

Your Presenters

Greg Lawrence - @woywegian

Greg is the Managing Director of Talk'N Communications and Talk'N Tours.

Talk'N Communications is a web Audio specialist. Podcasting, web audio, messages on hold and recorded audio training materials.

www.corporate.talk-n-tours.com

Talk'N Tours provides audio tours and audio guides to Australian and New Zealand destinations and cities that you can download from the web to your iPod and MP3 player.

www.talk-n-tours.com

Simon Younger - @MyCentralCoast

Simon is Managing Director of The Qwert Network.

He has created a unique data base website, www.qwert.net which is based around Local Search that attracts over 2,000,000 hits a year and is about to launch another site on ASX Information, that will contain over 2,000,000 pages of information.

Qwert helps your business get found on the web.

What this Presentation Will Cover

- What is Twitter?
- Why should I use twitter for business?
- How do I tweet?
- Tools and Tips to get you started.

Twitter – Where it came from!

SMS with a way to create social groups

- Project started on March 21st, 2006 as “twtr” evolving to twitter.
 - Team from Odeo brainstormed, thought neat to be able to tell friends what was happening at pub, club etc in one update.
- A tweet is 140 characters as an SMS is a max 160 and room needed for user name and colon. O/S twitter extensively used through mobile phones.
- Tipping point for popularity at the 2007 music, film and interactive conference, South by Southwest (SXSW) festival. During the event usage went from 20,000 tweets per day to 60,000.

Twitter – So What is it?

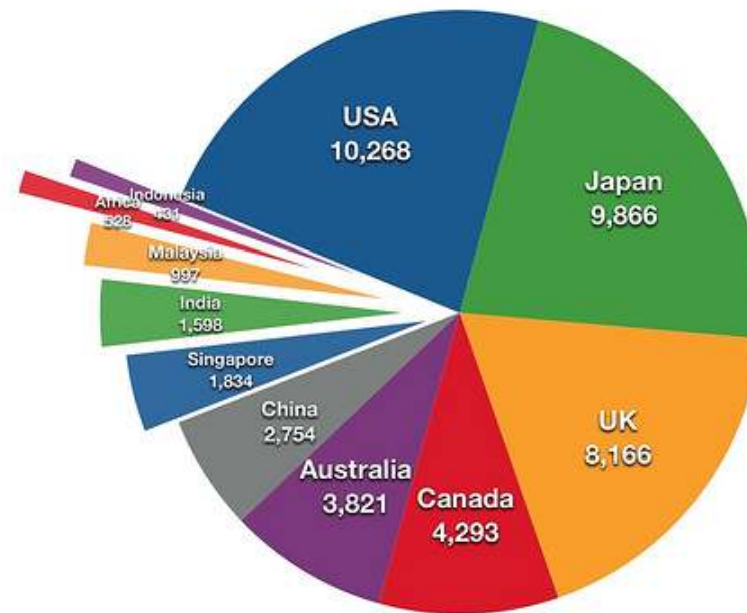
- A way to send a short message, max 140 characters to others.
- In Australia used mainly from web or smart phones, like iPhone, overseas used by many through SMS on mobiles.
- Users are called tweeps, tweeters or twitterers.
- You receive other users messages by “following them”, they receive yours by choosing to “following you”. Totally **“OPT IN”**

Twitter – Where it's headed!

SMS with a way to create social groups

- 2007 rapid growth - outages from traffic overloads
- Projected twitter users by Dec 2009 - 25 million
- 21% of current Twitter accounts are empty placeholders
- 94% of all Twitter accounts have less than 100 followers
- 40% of Twitter users are in the US
- Only 0.7% of users disclosed their age, of them 65% are under the age of 25
- Of the 99.3% who don't disclose age, baby boomers are anecdotally the larger user group

July 2009 Twitter User Estimates

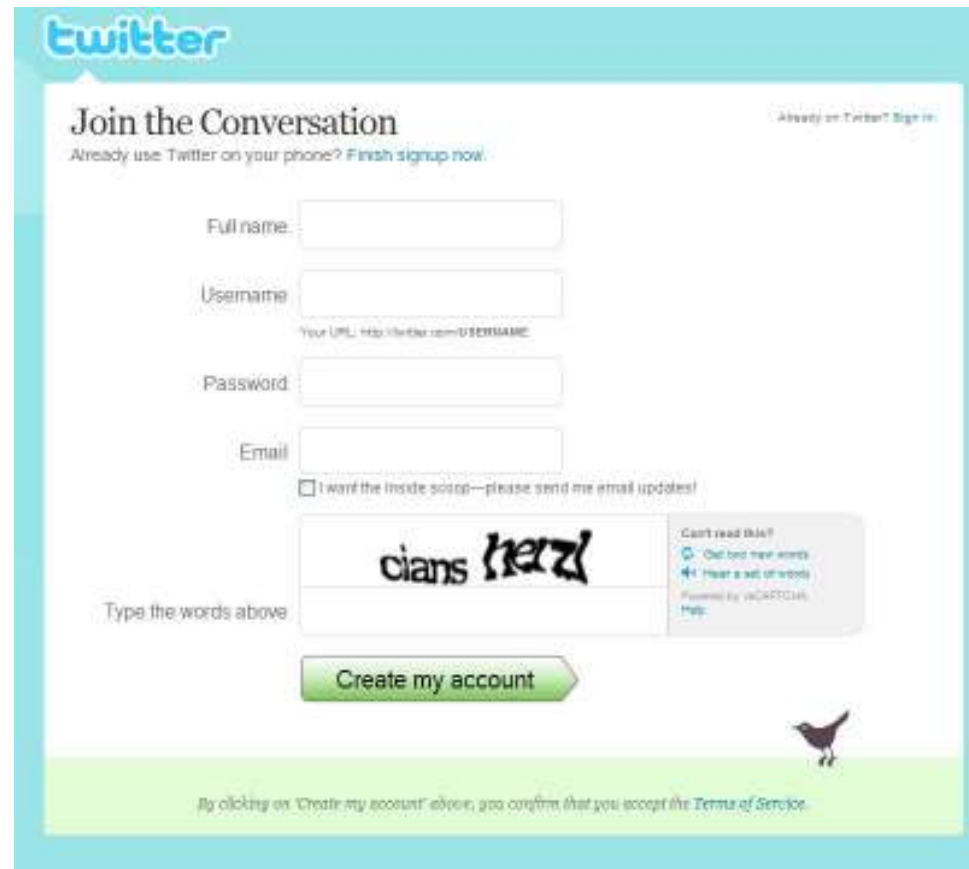


Australia is 5th largest user base with 3.8 million users.

