

# Guide To Twitter Etiquette & Efficient Use To Achieve Your Goals



Twitter is a tool. It can be used successfully and enable you to meet interesting people and learn a lot or it can be used badly, waste your time and achieve nothing.

- You will get as much out of twittering it as you put in. I put a lot in and even in the first few months got a lot out of it.
- Twitter is all about unexpected connections and knowledge you gain from the people you follow and your own followers
- Initially you may question whether it's a waste of time, remember like starting a new job it may take 1 or 2 months or more to join the community and be regularly included in conversations.

**This guide will help you avoid being like the person below, a classic example who got bored and gave up on Twitter because they did not use it effectively.**

The image shows a screenshot of a Twitter profile page. The profile name is blurred. The bio says "is bored". The profile statistics sidebar on the right shows: Following: 1, Followers: 25, Favorites: 0, Updates: 11. A text overlay in red reads: "Classic example of a person who gave up on Twitter because they did not use it effectively". Red arrows point from this text to the bio, the stats sidebar, and several tweets. The tweets include: "trying to fathom how you spell tatana", "I want more hotties following me, fewer geeks", "still dont seem to have earned a cult following", "feeling sleepy", "just invited anna to join my swelling tribe", "drinking tea. stop the world", "writing about twitter, experiencing onset of flu", "Back again. Sure you all missed me. By the way, what's the point of this?", and "Still chewing gum. Attention faltering. Need new fad."





Home Profile Find People Settings Help Sign out

Your Photo

What are you doing?

140

Text input field for a tweet

Latest: reading "users only read absolute minimum amount text on screen necessary to complete their task" http://bit.ly/4rjmyh via @k... 8 minutes ago

update

Home

Latest things people you are following have said

charispalmer If you want to ensure survival in publishing, build a community http://is.gd/4zH76 #media #journalism (via @wilsondasilva) about 7 hours ago from Twiterrific

kcarruthers O RLY? "Scientists study possible health benefits of LSD and ecstasy" http://bit.ly/42M1WV about 7 hours ago from web

cafedave Some generic, some foodblog ideas: RT @KenBurgin: How to Monetize your Food Blog http://ow.ly/wnm0 - also read the many great comments. about 7 hours ago from Tweetie

ozdj In ur airport looking for ur planes. http://twitpic.com/mrxgv about 7 hours ago from Tweetie

lukefrombuzzle RT @imrogb: LOL My mum just appeared on my facebook suggestion wall 'She only has 16 friends. Suggest Friends for Her' ...err Dad maybe :)

Popular Twitter Topics at the moment (mostly American news/events)

gleonhard RT @paultoo: 1 million fps Slow Motion video of bullet impacts made by Werner Mehl from Kurzzzeit http://ff.im/9Bqfa cool ! about 8 hours ago from Tweetie

gleonhard MIDEM(Net) Blog: Hugo Amsellem: Why Spotify could not have been French http://instapaper.com/zJ5i1j7l interesting: correct or false ? about 8 hours ago from API

timoreilly Heading to SF for lunch with Todd Park, CTO of HHS, to



neerav

14074 tweets

182

1,955

4

following

followers

listed

Fav-star

n. a way to discover people's favorite tweets.

Home

@neerav

Direct Messages

1,971

Favorites

Search



Lists

@neerav/photographer

@neerav/geek

@neerav/finance-money-economics

@neerav/entrepreneur

@neerav/library-people

@neerav/media

New list | View all

Trending Topics

#oneletteroffmovies

Paranormal Activity

#crazybabymamas

#happybirthdaykaty

UFC 104

Halloween

#britneyhasmyheart



The image shows the Twitter account creation form with several red annotations. A red arrow points to the 'neerav bhatt' profile picture. Another red arrow points to the 'Name' field containing 'neerav bhatt', with the text 'Your Full Name' next to it. A third red arrow points to the 'More Info URL' field containing 'http://bhatt.id.au', with the text 'Your company or personal profile website' next to it. A fourth red arrow points to the 'One Line Bio' field containing 'Professional Blogger, Post', with the text 'Describe yourself using well thought out keywords that other people might search for' next to it. A fifth red arrow points to the 'Location' field containing 'Sydney, Australia', with the text 'People are more likely to follow others who live in their city/country' next to it. The form includes fields for Username ('neerav'), Email, Time Zone ('(GMT+10:00) Sydney'), and Language ('English'). There is also a checkbox for 'Protect my updates' and a 'Save' button at the bottom.

**Twitter** Name or location search Home Find & Follow Settings

**neerav bhatt**

Account Password Devices Notices Picture Design

Name:  **Your Full Name**  
Enter your real name, so people you know can recognize you.

Username:  Your URL: <http://twitter.com/USERNAME>  
No spaces, please.

