



What is Twitter?

Twitter is a free social networking and micro-blogging service that enables its users to send and read messages known as *tweets*. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as followers. [From wikipedia](#)



Click here to watch a short video about Twitter.

<http://www.youtube.com/watch?v=dd09idmax0o>

The short format of the tweet is a defining characteristic of the service, allowing informal collaboration and quick information sharing that provides relief from rising email and IM fatigue. Twittering is also a less gated method of communication: you can share information with people that you wouldn't normally exchange email or IM messages with, opening up your circle of contacts to an ever-growing community of like-minded people.

You can send your messages using the Twitter website directly, as a single SMS alert, or via a third-party application such as the Twitterfox add-on for Mozilla Firefox or Snitter for your desktop.

Your tweets are displayed on your profile page, on the home page of each of your followers, and in the [Twitter public timeline](#) (unless you disable this in your account settings.)



stewartb2b

did you know you can send group tweets using Group Tweets...

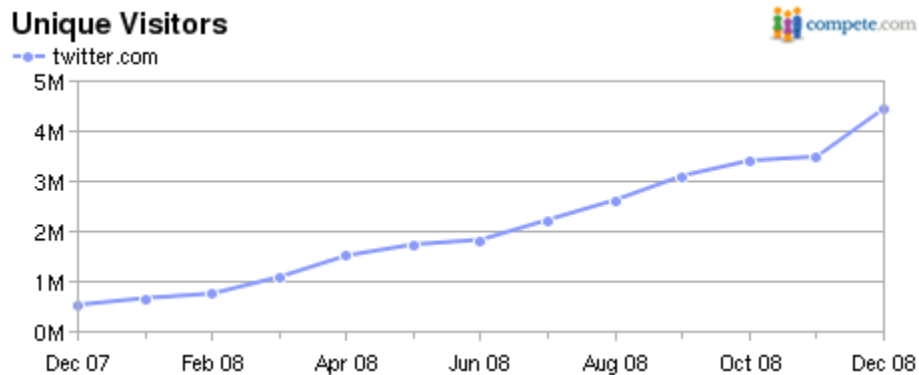
<http://grouptweet.com/>

less than 20 seconds ago from TweetDeck

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You can receive tweets by visiting the Twitter website, IM, SMS, [RSS](#), email or via a third-party application.

Twitter is currently one of the fastest growing social media services, growing at an astonishing rate of over 750% in the last 12 months.



For more information about what Twitter is all about, see:

- [Twitter Fan Wiki](#)
- [Official Twitter Blog](#)
- [Twitter Handbook Blog](#)
- [Twitter Tips](#) (my personal favorite twitter blog)
- [The Big Juicy Twitter Guide by Caroline Middlebrook](#)
- [Twitter Profile on CrunchBase](#)
- [Versatility Made Twitter What It Is Today: A Research Paper on Twitter](#)
- [The Talent Buzz](#)

Why Twitter is Useful

Twitter has many uses for both personal and business use. It's a great way to keep in touch with your friends and quickly broadcast information about where you are and what you're up to. For example, *"I'm downtown and aching for some sushi. Anyone like to join me?"*

For businesses, Twitter can be used to broadcast your company's latest news and blog posts, interact with your customers, or to enable easy internal collaboration and group communication.

To learn more about how you can make use of Twitter, see:

- [17 Ways You Can Use Twitter: A Guide for Beginners, Marketers and Business Owners](#)
- [Chris Pirillo's Top Five Uses of Twitter](#)
- [5 Ways to Use Twitter for Good](#)
- [Twitter and Internal Office Use](#)
- [How to Use Twitter - Tips for Bloggers](#)
- [A Day Without Twitter](#)
- [Top 10 Uses of Twitter and Tools](#)