Note unusually high penetration in unexpected places such as Africa.

Twitter Users by Country

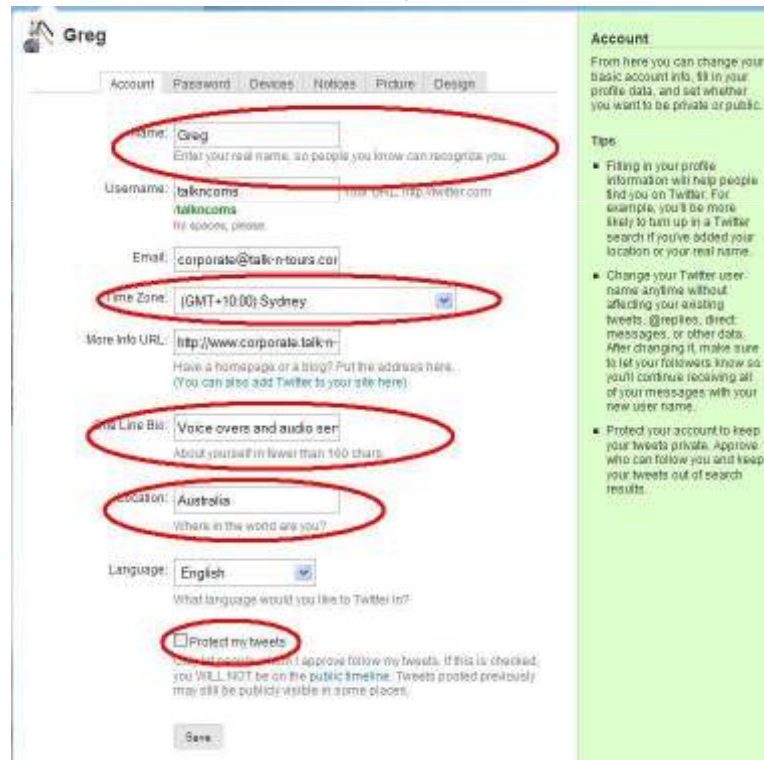
Signup



The image shows a screenshot of the Twitter website's signup page. At the top left is the Twitter logo. The main heading is "Join the Conversation" with a subtext "Already use Twitter on your phone? Finish signup now." and a link "Already on Twitter? Sign in." The form includes fields for "Full name", "Username", "Password", and "Email". Below the "Email" field is a checkbox for "I want the inside scoop—please send me email updates!". A CAPTCHA section shows the words "cians herzl" and a "Type the words above" prompt. To the right of the CAPTCHA is a "Can't read this?" box with options: "Get big new words", "Heat a set of words", and "Powered by reCAPTCHA". A green "Create my account" button is at the bottom. A small bird icon is in the bottom right corner. At the very bottom, a small line of text reads: "By clicking on 'Create my account' above, you confirm that you accept the Terms of Service."

Setting Up Your Account

- Do enter name, username, bio, correct time zone and location.
- Do not tick protect my tweets. After all the whole point is interaction isn't it?



Greg

Account Password Devices Notices Picture Design

Name: (Circled in red)
Enter your real name, so people you know can recognize you.

Username: (Circled in red)
talkncoms
No spaces, please.

Email: (Circled in red)

Time Zone: (Circled in red)

More Info URL: (Circled in red)
Have a homepage or a blog? Put the address here. (You can also add Twitter to your site here).

Profile Line Bio: (Circled in red)
About yourself in fewer than 160 chars.

Location: (Circled in red)
Where in the world are you?

Language: (Circled in red)
What language would you like to Twitter in?

Protect my tweets (Circled in red)
If checked, only people you approve follow my tweets. If this is checked, you WILL NOT be on the public timeline. Tweets protected previously may still be publicly visible in some places.

Save

Account
From here you can change your basic account info, fill in your profile data, and set whether you want to be private or public.

Tips:

- Filling in your profile information will help people find you on Twitter. For example, you'll be more likely to turn up in a Twitter search if you've added your location or your real name.
- Change your Twitter username anytime without affecting your existing tweets, @replies, direct messages, or other data. After changing it, make sure to let your followers know so you'll continue receiving all of your messages with your new user name.
- Protect your account to keep your tweets private. Approve who can follow you and keep your tweets out of search results.



twitter Log in · Join Twitter!

Hey there! **TalkNtours** is using Twitter.

Join today!

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: "What are you doing?" **Join today** to start receiving **TalkNtours's** tweets.

Already using Twitter from your phone? Click here.

TalkNtours

Canada, USA, Japan & Europe ski deals / Travelscoop / New Zealand: Powder snow, freshly groomed runs, specta.. <http://bit.ly/IDdW2>

Name: Greg Lawrence
Web: <http://www.talk-n->
Bio: Self guided Audio Tours in Australia & New Zealand

