



Mastering Twitter In 10 Minutes or Less

Version 1.0

Sponsored By:

Diane Eble

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That's it.

Disclaimer

This tutorial has been written to provide information that will help you get started on Twitter. Every effort has been made to make this tutorial as complete and accurate as possible. However, there may be mistakes in typography or content.

Also, this tutorial contains information on Twitter only up to the publishing date. Therefore, this tutorial should be used as a guide – not as the ultimate source of information.

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A Note From The Author

August 14, 2007

The purpose of this tutorial is to get you up and running in Twitter in the **minimum amount of time** with no fuss or frivolous banter in-between. You will also get some pointers on how to set yourself up for reasonable success too.

I sincerely hope that it will jumpstart your Twitter experience and that you will find it an invaluable starting point in your social networking adventures.

I welcome any feedback on this tutorial, both good and bad. Feel free to post your comments on the [Twitteroid blog](#). Being a "Twitteroid" you can keep updated with what I am doing [via Twitter](#).

The latest version of this document will always be available on the blog itself. Since Twitter is relatively new there are bound to be changes in the pipeline and I will be updating this document periodically.

In the meantime, let's get on with it!

Regards,
Chris Demetrios

About the Author



Chris Demetrios is a professional software systems architect, software developer and CRM systems consultant whose interests include Internet technologies, marketing and entrepreneurship.

He has been involved in almost every phase of software development from conceptual design right through to global deployment and support throughout his 16 year Information Technology career.

