

Two Page Guide To Twitter: An Intro

There is so much more you can do with Twitter but here is enough to get you started!

How To Tweet - How To Post on Twitter

There are a few different ways of posting on Twitter that you need to know about.

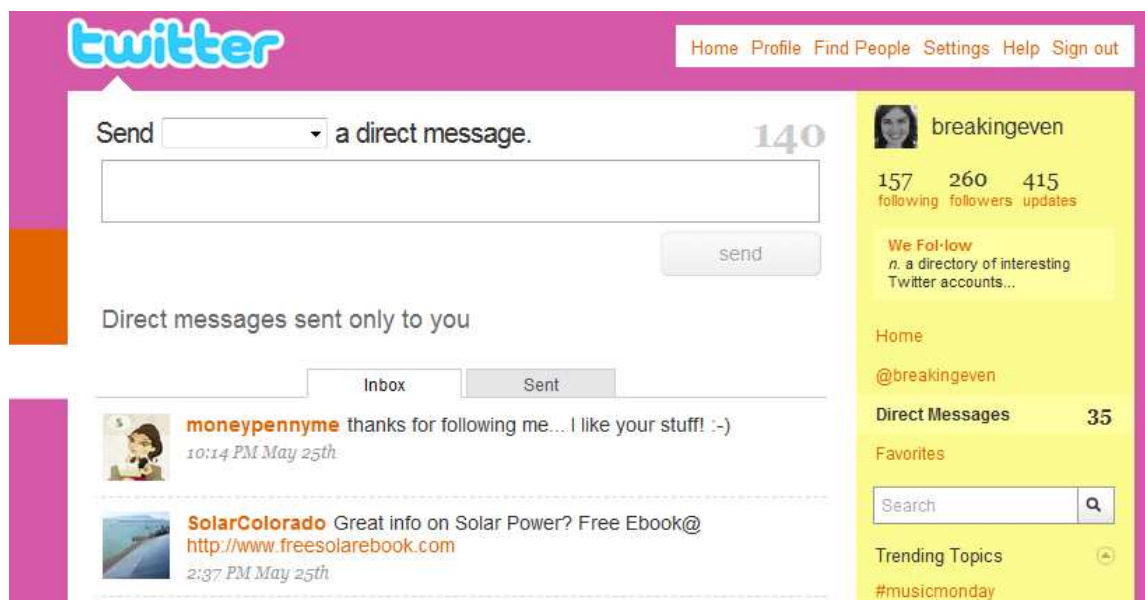
1) There's a **regular post**. When you type in a message to Twitter and hit "update" it will be viewable by all the people who are following you.

Ex: Was doing some early morning reading about some horror stories of the non-insured. Yikes!
<http://tinyurl.com/m5t2hy>

2) **There is a reply post**. When you type in a regular message, people may reply to your post. You'll see your user name with the symbol @ before it when someone replies to your message. You can respond to other people the same way. You simply type @ and then their user name directly after that. Replies are viewable by everyone who is following you, the person you are replying to, and their followers.

Ex: @breakingeven Did you know you can get a free Redbox rental every Monday if you subscribe to their site?

3) **There' a direct message**. If you want to send a private message to someone that no one else can see, you can send a direct message. To do so, click on "Direct Messages" in your sidebar, and select the person you want to send the message to from the drop down menu.



The screenshot shows the Twitter web interface. At the top, the Twitter logo is on the left, and navigation links (Home, Profile, Find People, Settings, Help, Sign out) are on the right. The main content area is for sending a direct message. It features a dropdown menu with "Send" selected, followed by the text "a direct message." and a character count of "140". Below this is a large text input field and a "send" button. Underneath the input field, it says "Direct messages sent only to you" and has two tabs: "Inbox" and "Sent". The "Inbox" tab is active, showing two messages. The first message is from "moneypennyme" with the text "thanks for following me... I like your stuff! :-)" and a timestamp of "10:14 PM May 25th". The second message is from "SolarColorado" with the text "Great info on Solar Power? Free Ebook@ http://www.freesolarebook.com" and a timestamp of "2:37 PM May 25th". On the right side, there is a sidebar for the user "breakingeven". It shows a profile picture, the name "breakingeven", and statistics: "157 following", "260 followers", and "415 updates". Below this is a section titled "We Fol-low" with a description: "n. a directory of interesting Twitter accounts...". Further down, there are links for "Home", "@breakingeven", "Direct Messages" (with a count of "35"), "Favorites", a search box, and "Trending Topics" (with "#musicmonday" listed).

How To Share Links On Twitter

1) Type in www.tinyurl.com.

You'll see this screen:

The screenshot shows the TinyURL.com homepage. At the top, there is a dark blue banner with the text "TinyURL.com" in large white letters, and below it, "Making long URLs usable! More than 240 million of them. Over 2 billion hits/month." Below the banner, the heading "Welcome to TinyURL!™" is displayed. A paragraph of text explains the service: "Are you sick of posting URLs in emails only to have it break when sent causing the recipient to have to cut and paste it back together the text field below, we will create a tiny URL that **will not break in email postings** and **never expires**." Below this text is a form with a text input field, a "Make TinyURL!" button, and a section for a "Custom alias (optional)" with a text input field containing "http://tinyurl.com/" and a note: "May contain letters, numbers, and dashes."

2) Paste your link into the “Enter a long URL to make tiny:” box. (Remember on Windows machines, Control + A selects all, Control + C is copy, and Control + V is paste. For Macs, just use the Apple command instead of control.)

3) Hit the “Make TinyURL!” button.

4) Copy and paste the tiny URL into Twitter. Here is an example of what it should look like: <http://tinyurl.com/m732nj>

How to Post for Success on Twitter

Remember, first and foremost Twitter is a social networking utility. People have a low tolerance for blatant advertising.

Some ideas for non-promotional related Twitter posts:

- Share information by posting links related to your topic, business, or industry.
- Ask questions; Twitter can be a great way to get feedback.
- Don't just link to yourself all the time; it's bad manners. There are ways you can post other links and relate it to what you are doing, like posting a link to a related news story or blog. (Remember: A blogger is probably more likely to notice and appreciate your link than a large news site. Use links/tweets to build relationships!)