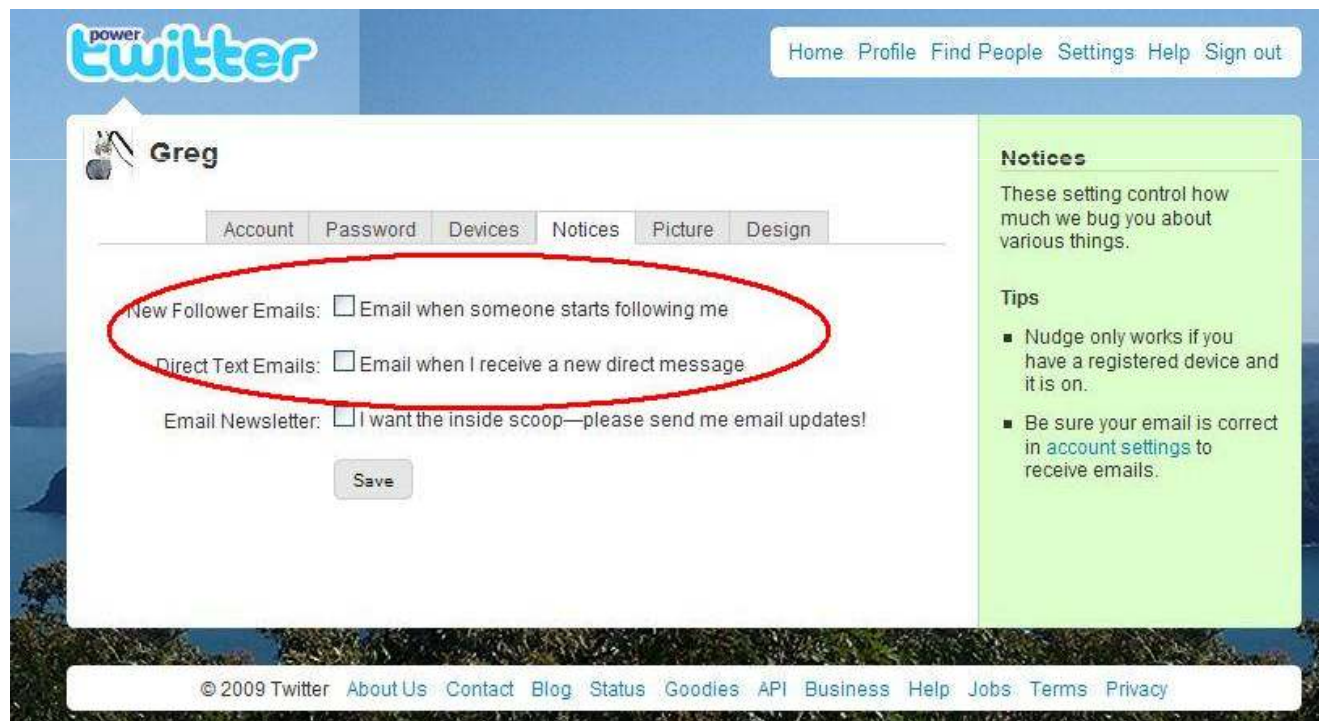
5,034 4,737
Following Followers

Tweets 5,170

Following

Setting Up Your Account

- If you are going to be active and add lots of followers, you may **not** wish to receive these email updates so un tick them.



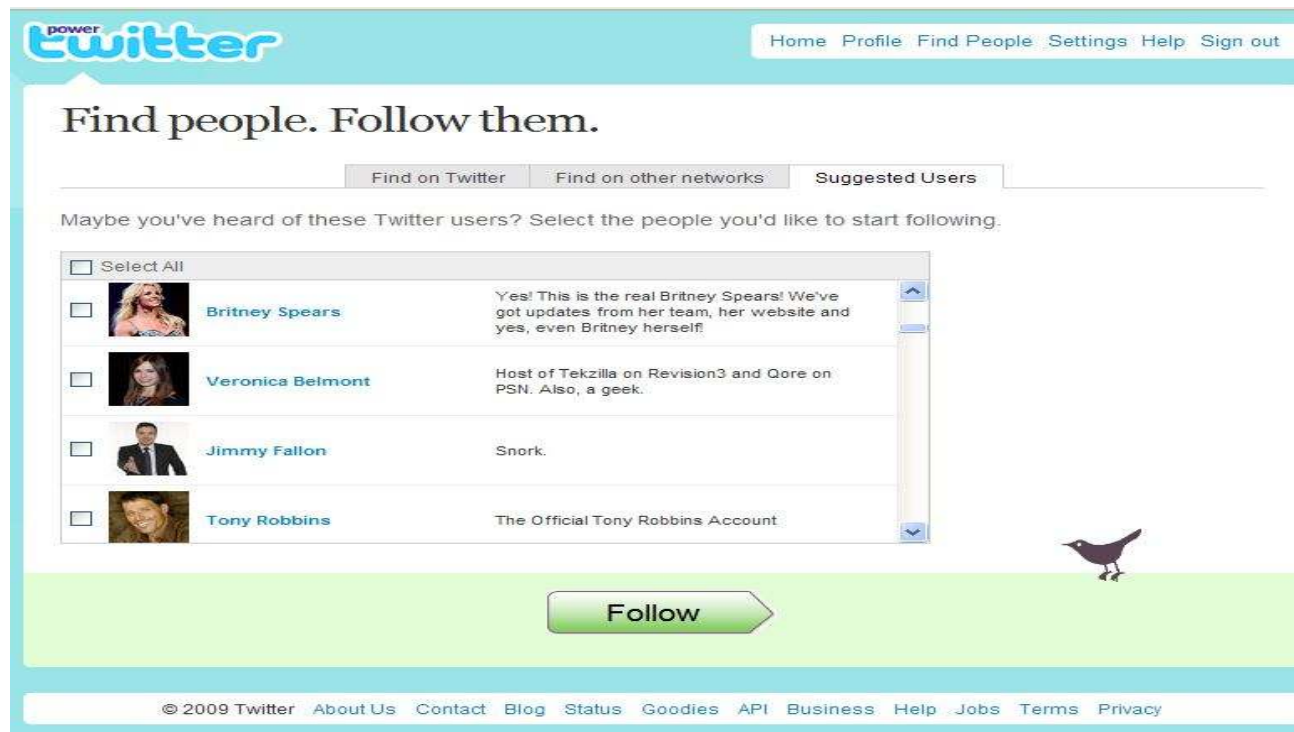
Setting Up Your Account

- Personal image or something more corporate or neutral? Same person, two different accounts, reactions.
- Interactions and ease of adding followers is different on both accounts.