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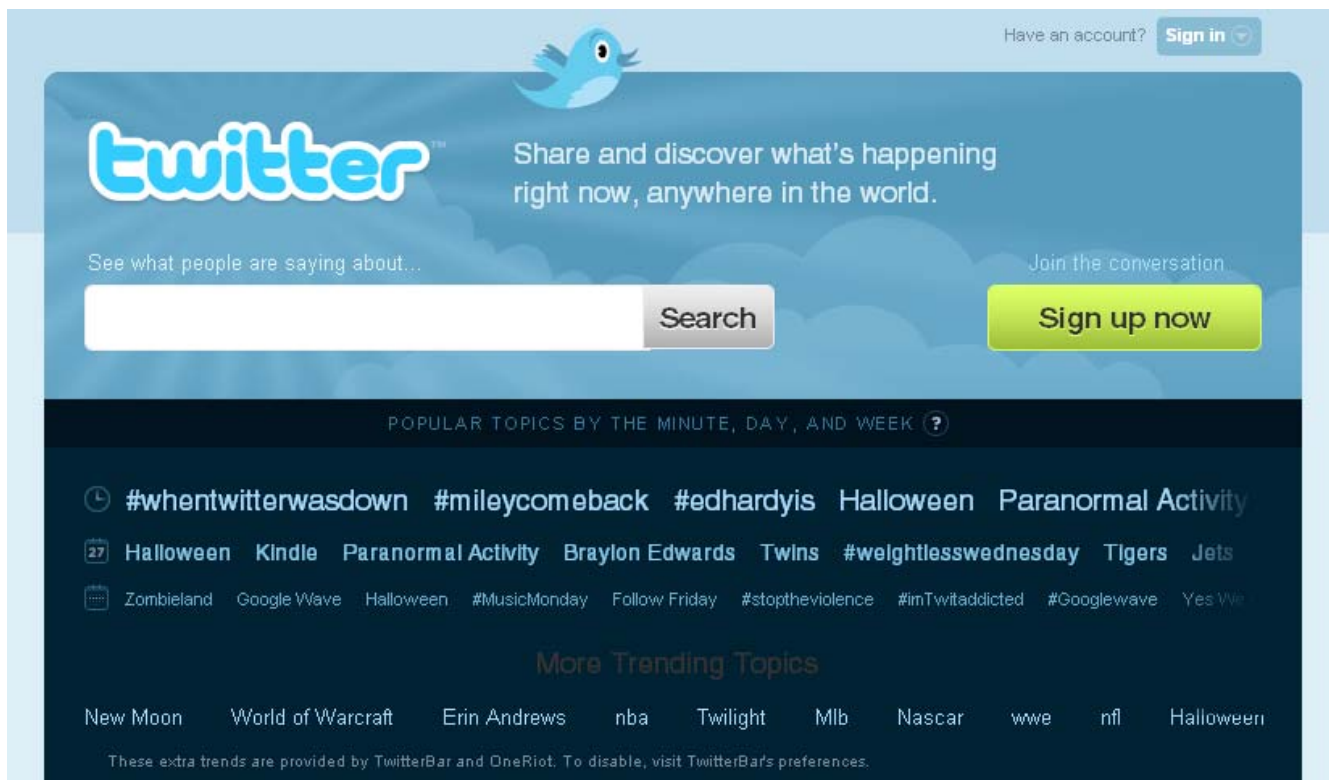
- [18 Super Useful Ways To Use Twitter](#)
- [Power-Tweeting: 101 Everyday Uses for Twitter](#)
- [How We Use Twitter for Journalism](#)

