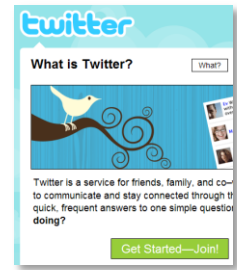


Automating Twitter: Resources List

This resource list is meant to be a starting point for building a targeted Twitter following that you will be able to market to. Each of the services mentioned have their own operating instructions so I have not included the step by step instructions here.

I have also not included instructions for marketing to a Twitter list. This is a discussion for another time. Your first priority is to begin building a targeted list of followers on Twitter. As in most mass marketing, you will only see results when you are able to reach a large group of people with your message. Your list should be over 500 people before you begin marketing to the list.



Note: If using internet tools scares you I would recommend subscribing to an excellent training service called Lynda.com. This service provides the best and most comprehensive video training available on the web today. The best part is the subscription price is only \$25/month. You will be able to study topics such as Twitter, Google Search, Wordpress Blogging, Blogger, Google Docs, Microsoft Office applications and a host of other software.

Another excellent resource is [Twitter Traffic Machine](#). This short video course outlines step by step how to set up an automated Twitter account.

Twitter Definitions:

Follower – An individual that has followed you.

Following – A person you have followed.

Friend - A person who you have followed **and** they have followed you.

Tweet – A 140 character twitter message.

Updates – The number of Tweets you have made.

Timeline – Twitter's list of current Tweets. These are always listed on your Home page.

Twitter users are identified by **@username**. My name is @DBPerry

I can view a Twitter site by going to **http://Twitter.com/username** You can visit me at <http://Twitter.com/DBPerry>.

For a short video explaining Twitter go [HERE](#).

For additional definitions go to <http://twittonary.com/>

Cautions:

You need to use the automated techniques with caution. Twitter will cancel your account if you do the following too aggressively.

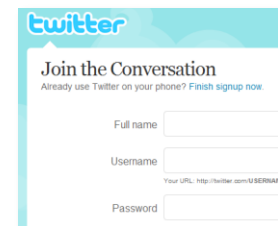
1. Add too many followers too quickly. 100 a day or if you have more than 2000 followers, 10% more than you have followers.
2. Do NOT Spam your followers. Too many automated tweets too often will get you banned. Or at the very least have people stop listening to you.
3. Twitter is a “social” media site. You will need to socialize. Automation can help you build a large following but it can’t socialize for you. Only you can do that.

Every Twitter campaign has the following elements:

1. Twitter Setup
2. Create Content
3. Follow Interesting People
4. House Keeping

Twitter Setup:

By going to Twitter.com you can get started very quickly by signing up with your name and email address. If you are unsure about how to use twitter, go to Lynda.com and watch the video course. It will get you up and running quickly.

A screenshot of the Twitter sign-up page. The page has a light blue header with the Twitter logo. Below the header, it says "Join the Conversation" and "Already use Twitter on your phone? Finish signup now". There are three input fields: "Full name", "Username", and "Password". Below the "Username" field, there is a small text that says "Your URL: http://twitter.com/USERNAME".

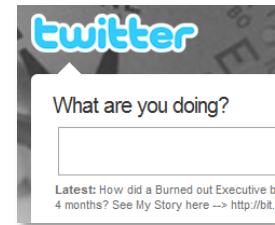
Considerations:

1. Use a Twitter nickname that presents the image that you are trying to promote.
2. Since you can't use spaces in your nickname, use Capital letters to delineate the words. For example; which is more readable “winatthegame” or WinAtTheGame”?
3. Use a good picture of yourself.
4. For your website you will use your Blog URL if you have one, or your business landing page.
5. Make sure that “Protect My Updates” is NOT checked.
6. Set up a custom background that reflects your business image. You can use <http://www.twitbacks.com> or <http://www.MyTweetSpace.com> to create and upload a custom background for your Twitter page.
7. You will want to limit the email you receive from Twitter. Go to **Setup -> Notices** and select the email you want to receive. At the very least, you will want to turn off the New Follower email. If you are aggressively adding new followers, you will receive a large volume of email.

Create Content:

Method #1


- Enter your own updates several times a day.
- Re-Tweet other people's tweets that you find interesting. Always prefix the re-tweet with "RT @username" to attribute the tweet to the original tweeter.



Method #2

- As you "surf" the net during the day, select news articles, blog posts and other pieces of information you think would interest your followers and tweet the headline and link.
- You can automate this by using a utility called [TwitSnip](http://twitter.grader.com/twitsnip). This utility allows you to select text on a web page and convert it into a tweet and post it to Twitter all with the click of a mouse. You can get it here <http://twitter.grader.com/twitsnip>.