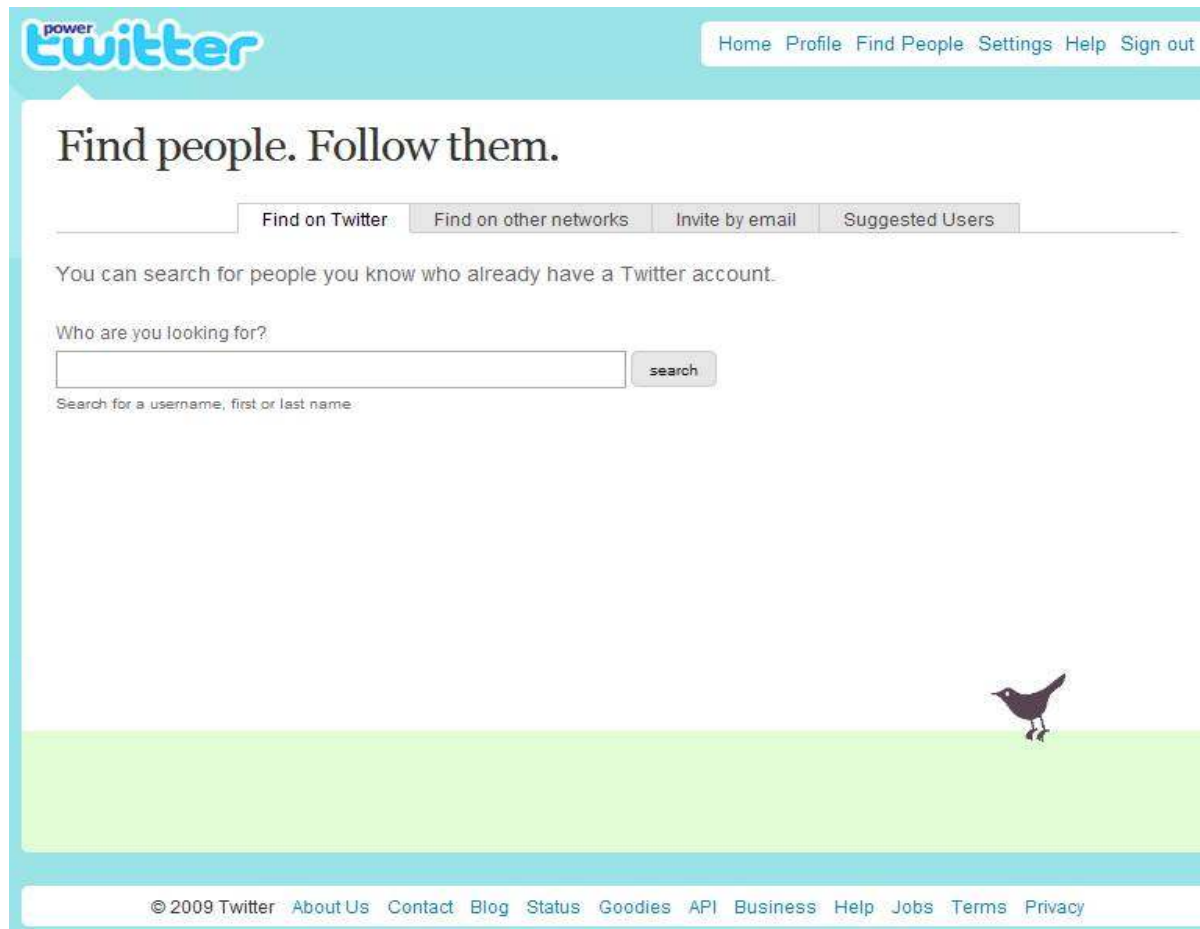


Setting Up Your Account

- Click on find people and follow them and go to suggested users and un-tick all the celebs like Britney Spears.



Setting Up Your Account



Search by First and Last name, last name, twitter user name without the @ symbol.

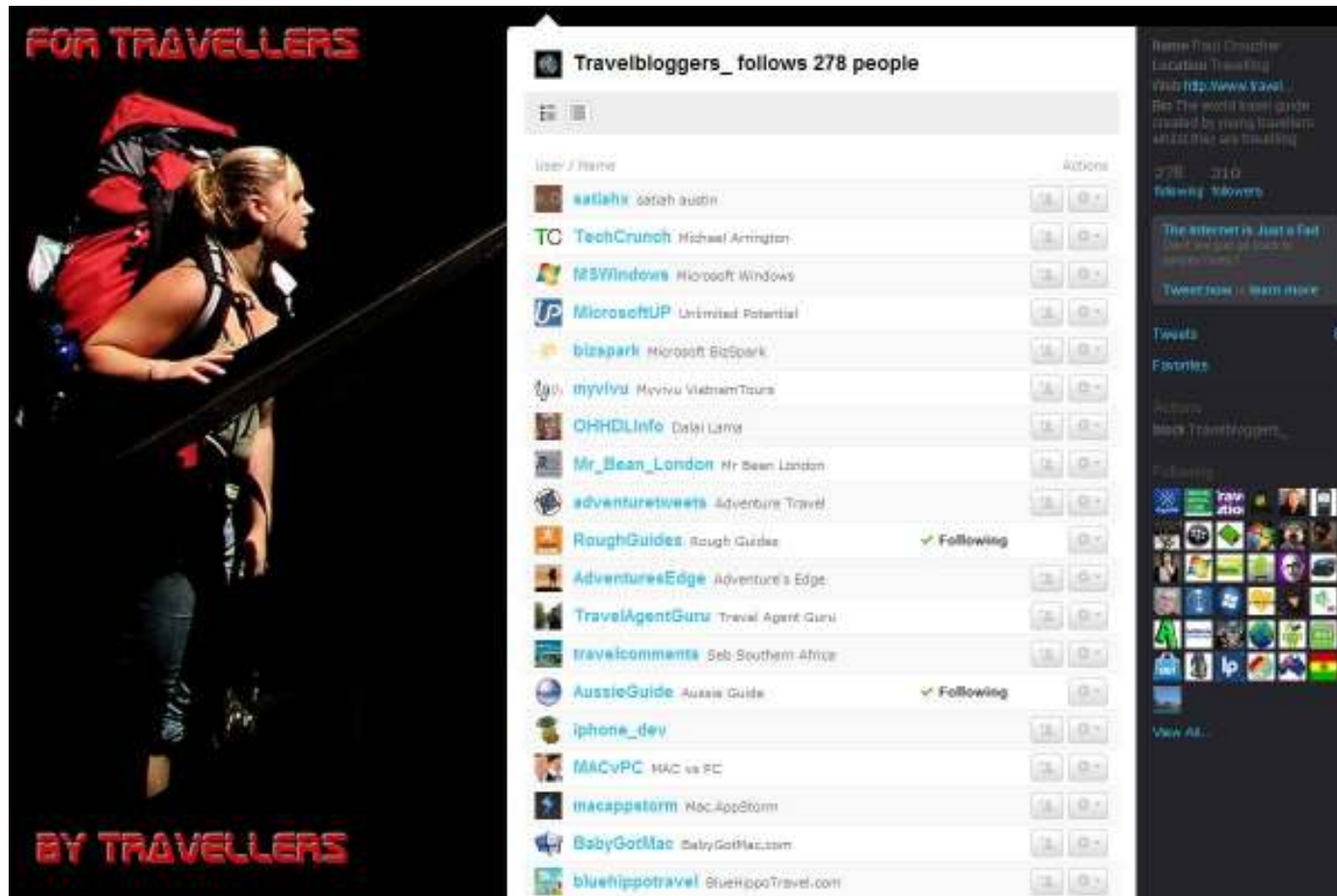
Invite people you know by email or search on limited networks like gmail under the “find on other networks tab”.