How To Create Your Twitter Account

a. Go to <http://twitter.com> and click on the "**Join for Free**" link

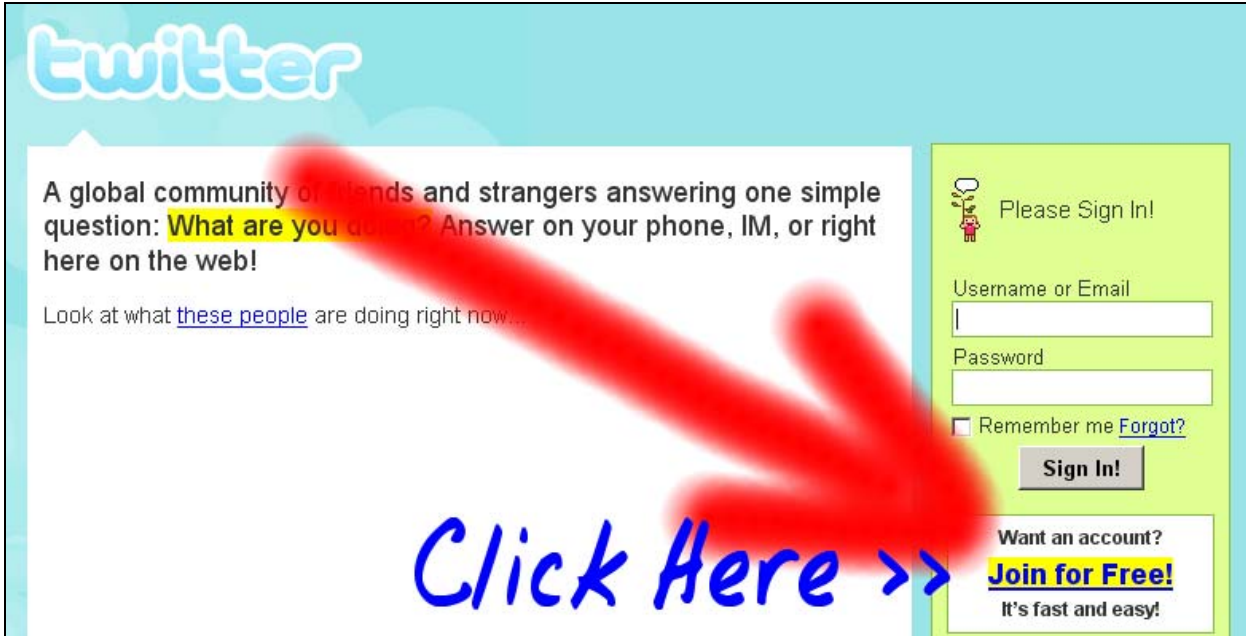


Figure 1-1: Twitter homepage

b. Fill in the create account form

Tip 1: Selecting your username

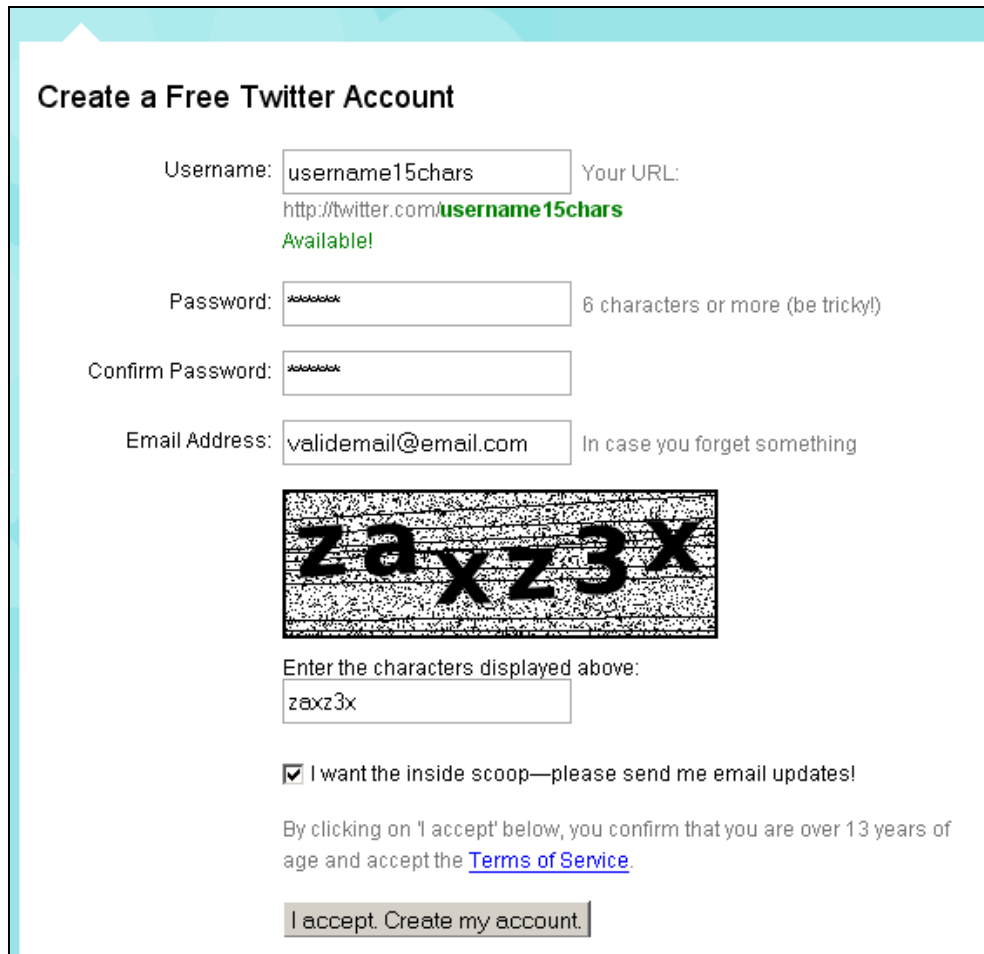
- You can have up to 15 alphanumeric characters in your username as long as there are no spaces in your name.
- Avoid using a silly username like jcd1324. Twitter is a social network first and foremost and as you are dealing with real people, who wants to follow or hear from someone with a *very obvious* fake name.
- As you type in the characters for your desired username, Twitter checks automatically if the username is available. If it is, then the name is shown in green as in the screenshot below.

Tip 2: Use a REAL email address that you check often.

Don't worry you will not receive spam from Twitter. In fact, having been a member since May 2007, I have yet to receive any email direct from Twitter. The reason you want a real email address there is:

- In case you lose or forget your account password you can have it sent to you.
- Direct messages from your friends are emailed to you immediately. (You can turn off this feature in your settings later if you want to.

OK, with those two tips in mind, fill in the form to create your account. See the screenshot on the next page as an example. Once you have filled in all the fields in the form, click on the button to create your account.



The screenshot shows the 'Create a Free Twitter Account' form. It includes fields for Username (with a URL preview), Password, Confirm Password, and Email Address. A CAPTCHA image with the characters 'zaxz3x' is displayed, followed by a text input field for the CAPTCHA. There is a checkbox for email updates and a 'Terms of Service' link. At the bottom is a button labeled 'I accept. Create my account.'

Figure 1-2: Creating your Twitter account

Setting Up Your Account

As soon as you have created your account you will be greeted with the welcome screen:



Figure 2-1: The Welcome screen

Congratulations, you are now officially an active user on Twitter! Your "homepage" on Twitter is now <http://twitter.com/username> where username is the value you created previously.

Step 1 Your Account Settings

Your first move from here is to click on the [settings](#) link which takes you to your account settings.

Full Name:	<input type="text" value="Twitteroid"/>	
Username:	<input type="text" value="twitteroid"/>	Your URL: http://twitter.com/twitteroid
	No spaces, please.	
Email:	<input type="text" value="pleasedontusethisemail@t"/>	
Time Zone:	<input type="text" value="(GMT-03:00) Georgetown"/>	
More Info URL:	<input type="text" value="http://twitteroid.com/blog/"/>	Have a MySpace or blog? Put the address here.
One Line Bio:	<input type="text" value="Test user that will be delete"/>	About yourself in fewer than 160 chars.
Location:	<input type="text"/>	Where in the world are you?
	<input type="checkbox"/>	Protect my updates
	Only let people whom I approve follow my updates. If this is checked, you WILL NOT be on the public timeline .	