Email:

Time Zone: (GMT+10:00) Sydney

More Info URL:  **Your company or personal profile website**  
Have a homepage or a blog? Put the address here.  
(You can also add Twitter to your site here)

One Line Bio:  **Describe yourself using well thought out keywords that other people might search for**  
About yourself in fewer than 160 chars.

Location:  **People are more likely to follow others who live in their city/country**  
Where in the world are you?

Language:

What language would you like to Twitter in?

Protect my updates  
Only let people whom I approve follow my updates. If this is checked, you WILL NOT be on the public timeline.

Save

## Following/Followers

- Follow people who talk about things that interest you and you can learn from, don't just follow people because they're "famous". Often the most interesting people are not the famous ones.
- Be ruthless, if someone is yapping on about useless rubbish, what they ate for breakfast everyday and you don't find it interesting, un-follow them
- You do not have to follow everyone who follows you.
- Decide how many people you can follow and keep up with their conversations, anything more than 150 people and you have to realise you will only see a fraction of what each person says.
- Some people follow a small group of people, conversing with them and getting to know them better, other people choose to follow 100's or 1000's of people and enjoy the serendipity of finding interesting information from people by random.

## Finding People to Follow

<http://mrtweet.com> – Mr Tweet can suggest people you should follow

The screenshot shows the Mr. Tweet website interface. At the top, there's a navigation bar with "HOME", "PROFILE", and "RECOMMEND OTHERS". A "BETA" label is next to the "Mr. Tweet" logo. On the right, it says "HI, NEERAVI LOGOUT".

The main content area is titled "Recommend Awesome People You Know" with the subtitle "Give meaningful recommendations to people you respect. Here's why". Below this, there are five user profile cards: Andrew Ensor (image not found), Tony Hollingsworth, Mike Bowers, Michael Quinn, and Leigh D. Stark. At the bottom of this section are two buttons: "See Others" and "Get me recommended".

Below that is a section titled "Updated Daily: People You Might Be Interested In" with the subtitle "Filtering through the twitterverse to find people your network trusts (including followers you are not following yet)".

There are three user profile cards in this section:

- Matt Burgess / @therealburgo**: 446 friends, 607 followers, 1.4 ratio. Bio: "27. Dude. Blog about music at Burgo's Blog. Into SEO & Social Media. Anything else, just ask :)"
- Paul Montgomery / @m0nty**: 76 friends, 296 followers, 3.9 ratio. Bio: "No bio info"
- Simon Sharwood / @ssharwood**: 494 friends, 1073 followers, 2.2 ratio. Bio: "Parent, husband, writer, cyclist"

Each card includes a "Follow" button, "Say hi", "Show tweets", and "Remove from list" options. There are also "Show more" links for each card.

On the right side of the page, there are three sections:

- DID YOU KNOW...**: "You were suggested to 2213 people in the past 129 days, including @sarahprout, @sudeepgohil, and @CITYPUBLICITY"
- INCREASE YOUR REPUTATION**: "To get suggested to more great people: Get Recommended By Your Fans"
- RECOMMEND AWESOME TWITTERERS**: "Help awesome people get discovered: Recommend Someone Awesome"

A footer note says: "PS: People with recommendations are 32X more likely to be suggested."

## Search for a Person by Name or Words in their Profile

The screenshot shows the Twitter search interface. At the top, the Twitter logo is on the left, and navigation links 'Home', 'Profile', 'Find People', 'Settings', 'Help', and 'Sign out' are on the right. Below the navigation, the search results are displayed. A search bar contains the text 'Lyndon Sharp' with a 'search' button to its right. Below the search bar, there is a note: 'Search for a username, first or last name, business or brand.' To the right of the search bar, there is a red arrow pointing to the 'Find People' link in the navigation bar, with the text 'Click on "Find People"'. Below the search bar, there is a red arrow pointing to the search input field, with the text 'search for a real name or twitter name eg: @lyndons'. The search results show a user profile for 'lyndons' (Lyndon Sharp) with a profile picture, location 'Sydney, Australia', and a bio mentioning '@SilkCharm'. The user is marked as 'Following'. To the right of the search results, there is a sidebar with the text 'Didn't find who you were looking for?' and a form to enter email addresses for invitations. Below the form, there is a 'Send' button and a link to 'Find people on other networks »'.

The screenshot shows the 'Find accounts and follow them' page on Twitter. At the top, the Twitter logo is on the left, and navigation links 'Home', 'Profile', 'Find People', 'Settings', 'Help', and 'Sign out' are on the right. Below the navigation, the main heading is 'Find accounts and follow them.' Below the heading, there are four tabs: 'Find on Twitter', 'Find on other networks', 'Invite by email', and 'Suggested Users'. The 'Find on other networks' tab is selected. Below the tabs, there is a list of services: 'Gmail', 'Yahoo', and 'AOL'. To the right of the list, there is a text box with the text: '« We can check if folks on other services already have a Twitter account. Choose a service from the list on the left.' Below the text box, there is a large empty area for results.