Setting Up Your Account



The screenshot shows the Twitter profile page for 'Woywegian'. At the top, there is a blue header with the Twitter logo and a 'Login Join Twitter!' button. Below this is a yellow banner with the text: 'Hey there! Woywegian is using Twitter. Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? Join today to start receiving Woywegian's tweets.' A green 'Join today!' button is on the right, with a link for users already on Twitter. The profile section features a profile picture of a man, the name 'Woywegian', and a bio: 'Name Greg Lawrence, Location Central Coast, Australia, Web http://www.talk-n..., Bio Audio Guides and corporate podcasting. Interests: history, travel, environment, justice, music, healing and more'. It also shows '8,992 following' and '9,097 followers'. A tweet is visible: 'Japan's economy emerges from recession http://bit.ly/UIAGn', posted 'about 2 hours ago from twitterfeed'. A red box highlights the bio and follower information.

Setting Up Your Account

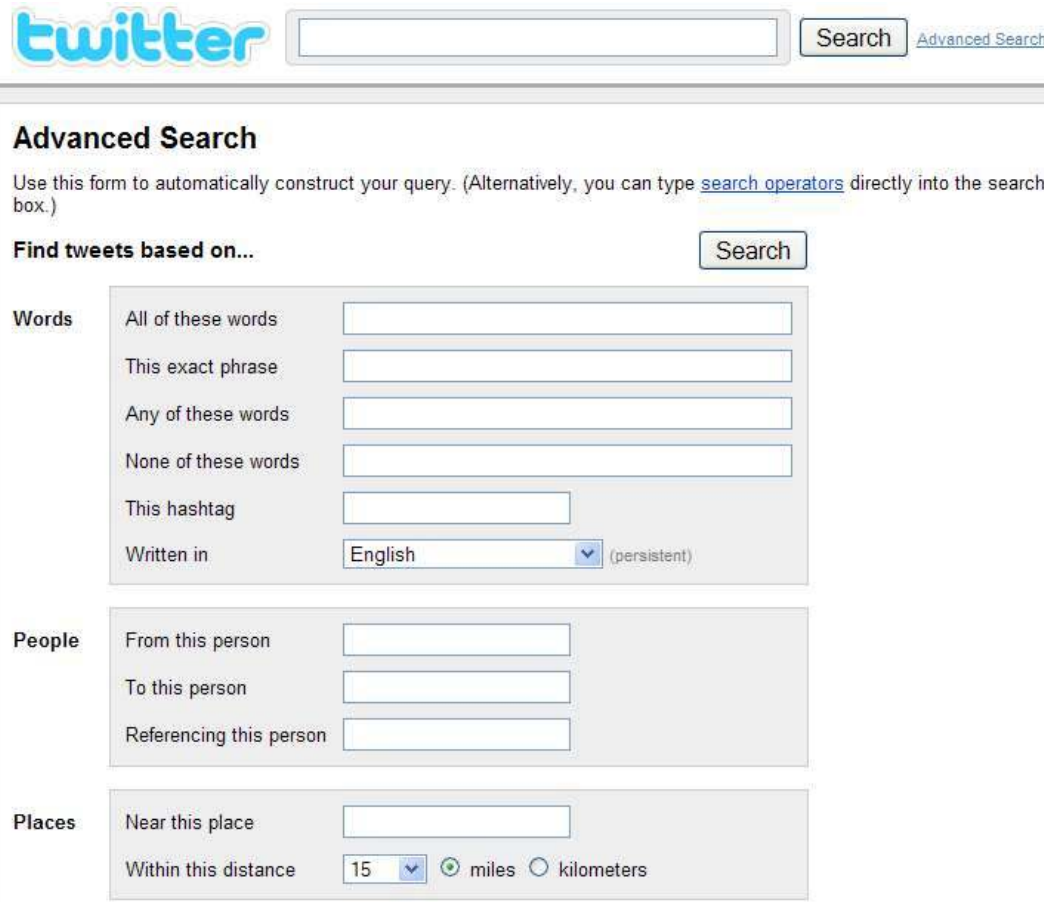


Finding People to Follow

- Depends on your reasons for being on Twitter and business profile
- Local business, physically located business, physically located and online, online only
- You can find tweeters geographically using a 3rd party app like nearby Tweets
- Find someone who interests you and follow their followers e.g. MyCentralCoast
- Find someone based on their tweets or bio entry at <http://search.twitter.com/>



Finding People to Follow



The screenshot shows the Twitter search interface. At the top left is the Twitter logo. To its right is a search input field with a 'Search' button and a link to 'Advanced Search'. Below this is the 'Advanced Search' section, which includes a sub-header 'Find tweets based on...' and a 'Search' button. The form is divided into three main sections: 'Words', 'People', and 'Places'. The 'Words' section has options for 'All of these words', 'This exact phrase', 'Any of these words', and 'None of these words', each with an input field. It also has a 'This hashtag' field and a 'Written in' dropdown menu set to 'English'. The 'People' section has fields for 'From this person', 'To this person', and 'Referencing this person'. The 'Places' section has a 'Near this place' field and a 'Within this distance' field with a dropdown set to '15' and radio buttons for 'miles' and 'kilometers'.

