



Getting Started With Twitter

Twitter's purpose for the average user is to post and read 140 characters of short and interesting information. The site has also been known to be utilized in a more radical manner. For example, protests social change projects, sometimes referred to as "Twitter Revolutions" have been organized and grown through the use of a clever hashtag.

That being said, if Twitter can help to organize a revolution, it can certainly help to grow your business. Twitter is a fantastic way to keep your customers and potential customers informed about what it is you do as a business. Plus it's an easy way to get to know your customers and answer their questions within minutes after they're tweeted.

Keep those 140 character posts coming! Try and tweet at least twice a day - it helps your followers feel that you are an alive and active company with something to offer!

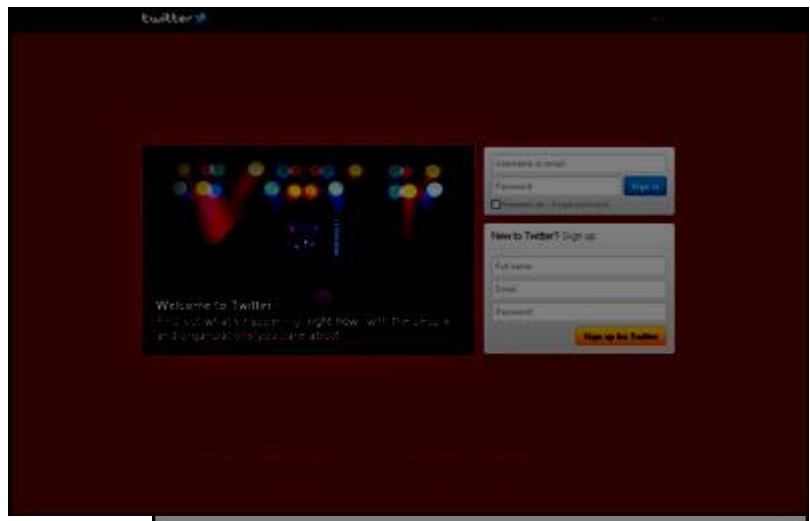
Twitter Checklist

You should have a few things in place before you begin creating your Twitter account.

- **Email Address** - Make sure the account you choose is active and one that you will check frequently. Twitter may send you important information or updates about your profile to the email address you provide.
- **Username** - Keep in mind a username (handle in this case) that you would like to use for your account. This will be how other users find and the name that will be used to represent you. Try to use your company name whenever possible, and try to be consistent with any other social media profiles you have already created.
- **Bio / About Me** - This will be the basic information that you want to use to describe yourself or your business. Try to keep your information short and to the point, but also be descriptive enough for users to understand the purpose of your profile.
- **Profile Picture** - You will be able to upload an image to represent your business in the account creation process. It is common to use a logo, head shot, or even image of your office or building. Be creative and professional with your profile image. Using the same profile image across all of your social profiles is recommended, but not required.
- **Website** - Don't forget to include your website URL if you have one, so that new fans can find, visit, and contact you for further information.

Create A Twitter Account

To get started, first open your web browser and navigate to www.twitter.com. Then find the "New to Twitter?" form on the right hand side of the page.



Choose Your Handle

Choose a username. Your [username](#) should be related to your business name or services, and be easy to remember. Enter your email address, and choose a password that you will use to sign into your account. Click the **Sign Up** button to continue.

Note - Be careful with your capslock button! Remember that your password is case sensitive.

Username Already In Use

You'll be redirected to the 'Join Twitter Today' page where you will see the name, e-mail, and password you just entered. You

may also notice that Twitter will give you results in the form of a green check mark, or a red x based on what you have entered.

The green checkmark means that your name is available, and your password meets the minimum requirements. However, if you notice that a red x has appeared next to your username field, the name you have chosen is not available, and you will need to make a new selection.

