



Creating Conversations in 140 Characters



# In a nutshell.

Boring you is not our game. The web is full of hundreds of treatises on *Twitter in the Marketplace*. If you are interested, we will share.

Instead, *What is Twitter and Why you should Care* is our business. In a few slides you should be able to setup your own account and join us. In a few days, with a little practice, you should “get it.” It took us a few months, but we’re slow learners.

Twitter is a website where people write about what they are doing, reading, who they are talking to, where they are going etc. The messages are limited to 140 characters.

Here let’s set up an account and see how it works.

Go here: <http://twitter.com>

The image shows a composite of two screenshots from the Twitter website. The top screenshot is the homepage, featuring the Twitter logo, a 'What is Twitter?' section with a bird icon and a 'Get Started—Join!' button, and a 'Please sign in' section with fields for 'user name or email address' and 'password'. A red arrow points from the 'Get Started—Join!' button to the bottom screenshot. The bottom screenshot is the 'Join the Conversation' sign-up page, which includes fields for 'Full name' (Spokes Marketing), 'Username' (spokesmarketing), 'Password', and 'Email' (hub\_@spokesmarketin). It also features a CAPTCHA challenge with the words 'lion Whippany' and a 'Create my account' button.

1. Click Here.

2. Fill in your information.

# Make it yours.

Spend a few minutes customizing.

1. Click Settings

2. Verify Account information

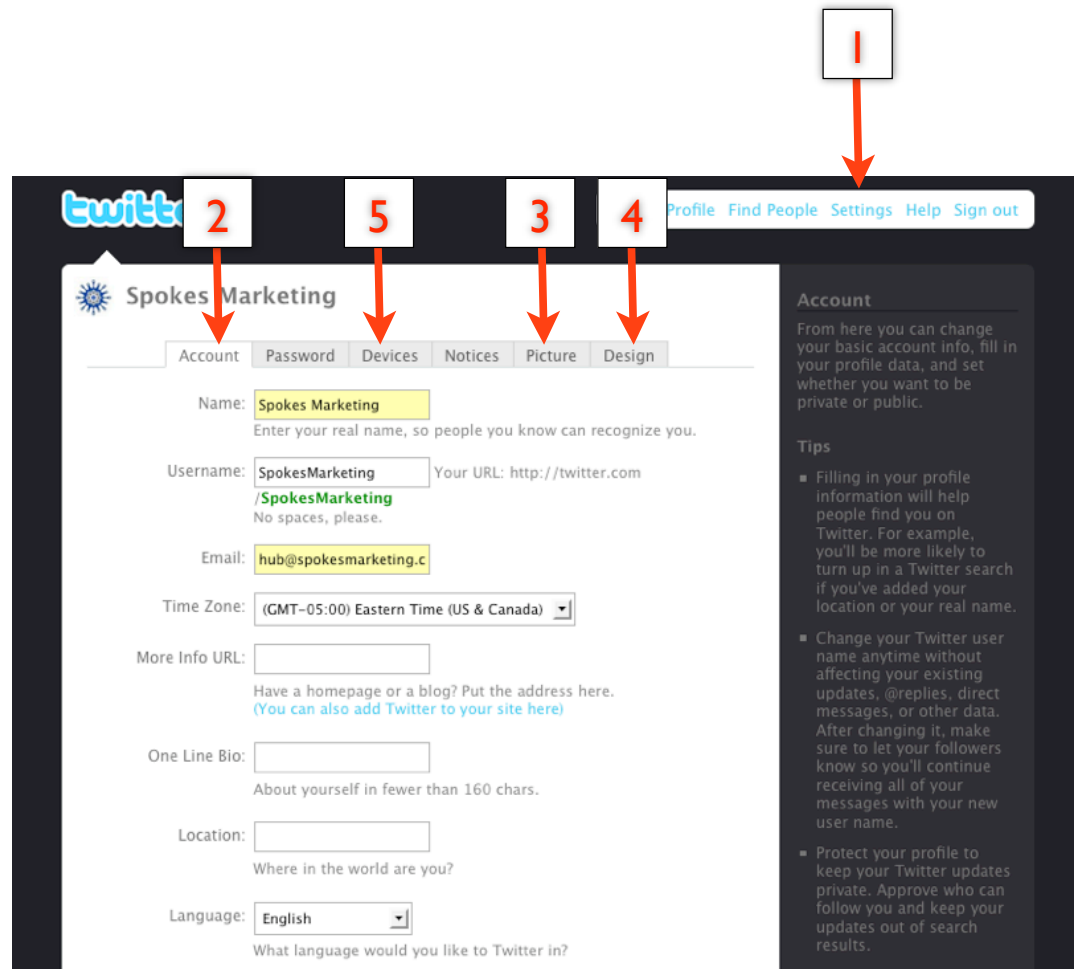
\* Add your Bio, and maybe a website URL.

3. Add a Picture

4. Pick a theme that you like

5. Want to use Twitter on the go? Add your Cell Phone (under “Devices”)

Oh heck, just click on all of the tabs. Customization is cool. :-)



# Tell me about it.

What are you doing?

140

update

There stands before you the tabula rasa. No one in the Twitterverse knows who you are or anything about you. What to say? The anxious anticipation swells...and you write: “Checking out this twitter thing.”

NO!

Be cool, collect yourself, and write something interesting like, “I think the cat may have rabies.” Maybe not, but you can do better than “twitter thing.”

# Follow the followers.



**SpokesMarketing**

Follow

So, how does this work, and “who cares about my cat?” you ask.

Well, I do. We do. The Twitterverse does. Go over to <http://twitter.com/spokesmarketing> and click the “Follow” button. Just like that you are following us. Now, every silly thing that we write will show up on your twitter page. (<http://twitter.com> when you are logged in). And, in turn we will probably follow you back (unless of course you wrote, “Checking out this twitter thing” for your first post).

And that’s pretty much it. You are set up, and you are in the conversation.

You may want to follow more than @spokesmarketing (which is shorthand for a twitter person). So, click on who we follow and follow them, and click on a few of their followers, and follow them. Pretty soon you will have 10,000 followers and teaching us how to use twitter.

# Be smart.

Now you know everything in the world that you would like to know about Twitter, here are a few things that will help you win friends and influence people.

An individual post to twitter is called a tweet.

When someone writes a tweet with an at “@” symbol followed by a name, Twitter automatically makes that a hyperlink to the person’s page. @spokesmarketing for example.

When you like someone else’s tweet, you can retweet it. RT @spokesmarketing i think my dog just ate the cat.

If you want to link to something but the URL is too long use something called a URL Shortener: <http://tinyurl.com> is a good one, but there are tons out there. 140 characters forces you to be creative.

Direct Messages are tweets that only the recipient sees. You can only send DMs to people that are following you.

Check out applications like <http://tweetdeck.com> and <http://twhirl.com> to have twitter on your desktop - to prevent you from ever being productive again.

That should get you going. Email us with any questions [hub@spokesmarketing.com](mailto:hub@spokesmarketing.com)