## Followers

- People will not follow you if you:
  - Don't follow anyone else
  - Ask them to
  - Are arrogant like a god or cult leader
  - Simply tweet about yourself all day
- They may follow you if you:
  - Tweet about several interesting topics,
  - Mention and link to useful/unique content,
  - Have meaningful @conversations with other people,
  - Answer people's questions when they ask their followers something eg: they want to buy something, or make a decision
  - Are humorous – but don't be offensive

## Tweets

- You only have 140 characters per tweet. This will encourage you to be succinct :-)
- It is definitely OK to use SMS language [http://en.wikipedia.org/wiki/SMS\\_language](http://en.wikipedia.org/wiki/SMS_language) because that uses fewer characters. In fact you should get to know the most common phrases so you know what people are talking about eg:
  - FTW = Express enthusiasm for something
  - FAIL = Usually expresses serious annoyance for company/product eg: Telstra=FAIL
  - IMHO = In my humble opinion
- No more than 10-20% of tweets should be self promotional eg: automatic links to your blog posts, trying to promote your company/work etc. Ideally what you say will speak for itself and once people know you better they will naturally contact you to use your expertise.
- Remember everything you tweet about is public and can be seen by many people as well as being searchable in Google. So don't say anything that you might regret being in the permanent public record.
- Include links whenever relevant. Use [www.bit.ly](http://www.bit.ly) or other tools to shorten the URL length
- It's OK to tweet less often eg: once a day or a few times a day as long as it's not always the same eg: "waking up, going to sleep, eating lunch".
- Avoid writing more than 20-30 tweets a day (assuming you have time for that many!) unless you're sending lots of @ messages to specific people eg: below:



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[@dreamingspires](#) if id paid 4 all these books i've read during last few months <http://bit.ly/HqLz> it would have cost \$500+ at least  
6:48 PM Apr 21st from twirl in reply to dreamingspires

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[@dreamingspires](#) what is this "buying" books you speak of? borrow them from someone or a library = \$0  
6:43 PM Apr 21st from twirl in reply to dreamingspires

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[@NickHodge](#) u will be glad to know that WinXP SP3 and Win7 are much faster & easier to use on laptop im testing compared to Linux gOS  
5:02 PM Apr 21st from twirl in reply to NickHodge

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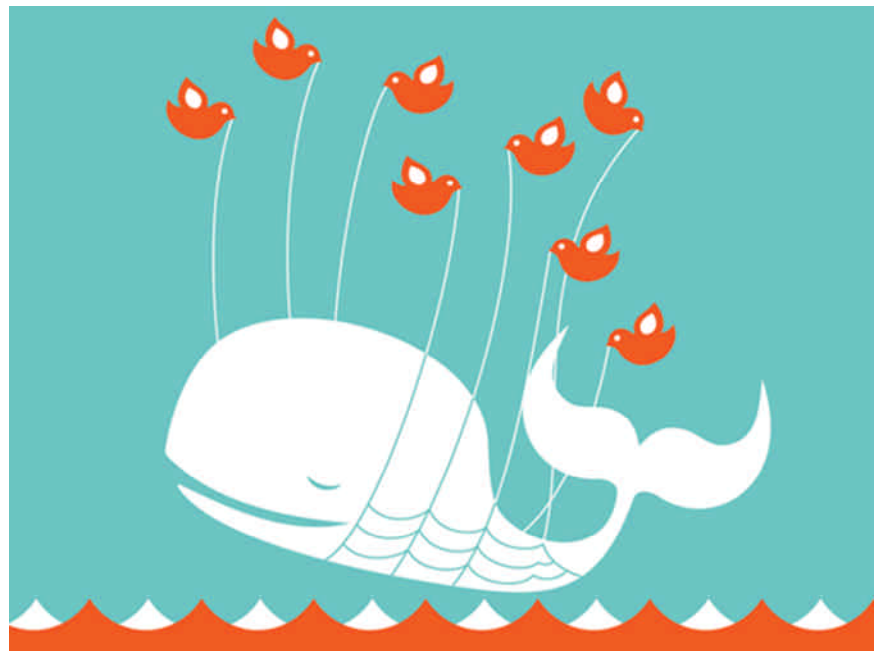
[@nickhac](#) im a big fan of Mark Twain. have you read "The Wayward Tourist: Mark Twain's Adventures in Australia' ?  
<http://bit.ly/u63Hj>  
4:20 PM Apr 21st from bit.ly

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- Also avoid tweeting in large bursts eg: 10 times in 20 minutes. In both cases people may stop following you if you flood their Twitter messages and drown other people out.
- Make sure you track instances of people mentioning your @nickname. Reply to them if they're asking a question or thank them if they're retweeting what you said.

