

A Starters Guide To Twitter – Part 2

Beyond The Basics



by

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Twitter Client Applications

The main issue with the standard Twitter internet application is that you always have to keep an eye on your replies and Direct Messages. This is because you only get to see the main Tweetstream on the screen. Now here is where another issue is. In your Tweetstream it only displays the last 20 tweets. If you want to see any older tweets then you need to keep scrolling back through pages.

The good thing is, is that there is a solution to this.

Download Tweetdeck from <<http://www.tweetdeck.com/>>

Tweetdeck is a fantastic application. It displays the Tweetstream, your replies and your direct messages all on the one single screen. By default, the message columns allow for 500 tweets. This allows you to scroll a fair way back through your tweets. It is a lot more easier and less time consuming than clicking back through your tweets in the main Twitter application.

The screen has a continuous right hand scroll, so you are able to set up different groups and only the tweets from that group will appear in that column. You might have for example a group called friends and another for gardeners. This way you are not missing out on important tweets from people who are a lot more important to you than others. Tweetdeck is a widely used application for Twitter and I would highly recommend it to you.

Your Tweets

Now it's time to start getting some tweets into the system. On the Twitter home page, it asks "What You Are Doing". Many people probably don't care until you have built a relationship with them as a result of following them. That be said, there are some good ways for you 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 a lot of good information on there.)

Start by posting links on Twitter to interesting posts you have found with a link to the blog post. For example: "Interesting post on new hybrid rose. Link". So that the link is clickable in the Tweetstream, always ensure that you always include the http:// in the link and not just www. If your link is a long one, Tweetdeck does have a facility to shorten it to a small url (link).

Another good way of starting out tweeting is to use quotes. Do a search for some quotes of that interest you and tweet them. Quotes by famous people and ones relating to personal development are good to use. Here's one I just found in the Tweetstream as an example: "For the things we have to learn before we can do them, we learn by doing them. " — Aristotle. There are thousands of these all over the internet that you can use. Here is a site with a large collection of quotes that you can start at - "[Quotes By Famous People](#)"

Whatever you do, at no stage of your Twitter journey start posting sales tweet after sales tweet. Your Twitter experience will be a short one if you do and you will find that people will begin unfollowing you very quickly. Twitter is about engagement, value and a social experience. A constant flow of sales links is not what Twitter is about. That being said, you can post links to your products, links or sites, but make sure you keep them to around 5% of your total tweets at the most.

Another tip is to keep religion and politics out of your tweets. These subjects again can make people unfollow you and you will slowly start losing followers..

Replies

You can reply to someone else's Tweet. To do this you simply put the @ symbol in front of their name. Like this for example @username. This makes the tweet stand out to that person as it appears in their reply column or page instead of in the general Tweetstream. It is great way to start conversations with people in order to help you build relationships. Simply comment on one of their tweets. Tweetdeck has a feature when you can hover over the user's avatar to then put their name and reply symbol straight into the posting area.

Re-tweeting

People like re-tweets and it is a good way for you to get noticed by others. All you do is put RT in front of the @username. Go into Tweetdeck, and hover over the user's avatar. The whole thing will then be put into the posting area. Separate their tweet from your comment if you have one. You can do this by putting two pipes, (holding down the Shift key and at the same time press on the “\” key on your keyboard. This will produce “||” which will clearly show the end of the other person's tweet and your reply or comment.

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

Quality vs Quantity

It is now time for you to make a big decision that will affect the way in which you use Twitter. This decision relates to quality versus quantity. If you are a marketer, then quantity of followers will be important to you. It's similar to building a list. But if you are using Twitter for more of a personal use, then the quality of followers will be what you need. Either way, the next step will be to find some people for you to follow.

How Do I Get Followers

The key is to build your following base slowly. Do not rush out and start following lots of people at one. This can make you look like a potential Twitter spammer. Initially I would recommend that you start with 50 people at first. This being that when you follow people, they will be more likely to follow you back. As time progresses, if you are looking for quantity, then you will be able to add more at a time. Many people don't automatically do this, although many do, particularly in the internet marketing niche. 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 hopefully took some time in setting up, will stand out and put you in good stead.