Note - It is not uncommon that a username is already taken by someone else who signed up before you.. Some people prefer to use the suggested username provided by Twitter, while others choose a completely different name altogether.

Click the **Create My Account** button to continue.

A First Glance

Next you will see a preview of your Twitter page layout displayed. On the right, you will see a panel that will contain your twitter feed, the tweets written by accounts you follow. On the left side of the screen, in the black box, you will see the welcome message, followed by the username you just chose. At the bottom of the box, click the **Next** button.

Get Followers

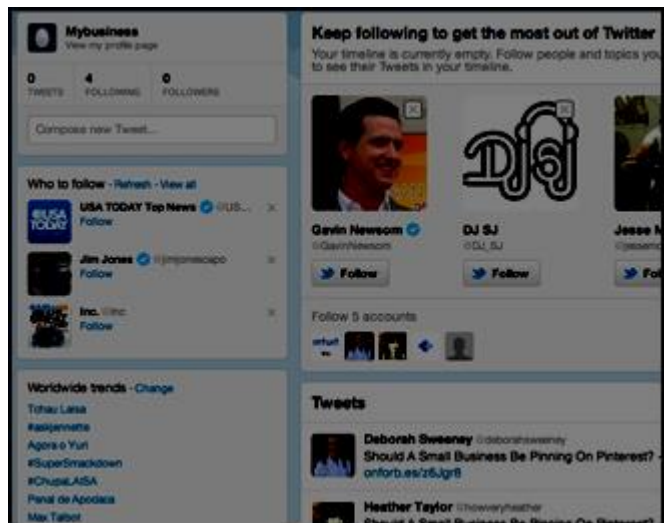
A "**Follow Freely**" box with options of people/ businesses /organizations to follow will appear in the next screen. Once you choose to follow any Twitter account, you will then receive "tweets" from that account. (When the account holder posts a message, it will appear on your twitter page.) If you already know the [Twitter handles](#) of your friends or clients, type them into the search box under 'who to follow' or 'find friends.' Twitter will automatically make general suggestions of handles you may like to follow like celebrities, businesses, publications, and more! Once you have finished, click next for more following options.

Customize Your Profile

Now your page should look something like the diagram. Notice that tweets will start to populate your page as users you follow make posts. Lets personalize your profile. A profile provides details about the owner of the account or the business the account represents, and can be viewed by followers of your account. Creating a robust and complete profile is highly recommended. Get started by clicking on your username on the top left hand corner of the page.

Add A Profile Picture

Add a photo to represent your business (keep it professional with a company logo or a photo of the CEO) by clicking on the "+**PHOTO**" option. Browse to the photo location on your computer and upload it to twitter. Your photo will be seen by anyone who



follows you on twitter, and will be included on your followers pages when you tweet your status. Adding a photo is important and gives your business a sense of personality. By not choosing a photo and using the default image, your tweets will not stand out from the crowd, so it is recommended that you upload an image for your account.

Add Profile Details

Click on the 'Edit Your Profile' button in the top right corner of the edit profile page to input your location, website, and biography. Add as many details as you can to fill out the profile. If any field does not apply to your business, leave it blank. Once you have finished inputting your information, click save at the bottom of the page to commit your changes.

Note: You can change these settings at anytime should your information change later simply by clicking on your handle name on the homepage and then selecting the profile tab on the upper left hand side.

Customize Your Background

Let's customize the appearance of your twitter home page even further. If you are no longer on the profile page click your handle name first, or just select the 'Design' tab at the top left side of the page to choose your Twitter handle background. The background you choose will replace the standard blue default background that Twitter provides for your account. Choose from the available images twitter provides by making a selection and then choosing "**Save Changes**" or click the "**Choose File**" button in the Customize your own section to upload an image from your computer.

Let's Complete Your First Tweet!

Now that you have successfully created your twitter account, and personalized your profile, you are now ready to create your first tweet! Composing tweets is the basis of twitter, and keeps your followers interested in what you have to say. Generally as a business, some common styles of posts could include industry related articles, interesting facts relevant to your business, or even sales or promotional offers. Getting started is easy.

