



Short guide to twitter – David Vane

What is it?

A free service that allows anyone to say anything to anybody in up to 140 characters– it's the "what are you doing right now".

How do I use it?

1. Go to <http://twitter.com/account/create> and sign up
2. Twitter Guide - <http://help.twitter.com/portal>
3. Fill out your profile
4. Start Twittering!

Why would I use it?

- Waste time?
- Network with others in your industry
- Learn what is being said about your organisation/company/
- Monitor conversations to your competitors
- Promote products and services to a targeted audience
- Get ideas and links to other resources

What do I say?

- Max 140 characters
- Ask questions
- Polls
- Ideas forum
- Brainstorming
- Events
- Random thoughts and ideas

Who do I follow?

- Anyone who you are interested in –
- What are your objectives?
- Look at Twellow – www.twellow.com – online directory by industry

Other ideas:

1. Company twitter account – so your staff can get involved – bookmarking interesting sites that they find
2. Promoting an event or an idea
3. Posting web finds or interesting articles
4. Monitor your brand or reputation
5. Twitter search –
6. Communicate with customers – Dell
7. Tweetdeck – post tweets from it, respond to others, search

Resources:

<http://www.caroline-middlebrook.com/blog/twitter-guide/>

<http://www.englishclub.com/twitter/>

<http://www.problogger.net/archives/2008/01/25/how-to-use-twitter-tips-for-bloggers/>

<http://www.lostartofblogging.com/twitter-guide>

<http://www.brianmadden.com/blogs/brianmadden/archive/2009/03/02/brian-madden-s-guide-to-using-twitter-for-real-work-purposes-with-vdi-and-vmworld-real-world-examples.aspx>