

The Twitter Book from [Twitter Seer](#) - free access to Twitter knowledge

Welcome to the Twitter book!

Welcome to the Twitter Seer's Twitter book. It is being collected and placed at a single place - all the Twitter information freely available on the Net. All you need to know in order to use Twitter to achieve your goals. This is information you are often offered to buy. I offer it for free.

Preface

Believe me or not, all the necessary links, tips and pieces of advice required to fully use Twitter to your success are available on this very page. Every chapter you see is being transformed into a more detailed version of the summary given beneath its title. I will provide longer description in case you are somewhat confused in names and terms, or have no time to study it right now. The chapters will be added one by one.

Contents

Introduction to Twitter

- What Twitter is (status service, microblogging service) and what it is not (chat, forum, guestbook)
- What Twitter is ideal for: posting news, informing your customers, promoting your business, creating your brand
- Twitter Codex of ethics: don't be a spam bot, don't be a troll, be nice to followers, @reply to replies, DM back if expected
- The only secret of Twitter is: **anyone reads everyone**

The first steps

- Create your account if you haven't one; choose your login and password wisely
- Customize your background: e.g., use [PrettyTweet](#)
- Add your photo and contacts to the background image
- Add your primary point of contact as your main URL ('Web')
- Use comma-delimited tags describing your primary areas of interest/competence ('Bio')
- Protect your updates only if you intend to have low-traffic, friends only account
- Familiarize yourself with Twitter Web interface: browse [Search](#) and [Help](#) sections thoroughly
- Learn what are @replies, **D**irect **M**essages, [#hashtags](#), **R**e**T**weets and use them wisely
- Select your favorite means to interact with Twitter (my choices are Twitter native Web interface, [TwitterFox](#) for my Firefox browser and [FriendFeed](#) Twitter posting option); browse [Mashable's collection of Twitter tools](#) for more options
- Sign up at [TweetLater](#), set up your automated DM response, automated following/unfollowing
- Learn about '2000 followers' limit and '10%' threshold and [other limits](#)
- There are many useful information available for free; check, for example [TwiTip](#)
- Sign up at [Cli.gs](#), [Bit.ly](#) and/or any other URL shortener service providing visits stats and analysis

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Content is king

- Sign up for a [TwitWall](#) blog service and crosspost to Twitter automatically; you can also try [Posterous](#) to post to many a blog, Twitter included, by email
- Use [TwitterFeed](#) and/or [FeedMyTwitter](#) to set up regular crossposting from your blog(s), site(s) and favorite resources as your twitter updates; alternately, use your CMS/blog engine native interface to post to Twitter
- Post your favorite images and photos with [TwitPic](#)
- Post your favorite Technorati, Delicios, Yahoo Buzz,... and [Google Alerts](#) feeds to your Twitter account - choose tags and subjects wisely, don't make your account a "newsbot"
- Post questions and always say thanks when your followers reply
- Post tips, thoughts, aphorisms related to your area of interest/niche
- @reply to questions of those you follow if you can
- Don't hesitate RT an interesting news/thought if it is related to your area of interests
- Do **not** post details of what you are eating, hello/goodbye notices and similar stuff; remember the main and the only Twitter secret: anyone reads everyone
- Be yourself; create your own image and manner, style and approach in communicating via Twitter

Get noticed

- Socialize - be friendly, post and reply regularly
- Make your entry at [WeFollow](#), to let people find you by three #hashtags
- register at [TWellow](#)
- Translate the RSS of your Twitter account to whatever sources you have: blogs, sites etc.
- Create a [TwitterCounter](#), update it often, place its widgets, including TwitterRemote, on all your Net resources (sites, blogs etc)
- Measure your [Twinfluence](#) (how many people can you reach through your followers and their retweets)
- Check what [Twitter Grader](#) shows
- Submit yourself to [TweetFind](#) directory. It may take quite a time to appear there.
- Participate in [#FollowFridays](#) wherever possible; recommend interesting people and be recommended yourself
- Join a [Twibe](#) and/or create your own; it also helps to find followers
- Join forums such as [TwitterProForum](#), [TwitterSocial](#) etc to find new friends and followers, too
- Join communities like [Twitternet Marketing](#) to learn and share your knowledge

Find and manage your followers

- If in hurry: follow those followed by those you follow
- Make use of [Twitter Search Facility](#): it provides unrivaled means to construct very complex search queries, to find exactly what you're looking for
- Follow [#FollowFriday](#) tradition, but - it's better - recommend interesting people directly, not by just @mentioning them in the Follow Friday posts
- [Twitter Karma](#) is a good service to mass follow/unfollow. Note: if you're a 'whale' (have more than 10000 followers) and have no whitelisted account, this can exhaust your API calls very quickly

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- Use free tools like [Friend or follow](#) to quickly find all the three groups of your contacts and export them as CSV for further processing
- To find quickly a random collection of followers, play 'follow each other' games at [TwitterFollower](#), [FlockToMe](#), [TWollow](#), [TwitterTrain](#), [TweeterGetter](#), [TopFollowed](#), [The Twitter List](#) et al.
- A [Tweepular](#) is not only a fun to visit, but can also help you to manage followers/following
- Make use of [TWollo](#) to follow people associated with #hashtags/keywords
- [TwitterHit](#) is a nice tool allowing to search for relevant topics/keywords, with high chances to find reciprocal following
- Ask [MrTweet](#) to find you Twitterers close to you in many aspects
- Use the Twitter directories mentioned above to find interesting people to follow; also you may look at [TwitterHolic](#), although non-top Twitterers may have very out-of-date stats in there (mine is a year old)
- When having a coin or two to spend, consider [Be a Magpie](#) service to advertise

Utilize Twitter power

- Search through #hashtags and through such sites as [TweetMeme](#) and [Twttruly](#) to find what people are buzzing about
- You can also use [Tweet Grid](#) to create search dashboard where results are updated in real time
- Use [TwittAd](#), [Tweetbucks](#) and/or [RevTwt](#) to monetize your Twitter account
- Use TweetLater or [Future Tweets](#) to schedule your tweets as you wish
- Develop a Twitter service to become much more popular - you can consider [me](#) as a developer

Be in control

- Use the mentioned URL shortener services to track visits to your links - find out what are the most efficient ones
- [Google Analytics](#) can help you to see what visits to your resources are made from your Twitter timeline
- Choose #hashtags wisely to make your tweets visible and read; if they are interesting, you'll raise your popularity
- Choose optimal time to tweet and use TweetLater/other means to make sure your tweets are seen
- Use [TweetStats](#) to analyze your Twitter activity and trends dynamics, use that to reach your followers efficiently

Appendix I: Twitter tips and tricks

- Follow wisely: when you reach 2000 followed threshold, you'll be only allowed to follow approximately 10% more people than your followers count
- Follow informative sources such as [mashable](#) - you'll find a vault of valuable information from their tweets
- In case you find this reference useful, don't forget to [follow me](#) - at least to encourage me to enhance the book and to add more info to it

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Appendix II: Twitter tools and services

- [GroupTweet](#) allows you to update (via DM) selected followers only
- Use [Twitter Backup](#) to make daily backups of your entire Twitter account
- Search and share streaming songs via [Twt.fm](#)

To be continued and explained. Follow the news!