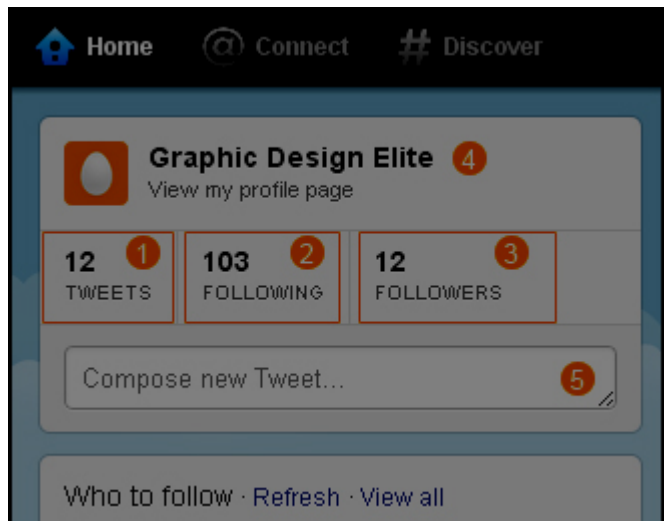
- Go to the home page and click in the "Compose new Tweet" box in the top left hand corner
- Compose messages to your audience in under 140 characters that are relevant or related to your business
- Have fun with your Tweets too! Check out related hashtags (#hashtags) under the button marked '#discover' on the top of the screen that can help boost your business in searches and drive more traffic to your account!
- Talk to specific people by pressing the '@' key and then thier twitter handle to single out other Twitter users and accounts.

Exploring The Interface > Home

Let's get more familiar with the inner workings of Twitter by understanding the site's easy to use interface. The home screen is the most commonly utilized portion of your twitter account. It provides the overview of your current activity including your "tweets", as well as those posted by others you follow.

Home > Profile Overview

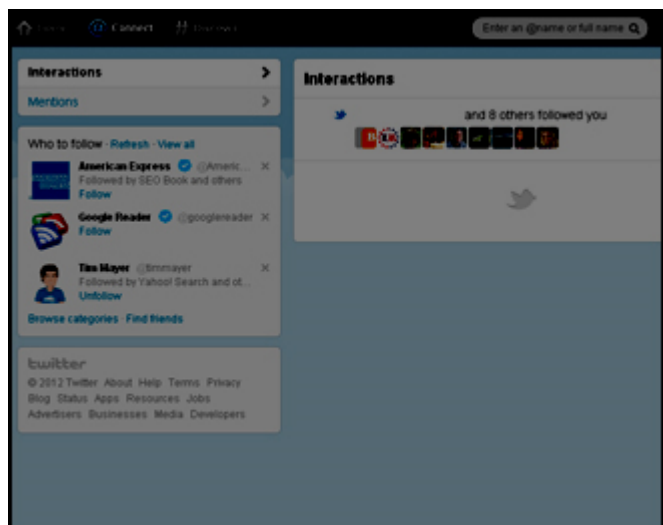
The profile overview provides quick access to the most basic information about your account profile. It displays the overall



statistics pertaining to your activity such as (1) the number of tweets you have posted, (2) the number of profiles you follow, (3) and the number of individuals who follow your profile. It also contains (4) a link that allows you to view your profile as others would view it, (6) as well as a fast way to share a tweet.

Home > Who To Follow

The "Who to Follow" widget is a tool designed to make educated suggestions about profiles you may wish to follow. By clicking on one of the images, you will see a pop up window that provides the basic information about the profile, as well as some recent tweets posted by that individual. You can decide to follow them if you feel that their content will interest you. You may also refresh the panel to get new suggestions, or view all to see a comprehensive list of suggested profiles.



