

Twitter Marketing



EXPOSED



About Us

We are Paul Dawson and Julie Garoni. Our home town is the small city of Albury in New South Wales Australia.

Our shared passion is Social Media and together we are socialtrafficespionage.com We have been walking the halls of Social Media Sites for years collecting vital Social Media information that only the Social Media Experts know.

Twitter Marketing Exposed is our second publication. Our first being the "[Social Traffic Intelligence Manuscript](#)".

Our goal as always is to share Social Media tips, tactics and strategies with people who are interested in learning about Social Traffic and Social Media



Julie Garoni and Paul Dawson

Copyright Information

The information in this document is the property of Julie Garoni and Paul Dawson. No part of this document may be duplicated transmitted distributed sold or reproduced in any form or by any means without the written permission of Julie Garoni and Paul Dawson. Unauthorised duplication of this material in any form is strictly prohibited. Violators will be prosecuted to the fullest extent of the law.

If you find the information in this document valuable and worth sharing with your friends and family we encourage you to link to <http://www.socialtrafficespionage.com/blog>

We are interested in any information you might have regarding the illegal reselling or duplication of this document. Please report this to socialtrafficespionage@gmail.com

Disclaimer

Julie Garoni and Paul Dawson assume no responsibility for the use or misuse of this product, or for any reason injury, damage and/or financial loss sustained to persons or property as a result of using this report.

We cannot guarantee your future results and/or success. As there are some unknown risks in business and on the internet that we cannot for see. The use of our information should be based on your own due diligence and you agree that our company is not liable for any success or failure of your business that is directly or indirectly related to the use of our information.

Table Of Contents

<i>What is Twitter?</i>	1
<i>Getting Started – Joining Twitter, Settings and Bio</i>	2
How To Register	2
Personalise Your Twitter Settings	4
How To Make An Awesome Bio	5
Website Name	5
Location	5
Protect Updates	6
Devices	6
Notices	6
Picture Tab	7
Design Tab	8
<i>How To Start Tweeting And What To Tweet About</i>	8
<i>Twitter Tips For Beginners</i>	10
Direct messages - DM	10
How To Retweet RT	11
How To Use Hashtags (#)	11
Twitter and URL Shorteners	12
What Is Twitter Search?	12
<i>Most Popular Retweetable Words And Phrases</i>	12
<i>The Big Decision</i>	13

<i>Gaining Followers</i>	13
<i>How To Choose Who To Follow</i>	14
<i>Some Good People To Start With</i>	14
<i>Twitter Followers and Following Barriers</i>	15
<i>Twitter Lists</i>	15
<i>Reasons Why People Unfollow You</i>	16
<i>Twitter Applications</i>	17
Twitpic	17
Tweetdeck	18
Twitter Phone Applications	19
Twellow	19
Mr Tweet	19
Grader	20
<i>Advanced Tweeting Tips</i>	20
Twitter Backgrounds	21
SocialToo	21
Twitterfeed	22
SplitTweet	22
Twitdom	23
Friendfeed	23
Your Twitter Karma	24
<i>The Twittersverse and Beyond</i>	24

What is Twitter?

No it's not a noisy bird. Twitter is the fastest growing social media site on the web today. It is taking the internet by storm and giving Facebook a run for its money. There are around 10,000 new users everyday signing up to participate in this internet revolution.

Twitter is best described as a micro blogging platform. You write information in twitter in response to the question [“Whats Happening?”](#) When you write something in twitter it is called a post. Unlike Facebook you are limited to 140 characters each time you do an update or post. The 140 character limit initially seems to be a small amount and a lot of people ask how do I communicate in 140 characters. But don't worry as you become an experienced twitterite you will be amazed at what you can fit into 140 characters.

That said, Twitter is much, much more than that. It is like one huge global chat room, but then again, it doesn't have to be. It all depends on how many people you follow on Twitter. If it's in the thousands, then your “Tweetstream” will be running fast and furious with everything that's coming in. If you are only following a few hundred, or even less, then things are much easier to keep up with.