## Reliability & Fail Whale

- Remember Twitter is a FREE service
- A huge number of messages are sent through it so it can sometimes get overloaded
- Twitter is sometimes not available due to maintenance or other issues for several hours, in which case you will see the "Fail Whale" image at right.
- It is not a tool you would use for "mission critical" message – call people or SMS if you need to contact them urgently





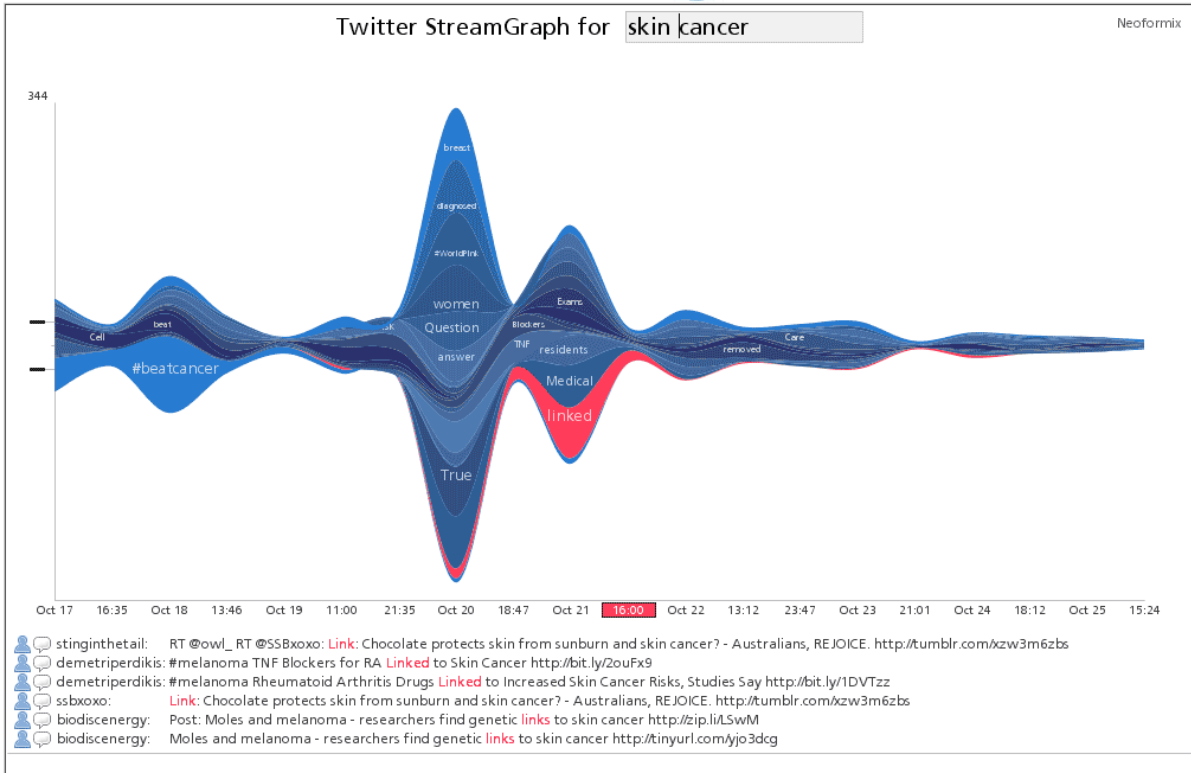
# Statistics

Services like:

- <http://www.neoformix.com/Projects/TwitterStreamGraphs/view.php?q=cancer>
- <http://tweetstats.com/graphs/neerav>
- <http://tweetstats.com/graphs/neerav#tcloud>

Can generate useful statistics and graphics to use in presentations eg:

## Twitter StreamGraphs



### TweetStats

Makin' Your Graf!

Home Trends Twitter Stats

Tweet Stats Tweet Cloud

TweetCloud for neerav (Tweet This!)

[show replies]

10 1st abc article ask atsyd au aus aussie australia australian b4 best better big blog blogged book books business buy cause city comment conference day days did didnt digital does doing email follow free friday friend friends fyi going good google great guest hi home industry info information interested interesting internet ia2009 know library life link list listening live long look looking looks lots make mark media mobile money morning movie need net new news night nsw old online page people person phone photo photos pls podcast post ppl ps radio read reading really report research review right rt said say sbs search send seo series site social sure sydney tell telstra thats think thx time today tomorrow train travel try tv tweet tweets twitpic twitter uni ur usa use used using uts video want watch watching way web week weeks whats work working world worth www year yes

Your top five words: ppl, twitter, new, rt, thx. (Tell your tweeps)

Did you know you've had 709 twooshes?  
What's a twoosh? Why it's a 140-character tweet!

