alltop.com>)

*22 minutes ago from Adjix*

Evil Genius Food Porn: Bacon-Filled Waffles With Chili-Fried Apples <http://adjix.com/pvp9> Also see <http://bacon.alltop.com>

*about 1 hour ago from Adjix*

Twitter Confirms Fee-Based Accounts Coming Soon  
<http://adjix.com/r8f5> (see also <http://twitter.alltop.com>)

*about 2 hours ago from Adjix*

Italy's Capital is France: Silliest Answers Given on British Quiz Shows <http://adjix.com/put6>

*about 3 hours ago from Adjix*

Woman in Kazakhstan Set to Celebrate 130th Birthday

<http://adjix.com/pw4q>

*about 3 hours ago from Adjix*

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# Other uses for Twitter

- Team communication
  - Create a user for the team and protect all updates so they aren't publicly displayed
  - Only team members will see updates
- Keep in touch at events by using # tags
  - End each Tweet with your tag like #bacnetwork
  - Each user sets up a search so all Tweets with #bacnetwork are displayed
- Prospecting
  - Search Twitter for keywords related to your niche
  - Start a conversation with the person using those keywords telling them you are available to help
  - "I'm looking for a virtual assistant" – 30 responses in 15 minutes