

Twitter 101

Version 1.0



A 10 Minute Guide to Ruling the World with Twitter!

(Really?)

by Ted Vieira

eBook Stuff...

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Twitter 101

How will this help?

That you're even looking at this ebook means you've at least heard of Twitter and everyone is telling how important it is to be on it, and using it effectively can make you a superstar in business.

But you just don't get it! And frankly, you're not all that anxious to get into it.

You don't want to waste your time wading through the stream of every thought that avid tweeters are putting out there.

But everyone keeps saying how it can be so useful for business - so there must be something too it, right?

Hopefully the information you'll find in this book will help you understand the potential of Twitter and how it can be a useful business tool.

Will this answer all your questions - No

As with anything, and especially Twitter, you learn best by doing. It's a process, as they say.

And don't worry if it takes you a while to feel comfortable and productive on this network. I commonly hear how it takes someone 30 to 90 days to start to really "get" Twitter. Then, as with everything, the more you do it, the better you get.

Is it worth it?

Not every social network is for everyone. You'll need to determine whether or not Twitter is for you.

For me, I find it to be a powerful networking tool, and it's one of my favorite networks to use for business.

For me, and many others, YES it's worth it.

Of course, your mileage may vary. :-)

What Kind of Stuff is in this eBook?

(table of contents)

This is a book that you could probably read in 5 minutes. 10 minutes top. Obviously it's not an indepth document covering every angle on how to use Twitter.

For now it's just a primer to help you get your feet wet, and if you spend the 10 minutes wisely, it will quickly give you an overview of this network and how you can get started. :-)

(clickable menu)

Chapter 1. Why Use Twitter? Five ways Twitter can Help You in Business

Chapter 2. Getting Started (are you excited yet?)

Chapter 3. Get More Out of Twitter (#, @, Lists, Searches, etc...)

Stay Tuned!

My main reason for putting this information together is to help my clients take advantage of these social networking tools for their businesses.

So, as time allows I'll be adding new information to this book. Check back from time to time to see if you've got the latest version.

The latest copy will be available at www.ImagePerceptions.com/ebooks/

Got Ideas?

If you have any suggestions on additional or different information you think would be an important addition to this eBook, send your suggestions to ted@imageperceptions.com.

Got Complaints?

Send those to the same email address. Just be nice, please. I'm doing this for free. :-)



Why Use Twitter?

Five ways Twitter can
Help You in Business

Twitter isn't necessarily the right fit for everyone. But, it's definitely worth looking into to see how it can help you move forward as a professional.

Here are 5 ways Twitter could very likely help you in your professional life...

1. Keep Up on the Buzz of Your Industry

There are a lot of amazing professional people using twitter these days. Some are the leaders and trendsetters of their industries. Twitter gives you a front row seat and invites you into the conversation. But even if you don't feel confident yet in contributing, the listening value is more than substantial.

2. Keep In Touch with Colleague

Twitter gives you a great tool for shooting out quick short messages back and forth to someone

that you might be working on a project with. Anytime you can keep communication brief and effective in business is a huge benefit.

3. Keep in Touch with Customers and Clients

Make sure your websites and other materials let your customers and clients know how they can follow you on Twitter. I don't necessarily recommend Twitter as a place to sell, but it can be a great way of just providing more helpful information and updates to your existing customer base, and could possibly impress new prospects so that they become future customers/clients.

4. Attract New Leads/Prospects

Every once in a while when you put out information about a project you're currently involved in, make sure to use the hash tags to help people who aren't currently following you can still find you.

For example, if I'm talking about a WordPress project I'm working on or just launched I would include #wordpress in the post so anyone searching for posts about WordPress could find me. This could lead to a great connection.

This may help you attract the attention of new customers or clients, or perhaps even a new job offer.

5. Use as a Search Tool to Research Current Conversations

Want to learn more about something? Go to <http://search.twitter.com/> and start looking. Here you'll be able to tap into what people are discussing about that topic RIGHT NOW! It a great way to get the current scoop on something.

Okay, this kind of gives you a brief overview of why you might want to be using Twitter for your professional use. In the next two sections I'll give a few specifics on how to get started and begin using Twitter effectively.

Getting Started!

(are you excited yet?)



This is pretty much the reaction when I talk to most of my clients who are over 40 (and many who fall a little short of that age) about using Twitter as a business tool. The next sentence is usually something like, “I don’t want to hear about how dry someone’s toast was this morning!”

Twitter is somewhat of a mystery to many who haven’t looked into using it, so I’ve put this together to give some ideas about how you can start using and enjoying Twitter. No, Really!