Who Are Some Good People To Start Following

Here are a few people that you can start following straight away. They are included because they are great exponents of Twitter and you are able to 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 trying to develop your own style. They will all follow you back too usually, so you will build your own follower base. All these people have large follower bases which they have built by being active, engaging and providing value to others on Twitter.

Ange Recchia aka @angesbiz

Ange Recchia here better known as @angesbiz on Twitter and many other Social Networks. I'm a Social Media and SEO Consultant/Coach for WebVision2020 Pty Ltd and write about Twitter at <http://socialnetworkingnewsdaily.com/> I also love to write about Personal Development at <http://angesbiz.com> You should follow me because I am on

the most incredible journey of my life at the moment, I love to meet new tweeps and share interesting links while engaging in conversation. In other words, I like to be **Social!**

Follow Ange at <http://twitter.com/angesbiz>

Ric Raftis aka @RicRaftis

I am a Business Coach, Internet & Affiliate Marketer and Web Designer who loves Twitter & Joomla. I am also a Cagora Community Partner in 5 Worlds. I am also a Geek! Follow me and I will follow back. Engage me and I will answer. I love to meet new people and make new friends and Twitter is a great way to do it. I also run the Help Via Twitter site at <http://www.helpviatwitter.com> where you can get answers to all sorts of questions on the Forum where you aren't restricted to questions of 140 characters.

Follow Ric at <http://twitter.com/ricraftis>

Mike Wesely aka @Mike_Wesely

Hello, I sure hope ur having a "Twonderful Day". Mostly Smart People Follow Me!!! If You're Not, You probably Wouldn't Like Me Anyway. Also, if your Smart, you should go to and watch <http://TwitTalk.tv>, were we teach people how to use twitter more effectively. Check Out the Achieved shows at bottom. If for some reason You get bored there, Liven up your day by going to <http://VideOptin.com>. Oh but most importantly, say hello to me using the @Mike_Wesely at the beginning of your post. I always try to respond. That is the Respectful way :-)

Follow Mike at http://twitter.com/Mike_Wesely

Michele Price aka @ProsperityGal

Twuccess twith <http://www.blogtalkradio.com/TwitterToday>, you learn twit tip

and we showcase Tweeps every week, who you are and what you do so you can build a strong networking well. I am a heartfelt business woman who shows you easy ways to connect and succeed, oh I cook a mean pot roast too, giggle. p.s. love to tweet inspirational quotes to get you to thinking in a focus that takes you where you want to BE.

Follow Michele at <http://twitter.com/prosperitygal>

Wayne Mansfield aka @WayneMansfield

After many years as a Internet Marketer I have come late to Twitter. My business is the staging of seminars in Australia, NZ, India and the Middle East on business and personal education. Twitter is something else... there is a level of engagement on Twitter that allows the meeting new people. To get the best from Twitter, I always follow you back and try yo respond to your messages. Fun is Twitter and you will see the banter between myself and quite a few people. Real friendship are built on Twitter. Re-tweeting is the ultimate compliment to the posts of others - when you RT RT you are sharing inspiring words - great quotes are vitamins for the brain....I re-tweet good tweets all the time and enjoy a good quote or two. Make sure you say hello so we can get to know each other.

Follow Wayne at <http://www.twitter.com/waynemansfield>

Ivy Clark aka @IvyClark

I'm a freelance web generalist (web designer/developer/information architect) passionate about usable web design and I guess I'm geeky as I love new toys. My hobbies are varied depending on my mood - gardening, nature walks, jewellery making, scrapbooking, surfing the web, reading or just basking in the sun . I'm still relatively new to Perth, having moved here from Singapore just 6 months ago, so I'm really enjoying the newness and excitement that everything brings . I love making contact with like-minded folk

and love how we can share ideas, knowledge and learn from everyone we connect with in Twitter.

Follow Ivy at <http://twitter.com/ivyclark>

Well, that should get you going with a few people and there is a good cross section there of people and styles.

