

twittering techniques



twitter: who cares?

Why does anybody care about what I
had for breakfast?

less than a minute ago from web



 **paulboag**
Paul Boag



do not ask



twitter: what is it?

What is Twitter?

What?

Why?

How?

▶ Watch a video!



Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**

Get Started—Join!

Please sign in

user name or email address:

password:

Remember me

Sign In »

Forgot password? [Click here.](#)

Already using Twitter from your phone? [Click here.](#)




twitter: what is it?

really?



What is Twitter? What? Why? How? ▶ Watch a video!



Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**

[Get Started—Join!](#)

Please sign in
user name or email address:

password:

 Remember me [Sign In »](#)
Forgot password? [Click here.](#)
[Already using Twitter from your phone? Click here.](#)

twitter: what is it?

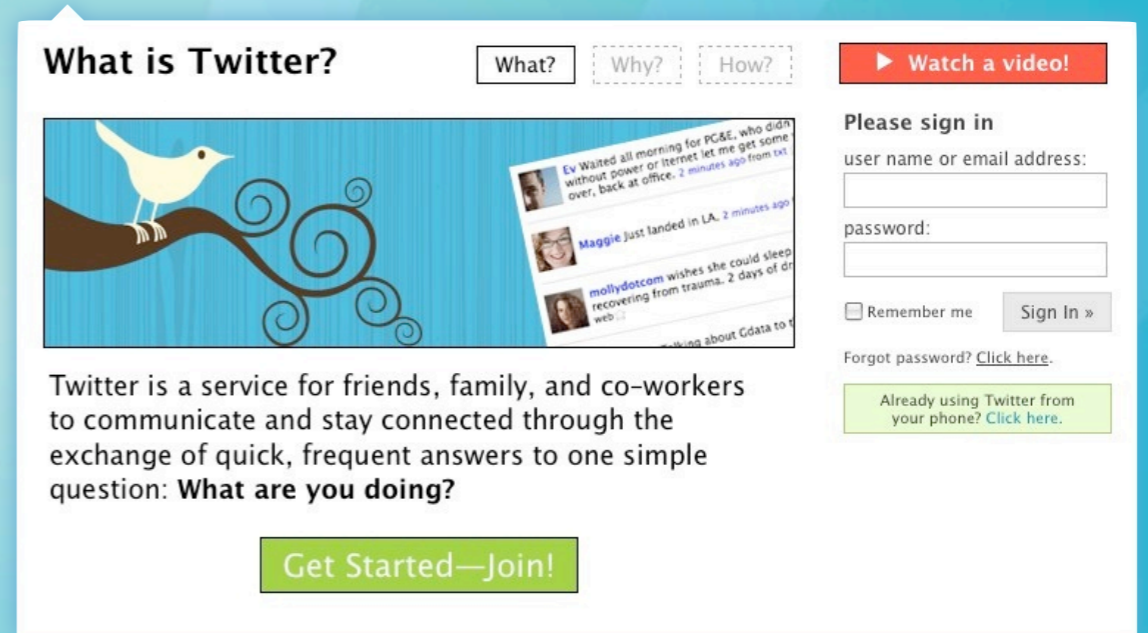
It's a broadcast tool

A customer support tool

A brand building tool

It facilitates transparency

It builds community



The screenshot shows the Twitter homepage with the following elements:

- Header:** "What is Twitter?" with tabs for "What?", "Why?", and "How?". A red button says "Watch a video!".
- Hero Image:** A yellow bird on a branch with a scroll of tweets. The tweets include: "Ev Waited all morning for PG&E, who didn't without power or internet let me get some over, back at office. 2 minutes ago from txt", "Maggie Just landed in LA. 2 minutes ago", and "mollydotcom wishes she could sleep recovering from trauma. 2 days of dr web...".
- Text:** "Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**"
- Buttons:** "Remember me" checkbox, "Sign In »" button, "Forgot password? [Click here.](#)", "Already using Twitter from your phone? [Click here.](#)", and a green "Get Started—Join!" button.



different approaches



bbcnews

How Air France debris gives clues to jet's break-up
<http://tinyurl.com/lhjl4s>
about 1 hour ago from twitterfeed

Debbie Rowe, ex-wife of Michael Jackson, says she will fight for custody of the two children she had with the l..
<http://tinyurl.com/lc23go>
about 2 hours ago from twitterfeed

Name BBC News
Location London
Web <http://menti.net/...>
Bio supported by backstage.bbc.co.uk

1 following 23,743 followers

Updates 48,665

Favorites

Following



 RSS feed of bbcnews's updates





personal vs. corporate

More 'personal'!
Friendlier
Transparent
Less restricted
Better for engagement

More official
Professional
Better for brand building
More control
Better for broadcasting

encourage tweeting

Overcoming twitter fear

Provide guidelines (on suitability)

