

Effective Twitter

Presented by Sarah Milstein at Web 2.0 Expo SF, 1 April 2009

Questions to ask before you dive in

- What will be different in 3, 6, 12 months as a result of our Twitter account?
- Who are we hoping to connect with?
- What kind of information is interesting to them?
- What might go wrong? What expectations might people have of us?

Research and listening tools

- Search: <http://search.twitter.com>
- Advanced search on <http://search.twitter.com>. Run a handful of queries and then grab the RSS feed for each one you find useful.
- Email digests of your searches: <http://tweetbeep.com>
- Monitor multiple queries at once: <http://monitter.com>
- Compare trends: <http://twist.flaptor.com>

Third-party clients

- Twhirl: <http://twhirl.org>
- TweetDeck: <http://tweetdeck.com>
- Peoplebrowsr: <http://peoplebrowsr.com>

Custom backgrounds

- Create a Twitter Background Using PowerPoint or Keynote: <http://theclosetentrepreneur.com/create-a-twitter-background-using-powerpoint>
- Free Twitter backgrounds: <http://twitterbacks.com/>
- Guidelines on creating your own: <http://www.blog.spoongraphics.co.uk/tutorials/twitter-background-design-how-to-and-best-practices>

Finding followers

- Directories of Twitterers: <http://wefollow.com> <http://twellow.com>
- Twitter groups by category: <http://twittgroups.com>
- Follower recommendations : <http://mrtweet.net>

Archive messages

- Tweetake: <http://tweetake.com/>

Internal micromessaging

- Present.ly: <http://presentlyapp.com>
- Yammer: <http://yammer.com>

Contact Sarah Milstein

- Twitter: <http://twitter.com/SarahM> (personal)
<http://twitter.com/TweetReport> (Twitter-related goodies)
- Email: sarah.milstein@gmail.com
- Online workshops from Sarah: www.20slides.com