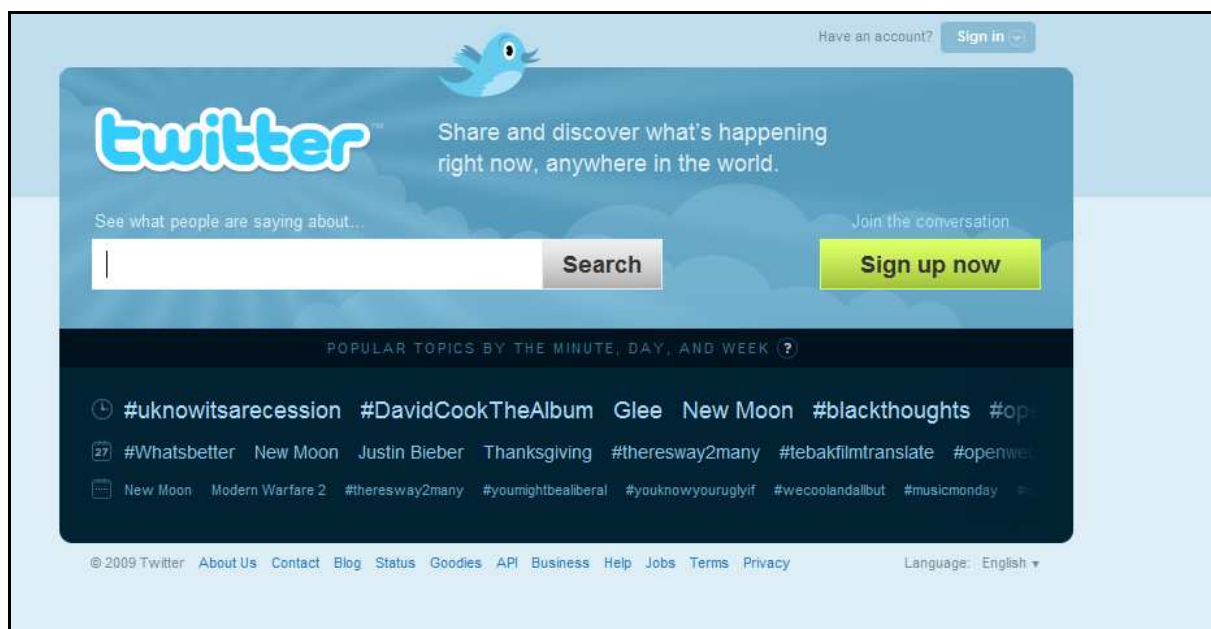
Twitter is also a great way to meet new people online, particularly those with similar interests to you.



Getting Started – Joining Twitter, Settings and Bio

Joining Twitter is easy, heck millions of people have already done it. However there are a few things that you should be aware of when organizing your account. This can apply even if you already have an existing twitter account and we suggest that you consider these tips as they can improve your entire Twitter experience.

The first thing to do if you don't have an account is go to <http://www.twitter.com> which is the home page of Twitter. You will be asked to either login or register. If you don't have an account, then of course you will need to register.



How To Register

Once you have clicked on the register button the Twitter screen will ask you for your first name and last name and will then check this is entered correctly. A green tick will appear next to the box.

The next box asks you for a user name and this is where you need to give some thought to how you are going to represent yourself on Twitter. You should remember that you can set up

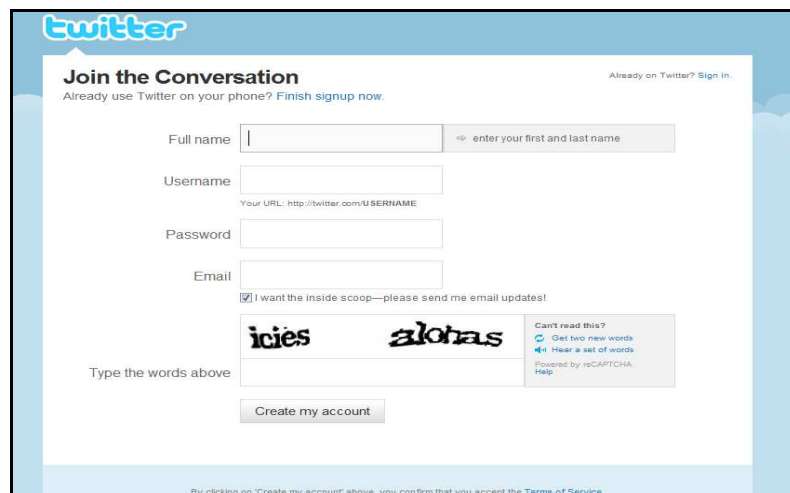
more than one account on Twitter, but you will need a different email address for each one.

We recommend that the first account you register should always be in your own name if it's still available. Naturally, common names like JohnSmith (there are no spaces in usernames) will already be taken. However it is possible to get variations on your own name such as John_Smith, or John_Smith23 or some variation like that. You can only use an underscore in a username. Hyphens are not permitted in usernames.

It isn't absolutely critical that you register your own name, but I would advise you to do this if you can, particularly if your name is an unusual one. I'm sure the last thing you want is someone else impersonating you on Twitter, or anywhere else for that matter.

If you wish to register a business name, then you can do that of course, but make sure you use your own name in the sign up process so you are identifiable and connected with the business name you register. The concepts and reasons for operating under each type of registration will be discussed later.

You are now asked for your email address. Email addresses are linked to accounts and you will only be able to use your email address once. For every account you register, you will need a different email address.



The image shows a screenshot of the Twitter registration page. At the top left is the Twitter logo. The main heading is "Join the Conversation" with a sub-heading "Already use Twitter on your phone? Finish signup now." and a link "Already on Twitter? Sign in." The form contains several input fields: "Full name" with a placeholder "enter your first and last name", "Username" with a sub-label "Your URL: http://twitter.com/USERNAME", "Password", and "Email". There is a checkbox for "I want the inside scoop—please send me email updates!". Below the email field is a CAPTCHA section with the words "icies" and "alohas" and a "Type the words above" label. To the right of the CAPTCHA are links for "Can't read this?", "Get two new words", and "Hear a set of words". At the bottom of the CAPTCHA area is the text "Powered by reCAPTCHA. Help." A "Create my account" button is located below the CAPTCHA. At the very bottom of the page, there is a small disclaimer: "By clicking on 'Create my account' above, you confirm that you accept the Terms of Service."

The last thing to do is to fill in the Captcha letters and then click on Create My Account.