Figure 2-2: Account Settings

In your account settings fill in the following two fields:

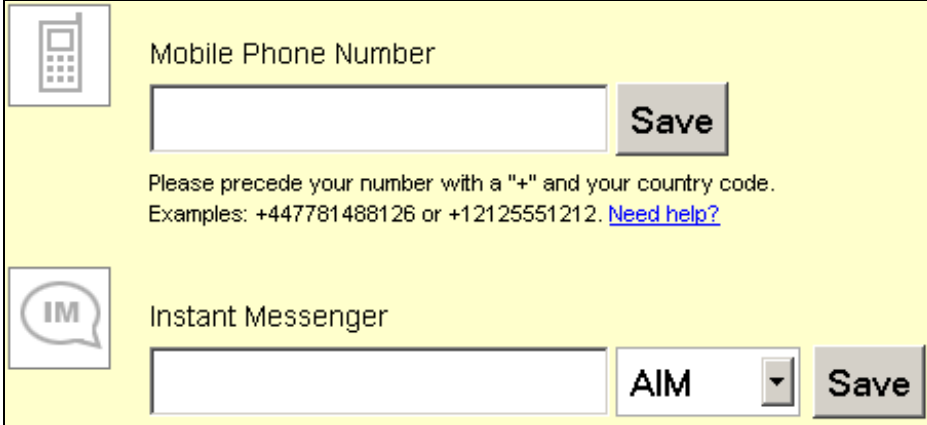
- **More Info URL:** If you have a website, blog or facebook page this is the place to put in your link. This link will be displayed on your Twitter homepage for people (and search engines at the time of writing) to follow.
- **One Line Bio:** As the name says, enter a one line description of yourself here. Make it interesting, something that will make like-minded people want to follow you.
- **Protect my updates:** If you're just starting out with Twitter it is best to keep this option unchecked (off). If you turn on this option only your friends and approved followers will be able to see your Twitter updates ("tweets" in Twitter terminology) which is a bad idea if you want to start building a social network fast.

Don't forget to click on the "Save" button when you're done!

Step 2 Adding Additional Devices For Twittering

This step is only necessary if you want to receive or send Twitter updates from either your mobile phone or from an Instant Messenger service. At the time of writing, AIM, Gtalk, .Mac, LiveJournal and Jabber are the options you can choose from here.

To setup these additional devices, click on the [Phone & IM](#) link. You will get to see a screen similar to this:



The screenshot shows a form with two sections. The first section is for a mobile phone number, featuring a phone icon, a text input field, and a 'Save' button. Below the input field, there is a note: 'Please precede your number with a "+" and your country code. Examples: +447781488126 or +12125551212. [Need help?](#)' The second section is for an instant messenger service, featuring an 'IM' icon, a text input field, a dropdown menu currently set to 'AIM', and a 'Save' button.

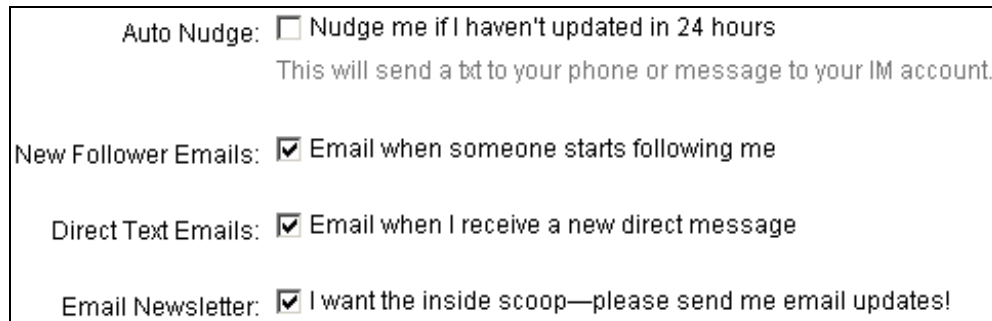
Figure 2-3: Setting up phone & IM

Follow the simple instructions that appear on-screen and you should be on your way.

CAUTION: Depending on your service provider and the mobile plan you have, you could end up paying for every Twitter message received or sent. One person I know of found out the "hard way" when he received a bill of \$33.00 for text messaging! *Consider yourself warned.*

Step 3 Setting Your Notification Preferences

[Notifications](#) are "self-explanatory", simply enable the types of messages you want to receive in your email inbox when the following events occur:



The image shows a screenshot of the Twitter notification preferences settings. It is enclosed in a rectangular border. The settings are as follows:

- Auto Nudge: Nudge me if I haven't updated in 24 hours
This will send a txt to your phone or message to your IM account.
- New Follower Emails: Email when someone starts following me
- Direct Text Emails: Email when I receive a new direct message
- Email Newsletter: I want the inside scoop—please send me email updates!