Overcoming apathy

Provide guidelines (on subjects)

Showcase tweets on site

Provide mobile devices



twitter tools




twitter: multimedia


Home Public Timeline Upload photo Settings Logout


twitpic


share photos on twitter





boagworld


4 days ago from Tweetie 




67 days ago from Tweetie 



99 days ago from Tweetie 



About



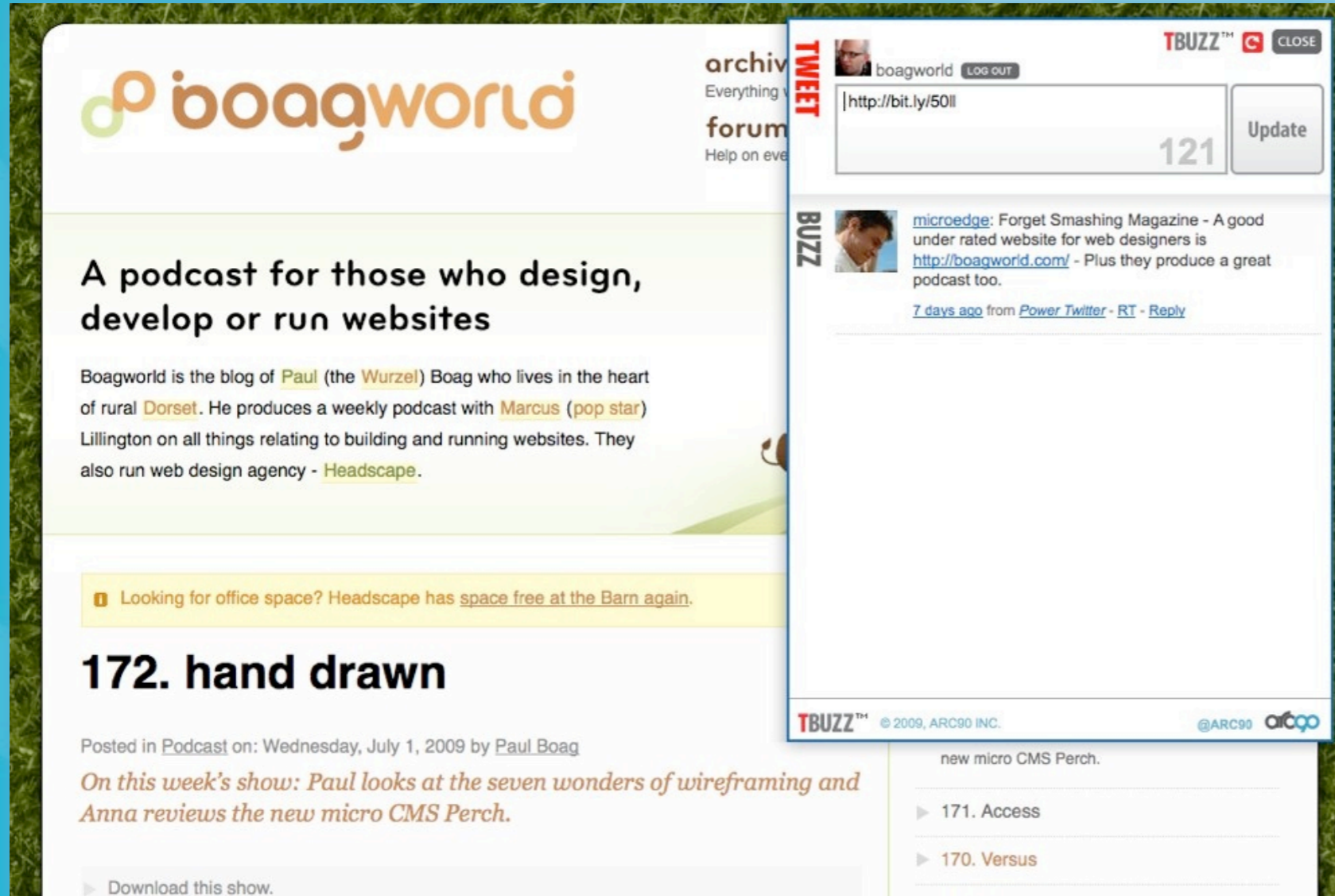
Name Paul Boag
Location iPhone: 51.548802,-1.863413
Web <http://www.boagworld.com>
Bio Web strategist at Headscape Ltd, host of the boagworld web design podcast, author of the website owners manual and writer for various web design publications.

