

TWIPS (TWITTER TIPS)

Signing up

Your screen name is important... it's the name most people are going to see when you tweet. Also, people who want to direct a message to you will use your screen name. Therefore, short and descriptive is ideal. Common log-in names are fine: e.g. mine is mmpartee. Also good is simply your first and last name, e.g. morrisspartee.

Once you are on:

The first thing is to find twitter friends. Once you locate someone, click on their icon, then click their "Follow" button. They will then receive an email and have the option of following you in return. There are many sharp business people twittering, including: Seth Godin ([SethGodin](#)), Guy Kawasaki ([guykawasaki](#)), Robert Scoble ([Scobleizer](#)).

Business uses for twitter:

- 1.) Connecting with your members/potential members.
- 2.) Tapping into the wisdom of the crowds. (e. g. Anyone know of a great restaurant in Lake George?)
- 3.) Business networking, keeping up with friends
- 4.) News: Identifying trends, getting scoops.
- 5.) Virtually attending conferences.
- 6.) Announcing new blog posts
- 7.) Letting others know where you are. Tweet with L: For example, L:Lake George, NY will let twitter and your friends know that you are in Lake George. You can also work this into a tweet: It's cold, snowy, and beautiful here in l:Lake George, NY.
- 8.) Meeting up with friends while traveling.
- 9.) While at a conference, meeting up with other people at the same conference.
- 10.) Having interesting conversations with your friends around the world during boring meetings, presentations, or waiting in line.

Favorites

Once you follow dozens of friends, tweets happen fast. Often, useful links are shared... but if you don't bookmark them, you'll lose them forever in short order. Therefore, if you see a tweet you love, find funny, or want to reference later, "Favorite" it.

Short URLs

Twitter's brilliance is its 140 character limit. This requires creativity and economy of words. When sharing links with others, many URLs are quite long. In order to save space, there are several sites that will convert a long URL into a very compact one. A good one is <http://urltea.com>, but you will note others using <http://tinyurl.com> among others.

@ Conventions

When directing a tweet towards someone, start with an @ symbol. If using the person's actual screen name, doing so will create a link to that person. (useful for networking purposes). Example: "@ginnybrady - I agree!" creates a link to Ginny Brady's twitter feed.

Twitter helper apps/programs:

You probably won't fully utilize Twitter unless you use a help app to see your friends tweets in near-real time. Here are a few to choose from:

Some I've seen friends use:

Twiterrific (from IconFactory)

Tweetr

Firefox twitter plug-in

Twitvision

Snitter

Twitterfeed

Twitteroo

For more: [http://](http://twitter.pbwiki.com/Apps)

twitter.pbwiki.com/Apps



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