How to Use Twitter

Getting Started

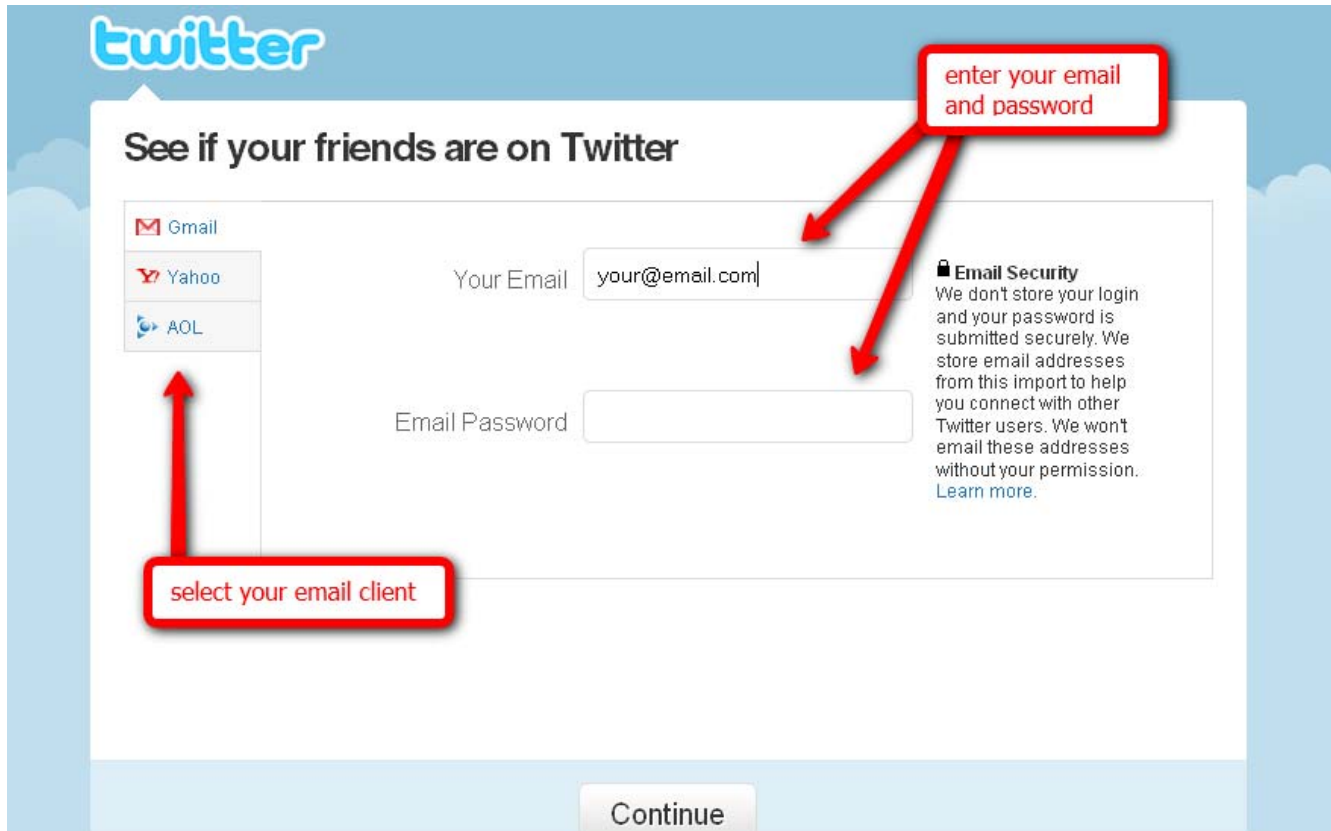
Visit the [Twitter website](#) and click "Sign up now" to create your account. Consider using your real name as your user name to help your friends find you more easily.

Hint: The fewer characters in your user name is better and 15 is the limit.

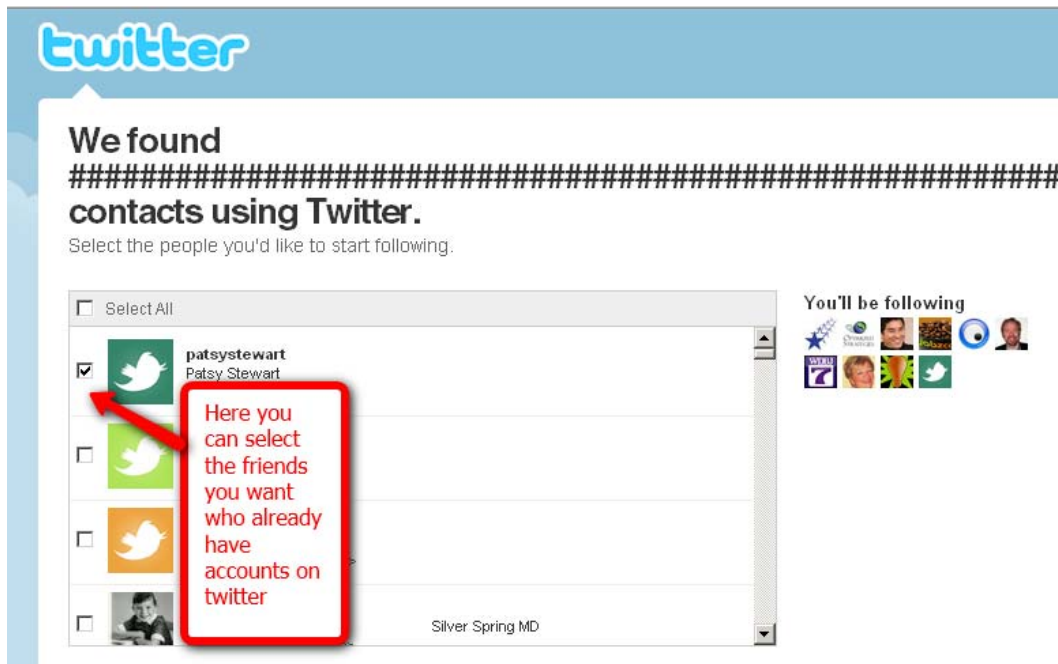


As you register yourself on Twitter you will be asked if to see if any of your friends are on Twitter. One way to do this is by seeing if anyone in your address book is on Twitter. All you have to do is pick your email client and enter your user name and password and Twitter will take care of the rest. As of now you can do this with Gmail, Yahoo!, AOL, Hotmail, and MSN email clients.

