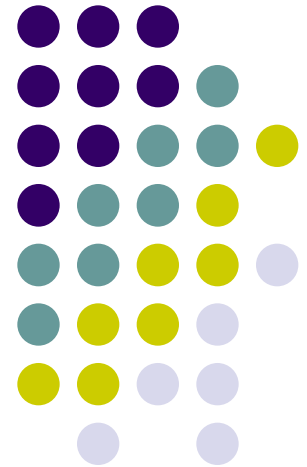


Twitter 101

Learning “Twitter”

By: Lisa Kolb
Acorn Internet Services, Inc.



Have an account?

Sign in



twitter

Share and discover what's happening
right now, anywhere in the world.

See what people are saying about...

Join the conversation.

Search

Sign up now

POPULAR TOPICS BY THE MINUTE, DAY, AND WEEK ?

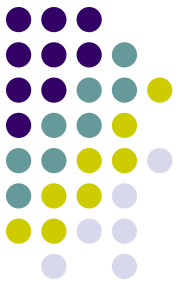
🕒 #musicmondav #fact District 9 #iamadrownin #onvourside Giants Goodnight Ne
📅 #fact District 9 #musicmondav True Blood Best 2009 Film? Usain Bolt #sionedtovounomonev Mad M
⋮ #fact Teen Choice Awards #welovethenhs District 9 #Musicmondav Best Dressed Guv Michael Vick #nevertrust Follow Friday

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Language: English ▼

<http://www.twitter.com>

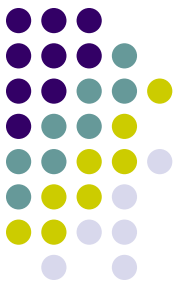
What Is Twitter?



- Twitter is a communication platform that helps businesses stay connected to their customers.

[View Video](#)





History of Twitter

- Twitter began as an experiment in 2006.
- It was used as an instant communication network during shared events like earthquakes, conferences, festivals and emerged as a VALUE ADDED information system.
- Twitter began to grow and grow and grow...
- Twitter, Inc. was founded in 2007.
- Today, Twitter is a privately funded company based in San Francisco, CA.

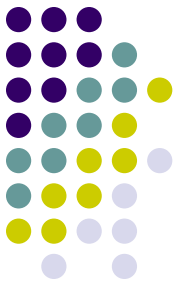


What's up with the name?



- Twittering is the sound birds make when they communicate with each other.
- It also helps groups of people mimic the way a flock of birds move in unison.



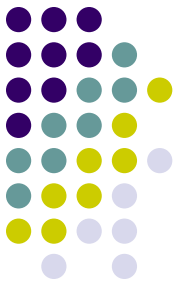


What Does it Do?

- Twitter lets you write and read messages of up to 140 characters.
- Twitter gives you a powerful, real-time way to communicate.



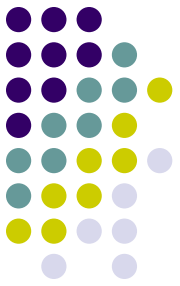
Build Relationships with Twitter



- Don't just broadcast business information, create a connection with your customers
- Use a casual friendly tone in your Tweets
- Complete your BIO robustly
- You don't have to follow everyone who follows you – but remember to address questions sent directly to you
- If you see a Tweet you LOVE - ReTweet it (RT)
- Post links to articles and sites you think people would find interesting
- Remember to Watch for comments about your company (Twitter Search or TweetBeep)



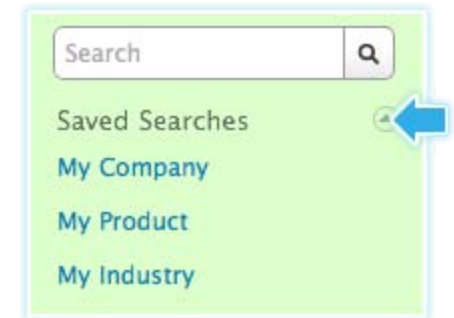
Saving Searches...



Tip: In addition to keeping an eye on your @messages, you can use the Saved Searches feature to easily track mentions of your product, brand, company, etc.

From your Twitter home page, simply run a search, and then at the top of your results page, click “Save this search.”

A link with your search term will appear on the right side of your page, and whenever you click it, you’ll get real-time results for that query.





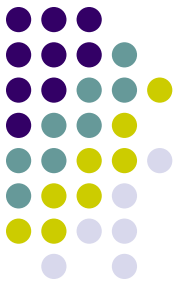
What TO Tweet

- 1 – **Be Informative** – Help people Learn Something New
- 2 – **Be Humorous** – Make People Smile
- 3 – **Be Personal** – Tell something about yourself and make a connection
- 4 – **Be Inspiring** – Encourage your Followers with uplifting information

From: <http://mashable.com/2009/08/16/quality-twitter-tweet/>



Some Ideas



- Offer Twitter exclusive coupons or deals
- Take people behind the scenes of your company
- Post pictures from your inn, neighborhood, festivals, events, etc.
- Share sneak peeks of up-coming projects or events

Remember: Make sure your Tweets provide some real value.



What NOT TO Tweet (No-No's)



- Posting the same update over and over throughout the day is considered spammy and a possible violation of Twitter's Terms of Service.
- If you post the same update to multiple accounts, you could violate Twitter's Terms of Service.
- Following and unfollowing the same people repeatedly, as well as following and unfollowing those who don't follow back, are both violations of Twitter's Terms of Service.