Don't like the TweetCloud?  
Well then, go make a Wordle! (no @'s)

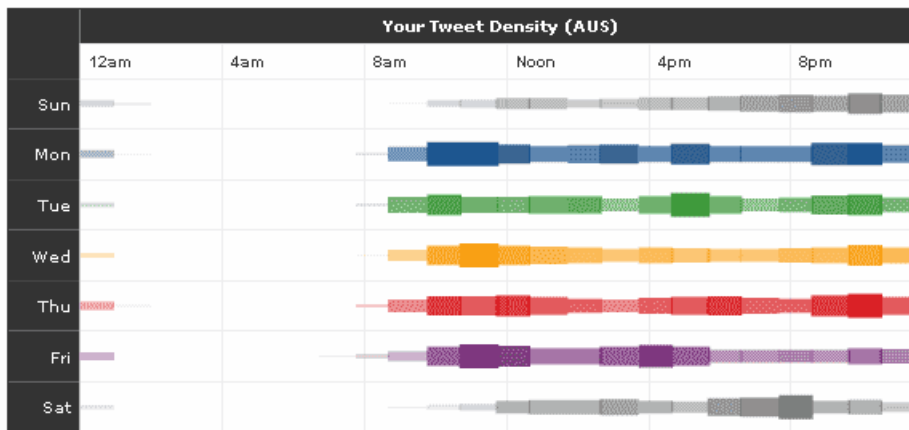
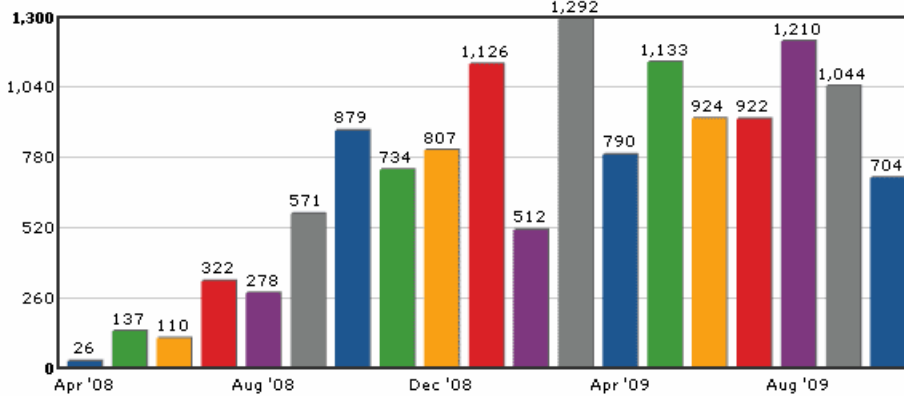
Follow @TweetStats for updates!



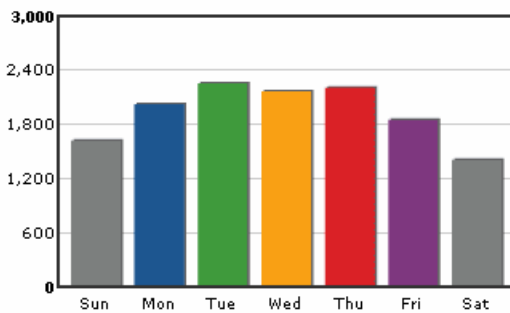
Tweet Stats Tweet Cloud

TweetStats for [neerav](#) (Tweet This!)  
Last updated 25 Oct 2009 at 15:48

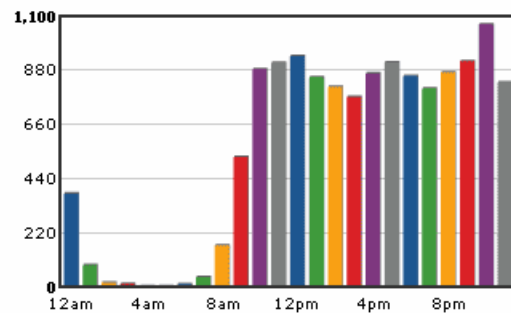
Your Tweet Timeline - 26.4 tweets per day (tpd)



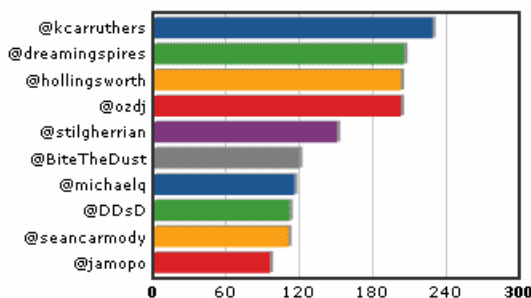
Aggregate Daily tweets



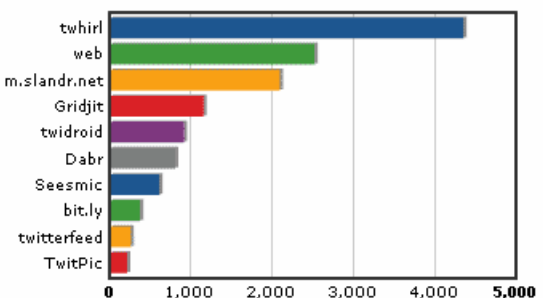
Aggregate Hourly tweets (AUS)