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Twitter also lets you find friends by showing some of the websites more popular users. If you know any of these people or organizations be sure to start following them. For example, the National Basketball Association has a Twitter account.



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Once your account is created, login and click "Settings" in the top right hand corner of your computer screen. From here, you can setup your account details, manage your password, register your mobile phone and IM account, configure how you receive Notices, upload your photo and customize your account's design.

Under "Settings" there are six categories that let you customize your Twitter experience. The first is your "Account" information. Here you are able to change your name, username, primary email, the time zone you live in, link to your blog/website, a very small biography, your location (to help in searches), and the language you would the Twitter site to be in. Feel free to fill out as much or as little as you want but keep in mind that other Twitter's may want to know more about you.



select settings to change your basic info and look and feel

your email goes here

your 160 character mini profile (include your keywords)

check this box to make your tweets private to only your followers

Account

From here you can change your basic account info, fill in your profile data, and set whether you want to be private or public.

Tips

- Filling in your profile information will help people find you on Twitter. For example, you'll be more likely to turn up in a Twitter search if you've added your location or your real name.
- Change your Twitter user name anytime without affecting your existing tweets, @replies, direct messages, or other data. After changing it, make sure to let your followers know so you'll continue receiving all of your messages with your new user name.
- Protect your account to keep your tweets private. Approve who can follow you and keep your tweets out of search results.

If you ever need to change your password you can click on the "Password" tab right next to your "Account" information.

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You can also link your cell phone or other mobile device to your Twitter account so you can update on the go by going to the “Devices” section under settings. All you have to do is enter your phone number including your country code. If you don’t know your country code or are having trouble getting your device to work be sure to click on the “Need Help?” button.

The best part about linking your device to your Twitter account is that it gives you more possibilities to connect and communicate with your friends so be sure to get the most out of Twitter.



One of the most important things in the “Settings” area is the “Notices” section. Here, you can set up how you are notified when people are following you, when you get email notifications, and how you receive @ reply’s. For now let’s say that @ reply’s are when you direct a tweet to a specific person. There are three options that allow you to change how people, and you, see @ reply’s.

Twitter describes these options best.

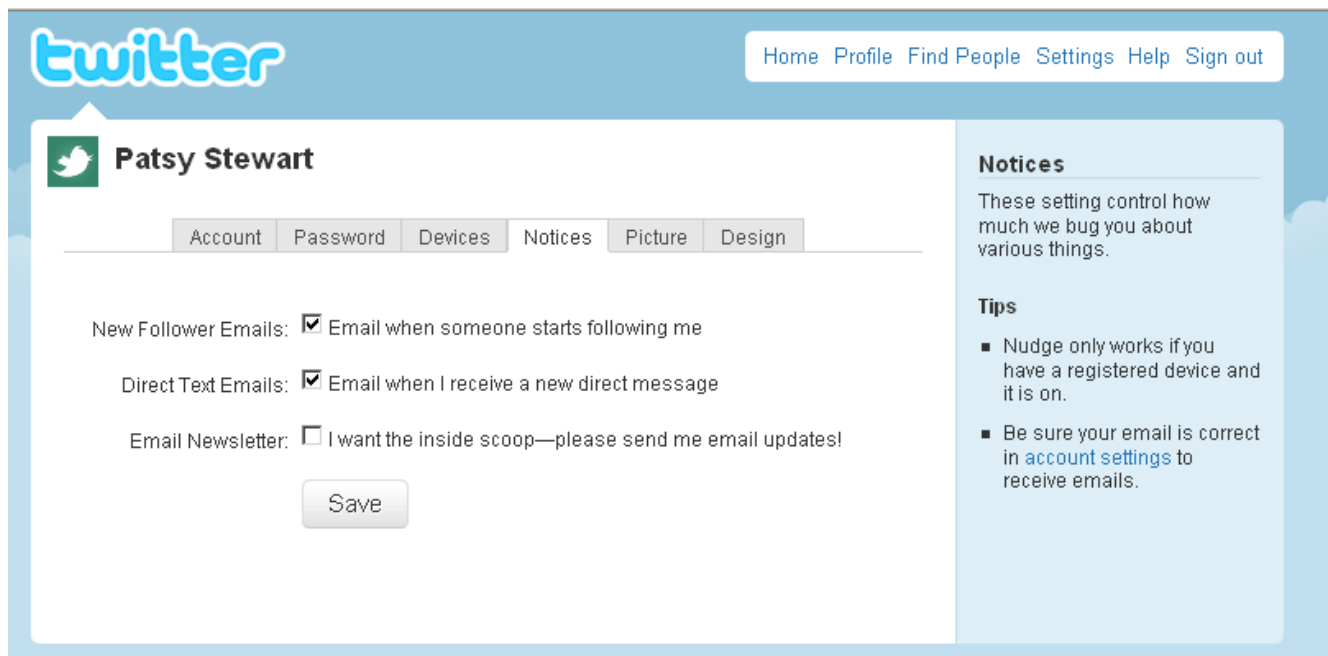
“ Twitter offers @reply settings so you can control whether or not replies made by other people appear on your homepage. There are three settings:

- **@replies to the people I'm following:** see @replies posted **by** people you follow **to** other people that you **also** follow. If someone you follow posts a reply to someone else you follow, you'll see it in your home page. (This is the default setting.) Why? Because if you know both people, chances are, you'd be interested in what they have to say to each other. On the other hand, if someone you follow posts a reply to someone you do NOT follow, you will NOT see it in your home page. Why? Because you don't want to see replies to a person you don't know; the context would be missing and/or you wouldn't care about that conversation.
- **All @replies:** see all @replies posted by people you follow, whether or not you follow the person to whom the reply is directed. You will see all @replies posted by people you follow. Why? Because you're

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interested in the conversations others are having, even if you don't know both parties.

- **No @replies:** never see any @replies in your timeline, ever. In this case, you would not see a reply from anyone, regardless of follow state. If an update begins with @username, it will not show in your homepage. Why? If you're not interested in Twitter as a conversational thing, you may not need to see tweets directed to others. (This does not affect tweets directed to you.)”



There are two sections left under the “Settings” menu. These are “Picture” and “Design”. These allow you to customize your profile by uploading your picture (JPG, PNG, or GIF only) and creating your own personal background or layout of your profile. Be sure that you use a personal photo and not a logo if possible. Remember it is about building relationships and it is better to connect with a real person.

Another way to make your profile more personal is by customizing the design of your profile. Twitter allows you to choose from twelve preset themes that add color to your profile but you can also use photos to make your background image and even change the color of your links, text, sidebar, sidebar border, and the background color by using the hexadecimal color format.

Hint

- Change your Twitter user name anytime without affecting your existing updates, @replies, direct messages, or other data. After changing it, make sure to let your followers know so you'll continue receiving all of your messages with your new user name.

Your Twitter page is located at twitter.com/your-username

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Sending Messages

You can "tweet" from your Twitter page, your mobile phone, IM account, or via a third-party Twitter client like [tweetdeck](#) or [twirl](#).

What are you doing? 140

- **From your Twitter page:** Simply enter a message in the text field at the top of the page and click "Update."
- **From your mobile phone:** Send an SMS message to 40404 or use [twitterberry](#) or other phone application.
- **From your IM account:** Send a message to either twitter@twitter.com (Jabber/GTalk) or TwitterIM (AOL).

Your tweet will be displayed to your followers, either on their Twitter page, mobile phone, or any other way they are setup to receive Twitter updates.

Hint

- Protect your profile to keep your Twitter updates private. Approve who can follow you and keep your updates out of search results.

Following Other Twitter Users

Finding and adding friends to your "Twitterverse" is easy.



- **From the Twitter website:** Login to your account, visit your friends' Twitter pages and click "Follow" underneath their photo. If your friend's account is public, you will immediately start seeing their tweets on your page, otherwise your friend will need to approve you before you can see their updates.
- **From your mobile phone or IM account:** Send the command follow username.

See the Twitter website for a [complete reference of Twitter Commands](#).

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Direct Messages

When you send a message with @username at the beginning, it's understood that your message is intended for that specific user, and while these won't be displayed on your Twitter page, all your followers can still see the tweet. (Note that for the intended recipient to see your message on their home page, they must be following you, otherwise they will only see your message on the Replies tab.)

To send a friend a private tweet, use the Direct Message command: d username and the message.

How to Network with Twitter

The following blog posts are aimed at bloggers and other professionals who would like to use Twitter for business.