Home > Worldwide Trends

The world wide trends panel of the home screen displays the most currently shared topics (or "trending topics") on the Twitter Network in real time. These are tweets that have been "retweeted" or commented on by a hashtag. A hashtag, a word or phrase prefixed with the # symbol, can be used to identify a topic or to comment on that topic.

Home > Twitter Feed

The feed area populates with the tweets posted by companies and individuals that you follow. Once you have chosen to follow a profile, you will automatically see that profiles tweets populate in your feed. This allows you to get up to date posts from anyone in the twitter network without having to travel to thier profile page to get it.

Home > Tweet

An individual tweet is made up of several components. First, on the far left hand side (1), you will see the user's' profile image. Next, you will see the name of the individual (2), followed by the account handle (3). The handle is the name of the profile, as well as the url. For example, if the handle was labeled "@mycorporation", then the url to view the entire profile would be at <https://twitter.com/#!/MyCorporation>. You will also see the tweet text, as well as an optional url(4) to view the entire article.

Home > Tweet Details

There are some more important options that you can view about the tweets in your feed. If you click on the regular text in any tweet, it will expand to add some additional options that you can use to interact with it. You will get the details of how many individuals have retweeted the post, or shared the post on their profile. You will also be able to reply, retweet, or favorite the post. A reply will @mention the original poster, a retweet will share their story on your profile, and clicking favorite, you can mark tweets for later review, or just book mark your favorite tweets.

Exploring The Interface > Connect

The connect tab portion of the Twitter interface is design to make it easier to keep track of your profile activity. Frequently visitng this page will help you ensure that you are interacting with profiles that are attempting to interact with you. This is a recommended

way of building your Twitter following over time. Interaction with others is an integral part of building a follower base.

Connect > Interactions

By choosing the interactions panel filter on the upper left hand side of the connect tab, your feed will display activity directly related to your profile. This includes @mentions, people who favorite your posts, new follows and more. This tab can be used as a gauge to provide you with an overview about the effects and reactions of your postings.

Connect > Mentions

By selecting the Mentions filter in the connect tab, the feed display will populate with tweets that mention you

(@yourhandle), as well as replies that you have received to earlier tweets. Checking this page often is recommended, especially if customers are interacting with your page and waiting for engagement.

Exploring The Interface > Discover

The discover tab of the Twitter interface contains a variety of tools to keep your profile active. Each of the tools is designed to enhance your Twitter experience by simplifying some of the most common tasks that make twitter such a powerful tool. Let's continue by exploring the Discover tab further.



Discover > Stories

The Stories panel of the discover tab provides you with some of the most popular stories currently published across Twitter. It serves as a hub for current trending news and allows you to get a quick overview of the latest posted articles without searching for them. They also include links to the full article so you can read more from the original article. You may also click on the **View Tweets about this link** to see what others are discussing about the topic.

Discover > Activity

The activity panel provides you with an overview of the latest changes made by profiles that you follow. You can see when your followers follow new profiles, and have the option of following those accounts yourself. You will also see recently favorited items and the @mentions of those who posted them.

Discover > Who To Follow

Again we see the **Who To Follow** panel. This is an area where Twitter suggests profiles that it feels you may wish to follow, due to similar interests or common follow trends. You can choose to follow some of the suggested profiles, or if you wish to remove the suggestion, you can click on the profile icon on the right hand side of each suggestion, and either block the handle, report the handle for spam, hide the suggestion, or tweet a message to the profile.

Discover > Find Friends

The **Find Friends** panel provides you with another easy way to expand your network of followers by allowing you to access contact lists you may have stored in other various third party email services, and cross referencing them to discover their Twitter profiles. This will only work for Twitter users who have allowed their profiles to be found by email address.

Discover > Browse Categories

The browse categories panel allows you to find new profiles to follow by making suggestions and also categorizing them into different familiar genres. Some of these categories may include music, sports, entertainment, and more.