Figure2-4: Notifications

Additional notes:

- **New Follower Emails:** This is a handy feature to have when you're not sitting in front of Twitter all day. It's nice to know when someone starts following you☺. Notification emails give you the opportunity to reciprocate and become friends.
- **Direct Text Emails:** This is an extremely handy option to have because you get the entire direct message inserted inside the email. Twitter's web front-end doesn't make it easy to know when you have received a direct message - and most of the desktop clients neglect to notify you too. *In my books this is a MUST HAVE option!*

Step 4 Upload Your Profile Picture

What can we say, Twitter's default image leaves a lot to be desired! Your [profile picture](#) is displayed "almost everywhere" in Twitter and have a good one, in fact anyone other than the default one will get you further.

Because we're on a social network people want to see "who's talking". If you want to increase your follower rate then you definitely want to add a picture to your profile (even if it is a cartoon character...)

This is what my settings look like:



Figure 2-5: Profile Picture

Find a picture of yourself... or an interesting picture elsewhere and upload it.

Step 5 Customizing The Look Of Your "Homepage"

Twitter gives you limited ability to change the design of your "homepage" Essentially you can just change the colors of the page and add a background image. This is what the settings look like for my homepage:

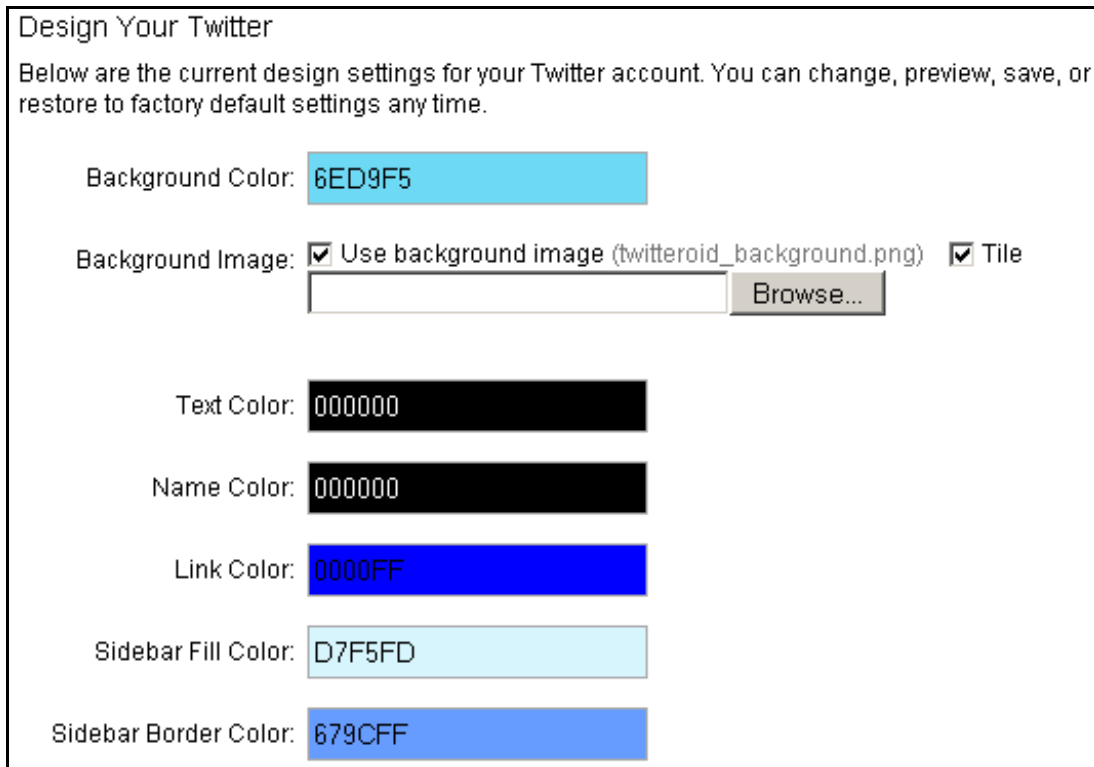


Figure 2-6: Design Settings

To change you design settings click on the [Design](#) link in the Settings menu.

Step 6 Changing Your Password

To change your password simply go to Settings > [Password](#).

You will need to confirm your new password by entering your current password first. OK, you're basically all setup and ready to go!

How Your Twitter Page Looks Like To The World

Now that you have yourself setup let's see how your page will look like to the world... Click on the "[Your profile](#)" link on your page.