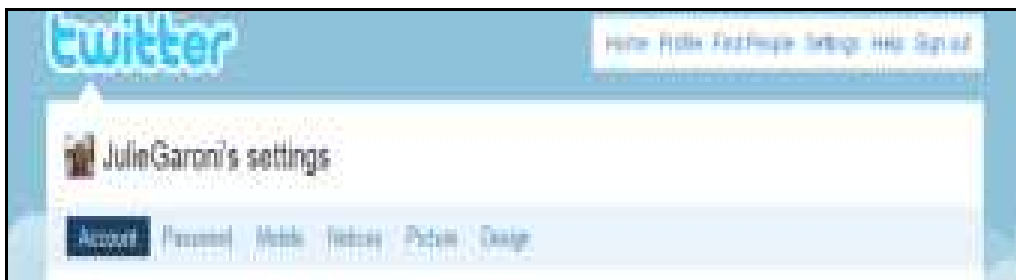
The next screen will ask if you want to add any of your friends from the popular web based email programs like gmail, yahoo. You can do this later if you wish.

The next screen presents a short list of people who Twitter asks if you would like to follow. Choose some if you like, but I wouldn't bother. I prefer to find my own friends on Twitter.

Simply click on Create My Account, you will then be taken to your very own Twitter account. Hey Presto - you are logged in and ready to go!

Personalise Your Twitter Settings

Now that you are a new twitter member you will want to choose your settings. This is an important part of setting up your account. You will find the access to settings at the top right of the screen, fourth link from the left. On the settings page you will notice there are a number of tabs located at the top of the page.



Let's concentrate on editing the Account tab. The information you entered on joining is already entered in the account tab, but now it's time to pad this out so people can find you on Twitter and you also make yourself an interesting person to be followed. People will use the information you enter here to make that decision, but much of what is entered is also searchable on Twitter and through various third party applications.

One thing to note is that you can change your username at any time on this screen. You just have to enter your password to do so. Although it can be done, it can confuse your follower base, so I wouldn't recommend doing it on a weekly basis. Change your time zone to your own and then move onto the one line bio.

How To Make An Awesome Bio

Your twitter bio gives you 160 characters to “sell and promote” yourself. So take the time to think about the content you include. An awesome eye catching twitter bio can make all the difference to your marketing campaign. We suggest that you don't simply enter a bunch of keywords as they appear totally uninteresting to people. Although keywords may get you found it will not impress people if your bio is a jumble of keywords. Use keywords by all means, but start your Bio with the words “I am” and then describe yourself. So you might put for example:-

I am a keen gardener and hiker who also has a passion for the outdoors, internet marketing and affiliate marketing who also loves social media.

A quick character count of that description reveals that we have only used 143 characters, so you could still get some more keywords in the bio. No doubt you can see the keywords; gardener, hiker, internet marketing, affiliate marketing and social media. Using these terms in your bio will have you coming up in search results when people are looking for other like minded individuals to follow. As you can see, it is worth taking some time to get the bio right.

Website Name

Enter your web site name or blog here if you have one. Make sure you include the http:// prefix to the address.

Location

Your location is next. This is important because people can search and find others in their

same area. It's also important to you if you are chasing rankings on Twitter as users are ranking by their locations.

Protect Updates

This is included if you want to have a private account and you have to approve followers. NEVER turn this on if you intend to use Twitter to meet new people or you are an internet marketer. Most people in twitter simply couldn't be bothered requesting permission to follow you unless they know you personally.

You can now save your settings, but BE CAREFUL there is also a link to delete your account should you ever wish to do so.

Devices

You can enter your mobile phone number here if you want Twitter updates delivered to your phone. However a word of caution, if you have thousands of followers your mobile phone will get very busy.

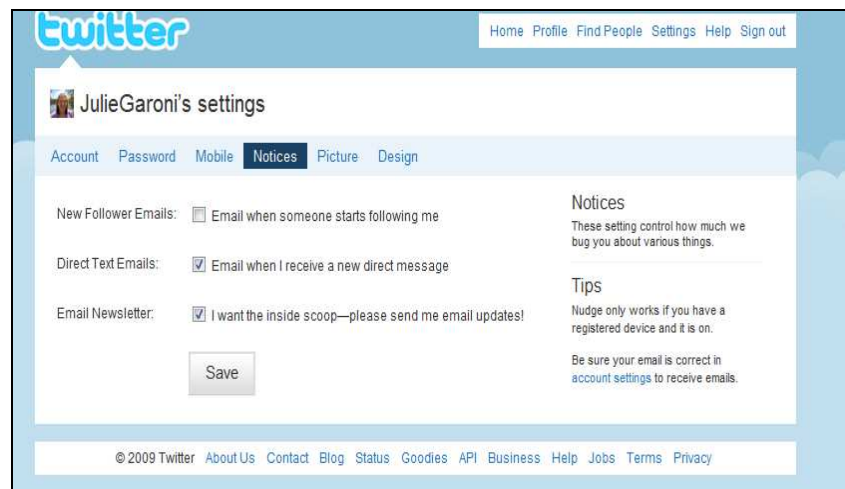
Notices

There are a few notices that you can receive from twitter.