Stats

[Photos](#)
[Comments](#)
[Tags](#)



twitter: statistics



The screenshot shows a web browser window with a blog post on the left and a Twitter overlay on the right. The blog post is from 'boagworld' and is titled '172. hand drawn'. The Twitter overlay shows a tweet from 'boagworld' with a link to a bit.ly URL and a count of 121. Below the tweet, there is a 'BUZZ' section with a tweet from 'microedge' mentioning 'Smashing Magazine' and 'boagworld.com'. The footer of the browser window shows 'TBUZZ™ © 2009, ARC90 INC.' and '@ARC90 arc90'.

boagworld
Everything v
forum
Help on eve

A podcast for those who design, develop or run websites

Boagworld is the blog of **Paul** (the **Wurzel**) Boag who lives in the heart of rural **Dorset**. He produces a weekly podcast with **Marcus** (**pop star**) Lillington on all things relating to building and running websites. They also run web design agency - **Headscap**.

Looking for office space? **Headscap** has **space free at the Barn again**.

172. hand drawn

Posted in **Podcast** on: Wednesday, July 1, 2009 by **Paul Boag**

On this week's show: Paul looks at the seven wonders of wireframing and Anna reviews the new micro CMS Perch.

Download this show.

TBUZZ™ © 2009, ARC90 INC. @ARC90 arc90

TWEET boagworld LOG OUT
|http://bit.ly/50ll| 121 Update

BUZZ microedge: Forget Smashing Magazine - A good under rated website for web designers is <http://boagworld.com/> - Plus they produce a great podcast too.
7 days ago from Power Twitter - RT - Reply

new micro CMS Perch.
▶ 171. Access
▶ 170. Versus



twitter: promotion

The screenshot shows the InRev Twitln Beta website interface. At the top left is the logo "InRev Twitln Beta" with a blue bird icon. A navigation bar at the top right contains links for "Home", "Blog", "Social Media Services", and "FAQ". Below the logo are three main buttons: "Flush" (Unfollow who are not following you), "Grow" (Grow network, follow new people), and "Reciprocate" (Follow your followers back). The main content area is titled "These users are most likely to follow you back." and includes a "Select" dropdown (set to "All") and "None" options, along with "Lock", "Follow", and "Refresh List" buttons. A list of user profiles is shown, each with a checkbox, profile picture, name, handle, and follower/following counts. The right sidebar features a profile for "Paul Boag" with a "Twitln Score" of 80 and statistics for Followers, Following, Stars, Fans, and Friends. Below this is a "Your message:" input field with a "Tweet" button. Further down are social media links for Facebook and Twitter, a "My Twitln" menu with options like "People Search" and "Direct Operation", and two advertisements: one for "Advertise your business to the world" and another for "Free Economic Reports".

InRev Twitln Beta

Home Blog Social Media Services FAQ

Flush Unfollow who are not following you

Grow Grow network, follow new people

Reciprocate Follow your followers back

These users are most likely to follow you back.

Select : [All](#) | [None](#)

- Otilia Otlacan** (adoperations) Followers 4813, Following 4674 [Detail ▾](#)
- Deb Adams** (debrah6) Followers 3256, Following 3205 [Detail ▾](#)
- Grant Endersby** (champagnemanoir) Followers 2744, Following 1972 [Detail ▾](#)
- bobpick** (bobpick) Followers 1652, Following 967 [Detail ▾](#)
- Jessica Garofalo** (NewMommamasWorld) Followers 3721, Following 3983 [Detail ▾](#)
- Arun Karn** (arunkarn) Followers 5092, Following 5079 [Detail ▾](#)
- Paul Hale** (paulhale) Followers 1233, Following 629 [Detail ▾](#)
- David Shantz** (DShantz) Followers 2003, Following 1150 [Detail ▾](#)
- Kelly Cunningham** (Zensunni) Followers 5437, Following 5874 [Detail ▾](#)

Paul Boag
iPhone: 51.548802,-1.863413

80 Twitln Score
Followers: 9061
Following: 197
Stars: 39
Fans: 8903
Friends: 158

Your message:
I am using Buzzom to manage my Twitter account #buzzom. <http://www.buzzom.com>

Find us on [Facebook](#) Follow us on [Twitter](#)