Twellow

Twellow, at <http://www.twellow.com> is another great way of finding people to interact with. People here are categorised into all different areas and you can search for those who have similar interests to yours.

The main page shows you all the categories, which then have sub categories. Simply click on a category and the list of people in that area are then displayed. You do not have to be registered with Twellow to be displayed, but at the time of writing there were 8.7 million people showing on the site, so you will definitely have a lot to choose from. Give it a go, if you like. Register yourself and then set up a profile so others can find you.

When you click on a category, Twellow displays a list of people in that category and they are then 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 their profiles are displayed.

Mr Tweet

Mr Tweet at www.mrtweet.net is another way you can use to gain new followers. Simply 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.

It's a really handy little site and worth registering at.

Grader

Grader is on Twitter as @grader, but can also be found online at <http://twitter.grader.com/> and it 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 cheat the system.

Apart from that aspect of Grader, you can have a look at who the top Tweeples are in a particular area or even by a certain 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 experience up.

Twitter Backgrounds

In Part 1 of this report we briefly discussed about setting up your Twitter background so that it didn't just look like the default Twitter page. I think that by leaving it set at the default background, shows to others that you haven't really taken any effort or time. You need to distinguish yourself from the others and that can attract more followers, or at the very least impresses

people with your professionalism.

Now if you're a bit of a guru at Photoshop, then you can come up with your own background, full of bells and whistles and then load it up to your Twitter profile. 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 do a search on Google for "twitter backgrounds". You will find a fair few sites offering this service for free.

I suggest that you first try Twitbakcs at <http://www.twitbacks.com/> . You will find some really good backgrounds here.

If you do want to use Photoshop, to design your own Twitter backgrounds, you can get some great layouts in PSD format from <http://www.twitterbacks.com/>

SocialToo

SocialToo at <http://www.socialtoo.com> is a useful automated tool for Twitter. Here 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 time out of checking all your new followers and then going and adding them to your own list in order to reciprocate the follow.

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 rude way of starting out a relationship with a new follower.

The backlash against this has largely been caused because many newbies, and some old hands too, who were 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.

Social Oomph

Social Oomph at <http://www.socialoomph.com/> is a fantastic tool to use with Twitter. It allows you to schedule tweets for various times of the day. So how can this be of use to you?

Well you need to remember that the Twitter audience is constantly changing and the tweetstream occurs quite fast. The more people someone follows, the greater the number of tweets appearing and they won't read them all, I promise you. It just simply isn't possible. By using Tweetlater, you will have a much greater chance of catching people's attention throughout the day and in different time zones.

Let's say you have written a post on your blog and you want to drive some traffic there. Rather than tweeting the link and subject once, you can do it every hour for 24 hours if you like using Tweetlater. I'm sure you can see the power of this in terms of driving traffic or getting noticed.

There is a free and a professional version of Tweetlater. Start out with the free version and then if you need it, upgrade to the professional version when you are ready.

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 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 enable you to set up your blog to feed directly via RSS to your Twitter account. Every time you make a blog post, it gets tweeted automatically on your behalf. You can then use this in conjunction with Tweetlater with the first post coming through Twitterfeed and then subsequent ones at times you specify via Tweetlater.

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.

Splittweet 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.

Some very flash technology this and very useful for handling multiple accounts.

Twitdom

Twitdom at <http://twitdom.com> would have to be one of the greatest sites relating to Twitter. It is a repository for all Twitter related applications and it is just absolutely amazing what you will find n there.

At the time of writing, Twitdom had nearly 1289 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 automating tool you can use in conjunction with Twitter. Friendfeed is a bit of a hub if you like 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 it's 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 saves you time.

Your Twitter Karma

Your Twitter Karma at <http://dossy.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.

It shows you all you all the people that 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.

In Conclusion

Twitter is a fantastic application whether you use it on a business or personal level.

I hope the information in this report will to make your Twitter experience a good one.

Happy Tweeting

Kellie Simon

Online Business Support

<http://www.kelliesimon.com.au>