Social media and networking is the biggest wave out there when it comes to branding and building your presence online. Twitter is one of the top three social platforms (Facebook, Twitter, LinkedIn). It’s huge and it’s FREE! To not take advantage of a tool like this.... well, why wouldn’t you?

So how do I get started?

How do I get people to follow me? What do I “Tweet?” about? Getting started with anything can be a little awkward at first. Here are some steps to help.

1. Set up your account

The first thing is sign up for your Twitter account. This is free and pretty easy. Then add some nice design to your account. Maybe upload a custom background graphic, or just choose from one they provide for now. Eventually you’ll want to give your page design that is unique and interesting. That will be more interesting to people when they find you and may even inspire them

to follow you. Add a brief description so people will know what you're about. Also make sure you put a link (including the <http://>) back to your or your business' website.

2. Follow people who interest you

This is one of the best way to listing to the current conversation in your field/industry.

Follow people who are interesting and talk about information of benefit to you. One thing I think is one of Twitter's strongest assets is that it gives you the opportunity to listen to the current conversation in your industry from the fields top innovators, movers and shakers. Where else are you going to get this kind of access to the current "buzz?" Most of the people that I follow are industry leaders and just other qualified peers in photography, web design, social media and networking and online marketing.

3. What to Tweet about

Don't sell!

I can't stress this enough. People won't follow you if you're just tweeting commercials.

Be Helpful

At first, after you've been following the others in your industry, start to chime in. Answer questions when you can. Be helpful. Wouldn't you be more likely to follow people that provided helpful information?

Promote Others

Retweet things others have said which you feel is worth sharing. Agree with others. Disagree with others! Get the conversations started. Be engaging and inspiring.

Find Your Ratio

What I mean by this is that you'll want to figure out a ratio of doing self promotion vs. promoting and helping others. I've heard varying theories on this, but in general you always want your self-promotional tweets to be the smaller number. For example, your ratio might be 80/20 - 80% helpful info and promoting others, 20% self promotion.

This will be enough to get you started. The next section will go a little further and help you understand a little more about this thing we call Twitter.



Using Twitter's Tools (#, @, Lists, Retweets)

The # symbol

Using a # symbol in front of a word sets it up as a “trend” – a keyword that you can use to easily find all the recent posts on a certain subject. For example if you are looking for the recent tweets that are about WordPress cms, blogging software then enter #wordpress in Twitter's search field and it will pull up the most recent tweets in which the authors have included #wordpress in their tweet.

On the other side of the coin, if you're tweeting about WordPress, it would be smart for you to include #wordpress in your tweet. That way, your tweet will come up when someone searches for #wordpress. This could also be a good way for people to find out about you and start following your tweets.

The @ symbol

This is a way to refer to specific users and also reply directly to them. For example, if you start a post with @TedAVieira the tweet will show up when I look for everyone who has tweeted some-

thing they specifically intend for me to see. There's more to this little symbol. It will be worth looking into further.

Lists

Okay, your now following 20,000 people! So now when you go to your Twitter home page you're seeing so many tweets and it's kind of hard to see the ones that are really important to you. Lists gives you a way to just pull up tweets from certain users. For example, if I wanted to see only the tweets from my favorite tweeters I could create a List and name it something like Ted's Favorites. Then I could go through the people I'm following and add specific ones to my Ted's Favorites list.

Now I can just pull up that list and only see tweets from the people on that list. You can use this feature to create several different lists to make it easier to manage the different categories of Tweeter users you follow. For example, a couple of my lists that I have are for WordPress (this list contains people I follow who often tweet useful information about WordPress) and Online Marketing (people who are putting out useful info on online marketing).

Retweets

If you see a tweet that you think would be interesting to your followers you can Retweet this. This is good for your followers and is also nice for the original poster. This is good form and can help you engage and become part of the community and conversation.

Gaining Followers

Use sources outside Twitter. Make sure your website has a way for your customers, clients and friends to follow you on Twitter. This is often done simply by adding a twitter logo to your site with a link to your profile page on Twitter where people can opt to follow you. Put your Twitter profile link on your email signature, maybe even on your business card, where ever you think it can do you some good.

Again, just engage in ongoing conversations with people you are follow and people who are following you. Make sure to use the # symbol so that your tweets can be found by people who are looking for others discussing topics they're interested in.

There's a lot more to Twitter but I'm not trying to write a book about it. (Oh wait, I kind of am. Uh... it's really just a primer)

This information will give you enough to get your feet wet and eventually start successfully using Twitter as a useful professional tool.

Conclusion...

Okay, it's time to take the training wheels off and get out there!

Remember, this is just an overview. Once you get started and put these concepts to good use you'll discover the power of Twitter. (or hate it!)

But give it a chance. I didn't think I would ever be on Twitter. Now I love it and find it very useful in business.

Have fun!

Ted