- [How to Get More Twitter Followers](#)
- [50 Ideas on Using Twitter for Business](#)
- [17 Ways to Use Twitter for Business and Some Not](#)
- [5 Tips to Grow Your Twitter Presence](#)
- [Building Your Twitter Presence Part 2 - Pre-Prepared Tweets](#)
- [Building Your Twitter Presence Part 3 - TweetBaiting](#)
- [8 Tips for Power Networking on Twitter](#)
- [14 Ways To Get Unfollowed on Twitter](#)
- [Finding CEO's on Twitter](#)

Twitter In The News

- [Twitter News NY Times \(09/24/09\)](#)
- [The Twitter Mastermind CBS \(10/04/09\)](#)
- [Twitter Has Big News and It's TOP Secret \(04/16/09\)](#)
- [Ashton Kutcher Becomes Twitter first Millionaire \(04/17/09\)](#)
- [Youtube Video - NBC Today Show on Twitter](#)
- [Twitter Gaining Momentum But Still Niche \(04/29/08\)](#)
- [Twitter Emerges as Key Communications Channel in China Quake \(05/13/08\)](#)
- [Why Twitter Matters: Can the fledgling microblogging service become a social media powerhouse to rival giants like Facebook—or will it be gobbled up? \(05/15/08\)](#)
- [Twitter refuses to ban abusive users \(05/22/08\)](#)
- [The Future, Growth and Monetization of Twitter \(06/11/08\)](#)
- [Business Week CEO's on Twitter](#)

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Twitter Tools

Here is a very comprehensive list of twitter tools and applications. This list is growing rapidly with new applications being written almost daily.

- [TwitterCounter](#)
Detailed statistics for your twitter account.
- [Twitbacks](#)
Custom Twitter Background Image Creator
- [Twitter Groups](#)
Expand your Twitter experience by sharing links, using tags and allowing other peeps to follow you and join your group. Create a new Group or Join an existing group. Follow people with the same interests as you. Find new people to follow. Let people follow you. Share your favorite articles, deals, photos, videos, blogs, websites, links and more! Create and promote your own groups... It is that simple...
- [TweetChat](#)
TweetChat helps put your blinders on to the Twitter-sphere while you monitor and chat about one topic.
- [TwitterGadget](#)
TwitterGadget is a clean, robust, web 2.0 style client for Twitter.com, designed to eliminate the need to install third-party applications to monitor and submit status updates to Twitter via your iGoogle homepage.
- [Just Tweet It](#)
THE Directory for Twitter Users
- [Twollo](#)
Auto follow - Enabling you to automatically follow the conversations that are important to you. Tell us what you like, and we do the hard work of finding the conversations that you should be involved in.
- [Bulk Twitter Import Tool](#)
Follow a big list of users with a single import.
- [TweetDeck](#)
TweetDeck is an Adobe Air desktop application that is currently in public beta. It aims to evolve the existing functionality of Twitter by taking an abundance of information i.e twitter feeds, and breaking it down into more manageable bite sized pieces.
- [TwitPic](#)
TwitPic lets you share photos on Twitter
- [Twinfluence](#)

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Twitter Influence Analyzer

- [Twittad](#)

TwittAd was formed to give Twitter users and advertisers the opportunity to meet for product placement & website promotion on a Twitter user profile. Our goal is to not fill Twitter with ugly & obnoxious advertisements. We give advertisers templates and ideas to help keep the integrity of Twitter background images.

- [Spaz](#)

An Open-Source Twitter Client for Mac OS X, Windows and Linux.

- [TwitterCritic](#)

Film reviews by twitter users.

- [Twanslate](#)

@twanslate is a Twitter Bot capable of translating anything you throw at it. Great for on the go translation when all you have is your phone.

- [Twiddict](#)

Twiddict, a new Twitter support service, allows users to check whether Twitter.com is up and running or not. As soon as Twitter is back on its feet, Twiddict sends the users a message letting them know is well once again in Twitterland. While the site is

- [Twitzu](#)

Twitzu is a new Twitter application that makes creating events and sharing them with your Twitter world a breeze.

- [twizon](#)

Twizon is a Twitter + Amazon mashup. Twizon lists all the tweets referencing Amazon deals. Find out what's popular, and where to get it.

- [MadTwitter](#)

MadTwitter is a Windows application that lets you read "etwits" written by your friends and publish your own. It's inspired in Twiterrific, a really nice application for Mac.

- [What's hot on twitter right now?](#)

Twitscoop helps you stay on top of twitter's hot topics or discussions. Through an automated algorithm, twitscoop crawls hundreds of tweets every minute and extracts the words which are mentioned more often than usual. The result is displayed in a Tag Clo

- [Tweet Boards](#)

Allows you to create a "board" showing you all the tweeters you want to see at once.