Replies To (@'s - 51.99% of total tweets)



Interface Used



## Tracking Conversations on Twitter

<http://search.twitter.com/search?q=%40neerav>

I regularly check this page to see conversations and also subscribe to the RSS feed in Google Reader so I reply to the person later on

Address <http://search.twitter.com/search?q=%40neerav> search for all the times your Twitter username has been mentioned by people

twitter @neerav Search Advanced Search

Realtime results for @neerav **Subscribe to an RSS feed for this search term**

[Feed for this query](#)  
[Twitter these results](#)

Show tweets written in: Any Language

**Read Conversations between people**

**Trending topics:**

- The Dark Knight
- iPhone
- #FS1
- China
- Randy Pausch
- Some Email Lost
- Step Brothers
- Bangalore
- Batman
- FCC

**Twitter Feed:**

KatieTT: @neerav loved Royal Ts! Haven't watched Darjeeling yet- too tired after Assassination of Jesse James- which was great!  
about 4 hours ago · Reply · View Tweet · Hide Conversation

neerav: @KatieTT what did you think of Darjeeling Ltd? I liked The Royal Tenenbaums better <http://is.gd/13z3> (expand)  
about 20 hours ago · Reply · View Tweet

KatieTT: @neerav loved Royal Ts! Haven't watched Darjeeling yet- too tired after Assassination of Jesse James- which was great!  
about 16 hours later · Reply · View Tweet

seancarmody: @neerav hi there, thanks for the follow!  
about 20 hours ago · Reply · View Tweet

nanikjava: ==> @neerav: California's state workers face pay cut to federal minimum wage. State close to insolvency with \$15.2bn deficit <http://i> ...  
1 day ago · Reply · View Tweet

## Automatically Publishing RSS Feeds to Twitter

[www.twitterfeed.com](http://www.twitterfeed.com) - Only use this if you'll publish maximum 2-3 articles per day.

logged in as <http://claimid.com/neeravbhatt> [logout]  
[my twitter feeds](#) | [help](#) | [blog](#)

**twitterfeed** ... feed your blog to twitter

**My Twitter Feeds**

**Links to newly published articles in your existing RSS feeds can be automatically published to your Twitter account**

Twitter	RSS Feed URL	Frequency	Actions
✓ neerav	<a href="http://www.roadlesstrav">http://www.roadlesstrav</a>	Every 30 mins	⏏ 🗑️
✓ neerav	<a href="http://www.bhatt.id.au/">http://www.bhatt.id.au/</a>	Every 30 mins	⏏ 🗑️