Figure 3-1: Your Public Profile

Now that you know what your page looks like to the world, let's explain what it is you're looking at:

1. In case you haven't guess it yet this is your navigation menu.
2. On the left you will see the picture you uploaded and your name (in this case mine - **twittaroid**)
3. The "speech box" contains your latest update about "What you are doing"
4. The "About" box contains your publicly viewable information.
5. Displays your name and the short "bio" you setup in the settings.
6. Displays your website URL and the date you joined Twitter.
7. Displays your "social statistics" such as: the number of people you are following, the number of followers you have and any favorite updates you've saved.
8. Shows a history of updates of your updates and the people you are following.
9. Shows your own previous updates.

Announcing.....Yourself!

So far you have:

- (a) setup your Twitter page correctly and
- (b) checked that everything looks the way you like it.

Our next step is to do your first update and announce yourself to the world, before we get to the actual "update," there are a few things you should know:

1. Make you first update something interesting rather than the bland "Checking out Twitter" posts that you see out there. You want people to follow you, right? Right! Well, would you follow someone that's just "Checking out Twitter?" No!
2. **KEEP IT SHORT & SWEET** (aka Twitteroid's "KISS") You have 140 characters of text to use. Use it wisely.

If you have a blog... make your first post something like:

```
Did you know I have a blog? In case you didn't find out more
about me here: http://www.mydomain.com/blog Looking forward
to telling you more
```

Or (if you don't have a blog) find a crazy video on you tube and post a message like this:

```
I must be as crazy as these guys >
http://www.youtube.com/watch?v=xxxxxxxxxxx to be telling you
what I'm doing, but I'm going to anyway!
```

3. Just a quick note about URL's Twitter makes use of TinyURL so if your message exceeds 140 character and there's a URL in there Twitter will automatically shorten it for you.

Let's get to it then. Click on the [Home](#) link in the navigation menu. You should now see a screen containing the "What are you doing?" entry box similar to this:

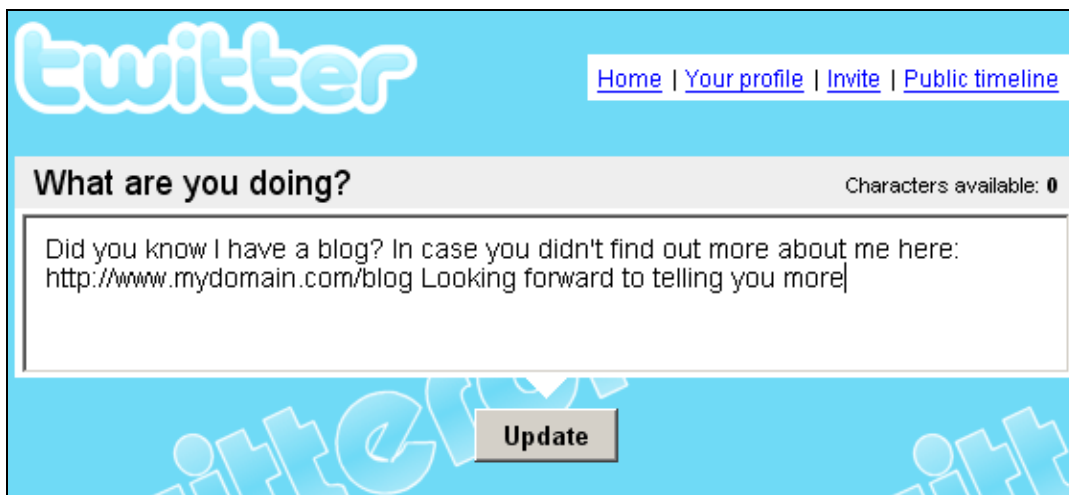


Figure 3-1: Your Public Profile

Enter your first update and click on the "Update" button.

That's it. You have just made your first update. Simple isn't it? From now on all you need to do is go to this page to post all your updates.

The "Home" page also lists the most recent updates from yourself and the people you are following to let you know what everyone else is doing.

If working from your web browser is not your thing (and you like working directly from your computer) a Twitter desktop tool here: <http://twitter.com/downloads> or visit my blog where I'll be reviewing various tools.

Playing Follow The Leader

Now that we have set ourselves up on Twitter let's find some interesting people to follow.

Before you continue, make sure you're logged in on Twitter.

Following Diane Eble

As a first exercise, let's go and follow Diane Eble

and see what they're up to. Cut and paste this URL into your web browser or click on this link: <http://twitter.com/publishingcoach>

When you get to someone's Twitter homepage that you are not following, a grey "Follow" button appears underneath their Twitter user name.