- You can have Twitter “nudge” you with a text to your mobile phone if you haven't updated in 24 hours.
- The Replies function is an interesting one and will determine what tweets you see that are prefixed with the @ symbol. This is how you direct a tweet to a particular individual. There is a great help screen explanation on this, so go there to make your decision.
- It is worth noting that the Direct Messages notification needs a bit of explanation particularly if you are new to Twitter. If you are following someone and they are following you, then Direct Messages can be sent that won't appear in the Twitter

timeline. They are essentially private messages between two people. If you are an infrequent user of Twitter, it may be worthwhile to switch on receiving notifications by email so you can respond. Otherwise leave it off as it will just fill up your mail box with more clutter.

- You can have twitter notify you each time a new follower follow you. If you intend to have a large twitter following we suggest that you leave this notification off unless you like the buzz of being told someone new has followed you. Once you have a large number of people following you this notification will fill up your email mailbox with clutter, something that can be frustrating.
- The rest of the notices are self explanatory.



Picture Tab

This is really important. When you open this page you will see the small avatar on the screen which is the default for Twitter. If you want new followers, putting a photo of yourself here is imperative. People like to see who you are and will follow someone with a picture rather than a person who has the default avatar provided by twitter. If you are running the Twitter account for your company or business, then your logo is ideal. But just put something here so you can be identified in the Tweetstream by your followers. The graphic is often more important than your name when people are scanning Tweets and you will stand out for yours.

Don't obsess too much about how you look in the picture, you have the option to change your picture anytime you want.

Design Tab

Here you can change the background of your Twitter page from the default. Twitter provides a number of alternatives that you can select or you can upload your own background. You can also change all the colors if you wish. Again, whatever you do, just change it so you are not running the default. It shows that you care about your twitter account and that you have taken some time setting up your account.

In case you are wondering there is a smorgasbord of Twitter client applications out there, many people don't even look at your web page anymore. Still, it is one component of your presence on Twitter and is worth doing well. Later on I will show you places where you can get a more professional background than those offered here.

Well, that's it for the setup. The last thing to do now is to click on Home at the top of the screen and send your first Tweet. Something like, "Hi, I've just joined Twitter and am looking forward to meeting interesting people" is a good first one to send. Just type it in and click the Update button.

How To Start Tweeting And What To Tweet About

On the Twitter home page, it asks "**Whats Happening?**". Quite frankly many people don't care until you have built a relationship with them as a result of following. But here are some good ways to get started.

- Follow some blogs that you are interested in via an RSS feed to a feed reader such as Google. (Search these on Google if you are not familiar with the terms. There is heaps of information on there and could occupy an ebook of its own.)
- Start by posting links to interesting posts on Twitter about them with a link to the blog

post. For example: "Interesting post on pest control in tomatoes. Link". Make sure you always include <http://> in the link and not just www so the link is clickable in the Tweetstream. If it's a long link you can use a url shortener like tinyurl.com. If you are using Tweetdeck this includes a facility to shorten it to a small url.

- Another good way of starting out tweeting is with quotes. Do a search for some quotes of interest and tweet these. Personal development ones are great and also quotes by famous people. Here's one of our personal favourites as an example: "We are what we repeatedly do. Excellence, then, is not an act, but a habit." — Aristotle. There are thousands of these all over the internet that you can use.
- Whatever you do, at no stage of your Twitter career start posting sales tweet after sales tweet. Your career will be short lived if you do and people will unfollow you very quickly. Twitter is about engagement, value and a social experience. A constant flow of sales links is just not on.
- Another good idea with your tweeting is to keep religion and politics out of them. These subjects can only alienate followers and you can lose them.

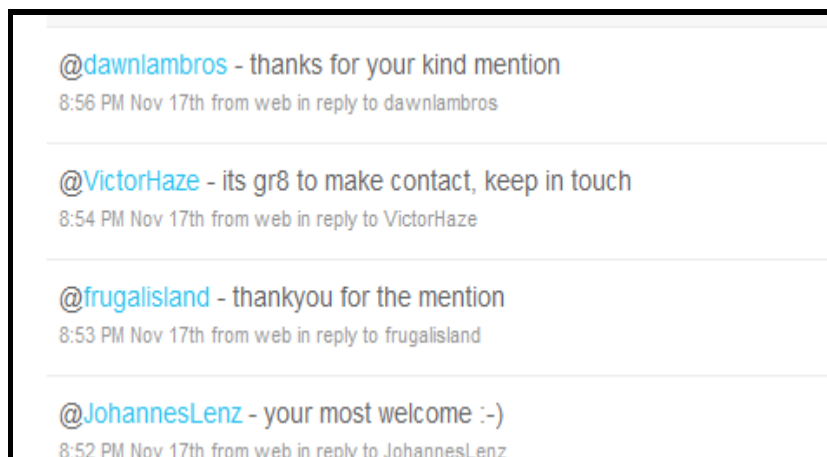


Twitter Tips For Beginners

How To Use Replies @

You can reply to someone's Tweet simply by putting the @symbol in front of their name. This makes the tweet stand out to them as it appears in their reply column or page instead of in the general Tweetstream. It is a very useful way of starting conversations with people in order to build relationships. Simply comment on one of their tweets and start the conversation.

Make sure to respond to people that '@' you. This is just a matter of showing respect, if people are taking the time to message you, then you should respond.

