

## Twitter Talk

### [DM \(Direct Message\)](#)

Private message can only be sent to people who are following you (send one by *d username*.)

### [Follow Friday](#)

Community-designated day to recommend Twitter users who are worth following.

### [Following](#)

*Follow* other people and companies you're interested in, their tweets will be posted in your incoming timeline on your twitter home page.

### [Follower](#)

Conversely, people who are choosing for your updates to show up on their public timeline are your *followers*.

### [Hashtag \(#\)](#)

used to help categorize tweets, product launches, conferences/events

### [Retweet \(RT\)](#)

Way of forwarding a tweet from a Twitter user you're following, giving credit where it's due. Just add RT and the original post's user and context.

### [Search](#)

*Example:* RT @username I love Drupal! Look for tweets about your company brands and products, partners and mentions of key terms in your sector. You may find them interesting, follow them. Only public profiles appear on the public timeline.

### [Shortened URLs](#)

URL shorteners, many will shrink the regular links to manageable length for tweets, can even track clicks

### [Trending Topics](#)

Features the currently most-mentioned topics

### [Tweet](#)

(*v.*) To update your Twitter status

### [Tweetup](#)

(*n.*) A Twitter update in-person organized via Twitter, usually spontaneous. Used for hosting launch parties, connecting with customers and introduce like-minded followers to each other

### [@username](#)

How other Twitter users can identify you and is attached to every update you send. Limited to 20 characters, it may only include letters, numbers, and `\_'.

### [Via @](#)

Similar to a RT, but means you've reworded the context and credit the original author by (*via @username*)

## Best Practices for your Twitter

### Plan

Set a plan for your Twitter account.

### Regularly Tweet

Are you going to use it for customer service purposes, promotions and coupons, behind the scenes, or a little bit of everything? Or, are you going to make separate accounts for each service?

Businesses should be looking to always build their follower base.

### Follow

Posting links to interesting blogs, videos, photos also make for great tweets.

Don't just wait for people to follow you. Follow people you may know and follow people who interest you back. It'll show that you're interested in what they're tweeting about.

### Offer

Worried about keeping up with too many people? Any of the desktop Twitter applications can help you easily sort through who you're following. You can even organize those users into groups and make it easier to track and read.

Twitter users will want to follow you if they think you provide valuable information.

### Engage

Whether it be information (blog posts, articles, photos, or videos) or special discounts and offers exclusive to Twitter followers, these promotions can help bring in some business.

Build relationships with your customers by engaging in conversations, getting feedback, and asking for reviews.

### Encourage

For other types of businesses, network with other people in the industry, who may be interested in your services.

Encourage your employees to get Twitter accounts. Maybe even include your company name in the Twitter usernames. Their tweets don't have to be all business though. It can, however, help to promote your company's brand and services.

## Twitter Tips

### Make it public

Although this unfortunately means that spam accounts may be able to automatically follow you, making your Twitter account public will allow your tweets to be included in the public timeline. This way, more people can view your tweets and choose to follow you without having to approve every request.

### Publicize Your Twitter Account

Post links to your Twitter on other social media platforms that you use:

Twitter offers [widgets](#) that'll allow visitors to see your Twitter timeline without having to leave your website or blog.

Use a Twitter badge or logo on your website to let your visitors know about your Twitter and encourage them to follow you.

### Don't Excessively RT

RTs are great, but moderation is key. Your followers want to know more about you, not who you follow.

### Always Proofread

You can always delete tweets, but it's always safe to proofread your tweets. Being professional and using spelling and grammar check never hurts.

### Don't Automate

Automated tweets don't always translate into a genuine relationship. Taking the time to personally interact with users will be worth it.

## Using [Twitter](#) for Business CHEAT SHEET

### Twitter Background

Twitter may seem limiting with its 140-character limits, but take advantage of your customizable background space.

Some things you may want to include are your business logo, website, and additional contact information.

### Follow Friday

*Follow Friday* is a community-designated day for Twitter users to tweet recommendations of other Twitter users who are worth following.

Take advantage of this opportunity to recommend and network with other well-respected, knowledgeable business professionals in your industry.

*Example:* #followfriday Great people at Level Ten! [@levelten\\_colin](#) [@dustincurrie](#) [@levelten\\_neil](#) [@levelten\\_tom](#) [@sloaninnovation](#)

### How to Organize a [Tweetup](#)

Organizing a successful Tweetup requires a little bit of time, but it can be a worthwhile networking opportunity to get your company's name out there and engage with Twitter followers.

**Location** Be sure to scope out a good location that has adequate space for the size of your Tweetup. It's always best to overestimate.

Also, take refreshments and wifi availability into account when considering a location.

**Name Tags** It may be hard to identify users by their Twitter picture, so have name tags available for people to write their Twitter username.

**Keynote Speaker** Having a well-respected speaker from your related industry can help generate a larger interest in your Tweetup.

**Invite** [TwtVite](#) is a useful event manager that can help you easily organize your Tweetup. Be sure to tweet and RT about the event to get the buzz about your event going.

### Your Twitter Username

The most important key to choosing your Twitter username is that it should be easy to remember and easy to type.

Although you have the option to change your username at any point, be cautious that this may cause confusion for your followers.

You may want to encourage your employees to include your company name within their username. (Example: [@levelten\\_colin](#))

### TwtApps for Your Business

[twtapps](#) has created various Twitter applications to make it even easier for businesses to communicate with customers and clients.

#### [TwtBiz](#)

Search this Twitter business directory for business, entrepreneurs, investors, and competitors.

#### [TwtBizCard](#)

This app will let you create and send an online customized business card with your tweets.

#### [Twtjobs](#)

Use this career manager tool to create a Twitter resume or to post a job.

#### [Twitpic](#)

Allows users to share photos on Twitter and allows others to comment. Good pictures might be those from events or presentations you may be attending.

#### [Twtpoll](#)

Create and distribute polls on Twitter, distribute polls over Twitter, Facebook, Social Media

#### [twtQpon](#)

Use [twtQpon](#) to post Twitter-exclusive coupons for your followers.

#### [TwtVid](#)

With applications for your phone and computer, [TwtVid](#) lets you share your videos on Twitter.

#### [TwtVite](#)

This complete event manager will make organizing your next Tweetup a fast and simple process.

### Making Tweeting Even Easier

Built with API, these applications can help to make your twittering a lot easier.

You can also check [Twitter's recommendations](#).

#### Desktop

With options to shorten URLs, post pictures, manage multiple accounts (including Facebook accounts), and more [Tweetdeck](#), [Twhirl](#), and [Seismic](#) make tweeting even easier

#### Internet Browser

Tweet right from your favorite browser with this add-ons/plugins:

*Firefox*

[witBin](#) and [Twitterfox](#)

*Internet Explorer*

[Cloudberry TweetIE](#)

*Safari*

[Safari140](#)

#### Mobile

Want to tweet right from your phone? These applications will allow you do just that and more:

*iPhone*

[Tweetdeck](#) Free

[Twitterfon](#) Free

[Twitterrific](#) Free

[Tweeie](#) \$2.99

*Blackberry*

[ÜberTwitter](#) Free

[TwitterBerry](#) Free

#### Shortening links

Most applications provide a built-in link shortener, but [TinyURL](#) and [bit.ly](#) are great.