



Twitter for Business 101

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Twitter for Business 101

Twitter Homepage/newsfeed

Newsfeed

Post status update, view your mentions and retweets, etc.

View profile, messages and suggested ppl to follow

The screenshot shows the Twitter homepage for user 'mcm_az'. A yellow circle highlights the 'What's happening?' section, which contains a search bar and a list of tweets. Arrows point from text labels to the search bar, the navigation menu (Home, Profile, Messages, Who To Follow), and the main content area. The tweets listed include:

- MakeAWish**: "Miracles happen to those who believe in them." - Bernard Berenson #quote (1 minute ago)
- downtownphoenix**: Did everyone have fun at last night's #phxfling? Share your 140-character stories! (1 minute ago)
- daisyjuliet**: Ala. man charged with killing mother-in-law at community college pleads not guilty (2 minutes ago)
- daisyjuliet**: NCAA Softball: 2011 WCWS - California 6 vs. Oklahoma State 2 (2 minutes ago)
- PhxHousingNews**: Phoenix Housing News: Arizona, Florida, New Mexico, Pennsylvania and South Dakota MLSs Launch Point2 Listing Syndication Programs (2 minutes ago)
- daisyjuliet**: Colleges hike tuition as state reduces funding: DEANNA MARTIN | AP INDIANAPOLIS — There's a simple math lesson that supporters of Ind... (2 minutes ago)
- lisafordblog**: #aintnothingsexyabout cigarette smokers!! that ish stinks and I would never kiss one (10 minutes ago)

Other sections visible include 'Your Tweets 2,297', 'Following 693', 'Followers 731', 'Who to follow', and 'Trends'.

Twitter Profile page

Your status updates, posts,
conversation with followers, etc.

The screenshot shows the Twitter profile for MCM (@mcm_az). The profile bio reads: "Our business is growing yours by integrating traditional & social media and consulting. Talk to us! (^)S)am, (^)H)eather, (^)J)enn, & (^)DB (J)ava :D" with a link to http://www.mcmaz.com. The tweets section, circled in yellow, contains several posts from June 3rd, including mentions of @SMBPHX, @SproutSocial, @YelpPhx, and @SweetRepublic. The right sidebar shows statistics: 2,297 Tweets, 693 Following, 731 Followers, and 46 Listed. It also features a 'Similar to you' section with profiles like @traciepetro, @CarlaSandine, and @NomadLily.

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GLOSSARY OF TERMS:

Hashtags (#): By placing a “#” before a phrase, with no spaces in your comment, this creates a topic on Twitter that anyone can see if they search it and helps to organize and categorize your information. If it is used frequently (i.e #ROYALWEDDING), it becomes a TRENDING TOPIC seen on the lower right hand side on every Twitter account home page. It’s mainly used to emphasize/summarize a takeaway point you want to make with your comment and usually is at the end of your tweet.

Example: Having a great time at MCM Workshop #lovesocialmedia (This would be grouped into searches involving anything about social media)

Retweeting (RT or ): Under every comment posted on Twitter, there are two options: reply or retweet. RT is short for RETWEET. This means that you repost a comment someone else posted that you liked to your own wall for all your followers to see. It also gives credit to the writer of the original post.

Direct Message (DM): This can be sent like short emails to anyone with the option in their dropdown menu on their main profile page or if they offer a MESSAGE tab. You can also mention this in your tweets to someone you want to contact ex: I am going to DM you right now.

Mentions(@) : Use an “at” sign (@) in front of a Twitter username to reply to someone, to refer to them, or direct a new message to somebody. (i.e, @mcm_az I love your blog posts!)

URL Shorteners: Because of the 140 character limit of each tweet, it can be difficult to include full URLs in a message. There are many services that can take a long URL and give you a shorter one, usually under 20 characters, to use instead.

Two of the best known sites are Bit.ly and tinyurl. To use either, you go to their site, paste your long URL in a box, click the “shorten” button, and get a new, shorter URL that you can then paste in your tweet or in e-mail or wherever you want.

TweetDeck: This is an application for organizing the display of tweets, recently purchased by Twitter.

-Compared to Facebook, Twitter has struggled to make \$ with ads, etc. Tweetdeck may be the answer to this.