Figure 4-1: The Follow Button

Click on the button to follow them. After you click on the "Follow" Button you the web page expands to display the following:

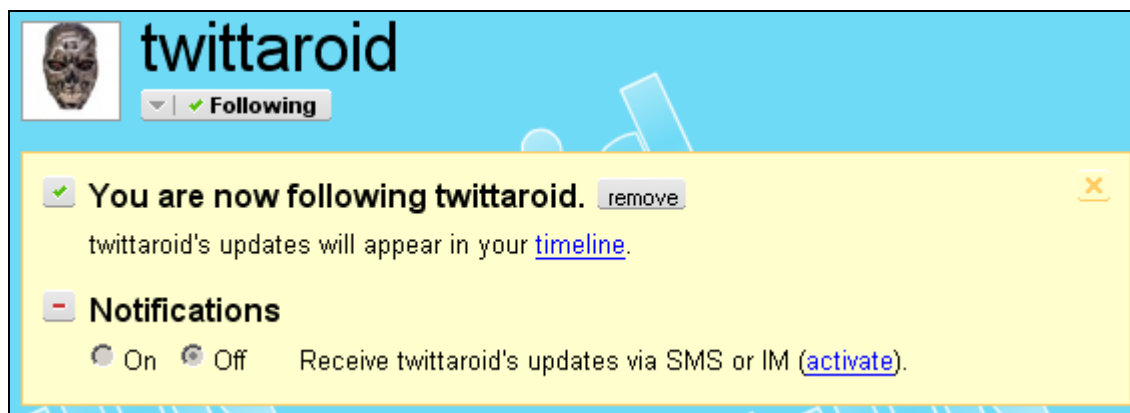


Figure 4-2: You're Following

The screenshot shows that you are now following that person and that their updates will appear in your timeline. i.e. You will now be able to see their updates on your Twitter page.

Finding People to Follow from the Public Timeline

The public timeline in Twitter provides you with a snapshot of "What people are doing" around the world at the specific instant you access the page. Click the [Public timeline](#) link in your navigation bar to view it.

You may need to refresh the page a few times until you find someone interesting to follow. Remember: Twitter is international so if you see some updates with funny characters in them, don't be alarmed, your web browser and / or Twitter is NOT broken.

Let's say we're looking for people that share the same taste in music as you... When you have found an interesting update (like the example below)

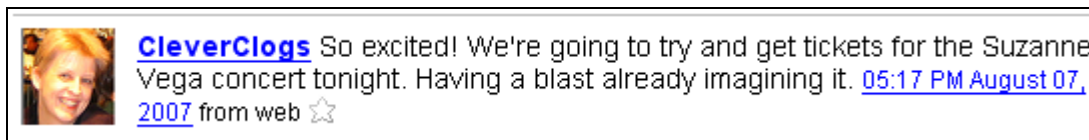


Figure 4-3: Public timeline

Click on that person's username or on their picture to go to their Twitter homepage to see more information on them. In our example this is what CleverClogs' Twitter page looks like:

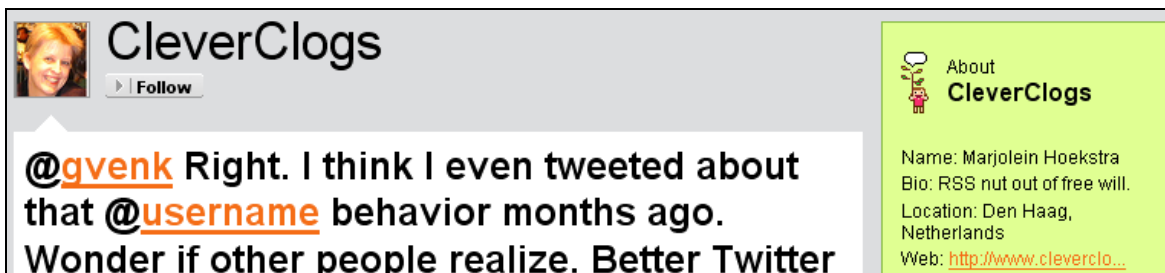


Figure 4-4: Public profile

Here you can see Marjolein's short bio and the what she's been "tweeting" about. If you decide that you like her and want to know more about what she has to say, all you need to do is click on the grey "follow" button and she will be added into your list of people that you are following.

You can repeat this process to start building a list of people to follow. Some people will reciprocate and follow you in return. When this happens you become "friends" in Twitter and can direct message each other. [Click here to read more about Direct messaging on Twitter's site.](#)

Tip:



Figure 4-3: Take me home

Clicking on the Twitter logo is quick shortcut to get to your own homepage after looking at other peoples Twitter pages.

Inviting Friends To Follow You

If you click on the "[Invite](#)" link in your navigation menu you will be taken to a page where you can send your friends an email to join you on Twitter.