<http://search.twitter.com/advanced>

Twitters & Tweets!

- Following is not necessarily reciprocated and does not have to be.
- About 40% of people you follow will follow you back.
- What are these messages all about? I don't want to know Fred's going fishing or Susie had a fight with her boyfriend.
- Gen, X, Y and Baby Boom – different uses
 - Most users have a mature attitude and can communicate.

Tweet Examples



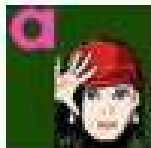
Tweet Examples



flyairnz RT great ! @Caanz Amazing sunrise int2Wellington this morning -& a tasty muffin for an early start. Thanks @flyairnz - great flight as usual

less than 20 seconds ago from web

RT



andilinks I sure hope we're having an effect. @Pedlar7

less than 20 seconds ago from web

RT



MyaMunich How many times you've postponed your dreams? STOP. Life is TOO short.

 [Your Path To Financial Freedom - Cash On Websites | Cash On Websites](#)

less than 20 seconds ago from API



RT

Twitters & Tweets!

- New tweeters - your “tweet stream” may seem filled with lots of tweets from the same person.
 - Noticed more when following a few but imagine if you are following 100s or 1,000s this stream is broken up by others. Don’t worry about it.
- People following you always tweeting about their “great offer”.
 - Ignore, un-follow or if objectionable you can “block”. Blocking un-follows, stops them from re-following you and “counts” as a black mark against that account. Too many blocks and Twitter suspends an account.
- Spammers, porn and other objectionables. Block and forget them.

Twitters & Tweets!

- Make **sure** you have up to date firewall and virus protection.
- Some of the best info comes in tweets and links from the people you follow and **you will want to visit those links**. If you are following targeted tweeters it's like having an online research assistant.
- Links are **not guaranteed** and some will invariably lead you to websites with Trojans, viruses etc.
- Surf Safe. **Firewall and up to date virus protection are must haves!**

Twitter – Why Should I Use It?

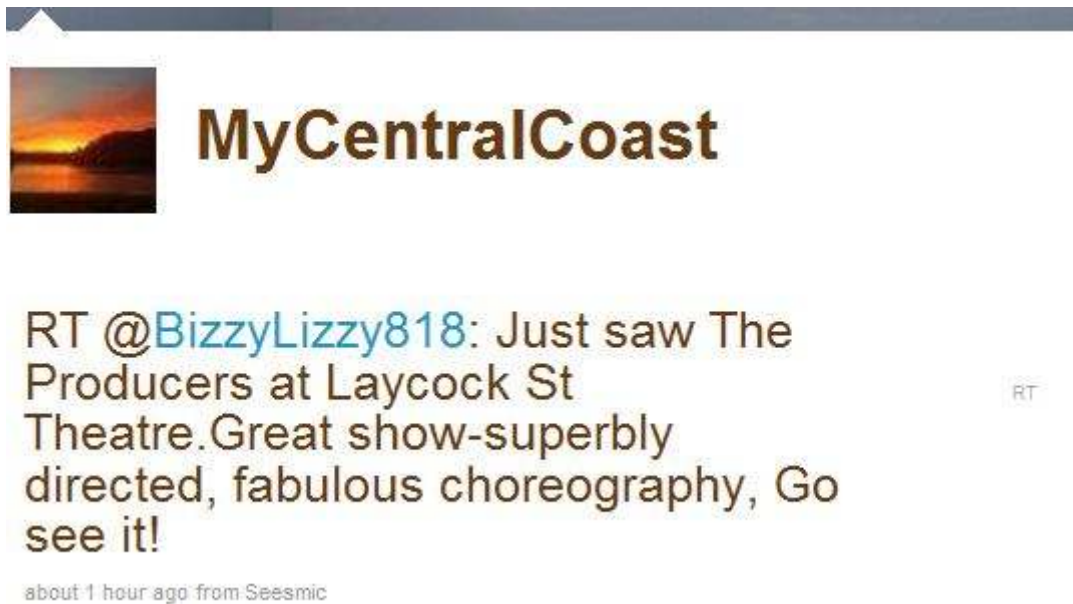
What's in it for my business?


- Twitter is networking on a local, national and global scale.
- Connect and network with others in your industry. Learn, exchange ideas etc.
- Customer Relationship Management (CRM) - instant access to what's being said, this minute, about your organisation, people, products, competitors or brand?
- Stream of ideas, content, links, resources, and tips focused on your area of expertise or interest?
- Quickly find vendors, partners, tech help, even employees

Twitter – Why Should I Use It?

What's in it for my business?

Local

A screenshot of a Twitter post from the account MyCentralCoast. The profile picture shows a sunset over water. The text of the tweet is a retweet of a post by @BizzyLizzy818, praising a theatrical production. The tweet includes a retweet icon and a timestamp.