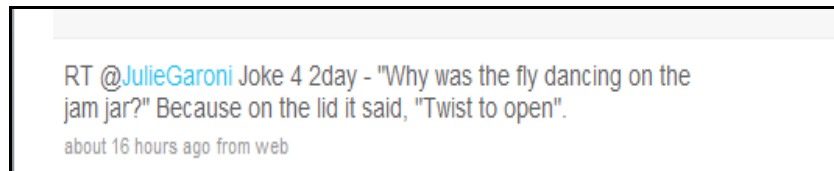


Direct messages - DM

You are sure to see the letters DM mentioned in tweets. This stands for Direct Message. Sending a DM is similar to sending an email to a person. A DM goes to your direct message inbox and only you can see your DMs. This is different to replies and regular tweets, they can be seen by your followers, but DMs are completely private. You use DM's when you want to write something privately to someone, but more importantly, if you are writing something that your followers will not find interesting. We recommend using DMs if you are replying more than twice to someone.

How To Retweet RT

People appreciate retweets and it is a good way to get noticed by others. Retweets are a way of telling the twittersphere that you like the tweet. All you do is put RT in front of the @username. Separate their tweet from your comment if you have one. Here's an example of a retweet from the twitterfeed.



If other people retweet your tweets, make it a habit to thank them. It's common courtesy. Simply tweet @username Thanks for RT :-) and send.

By retweeting the tweet you increase that person's exposure to the twitter community. For instance the person who made the original tweet may have only had 20 followers and therefore only 20 people would have seen the tweet. But if the person that is retweeting has 4000 followers then the original person has just reached 4000 additional people. Importantly retweeting promotes one of the ideals of the Twitter community...share someone else's ideas, and they will share yours.

At the time of writing this report Twitter is BETA testing an RT button. This button eliminates the need to type RT before the tweet that you want to retweet.

How To Use Hashtags (#)

Hashtags were designed to enhance the Twitter experience. They enable easy categorization of tweets for effective future searching. For instance if you are tweeting about Oprah, you simply insert a # before the word Oprah. Anyone who then searches hashtags.org or Twitter search, for #Oprah, will be shown your tweet as well as all tweets on the subject. Hashtags actually add a lot of fun to Twitter. One of the most popular hashtags you will come across in twitter is #Followfriday. This is one hashtag that you should use if you want to build strong

relationships in the twitterverse. To participate in Followfriday you enter #Followfriday and then the @ symbol with the username of the person you want to recommend. So your tweet should look something like this...#Followfriday @JulieGaroni @PaulDawsonSr

Twitter and URL Shorteners

The 140 character limit of twitter can take a while to get used to, however it is the 140 characters that give twitter its potent power. You need to think carefully about what you are going to say and to say it in the shortest number of character's. The twitter community is dynamic, people like to share articles and posts, and not just hear about your thoughts. Including links to news articles, websites, blogs and other external sources puts pressure on this 140 character limit. How do you include a message and a long url in 140 characters? The answer is to use url shorteners. There are endless sites that shorten urls, just like [tinyurl](http://tinyurl.com). Simply conduct a Google search and you will find one that caters to your needs.

What Is Twitter Search?

[twitter search](#) is a twitter tool that lets you see who is talking about you and what they are saying. You can only see your replies in twitter if someone starts off a tweet with '@(your twitter name)' but sometimes people use '@' in the middle of their tweet. For instance they might say "thanks to @juliegaroni" instead of [@juliegaroni](#) thanks". The great thing about twitter search, is that when you enter "@(your twitter name)" into twitter search it helps you find tweets that contain your "@name" anywhere in a tweet, just not at the beginning.

Most Popular Retweetable Words And Phrases

The aim of a lot of Twitter users is to make their tweets go viral by being retweeted on a regular basis by lots of people. When a tweet goes viral it can reach millions of people, becoming one potent and powerful marketing tool. The list below contains words and phrases that we believe get retweeted the most on twitter. If you want to make your posts go viral we recommend you include these in your twitter posts.

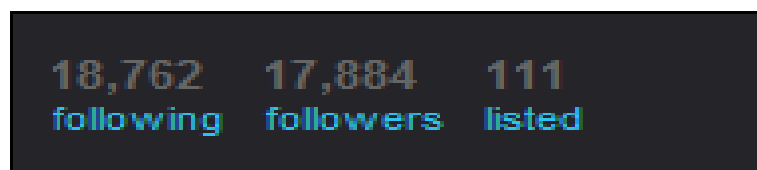
- You
- Twitter
- Please
- Retweet
- Post
- Media
- social

The Big Decision

It is probably time now to make a big decision as it will affect the way in which you use Twitter considerably. That decision relates to quality versus quantity. If you are into marketing, then quantity of followers will be important to you. It's like building a list. But if you want to keep things personal, then quality of followers will be what you need. Either way, the next step will be to find some people to follow.

Gaining Followers

As with anything on the internet you don't want to be known as a spammer. So keep this in mind when building your twitter followers. The best way is to build your following base slowly. As time goes on, if you are chasing quantity, then you will be able to add more at a time, but initially I would suggest you stick to 50 for a start. The reason for this is that when you follow people, they will most likely follow you back. Many people don't do this automatically, although some do, particularly in the internet marketing space. Some people will actually go and look at your Twitter home page to decide if you are worth following or not in their eyes. This is where your profile and the settings that you personalised will stand you in good stead.