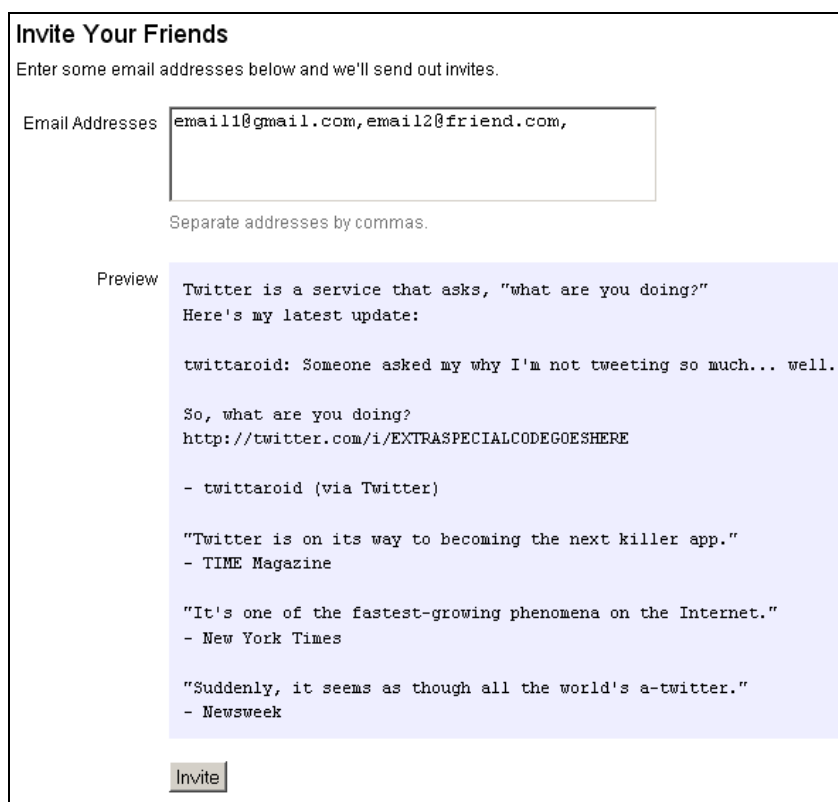
The screenshot shows a web form titled "Invite Your Friends". At the top, it says "Enter some email addresses below and we'll send out invites." Below this is a text input field labeled "Email Addresses" containing the text "email1@gmail.com, email2@friend.com,". Underneath the input field is the instruction "Separate addresses by commas." To the left of the preview area is the label "Preview". The preview area shows a sample email message with the following content: "Twitter is a service that asks, 'what are you doing?'" "Here's my latest update:" "twitteroid: Someone asked my why I'm not tweeting so much... well..." "So, what are you doing?" "http://twitter.com/i/EXTRASPECIALCODEGOESHERE" "- twitteroid (via Twitter)" " 'Twitter is on its way to becoming the next killer app.' " "- TIME Magazine" " 'It's one of the fastest-growing phenomena on the Internet.' " "- New York Times" " 'Suddenly, it seems as though all the world's a-twitter.' " "- Newsweek" At the bottom of the form is an "Invite" button.

Figure 4-4: Inviting Friends

Here you enter your friend's email addresses and you get a preview of the message that they will be sent from Twitter.

Tip: Personally, I don't recommend using this option. I firmly believe that it's far better to send your friends an email from your own computer and using your own email address. You will achieve much better results with this. Your friends will recognize your normal email address in their email inbox and will not consider it SPAM.

Managing Twitter



Figure 5-1:Your Statistics

On right-hand side of your Twitter homepage you will see your "Profile" box with your "stats".

Point 1 displays your last update in Twitter.

Point 2 gives you the "numbers" and is what this section will focus on.

Lastly, Point 3 displays the pictures of all the people that you are following.

Following gives you the number of people whose Twitter updates you are following. The latest 20 updates from these people (tweets in Twitter terminology) are displayed on your homepage.

Followers gives you the number of people that are "following" you. In other words your followers receive your updates on their homepage.

Favorites gives you the number of favorite tweets you have saved. Twitter allows you to "star" or save any "tweets" you find interesting - think of a favorite as a bookmark. Note: Your favorites are also available to anyone coming to your homepage.

Direct Messages gives you the number of direct messages you have received from friends. A friend is considered someone that you are following and who is following you. I.e. You are both following each other so you have become friends. The advantage of a direct message is that it is **private** and only viewable by the receiver.

The easiest way to send a direct message is to type the following in your updates:

D username Your message goes here.....

I.e. the letter "D" followed by a space then the person's username followed by a space and then your private message.

Following & Removing

If you click on the **Following** link you will see a list of all the people that you are following similar to this:



Figure 5-2: Following List

On the right of Figure 5-2 you can see the remove button. To stop following someone and all you need to do is click on the button. That's it. They will be removed from the list of people you are following and their pictures will not be displayed on your homepage anymore.