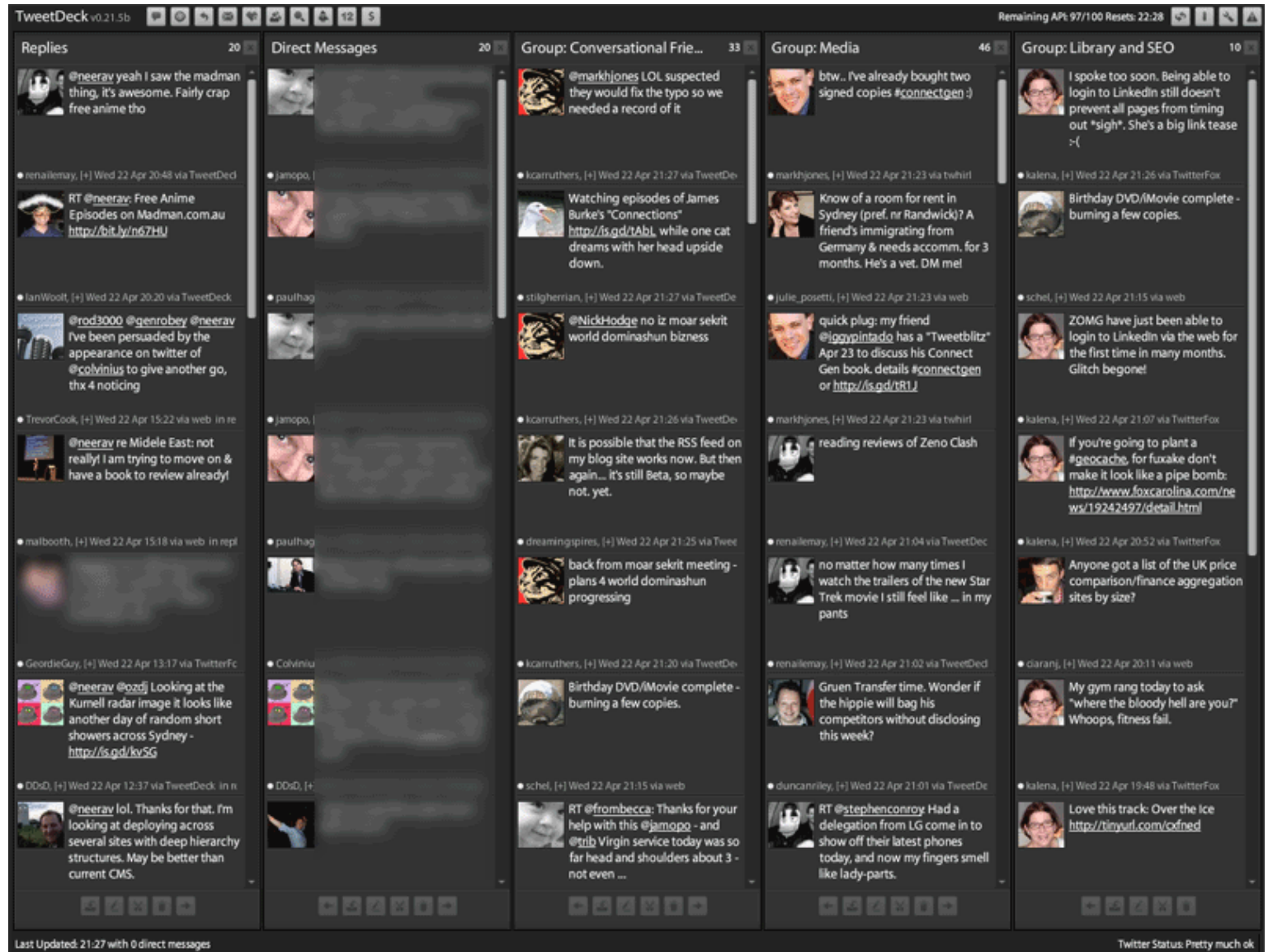
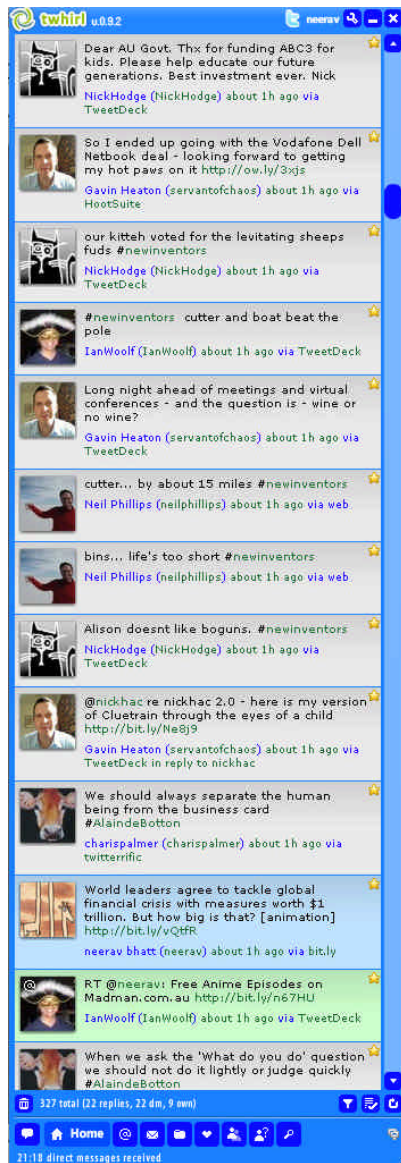
[ hover your mouse over the left-hand icon to see current status info for feeds ]

➕ Create new twitter feed



## Different Interfaces For Twitter

Twhirl (downloadable from [www.twhirl.org](http://www.twhirl.org)) and Tweetdeck (downloadable from [www.tweetdeck.com](http://www.tweetdeck.com)) are computer applications (Windows, Apple Mac or Linux) which allow you to view what the people you are following on Twitter are saying

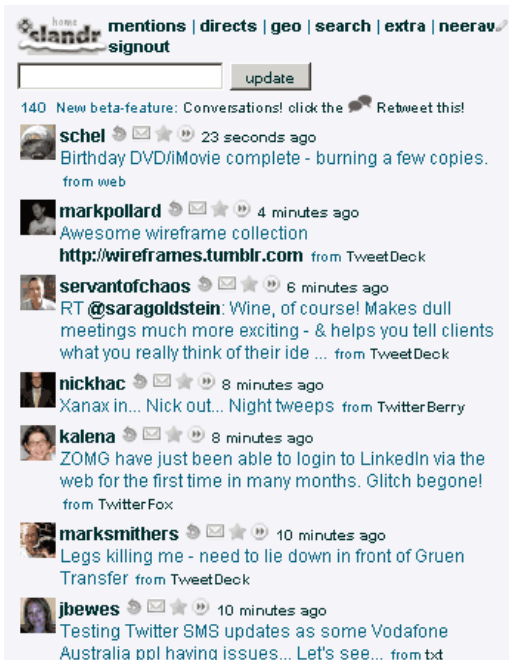




## Mobile Twitter

Slandr & Dabr are useful services which allow you to use Twitter on your mobile phone using mobile internet access