- [Twitag](#)

Twitag is a #tag finder for Twitter, facilitating and organizing the most recent content tagged by users.

- [TweetLists](#)

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TweetLists organizes the most recent links found on the public timeline on Twitter based on various criteria.

- [TweetSmart](#)

TweetSmart is a real-time, ever-evolving link blog and running commentary on the best of the Web.

- [Twellow.com](#)

Twellow.com collects, analyzes, and categorizes tweets, creating niche-specific categories that you can search to find Twitter users with similar interests.

- [Alert Thingy](#)

Receive updates from FriendFeed, send and receive tweets with Twitter, and post photos to Flickr all from one desktop app.

- [Summize Sentiment](#)

Find up-to-the-second tweets about a given topic, then analyzes the attitudes expressed in those tweets, and displays them using colors, providing an at-a-glance view of sentiments expressed on Twitter.

- [TweetLater.com](#)

Schedule future-dated tweets, auto-follow and send automated notes to new followers.

- [Twitter Apps](#)

Directory of Twitter applications, organized categorically, with user comments.

- [Twitturls](#)

People post links in their twitter feed. We grab 'em, visit 'em, count 'em, score 'em and list 'em. Since we only show the latest tweets, this list changes constantly. Very much a "what's buzzing" on twitter.

- [GoTwit Search Plugin](#)

Enter a Twitter user name and get taken directly to their page.

- [TwitResponse](#)

Twitter + Autoresponder. Setup unlimited messages to be delivered to your twitter page when you want.

- [bTT](#)

Desktop application that allows you to send and receive to/from FriendFeed and Twitter.

- [Intwition](#)

Intwition watches internet chatter to discover breaking news and the topics people are talking about.

- [Feedalizr](#)

Get your lifestream on your desktop. Post videos, images or text messages to twitter, friendfeed and flickr.

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- doesfollow.com
Doesfollow is a simpler way to find out if someone is following you on Twitter.
- [Twitter Ratio](#)
Your Twitter Ratio is the ratio of your followers to friends (or people who you follow). It is measured with the TFF Ratio (Twitter Follower-Friend Ratio). The higher the ratio, the more Twitter heat you pack.
- [Hashtags](#)
Realtime tracking of Twitter hashtags.
- [Terraminds Twitter Search](#)
Terraminds micro is a search application for Twitter messages and users.
- [Tweet 2 Tweet](#)
Input two Twitter user names and see their conversation via @ replies!
- [Twapper](#)
Allows you to create and direct message your own groups by simply stringing together twitter usernames with the plus sign (twapper?u=user_a+user_b+user_c)
- [Twitter Groups](#)
Tag your followers into different groups, then you can send a message to those groups without needing to send the message to each person one at a time
- [Tweeq](#)
Tweeq is a little Twitter application that allows you to discover which cliques, aka tweeqs, you or anyone else is a part of in Twitter.
- [Twitter Digest](#)
Twitter Digest lets you read Twitter updates in a more manageable fashion. Just pick the usernames you'd like to generate a digest for, and you will see all updates made by them during the past full day, available as both a webpage or as an Atom.
- [Tweet Cube](#)
Tweetcube allows you to share files on Twitter. Blast out your images, videos, music and more with just a couple of clicks.
- [TweetBeep](#)
Be the first to know who's twittering about you, your products, your company, or your website. TweetBeep.com gives you twitter alerts by email when a tweet matches your search.
- [Twitpress](#)
Twitpress is a wordpress plugin which submits a user definable tweet to your twitter account notifying any twitter followers or friends that a new blog entry has been published on your blog.

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- [tweetgift](#)
Send virtual gifts to your Twitter friends.
- [Twittown](#)
The unofficial Twitter community and forums.
- [iList](#)
Create lists with Twitter.
- [Twittercal](#)
Connects your Twitter account to your Google Calendar.
- [Loudtwitter](#)
LoudTwitter posts to your blog your daily tweets.
- [HelloTxt](#)
HelloTxt enables you to update your status across all of your social networks and microblogs--including Twitter--with a single click.
- [Summize](#)
Search Twitter conversations in real-time and discover what people are talking about right now.
- [TwitterFox](#)
TwitterFox is a Firefox extension that notifies you of your friends' statuses of Twitter.
- [Twitter Pack](#)
Where the community recommends fellow Twitter users by topic of interest or geographical area.
- [TwitterSnooze!](#)
Temporarily unsubscribe from chatty Twitter Friends.
- [Tweeterboard](#)
Tweeterboard is a way of looking at who is influential on Twitter based on their conversations with other Twitter users. There are other services, like Twitterposter, that base influence on how many followers you have.
- [TwitDir](#)
A Twitter users directory.
- [Commuter Feed](#)
Commuter Feed is a free service that lets you post reports on traffic and transit delays in your local area using Twitter or Pownce.
- [twittermap](#)
Twitter + Google Maps mashup that displays latest tweets in your geographic area.