Followers

If you click on the **Followers** link a list of all the people that are following you is displayed similar to this:

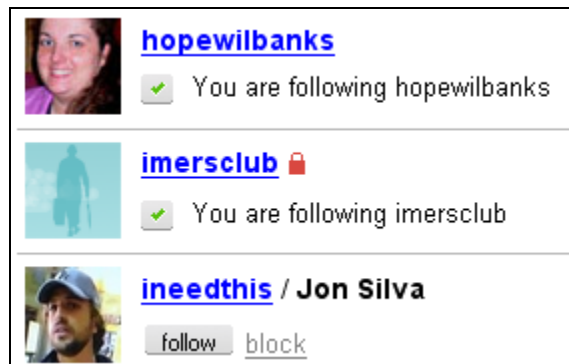


Figure 5-2: Your Followers

Underneath each person's Twitter name their status is displayed. For example in the screenshot above, *hopewilbanks* and *imersclub* are following you and you are following them. This means that you are "friends" and can direct message each other.

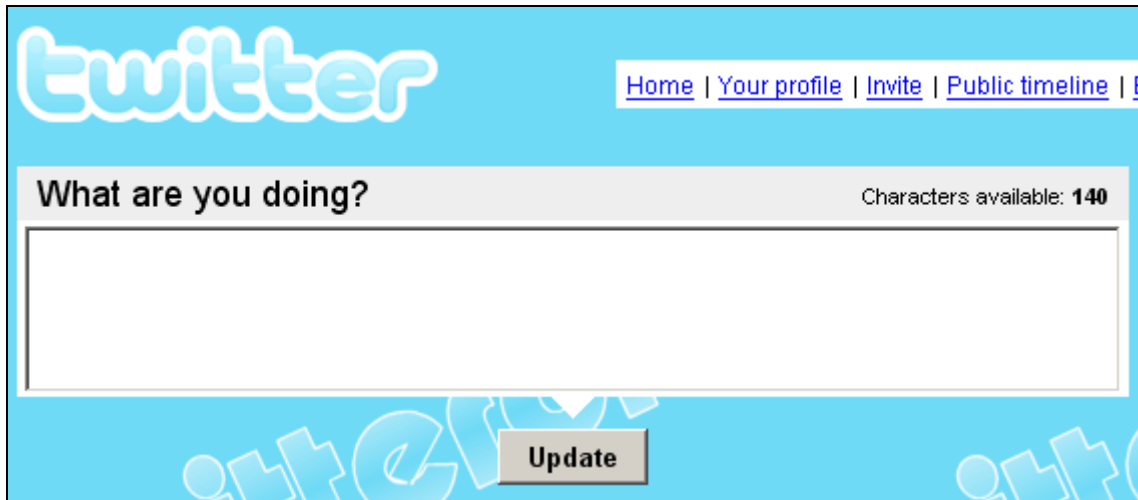
In the case of Jon Silva, he is following you, but you are not following him. You have the option of following him by click on the Follow button or, if he has upset you in some way, click on the "**block**" link to ban him from receiving your Twitter updates.

Another thing to notice is the red padlock symbol next to *imersclub's* user name. When you see that symbol next to a person's name it means that their updates are protected and you have to request and be manually approved to follow their updates.

What Are You Doing?

OK, now you know almost everything you need to know about Twitter!

Your next step is to click on the Twitter logo to go to your home page and send your first message. It's easy! In the textbox (like the one below)

A screenshot of the Twitter interface showing the 'What are you doing?' text entry box. The box is white with a light blue border and contains a large empty text area. Above the text area, the text 'What are you doing?' is displayed on the left, and 'Characters available: 140' is on the right. Below the text area is a blue 'Update' button. The background of the interface is light blue with the Twitter logo and navigation links like 'Home', 'Your profile', 'Invite', and 'Public timeline' visible.

Send enter the following message:

```
@ publishingcoach  
Just finished reading Twitteroid's tutorial. Thanks.
```

This will send a "Thank you" message to Diane Eble

Enjoy Twitter!

Appendix A: How To Generate Even MORE Followers

Do you have any friends that you would like to see on Twitter?

Let's face it, many people haven't got a clue about how to use Twitter and a quick tutorial to get them started will work wonders. It could be that some of them are even technophobes too...

So how can you convince them to use Twitter? Simple, give them a copy of this tutorial telling them how to follow you. ☺

Appendix B: Personalizing This Tutorial With Your Name

Do you have a blog, a website or even an email list?

Here's how you can create a closer relationship with your subscribers, customers and website visitors on Twitter...

Give them a copy of this tutorial branded with your own Twitter information and have them follow you when they're working through the tutorial. If you look inside this tutorial you can see that it has been personalized for your sponsor with the following information:

Name : **Diane Eble**

Website : <http://www.wordstoprofit.com>

Twitter : <http://twitter.com/publishingcoach>

Making this tutorial your own Twitter "*follower generator*" is as easy as pie.

All you need to do is donate \$5 to the *Twitteroid Blog Fund* After your donation has been received you will be taken to a download page where you can download a zip file. Inside the zip file are all the tools you need to brand this tutorial with your own details.

[Click here to donate now](#)