



Twitter Tutorial: Start Making Connections Online
An Online Guide for Businesses and Entrepreneurs New to the World of Twitter

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About Kimberly Ben and Avid Writer Communications

Avid Writer Communications is a web writing and Internet marketing outsource service.

The company was founded by Kimberly Ben in 2009. Kimberly Ben has worked as a freelance writer since 2004 and has been writing for the web since 2007 when she started out as an SEO copywriter.

Kimberly has written for a variety of web content networks including Suite101 and Work.com.

She has been hired to write business-oriented web content, Internet marketing and sales copy, blog posts, press releases, feature articles, email blasts and other promotional materials for sites belonging to clients ranging from SEO and Internet marketing firms to new business start-ups, company websites and blogs.

Kimberly's background includes working for four years as a journalist and editor for a weekly newspaper and eight years as an inside sale representative for the Atlanta Journal Constitution.

Kimberly holds a Bachelor's degree in Communication Arts with a minor in Psychology from the University of Alabama in Huntsville.

Learn more about Kimberly at:

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Businesses big and small are hearing a lot more about Twitter these days. Broadcast news stations, talk show hosts, friends, family and colleges all seem to be jumping on the Twitter band wagon.

Twitter literally went bonkers April 17th, 2009 when famous talk show host Oprah (known on twitter as @oprah) officially posted her very first "tweet." Market tracker Hitwise reported that 37 percent of those visiting the social site that day were brand new. Compare that to the mere 8 percent of new visitors to Facebook in March of 2009 and it's clear to see why Twitter is the new place to be.

What is Twitter?

Twitter is a micro blogging platform allowing you to communicate with others via 140 character messages. These messages appear in real time, sort of like instant messaging but slower. You can send these messages through mobile messaging, instant messaging and the web.

Why should you care about Twitter?

If you own a business, Twitter can be an important part of your brand management strategy. It's an online social tool that makes it easier to connect with others and build important relationships. Even though the Internet makes it easier to reach out to a global market with your product or service, you'll need to build recognition in order to stand apart from thousands of other businesses out there attempting to do the same thing. Networking with others via Twitter makes it easier.

Let's get started

Setting up your account is really quite easy. Go to <http://twitter.com>. The page will look like this:

The screenshot shows the Twitter homepage with a light blue background. At the top left is the Twitter logo. To the right is a language selection dropdown. Below the logo is a section titled "What is Twitter?" with three tabs: "What?", "Why?", and "How?". A red button labeled "Watch a video!" is positioned to the right of these tabs. Below the "What is Twitter?" section is a large image featuring a yellow bird on a branch and a collage of tweets. Below the image is the text: "Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**" A green button labeled "Get Started—Join!" is centered below this text. To the right of the main content is a "Please sign in" section with input fields for "user name or email address:" and "password:", a "Remember me" checkbox, a "Sign In »" button, and a "Forgot password? Click here." link. Below the sign-in section is a green button labeled "Already using Twitter from your phone? Click here." At the bottom of the page are three testimonials in white boxes with blue borders. The first testimonial is by Eric Nuzum, author of "The Dead Travel Fast". The second is from TIME Magazine, stating "Twitter is on its way to becoming the next killer app." The third is from Jason Kottke, a Blogger, stating "Twitter is the first thing on the web that I've been excited about in ages." At the very bottom is a footer with the copyright notice "© 2009 Twitter" and a list of links: "About Us", "Contact", "Blog", "Status", "Apps", "API", "Search", "Help", "Jobs", "Terms", "Privacy".

Click on the green box at the bottom of the page that reads: "Get started – Join!" You'll be taken to a sign up form asking for your full name, a user name and password for the account.

If you are using your account to create brand recognition for your business, it's a good idea to consider using your domain name without the ".com" as your user name. You can also use your own name if you prefer.

Next, add your email address. You can use your business or personal email for this purpose; it doesn't really matter. Type in the two codes words in the box that follows, and then finally click on the green arrow at the bottom of the page containing the words "create my account" and you're all set.



Join the Conversation

Already on Twitter? [Sign in.](#)

Already use Twitter on your phone? [Finish signup now.](#)

Full name ⇒ enter your first and last name

Username

Your URL: <http://twitter.com/USERNAME>

Password

Email

I want the inside scoop—please send me email updates!

Type the words above

dobbir 187%

Can't read this?
[Get two new words](#)
[Listen to the words](#)
Powered by reCAPTCHA.
[Help](#)

[Create my account](#)



By clicking on 'Create my account' above, you confirm that you are over 13 years of age and accept the [Terms of Service](#).

Setting up your profile

The profile you create on social networking sites like Twitter is an important part of your business reputation. Consider it your bio. In just a few words it tells the world what you do or sell. Twitter only gives you so many characters to create a brief description, so make sure every word counts. My own profile is very simple. Feel free to take a look (and follow) at <http://twitter.com/avidwriter>.



avidwriter

Okay, enough Twitter play. Back to work I go.

11:02 PM May 8th from web

@afrobella My, you're ambitious! Best of luck on the dinner party, Trinidad trip & move.

11:01 PM May 8th from web in reply to afrobella

@DebNg Do we have the same husband?

12:48 PM May 8th from web in reply to DebNg

@amabaie Thanks so much for RTing..)

12:43 PM May 8th from web in reply to amabaie

@DebNg Hmmn, I want to choose the heartfelt gift, but honestly, that hasn't always worked in my favor. lol

12:42 PM May 8th from web in reply to DebNg

Good read for Internet marketers: Secrets for Innovating in a downturn <http://www.imediainconnection.com>

12:32 PM May 8th from web

Reading Why Top Talent Will Trump Recession <http://www.imediainconnection.com>

12:20 PM May 8th from web

Off to get some work done. I'll check in later.