Tip 1: Think you've encountered a spammer? Tell Twitter. Send a direct message (DM) to @spam!

Tip 2: You can block the spammer by going to their account page, and on the right side, clicking the block link (they won't know you've blocked them).



Use Good Manners on Twitter



- Go easy on the acronyms. Not everyone will know what you are talking about.
- Consider the venue and be considerate. (Weddings, Funerals, etc. are No-No's)
- Mind the plugs. If all you talk about is YOU, your followers will leave.
- Remember that Twitter NEVER FORGETS. Once you write it you can't take it back.

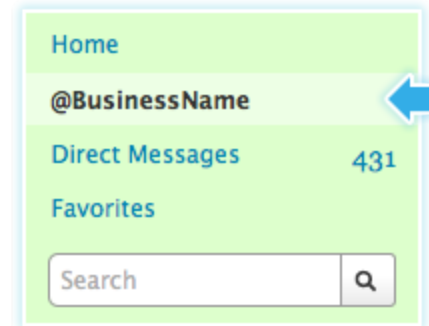
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and http://www.pcworld.com/article/167061/avoid_twitter_disasters.html

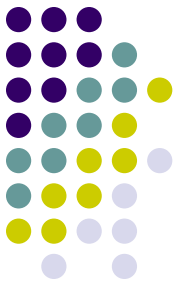


Remember Twitter is REAL TIME



- If you ask a question, expect a quick reply.
- Vice Versa, if someone asks you a question, don't make them wait long for an answer.
- Remember to keep an eye on your @mentions – You'll know when others are talking about you!





Twitter Terminology

- Followers, Following
- Tweet, Twittering (Post, Update, Message)
- @username (when addressing a follower)
 - Example: @bbgoer Glad you enjoyed our Inn – see you soon!
- DM (Direct Message)
- RT (ReTweet)
 - Example: RT @bbgoer: Original message
- Hashtag (#)
 - Example: #PAII





Shortened URLs

- You only have 140 Characters in a Tweet - but you will want to pass along links to BLOGS, other sites, Photo sites, etc. Most URLs are too long to put in your Tweet.
- You can include a URL by using a shortening tool such as...

<http://www.Tinyurl.com>

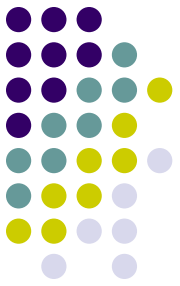
<http://www.Tiny.cc>

<http://www.Bit.ly>

Hint: Just type URL shortening program in Google to find many more options.



Measure your Statistics



Use your statistics program to see how many people come to your site or Blog because you took time to write a TWEET!

You might even track a RT (Re-Tweet)!

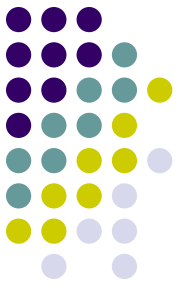




Before you Post

- Study the lay of the land first...
- If you are “interesting” to people on Twitter, they’ll choose to follow you.
- Write dry, boring posts and you won’t have many followers.
- Think about your Twitter Account as a friendly, online, information booth.





Now What?

- Sign up
- Fill out your info (Settings, photo, info)
- Find highly relevant people and companies to follow. (Find People)

A – AcornInternet

B – Other Innkeepers

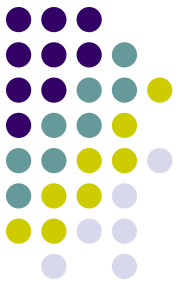
C – PAII

- Post your first message.

Note: You may have multiple accounts that serve different purposes (IE: Personal vs. Business).
Just don't duplicate data between both.



Twitter Desktop & Mobile Software



- In addition to just using Twitter.com, there are many different services out there for sending and reading Tweets and populating Twitter Information to other social networks.

<http://twitter.com/downloads>

<http://getsnitter.com/>

<http://funkatron.com/spaz/>

<http://www.twhirl.org/>

<http://tweetdeck.com>

<http://www.ping.fm>



Setup Account to Receive Twitter E-Mail Alerts

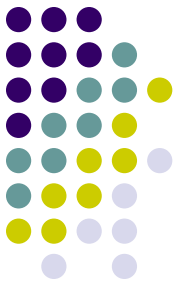


- E-Mail results for particular phrases (Like Google Alerts except for Twitter)

<http://www.tweetscan.com>

<http://www.tweetbeep.com>





Twitter Background Sites

- Ask your developer to build you one for branding or use pre-constructed backgrounds available online.

<http://www.twitip.com/custom-twitter-backgrounds/>

<http://www.twitbacks.com/>

<http://mashable.com/2009/05/23/twitter-backgrounds/>

Site Company to customize for you: <http://www.twitterimage.com/> \$100+



Examples of Twitter Integration

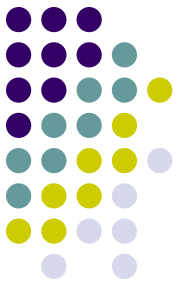


- <http://www.andonreidinn.com>
- <http://www.atwoodlake.com>
- <http://www.munrohouse.com>
- <http://blog.acorn-is.com>

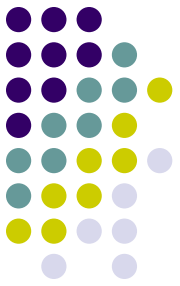


Search Twitter

- On Main Login
- <http://search.twitter.com/>



Twitter Support Information



- <http://business.twitter.com/twitter101>

SETUP ACCOUNT STEPS IN ACTION!

