

Here's the info on the Twitter Webinar that I attended. Most of this is taken from the webinar, although some of it is info that I've gleaned along the way. Twitter is like one big networking party after you've used it for a while. I find it fascinating!

## Twitter

Twitter is an example of micro-blogging. It is used for breaking news, sharing info, promoting your own blog, customer service, gaining customers, market insights and growing friendships with friends, colleagues, family, journalists and other key influencers. To tweet (the term for writing on twitter), you input a message of up to 140 characters in response to the question "What are you doing?" There are no rules, you can include anything you like, the weather, your breakfast, what you thought about the football last night etc. Only share as much as you are comfortable with the whole world knowing!

## Profile

Preferably use your real name and a photo of yourself as your icon - that makes your tweets more credible and means that other people can then find you when they search your name. Include a brief note of what you do, your interests and your website/blog URL.

## Listening

I listened in first to get a feel for what it was all about and to pick up some of the twitter lingo. There are some recommended tweeters which you can find under \*Find People\* and then \*Suggested Users\* on the home page of Twitter.

## Searches

You can search for whatever you are interested in - if you use "search.twitter.com" you can search for subjects in real time. When you find someone whose tweets you are interested in, you can \*follow\* them. Some people will follow you back automatically, but you only need follow someone if you find their tweets interesting. Of course, it is also possible to block someone - there is a very small amount of spam that arrives. They will not know that they have been blocked. I have been following people who mention sugar addict/addiction or cravings.

## Tweeting

There are no rules about tweeting. You can tweet anything. A good place to start is with tweets starting "I'm reading.." or "I'm learning that...". Keep messages relatively short so that people can retweet them easily.

## Retweeting

When you come across something that you found interesting, you can retweet it, that is, copy a tweet, but only if you make sure that you mention the original tweeter. This just means that you put "RT @username" followed by the original tweet. Why would you want to do this? It might have been interesting and you want to share it

with your follows (followers sounds too pretentious!) If you want others to retweet your comment, put at the end of your tweet “please RT“. If you get retweeted, it is a good idea to tweet “@username - thx for RT!“

### Replying

When you have found someone who you want to converse with, use “@username” before your message and then reply as normal.

### Tips for finding more followers

Share interesting information about a wide variety of subjects.

Find others interested in the same thing as you.

Cross-promote - put your twitter name on Facebook, LinkedIn and wherever else you put your email address.

### Twitter Dashboard

#### @your username

Check “@your username” on the right hand side of the screen when you go in to Twitter - it is your inbox.

### Favourites

You can keep a favourite tweet by clicking on the star at the top right hand side of the tweet.

### DM

DM is direct messaging. You can send a private message to somebody, such as “thanks for the follow!“

Don’t spam!

### Trending topics

These are the keywords that are the most common at the present time. Once sugar sensitivity is up there we will know that RR has arrived!

### Shortening URLs

Because you only have 140 characters to play with, it makes sense to shorten any URLs that you tweet. There are various sites that will do this for you - bit.ly.com, tinyurl.com, Is.gd.com, Digg.com, Twurl.cc. I have been using “tr.im” as it gives statistics on how many people have used the link, which country they are from, a timeline and whether they are actual people or computerised programs that have used it.

### Hashtags

You will see a lot of # in some tweets. These denote a group that people can search for i.e. #RRnanos.

## PR

How often to tweet? To get your name out there, 50/60 times a week is recommended. But don't worry too much about the numbers - just have fun!

## Having fun with Twitter

Monday is music Monday on twitter. If you have heard some interesting music recently or just want to tell the world your favourite track, you can tweet "#music Monday" followed by the music of your choice. Lots of tweeps join in!

Friday is follow Friday. This is more popular than music Monday. If you want to recommend tweeters that you found interesting that week, you can tell all by tweeting "#followFriday @username". It's always good to thank tweeters if you are ever recommended - that way you build up a rapport with them.

## Useful tools - although life may just be too short to use all of them!

My personal favourite:

TweetBeep is like setting up a Google Alert - you will be emailed every time your search words appear on twitter.

I haven't checked most of these out yet:

Twitter berry - for Blackberrys

Tweetie - for iPhone

Twidroid - G1 android phones

Tweet Deck - desktop apps to put people who you are following into groups.

Tweet Grid - as above

<http://twitter.com/widgets/facebook> - integrates twitter into your Facebook page

Ping.fm - a hub for amalgamating all your social media sites

FriendFeed - enables you to discuss things you have found on the web with others who share your interests

Tweetlater - schedule the times you want your tweets to appear - and much more

Tweetmanager - as above

## Blogs - good information on tweeting:

Twitter bible -

<http://www.computerworld.com/action/article.do?command=viewArticleBasic&articleId=9132843>

Twitip - tips for tweeters wanting to improve their use of twitter

Some interesting tweeters:

Sugar\_Tweets - sugar addict

Mashable - social media expert

KCLAnderson - sugar addict doing the food!

And I'm Spreiki if you want to see what I'm up to!

Selena