<http://m.slandr.net>



<http://m.dabr.co.uk>



## Automatically update Facebook Status via Twitter

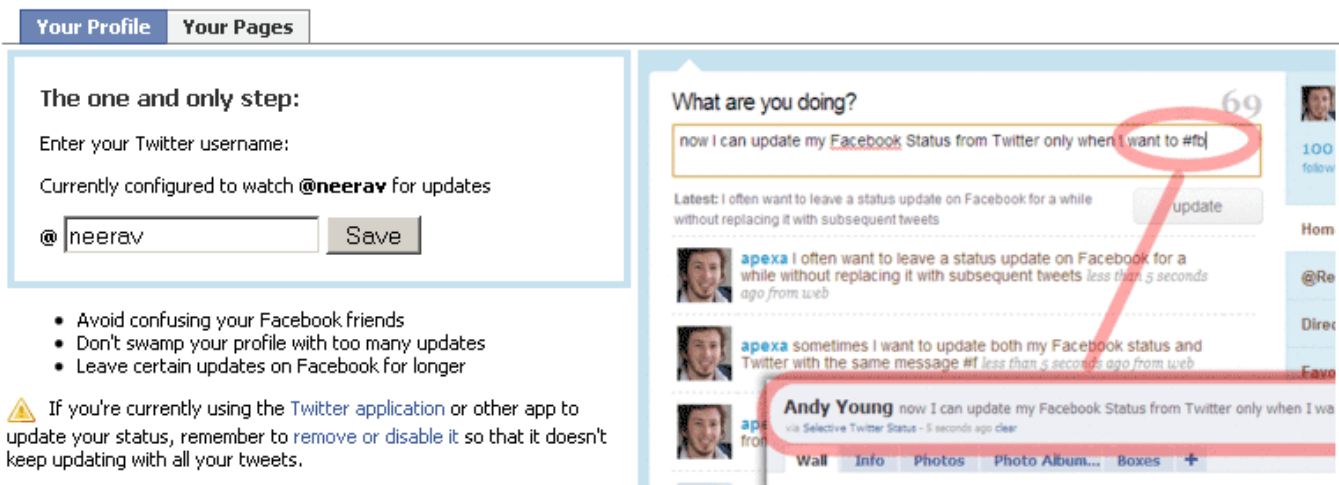
You can link your Twitter account to Facebook so that some of your tweets on Twitter automatically also post to your Facebook status. All you have to do is install the "Selective Twitter Application" on Facebook via <http://apps.facebook.com/selectivetwitter/>

Just end a tweet with **#fb** when you want to use it to update your Facebooks status

### ⚡ Selective Twitter Status

Hello Neerav Bhatt!

Selective Twitter Status lets you update your Facebook status from Twitter - BUT you can choose which tweets you want - just end a tweet with **#fb** when you want to post it as your Facebook status - simple!



## Twittering Photos

[www.twitpic.com](http://www.twitpic.com) - lets you share photos on Twitter. You can post pictures to TwitPic from your phone, via an API or through the site itself. There are also popular twitter clients that have built-in support for TwitPic.

The screenshot shows a Twitpic post. At the top left is the Twitpic logo with the tagline "share photos on twitter". To the right are navigation links: Home, Public Timeline, Upload photo, Settings, Logout. Below the logo are two icons: "Rotate photo" and "View full size". The main image is a photograph of a golden concert ticket for the "STAR TREK WORLD PREMIERE" at the "SYDNEY OPERA HOUSE CONCERT HALL". The ticket includes details such as "Door 14", "Red Carpet Arrivals from 5.30pm", "Film will commence at 7pm", and "Dress: Cocktail". It also lists the date "Tue 07 April 2009" and time "7:00 PM". A small blue bird icon is overlaid on the ticket. To the right of the photo are controls: "Rotate photo" and "View full size". Below the photo is a caption: "On train to Star #Trek movie premiere with my golden ticket just like in Willy Wonkas Chocolate Factory)". To the right of the photo is a small thumbnail of the photo and text: "Posted on April 7, 2009 by Neerav". Below this is a larger image of a "Tune Up" advertisement with the text "Your iTunes is a mess." and a "Find Out More" button. Below the advertisement are three small thumbnails of other photos by Neerav. Below these are two buttons: "Put this photo on your website" and "Views 40". At the bottom right, there is a "Tags" section with "( add tags )" and "Tags temporarily disabled".

## ***Want More Advice & Twitter/Social Media Tips ?***

This document is only a portion of the guide I give to corporate clients who engage my services to train their managers/marketing/legal and other staff in how to participate in social media platforms like Twitter.

Send me an email via [www.neeravbhatt.com/contactme.php](http://www.neeravbhatt.com/contactme.php) if you're interested.... I charge very reasonable rates :-)