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- [Twiterrific](#)
Twiterrific is a Mac application that lets you both read and publish posts or "tweets" to the Twitter community website.
- [Twitterholic](#)
Top 100 Twitter users.
- [Twitterverse](#)
Twitterverse is a mashup and visualization project which mines and archives the data from the public timeline of Twitter and provides a visualization of the most commonly used words in a given time period.
- [tweetshots](#)
A service that enables you to take a twitter tweet to tumblr or embed in other pages/blogs or send to email. tweetshots are tweet screenshots, automated.
- [TwitBuzz](#)
A content filtering service that tracks and follows the latest popular links, conversations and people on Twitter.
- [Live Twitting](#)
Easily Twitter any event, conference, or meeting in real-time, and then reuse the coverage in a blog post, email, newsletter, etc.
- [Twist](#)
See trends in Twitter, find out what is hot and what people are saying about it.
- [GroupTweet](#)
Send private Twitter messages to specific groups of friends.
- [Twubble](#)
Twubble searches your friend graph and picks out people who you may like to follow.
- [Twitter Karma](#)
A Flash application that displays your friends and followers with pagination, sorting and filtering functionality.
- [Gridjit](#)
An easy way to turn your Twitter-verse into a grid view. Visualize your conversations in a clean layout.
- [Tweetclouds](#)
Make a word cloud from a public Twitter stream.
- [Twits Like Me](#)
Find new friends on Twitter who share similar interests.
- [twitter census](#)

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Create surveys for the twittersphere.

- [TweetStats](#)

Graph your Twitter stats, including tweets per hour and per month, and tweet timeline.

- [TwitterLocal](#)

Generate an RSS or XML Feed to filter out Tweets around a certain geographic area.

- [Tweetburner](#)

Tweetburner lets you track what happens with the links you share on Twitter.

- [tweetpeek](#)

Create a group twitter feed for your company, industry or community.

- [twitterfeed.com](#)

Feed your blog posts to your Twitter account automatically.

- [Twitstat.com](#)

Real-time Twitter analytics.

- [Tweet Scan](#)

Real-time search engine for Twitter.

- [twhirl](#)

A desktop client for twitter, based on the Adobe AIR platform.

- [geoTwitterous](#)

Real-time view of tweets overlaid on a Google Map.

- [Quotably](#)

Follow Twitter conversations using Quotably's clean layout.

- [TweetVolume](#)

Track keyword search volume on Twitter.

- [SnapTweet](#)

Send your Flickr photos to Twitter.

- [twit+](#)

A service that lets you tweet with pictures or video, and also privately send files to your Twitter friends.

- [twitterlights](#)

Highlight internet snippets and twitter them. On any web page you are reading, just right-click and click Twitter This!

- [TweetVa](#)

A directory of Virginia's twitter users organized by localities, including business listings and resources.

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- [My Tweet Map](#)
A service that maps out where your Twitter friends are in respect to each other or a geographic landmark.
- [Snitter](#)
An Adobe AIR-powered Twitter client for Mac and Windows.
- [TwitterTools WordPress Plugin](#)
Pull your tweets into your WordPress blog and create new tweets on blog posts and from within WordPress.
- [Twimblr](#)
Twimblr is tumble blog that gets updated via Twitter.
- [Inner Twitter](#)
Inner Twitter asks what is in front of you? To answer you must stop and turn your attention to immediate reality. The Zen of Twitter.
- [Tweetsmarter](#)
Allows you to use special characters 🎵 ♥ ☺ ½ including a special re-tweet link at the end.

More Places to Find Twitter Tools

- [TweetVa](#)
- [Twitter Apps](#)
- [Twitter Fan Wiki's Apps List](#)
- [Lee Odden's BIGLIST of Twitter Tools](#)
- [How We Tweet: The Definitive List of the Top Twitter Clients](#)
- [Top Twitter Tools for 2009](#)
- [List of Hundreds of Tools to Make Your Twitter Tweets](#)

I hope you find this guide helpful and user friendly. I will constantly update this info as new applications and tools pop up everyday. If you have suggestions for anything to add or if you see anything that I left out, please send me an [email](#) or tweet me @stewartb2b .