How To Choose Who To Follow

One of the most important questions you need to make on twitter, is who I follow. After all you don't want to make the mistake of following a person who wants to spam you.

When looking for other Twitter users to follow, these follow factors are a good guide that the person is worth following;

- A photo that shows their face
- A well written bio that represents their character, explains who they are and what they're interested in.
- Balanced numbers of followers and those they are following
- They have tweeted recently, within the last 24 - 48hours
- Regular tweets
- A balance between broadcast tweets and @ replies posted in their timeline
- Interesting and informative tweets

Some Good People To Start With

Here are two people that you can start following straight away. They are included because they are great exponents of Twitter and you will learn a lot simply by watching their tweets. You will see their style of using Twitter and can emulate the good points and leave out what you don't like in developing your own style. They have a policy of following you back. These people have built their follower list by being active, engaging and providing value to others on Twitter.

Julie Garoni aka @JulieGaroni

One Social Media crazy Australian devoted to Twitter, Facebook, Blogging, Squidoo, YouTube, HubPages, Podcasting and more. Julie loves using social media and sharing "how to" information with others. To quote Julie "I am always thrilled to meet new tweeples and share interesting links while engaging in conversation."

Follow Julie at <http://twitter.com/juliegaroni>

Paul Dawson aka @PaulDawsonSr

Originally from New Zealand now living in Australia this guy really knows his Social Media. Walking the halls of twitter, Facebook, YouTube, Squidoo, Animoto, WetPaint and many other social sites Paul loves interacting with his twitter followers. With his Flip Camera by his side Paul enjoys making interactive web 2.0 properties.

Follow Paul at <http://twitter.com/PaulDawsonSr>

Twitter Followers and Following Barriers

The idea of twitter is to follow people, and in return have people follow you. This way you can interact with lots of people who are like minded and have similar interests.

We recommend that you keep a close balance between the number of people that you follow and the number of people who follow you . If these numbers get too far out of balance you can look like either a spammer or a guru and this will discourage many people from following you. That being said you need to be aware that there are some limits placed on the number of people you can follow at one time. Although twitter limitations are not formally documented, we have been able to uncover the following;

- you can only follow 2000 people if there are at least 2000 people follow you
- the number of people twitter will let you follow is approximately 10 % more than the number of followers you have. For example if my followers are 2500 then I can follow 2500 + 250 people.
- in some instances twitter will only let you follow 1000 people a day,

Don't get too hung up on the figures, once you have reached a limit Twitter will give you a message that states " you are unable to follow more people at this time" .

Twitter Lists

Twitter has described Twitter lists as "a way to organize the people you follow and discover new and interesting accounts."



Twitter lists let Twitter users categorize the people they follow, streamlining their feeds and setting up a list is simple

- You can make a list simply by clicking on the list button and following the prompts. The list button is easy to spot because as your cursor hovers over the button it says “list”.
- Once created the list name will be converted to a permalink like [twitter.com](#) and the list can be set to public or private viewing
- On the right hand column of your homepage “lists” area is visible under your bio. Click on this and you will see your list overview page. This is where you can manage your lists and the public lists that you are a part of.
- Clicking on any of these lists will take you to the [twitter](#) stream of the twitterites on the list.

The main advantage of using twitter lists is that it allows users to separate, dog lovers from [podcasting experts](#). If you have thousands of followers this is a great time saver.

Reasons Why People Unfollow You

One of the things you don't want to happen when you start using twitter is for people to unfollow you particularly in large numbers. You want your following to continue growing as you twitter account matures. Here are some reasons why people may unfollow you.

Spam, Spam And More Spam

Ok so you have a blog and guess what, you just added a post. Most people appreciate you informing them once, informing them twice is sure to get their attention but telling them more than 5 times a day is just plain annoying and desperate. Keep an eye on your tweets and

develop relationships with people instead of annoying them.

Keep It Clean

Don't swear... Swearing in tweets will get you unfollowed faster than you can hit the update button.

Tweet About How Many Followers You Have

It doesn't matter how many [Twitter](#) followers you have, it's tacky to tweet about it. OK we know it's exciting to reach milestones but tweeting this information is a big mistake. It sounds like you are bragging and indirectly sends out a challenge to people to unfollow you.

Links, Links And Nothing But Links

We love clicking on links in [Twitter](#), you can learn about really cool stuff, but we also like to know the topic of link. It's important to put some content with your link. You have got 140 characters, which is enough space to add a phrase or couple of words that indicate what the link is about.

Twitter Applications

Twitpic

A picture is worth a thousand words...everybody loves pictures. [Twitpic](#) is a twitter tool that allows you to share pictures with your followers. Twitpic is simple to use, just upload a picture to Twitpic, copy the URL, write something about the picture in twitter, then paste the URL for your followers to see and hit the update button.

One word of caution, when using this feature we recommend that you uncheck the Twitpic box that tweets the picture automatically, since this can be annoying and you might not want it tweeted automatically.

Tweetdeck

The biggest problem with the standard Twitter web application is that you have to keep an eagle eye on your replies and Direct Messages as you only see the main Tweetstream on the screen. It is also limited in that it only displays about the last 20 tweets, so if you want to see older ones, you have to keep going back pages. So what to do?

