

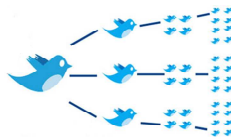
Finding Followers

Twitter for business is not about.....

- sharing what you had for lunch today
- wasting your time
- about following what all the celebrities are doing each day
- tweeting the daily news feed from your relevant industry
- tweeting endless "buy my product/service" links

Twitter for business is about.....

- building your brand
- developing your business network
- gaining new knowledge
- listening to your customers
- engaging



1. [Twittersearch .com](http://Twittersearch.com)– the primary twitter search tool
2. Twitter.peoplesearch.com - Twitter searches the "real names" people enter in their bio fields, it's a good place to begin your search.
3. Tweepz.com -Tweepz lets you limit searches to specific parts of Twitter's user information (like name, bio, and location), filter results by follower/following numbers, location, and other extracted terms, and greatly improves on the layout of the search results.
4. TweepSearch.com – TweepSearch lets you search by Twitter name or location, or search a specific username to get a list of all friends and followers.
4. TwitDir.com – TwitDir is another search engine
5. Twellow.com– Nearly 6 million Twitter user profiles are indexed in Twellow and placed into a huge number of categories. You can search the entire lot of profiles, or confine searches to a single category.
6. wefollow.com - It is a directory of Twitter users organised by interests.

Alternatively you can of course just x-ray Twitter with Google - put into Google; site:twitter.com "add what you want to search for here"



Ten reasons to use Twitter for business

1. Branding
2. Traffic
3. Networking
4. Notify customers immediately
5. Promote latest news
6. Find prospective corporate clients
7. Get feedback
8. Make friends with your peers
9. Track your competitors
10. SEO – your @name – inbound links – Google



Cont'd

The Essentials

How to make sure you get people following you

1. You must have a photo (or logo) as your image
2. Your bio must be complete – it is searchable
3. Understand the dynamics of Twitter – don't sell, share
4. Variety
 - a) Info-tweet
 - b) Re-Tweet (RT)
 - c) Help Tweet
 - d) Postman Tweet
 - e) Smiley Tweet - entertain
 - f) Finally the 'you' tweet
5. Engage with your followers
6. Don't be afraid to disagree or comment
7. Develop a tweeting strategy
8. Keep message consistent
9. Be interesting NOT boring
10. Use other media – photos or video



My Top 10 Tools for Twitter



manages the scheduling of your tweets

www.socialoomph.com



feeds an RSS feed into your Twitter stream. This is how you can post your blog to Twitter automatically

<http://twitterfeed.com>



allows you to share photographs easily on Twitter

www.twitpic.com



automatically find you people to follow based on keywords

www.tollo.com

BackTweets.com

this great tool will tell you all the Re-Tweets (RT's) on Twitter for a specific URL. Great tracking tool for your URL's



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<http://bit.ly/> - this converts URL's into short URL's (as there is a 140 character limit in Twitter.) It also tracks your tweets

<http://mrtweet.com/> - your Personal Networking Assistant for Twitter, helping you identify relevant followers, recommending you to other users

<http://Tweetbeep.com> – a tool that simply informs you when anyone is talking about you on Twitter

Google alerts – (not just for Twitter here) Just an awesome tool that searches Google and tells you when you are mentioned (whatever name you choose)

<http://hashtags.org> - allows you to create and track trends, keywords, subjects or groups

Sara's Bonus

<http://140it.com/> - helps you get your tweets down to 140 characters!



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