10:50 AM May 8th from web

Awesome Atlanta tweeps: @brainchildassoc, @carenwest, @RachelWriter, @AtlantaPR, @Link_Atlanta, @EdGandia, @InkwellEditor #followfriday

10:40 AM May 8th from web

@davastewart Congratulations on winning the bid! Please let me know how it goes..)

10:33 AM May 8th from web in reply to davastewart

@davastewart Also, I think providers (freelancers) pay a small fee when they win a bid and get paid, but don't quote me on that.

10:16 AM May 8th from web in reply to davastewart

@davastewart you pay for the service to bid and get the better jobs there.

10:15 AM May 8th from web in reply to davastewart

@DLRWriter You're welcome!

10:10 AM May 8th from web in reply to DLRWriter

RT @AnneWayman 73 freelance writing jobs <http://bit.ly/1826Z4> (plz rt)

10:09 AM May 8th from web

RT @thursdayb a short survey (3 questions) on expanding ur freelance writing biz. I'd really appreciate answers: <http://is.gd/xiGB>

10:07 AM May 8th from web

@Writer993 Anytime! You always have good info to share.

10:06 AM May 8th from web in reply to Writer993

@davastewart No, I've never used them personally. I know a couple of writers who are top providers there and seem to like it.

10:05 AM May 8th from web in reply to davastewart

@marybabysteps thank you for that. You enjoy your Mother's Day..)

9:29 AM May 8th from web in reply to marybabysteps

RT @zen_habits RT @skellie: New at Skelliewag - 30 Days to Become a Freelancer: <http://bit.ly/OQVpE>

9:22 AM May 8th from web

Sharing good info: @marybabysteps, @DLRWriter, @LoriWidmer, @EdGandia, @FreelanceSW, @davastewart, @Writer993, @InkwellEditor #followfriday

9:08 AM May 8th from web

more

Name Kimberly Ben
Location Atlanta, GA
Web <http://avidwriter.com>
Bio Web writer, marketer, content provider, blogger, affiliate marketing newbie, reliable, motivated, dedicated to helping businesses create genuine connections

427 following 544 followers

Updates 1,284

Favorites

Following



View All...

RSS feed of avidwriter's updates

lections Online
ew to the World of Twitter

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To begin setting up your profile, sign in and go directly to the bar located at the top of the page and click on "Settings." Make sure to add the URL for your website or blog, Your Twitter background design (you can upload a custom design or choose from Twitter's available designs) and you're all set.

***IMPORTANT*: Some people using Twitter will not even consider following certain accounts. They include:**

- **Having no clear profile**
- **No URL**
- **Those with protected updates**

You can opt to have your updates protected through the "Settings" application. I wouldn't recommend activating protected updates for your account if you're serious about promoting your product or service.

Finding the right people to follow

Now you're ready to mix and mingle. I should warn you that you'll come across all sorts of social media experts claiming to have the perfect strategy for maximizing Twitter's virtual networking potential. Personally, I don't believe there is a one-size-fits-all solution that will help every businesses using Twitter succeed. Your business is unique, so what works best for Smith & Associates Accounting Firm may not work as well for you. You

will have to take the time to engage in conversation with others and pay attention to what works and what doesn't.

A few tips to get you started:

- 1) **Follow those who have similar interest.** For example, if you are a clothing designer, you might follow others in the fashion industry including other clothing designers, jewelry designers, local celebrities, local shop owners, publicists, marketing professionals and so forth.
- 2) **Use Twitter search and find people to follow by searching for relevant terms.**
Example: a realtor might search using words like real estate brokers or mortgage lenders. Narrow the search even more by adding your city to the keyword terms: California real estate brokers; California mortgage lenders. Search for people in your business niche, but also include people with the same type of businesses, professional goals, specializations, etc.



See what's happening — *right now*.

[Advanced Search](#)

Trending topics: [Happy Mothers Day](#), [Mother's Day](#), [Star Trek](#), [#wheniwerealad](#),
[#MothersDay](#), [#TwitterTakeover](#), [Arsenal](#), [SNL](#), [Chelsea](#), [#startrek](#)

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- 3) **Engage with others in genuine conversation.** Solve a problem for someone, retweet (resend) important and helpful messages for others, share valuable information that others in your network may find interesting.
- 3) **Try to update daily.** Twitter can become a distraction if you don't establish time boundaries. However, it's important to try to post an update since some people will "unfollow" you because of inactivity.
- 4) **Stay up to date on the latest news and share it with others; especially if it's a topic that will interest your niche.** As you contribute more to the conversation, you will notice that others will from time to time retweet your messages resulting in more followers coming to you from outside networks.
- 5) Add a Twitter application to your social networks. This includes adding a link or button to your website, blog, Facebook, squidoo, etc. Consider adding a link to your Twitter profile in your business email signature as well.

Whatever you do, don't just show up to post links to your website, your blog post, your products for sale. This is considered very self-serving on Twitter and can backfire. Twitter is very much considered a community. Interestingly, when others see you regularly contributing to the conversation sharing valuable information, they will help promote and support your business efforts.

You will notice that many times when you follow someone they will automatically return the favor; not always, but sometimes. Some people on Twitter are very preoccupied with numbers. They seem to constantly worry and tweet about how many people are following them and how many people have stopped following them (this is also known as "unfollowing"). Many even use an application called "Quitter" to find out exactly who is unfollowing them. Do not fall into this trap. It is a distraction that will keep you from meeting your networking goals.

Avoid randomly following lots of people all at once hoping they will automatically follow you back. This is considered spamming and could cause your account to become suspended due to suspicious activity. Follow these simple steps in the beginning and you'll be off to a good start.