Method #3

- Set up a [RSS](#) (Real Simple Syndication) news feed to your Twitter account. Websites with RSS feeds are usually identified with the  symbol. See a short video overview of RSS feeds [HERE](#).
- Create a Google search in Google Alerts (<http://www.google.com/alerts>) for a topic that would interest your followers. Set it to "Deliver to Feed"
- Use <http://www.TwitterFeed.com> to translate the RSS feed into a Twitter tweet. Alternately, you could use [TweetLater.com](http://www.TweetLater.com) 's Premium (infer paid) Account to tweet your feed.
- Here is a list of sites other than Google that have RSS news feeds that can provide interesting content – "[Top 100 Most-Subscribed-To RSS Feeds](#)"
- For the technically capable, you can also use [Yahoo Pipes](#) to aggregate information off the Web. I would only recommend this if you have some interest in software programming.
- CAUTION: You should select the search terms carefully and only tweet one or two news items every other hour or so. If you are not familiar with news feed, you should watch the feed for a few days in a "Feed Reader" such as [Google Reader](#). You can watch the content and see if it is appropriate for your tweets. If it's not, you may refine your keywords by adding negative keywords or phrase match types. This could be interpreted as spam if you tweet too much of this type of content.
- [Google Search Basics](#)
- [Google Advanced Search Basics](#)

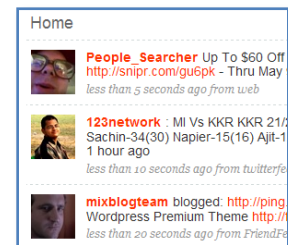


Follow Interesting People:

Here is where you start building a list of followers. It is important that you look for people with similar interests to yourself. These people are most likely to be interested in your business. In other words, you would probably follow people who describe themselves as an “entrepreneur” rather than as a “comedian”.

Method #1

- As you read tweets in the Twitter timeline, follow people with interesting tweets and who’s Bio’s look interesting.
- You can also send them a Tweet to thank them for their tweet.
- This is the social part again.



Method #2

- Use Twitter’s search utility to find interesting people to follow.
- Go to Search.Twitter.com to do a simple real-time search of the timeline.
- For a more advanced search that will allow you to refine your search more, go to Search.Twitter.com/advanced
- Or for yet a different view of the world use Twellow.com a Twitter Yellow Pages service.
- Once you have located interesting people, simply follow them

Method #3

- Find a person using method #2 above who looks to have similar interests to you and who has build a large group of followers.
- Click on this person’s image to go to their Twitter main page. From here, click on their Follower link. You will then get a list of their followers. Look through this list for people that you would like to follow and follow them.

Method #4

- Get a free account on Twollo.com
- This utility allows us to search for fellow Twitters with a keyword and automatically follow them.



House Keeping:

Twitter’s following rules:

- New accounts can’t follow more than 2000 people until your follower count gets over 1850.
- Once your over 2000 followers, you can follow 10% more than are following you.
- For example, if you have 2000 followers, you can follow 2200 people.

You will need to remove people you are following that have not followed you.

- Use the free [Twitter Karma](#) tool.
- Sign in and select the “Whack” button – don’t worry it won’t do anything until you allow it to.
- The interface to Twitter Karma is not that intuitive so here are the instructions:
 1. In the SHOW drop down box select “only following”
 2. Check that only twitterers with a GREEN arrow are shown
 3. Go to the bottom select “Check All” then “Bulk Unfollow”
- You should do this once every other day or when you are getting too close to your limits.
- If you are using an automated following tool like Twollo.com, you should make sure you have sufficient room to add new followers so the automated tool does not exceed the limits.



For advanced users:

Here are some other interesting utilities that are worth looking at.

- [Twitter Traffic Machine](#) – An excellent set of videos explaining how to setup an automated Twitter account.
- [TweetDeck.com](#) – Desktop utility for consolidating your Social Media sites into one application.
- [TwitterCounter.com](#) – Chart the growth of your Twitter account
- [Bit.ly](#) – Shorten and track the links embedded in your tweets
- [TweetLater.com](#) – Automated messaging and account management. Free and paid versions.
- [Twitter Fan Wiki](#) – A wonderful listing of Twitter software tools
- [TwitButtons.com](#) -- Create a Twitter button for your Blog or website
- [FutureTweets.com](#) – Schedule tweets or reoccurring tweets for the future
- [Twitter FriendAdder](#) – Automates the Following and Un-Following of new prospects. Try the free demo first.

I would appreciate any feedback you can give me regarding the usefulness of this document. If there are any omissions or errors, or if you are left with a burning question, please email me. I am also interested to hear about your experiences on Twitter - good or bad. My contact information is below.

Dave Perry

Orono, Ontario Canada

Email: dbperry@rogers.com

Twitter: [@DBPerry](https://twitter.com/DBPerry)

Blog: TheBalanceQuest.com