Easy, download Tweetdeck from <http://www.tweetdeck.com> The first thing you will probably notice is that you will need to change the settings as the default is white text on a black screen. Makes it hard to read I've found, but each to their own.



Tweetdeck is brilliant in that it displays the Tweetstream, your replies and your direct messages all on the one screen. The message columns allow for 500 tweets as a default, so scrolling down allows you to go back a fair way or search for tweets you may want to refer back to.

The screen has a continuous right hand scroll, so you can set up different groups and their tweets will appear in that column. You might have a group called best friends and another for gardeners for instance. That way you don't miss important tweets from people who are more important to you than others.

Twitter Phone Applications

There are several programs both free and low cost that allow you to manage your Twitter account through your cell phone. A lot of people are using twitter phone apps while they are waiting in queues, or travelling on public transport. This application is great for people who are flexible and don't like wasting time. Just Google Twitter Phone Applications and you will find one that suits you.

Twellow

Twellow, <http://www.twellow.com> is another great way of finding great people to follow. Twellow is a directory and people here are categorized into different sections of the twitter community. Its search function assists you in searching for those with similar interests to your own. There are about 2 million people to choose from on Twellow.

The main page shows you all the categories, which then have sub categories as well. You just click on a category and the list of people in that section are displayed. You don't have to be registered with Twellow, however register yourself and setting up a profile will give you the best possible opportunity for others to find you.

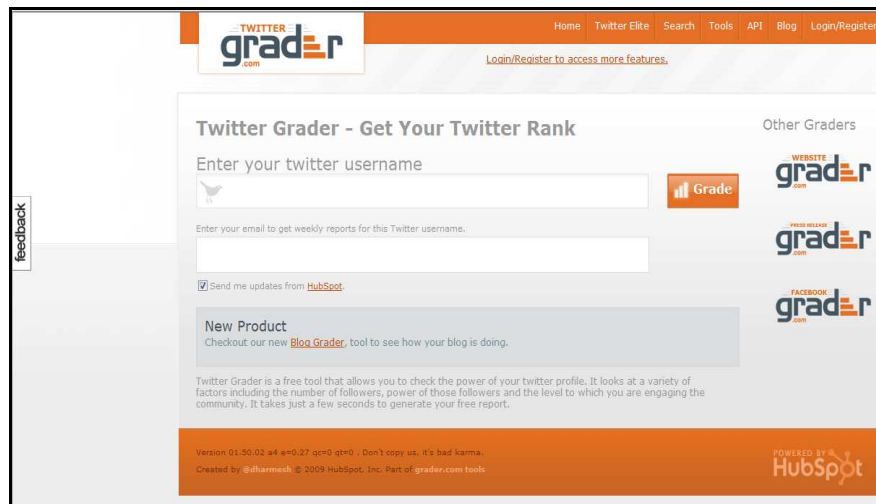
When you click on a category, Twellow displays a list of people in that category and they are ordered by the number of followers they have. If you are already logged into Twitter via the web, (not Tweetdeck), you will be able to follow people directly from the screens where the profiles are displayed.

Mr Tweet

Mr Tweet at www.mrtweet.net is another way of gaining new followers. All you have to do is follow Mr Tweet on Twitter and your tweets will be monitored for content and then you will get a Direct Message from "him". You then go to the site and login and you will get a list of suggested people. You will also get a list of people who are following you that you aren't following so you can then follow them if you choose.

Grader

Grader is on Twitter as @grader, but also online at <http://twitter.grader.com/> and is a site of some interest. As you get going on Twitter, you can get “ranked” by Grader on a score out of 100. It is based on some secret algorithm apparently so people can't game the system.



Apart from that aspect of Grader, you can have a look at who the Tweeples are in a particular area or even by topic using the search function.

When you use the search function, it will list the Tweeples by their score in descending order. For example, if you search for “gardening” on Grader, you will get a list of all the top 100 people interested in gardening on Twitter. You can see their “bio” from their Twitter account and if you click on their Grader score, it will take you to their Twitter account from where you can follow them. Naturally, you must already be logged in to Twitter yourself to follow anyone.

Advanced Tweeting Tips

Now that you're all set up, let's get into some advanced Tweeting tips and applications that can really power your Twitter usage up.

Twitter Backgrounds

We discussed earlier about setting up your Twitter background so that it didn't just look like the default Twitter page. Leaving it like that shows a lack of care on your part. You need to distinguish yourself from the crowd, rise above the noise. This is really important because it attracts more followers, or at the very least impresses people with your professionalism.

Now if you're a bit of a Photoshop whiz, then you can do your own background, full of bells and whistles and load it up to your Twitter profile. But if you're not, or you just want to save time, then there are some sites out there that will do them for you automatically. To find these sites, the best thing to do is to simply Google "twitter backgrounds" and you will find quite a few sites offering this service for free.

Twitbacs at <http://www.twitbacs.com/> is one site where you can get some great backgrounds. However, that said, if you want to do your own fiddling in Photoshop, you can get some great layouts in PSD format from <http://www.twitterbacs.com/>

SocialToo

SocialToo at <http://www.socialtoo.com> is a useful automated tool for Twitter. At Social Too, you can set your account up to do some autopilot things for you.