 **MyCentralCoast**

RT @BizzyLizzy818: Just saw The Producers at Laycock St Theatre. Great show-superbly directed, fabulous choreography, Go see it!

about 1 hour ago from Seismic

Regional



OZLocalcouncils: WyongCouncil: [#centralcoastnsw](#) If you are in business, check this: RT Twitter_Tips Has Twitter changed the futur.. <http://bit.ly/nGBOL> (expand)
about 12 hours ago from *twitterfeed* · [Reply](#) · [View Tweet](#)



OzGovLocal: WyongCouncil: [#centralcoastnsw](#) As the warmer weather approaches, here's some tips for swimming pool safety for you to download <http://ow...>
about 12 hours ago from *twitterfeed* · [Reply](#) · [View Tweet](#)



OzGovLocal: WyongCouncil: [#centralcoastnsw](#) If you are in business, check this: RT Twitter_Tips Has Twitter changed the future of businesses? <http://b...>
about 12 hours ago from *twitterfeed* · [Reply](#) · [View Tweet](#)



WyongCouncil: [#centralcoastnsw](#) If you are in business, check this: RT Twitter_Tips Has Twitter changed the future of businesses? <http://bit.ly/H88u2> (expand)
about 12 hours ago from *HootSuite* · [Reply](#) · [View Tweet](#)



WyongCouncil: [#centralcoastnsw](#) As the warmer weather approaches, here's some tips for swimming pool safety for you to download <http://ow.ly/kcV2>
about 12 hours ago from *HootSuite* · [Reply](#) · [View Tweet](#)



dictates: Bluetongue Stadium using AutoStitch iPhone app [#CentralCoastNSW](#) <http://twitpic.com/du5cw>
2 days ago from *Tweetie* · [Reply](#) · [View Tweet](#)

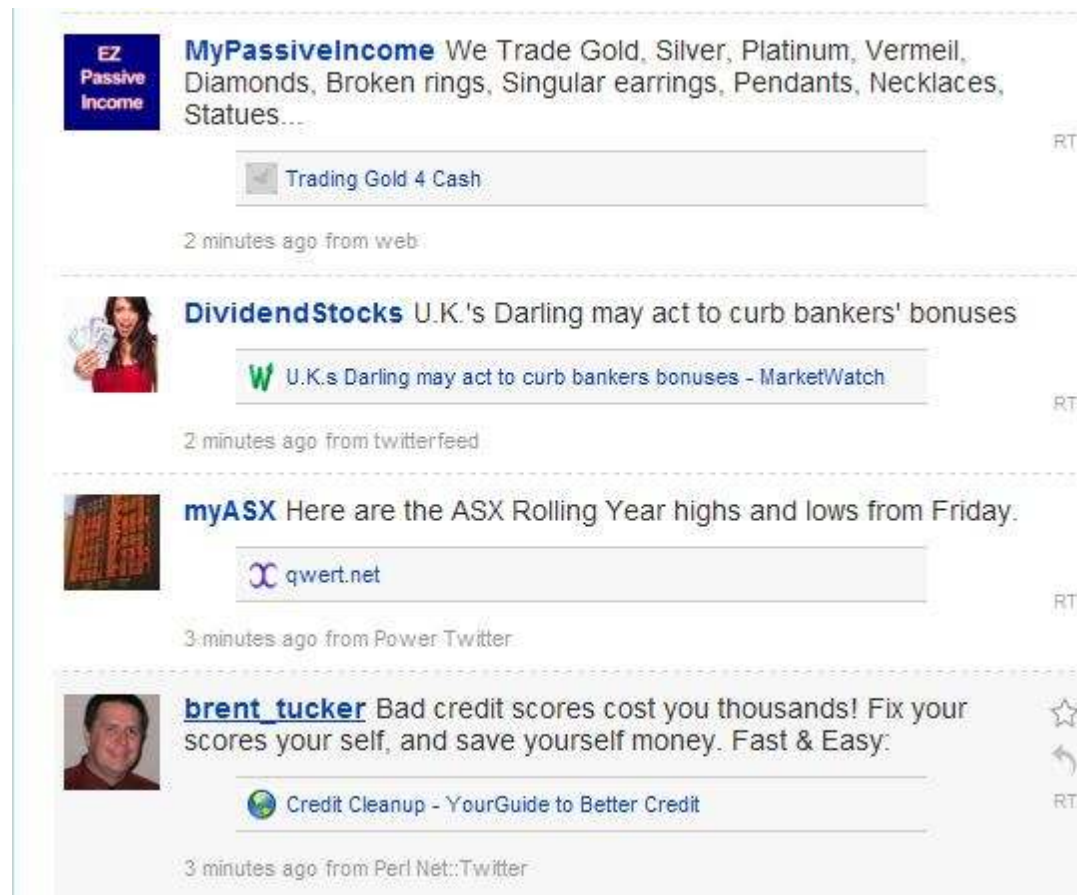
Note the [#centralcoastnsw](#)

This has the **hashtag #** appended before the centralcoastnsw .Used together it provides a way to tag your tweet with a searchable tag that is indexed by Twitter.

Anything with a **#hashtag** is clickable and searchable in Twitter and will return all tweets so tagged.

Useful!

Global



The screenshot shows a Twitter feed with four tweets. Each tweet includes a profile picture, a name, a text description, a link preview, and a retweet count (RT). The tweets are as follows:

- MyPassiveIncome** (EZ Passive Income): "We Trade Gold, Silver, Platinum, Vermeil, Diamonds, Broken rings, Singular earrings, Pendants, Necklaces, Statues..."
Link: Trading Gold 4 Cash
2 minutes ago from web
RT
- DividendStocks**: "U.K.'s Darling may act to curb bankers' bonuses"
Link: U.K.s Darling may act to curb bankers bonuses - MarketWatch
2 minutes ago from twitterfeed
RT
- myASX**: "Here are the ASX Rolling Year highs and lows from Friday."
Link: qwert.net
3-minutes ago from Power Twitter
RT
- brent_tucker**: "Bad credit scores cost you thousands! Fix your scores your self, and save yourself money. Fast & Easy:"
Link: Credit Cleanup - YourGuide to Better Credit
3 minutes ago from Perl Net::Twitter
RT

Twitter – Why Should I Use It?

What's in it for my business?

- Monitor competitors
- Promote your products and services directly to a target audience
- Establish yourself or your brand as an expert resource in your chosen field by publishing links to blog posts, articles and other content that you have authored.
- Comment on others posts further establishing your expertise.
- Drive traffic to your website

Twitter – Why Should I Use It?

What's in it for my business?

- Ask questions. Twitter is GREAT for getting opinions.
- Share the human side of your company. Companies are made up of people and people do business with people they know, like and trust. Twitter can help.
- Get referrals
- Find experts to invite as a guest blogger on your blog or as speaker at your event.
- Seek sponsors for a contest or program.
- Do market research and gain knowledge with polls and surveys.
- PR crisis management, getting YOUR message out there.