First of all, you can set SocialToo up to automatically follow everyone who follows you. This can take the drudgery out of checking all your new followers and then going and adding them to your own list in order to reciprocate.

You can also set up SocialToo to send an automatic Direct Message to people who follow you. Don't do it! Automatic Direct Messages are absolutely hated by most of the Twitter community, particularly experienced users because they can pick them a mile off. It's a sterile and rude way of starting out a relationship with new followers.

The backlash against Automated Direct Messages is a result of many newbie's, and some old hands setting up an auto Direct Message that basically said, "Hello, thanks for following me. Now go and visit my sales page at <http://.....>". I'm sure you get the picture. I can't think of any worse way to start a relationship with a new follower on Twitter. In any sort of business, you build relationships before you try and sell someone something and this is even more relevant in the social media space.

SocialToo will also provide you with an email every day of all your new followers and those that have unfollowed you as well.

Another function of SocialToo is that it will automatically unfollow anyone who unfollows you. Personally I don't think this is a bad thing. If people aren't interested in you any longer, then are you really interested in them? If you really want to keep the updates from someone, just go and follow them back when you see their name on your unfollows email each day.

Twitterfeed

Twitterfeed at <http://www.twitterfeed.com> is also a very handy tool. It is far more secure to log into than the other sites I have mentioned as it uses Open ID which is a bit of a pain. However, it is worth persisting with in the absence of an alternative tool.

What Twitterfeed does is that you can set up your blog to feed directly via RSS to your Twitter account. So every time you make a blog post, it gets tweeted automatically on your behalf.

SplitTweet

SplitTweet at <http://splittweet.com> is a great tool if you have a number of accounts on Twitter. Rather than switching between them from time to time in order to Tweet, you can set an account up here for free and bring all of your accounts under the one roof.

Splitweet will display the Twitter feed from all your accounts at once, or you can turn individual accounts off and on. When actually tweeting, you can pick an account to tweet to, or you can do a broadcast message across all your accounts at once.

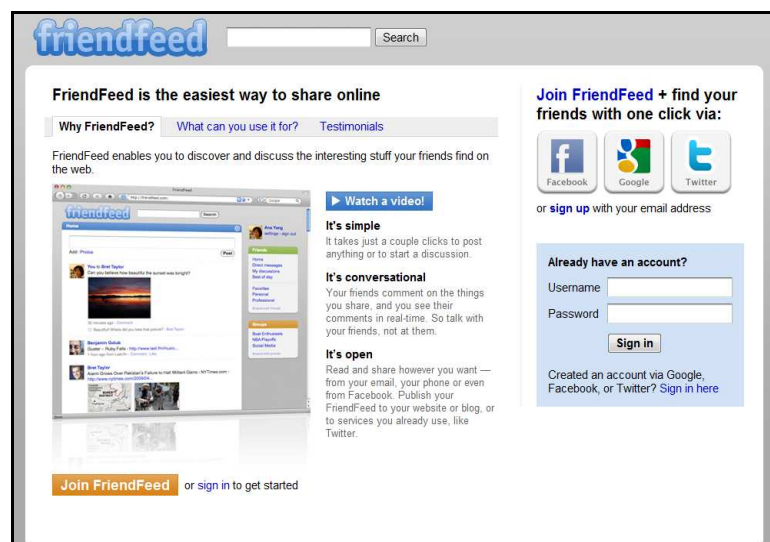
Twitdom

Twitdom at <http://twitdom.com> would have to be the greatest site relating to Twitter. It is a repository for all Twitter related applications and it is just absolutely amazing what there is in there.

At the time of writing, Twitdom had nearly 500 Twitter related applications in its database. Quite amazing when you think about it that there has been so many third party applications written and is a pretty powerful indication as to the value of Twitter. It also indicates the confidence of the market in that Twitter will become very much the mainstream.

Friendfeed

Friendfeed at <http://www.friendfeed.com> is an automation tool you can use in conjunction with Twitter. Friendfeed is where you can set up links to all your other accounts. Friendfeed collects information from those accounts and publishes it in your Friendfeed feed.



Although Friendfeed is a topic almost in itself, I mention it here particularly because of its ability to link your Twitter and Facebook accounts among others. If you have a Facebook account and you link it and your Twitter accounts in Friendfeed, then what will happen is that all your posts in Twitter will be posted on your wall at Facebook. It means you are running two social media accounts via one and saving heaps of your time.

Your Twitter Karma

Your Twitter Karma at <http://dossey.org/twitter/karma/> is a really useful site for having a look at your followers and who you are following. It's great for managing your account from a followers/following perspective.

Unfortunately it doesn't seem to load a fair few times and can be unreliable, but when it is working it's great. It shows you all you all the people you are following and all those that are following you. Underneath each avatar it tells you if you are following them and if they are following you. You can also sort by people that you are following who aren't following you back. This is great for management as you can decide whether or not to unfollow them.

By checking the boxes, you can actually do a bulk unfollow of a heap of people at once as opposed to going to every individual Twitter account and clicking on “unfollow”. You can also list those that might only be following you and decide if you want to follow them back. Again, this can be done in a bulk manner.

The Twitterverse and Beyond

Twitter is absolutely fantastic application whether you use it for business or pleasure. We hope the tips and resources in “Twitter Marketing Exposed” will make it a fantastic experience for you.