Twitter – Why Should I Use It?

What's in it for my business?

- Here are just a few examples to get you thinking about how you might use twitter in your business:
 - A restaurant tweets their daily specials
 - An entertainment company tweets about last minute opportunities
 - A real estate agency tweets new homes on the market
 - A chamber of commerce tweets local events and promotions.
 - A beauty business tweets about new treatments, discounts, therapists etc
- You customise your messages for your business's needs.

There is a way of doing this that works, and a way that will send your followers running. Remember this is OPT IN listening.

Realtime results for audio tours

0.14 seconds



[smithsonian](#): We <3 **audio tours**. Sample cell phone tour & pics of Batsto Village, NJ as it appeared in the late 1800s. [#PineBarrens](#) <http://sn.im/batsto>
about 19 hours ago from *UberTwitter* · [Reply](#) · [View Tweet](#)



[smithsonian](#): We <3 **audio tours** & history. Enjoy a bit of the cell phone tour & pics of Batsto Village, NJ as it appeared in the late 1800s. [#PineBarrens](#)
about 20 hours ago from *UberTwitter* · [Reply](#) · [View Tweet](#)



[SherriSLC](#): [#NYC](#) biz idea: rent out **audio**-enabled GPS units with neighborhood walking **tours** preloaded. I'd pay \$10 a day to rent one.
about 22 hours ago from *Seismic Desktop* · [Reply](#) · [View Tweet](#)



[PositivelyCleve](#): Free **audio/video tours** highlight animals + behind the scenes action via your cell phone at Cleveland Zoo. <http://sn.im/pwakg>
2 days ago from *TweetDeck* · [Reply](#) · [View Tweet](#)



[GburgTours778](#): Battlefield Bus **Tours** this weekend: Double Decker **Audio** 10:30, 1:00, 3:30 . Guided **Tours**: 9:45, 11:15, 12:15, 1:45, 2:45 and 4:15.
2 days ago from *web* · [Reply](#) · [View Tweet](#)



[gadgetinn](#): mcbrooklyn: **Audio Walking Tours** of Coney Island -- Free: The Coney Island History Project has come out with thei... <http://bit.ly/TaSLO> [\(expand\)](#)
2 days ago from *twitterfeed* · [Reply](#) · [View Tweet](#)

Offer coupons and discounts for short term promotions



[SportronNews](#): ad: I love a great deal - save 10% 2 days only at Logitech.com with **coupon** code logi2day_30709. <http://is.gd/2ke4d> (expand)

14 minutes ago from *API* - [Reply](#) - [View Tweet](#)



[cleanearth](#): Just Because Gift Baskets Save 5% on any order. Enter **coupon** code at check-out. <http://bit.ly/1cJpMt> (expand)

14 minutes ago from *TweetDeck* - [Reply](#) - [View Tweet](#)



[gothiccharm](#): Just Because Gift Baskets Save 5% on any order. Enter **coupon** code at check-out. <http://bit.ly/1cJpMt> (expand)

14 minutes ago from *TweetDeck* - [Reply](#) - [View Tweet](#)



[SavinFamilyMoney](#): Published a new post: Buca Di Beppo \$10 off \$20 or more **Coupon** – Jacksonville Location <http://ping.fm/9ayAw>

15 minutes ago from *Ping.fm* - [Reply](#) - [View Tweet](#)

Twitter – How do I Tweet?

Getting the Most out of Twitter

- Personal interaction is the key.
 - Comment on others tweets, tweet them about it
 - Re-Tweet others tweets you find interesting.
 - Your choice; tweeters seem to prefer a bit of personality.
 - Information, humour, personal interaction and “deals”. You find the mix that suits you.
- Tweet information that you are interested in and may be of interest to others.
- Make the most of 140 characters, shorten the links you include in your tweets using a free service such as bit.ly and tiny.cc
- Best 120 characters long, leave room for others to re-tweet which automatically includes their user name.

Twitter – How do I Tweet?

Getting the Most out of Twitter

- Mix up your tweets with tweets about your business.
 - Business tweets may be links to your blog, website or special offers
 - Don't tweet the same info more than once at a time.
 - If you are promoting a specific offer, blog, website tweets **can be repeated say every 2 hours** to account for time differences.
- Make sure your tweets contain value. You will lose followers if they click on a link in your tweet and find the tweet misled them or the info was a "nothing"
- Keep away from sex, religion etc. whilst tweeting!
- Politics can get you interaction but be prepared for un-follows if you are of a different opinion.
- Your tweets need to be crafted in a "headline" way and catch attention.

Twitter – How do I Tweet?

Getting the Most out of Twitter

Craft your tweet as a “headline” to catch attention.

- Listen to an audio guide of Palm Beach

Or

- Listen to an audio guide of where Home & Away is Filmed ✓ **(this got 4 x as many clicks)**
- The 2nd audio guide headline resulted in **480 hits** on the website in **24 hours.**

Online Resources

Useful Websites for Twitter

Finding who to follow:

Help sorting out quality tweeps:

<http://www.whoshouldifollow.com/>

Find tweeps geographically:

<http://nearbytweets.com/>

Searching Twitter in many ways:

<http://search.twitter.com/advanced>

Shortening URLs for tweets:

<http://tiny.cc/>

Shortening URLs for tweets:

<http://bit.ly/>

Posting Pictures on twitter:

<http://twitpic.com/>

Feed your blog to Twitter

<http://friendfeed.com/>

Online Resources

Useful Twitter Clients

Some of the most powerful Twitter clients for advanced users. Once you get used to them you will never use the standard Twitter web interface again.

Firefox

If you use Firefox (Mozilla) as your web browser then the Power Twitter add on for Firefox is a must. Search for the add on within Firefox.

Seesmic – <http://seesmic.com/>

Tweetdeck - <http://tweetdeck.com/>

Tweetie for iPhone or Mac - <http://www.atebits.com/>

twitter™ for Business



THE **Q****W****E****R****T** NETWORK
qwert.net

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