My Twitln

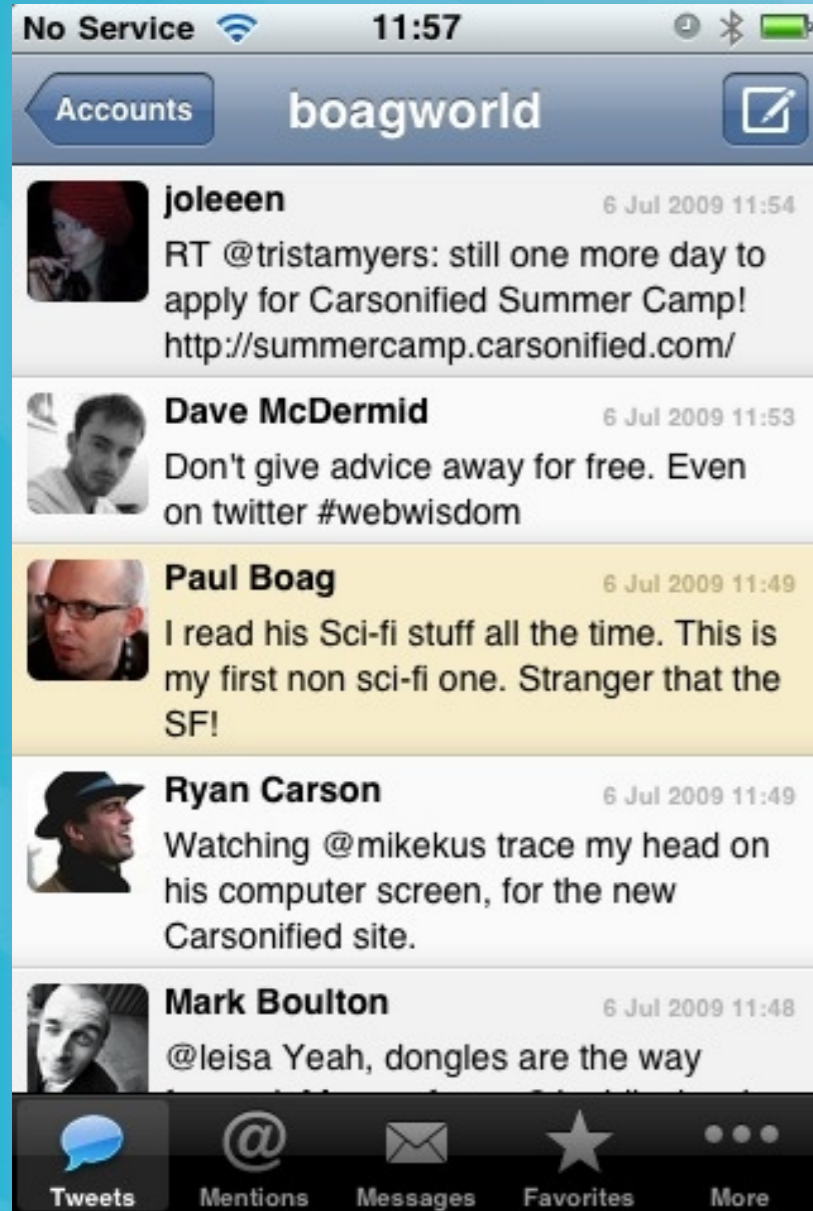
- People Search
- Direct Operation
- Cross Follow
- Locked Users

Advertise your business to the world **RIGHT HERE** buzzom.com

Free Economic Reports



twitter: mobile



twitter: desktop

The image shows a screenshot of the TweetDeck desktop application. The window title is "TweetDeck". The interface is divided into several sections:

- Top Bar:** Includes the text "What are you doing?", a "Tweet sent" counter showing "140", and a "Shorten URL" field with a dropdown menu set to "twurl". There are buttons for "Shorten" and "TwitPic".
- Left Column (All Friends):** Shows 334 tweets. Visible tweets include:
 - @collylogic give 'em hell!
 - nicepaul, [+] Wed 28 Jan 12:01 via twitterrific
 - Sharing some notes about iPhone CSS tweaks on Accessify: <http://is.gd/hvSw>
 - lloyd, [+] Wed 28 Jan 12:00 via twitterrific
 - Googling for a Thai restaurant in London called 'Boys Own' really doesn't return the kind of results I'm looking for :-/
 - rnalexander, [+] Wed 28 Jan 12:00 via web
 - The beagle has landed.
- Second Column (Replies):** Shows 34 replies. Visible tweets include:
 - RT @boagworld: This week's show has an excellent interview with Liz Danzico who works with Happy Cog. <http://twurl.nl/evk5ht> - Retweet
 - JohnMcFarlane, Wed 28 Jan 12:41 via Search
 - new @boagworld Podcast up. <http://boagworld.com/podcast/150/>; new @boagworld Podcast up. <http://boagworld.com/po..> <http://tinyurl.com/aokvye>
 - podstformobs, Wed 28 Jan 12:34 via Search
 - RT @boagworld: This week's show has an excellent interview with Liz Danzico who works with Happy Cog. <http://twurl.nl/evk5ht>
 - prettierpixels, Wed 28 Jan 12:31 via Search
 - RT: @boagworld: This week's show has an excellent interview with Liz Danzico who works with
- Third Column (Group: Headscape):** Shows 4 tweets. Visible tweets include:
 - who's going to Skillswap tonight?
 - anna_debenham, [+] Wed 28 Jan 09:46 via twit
 - Wondering how I get IE6 back on my XP laptop.... after Service Pack 3 got installed (now uninstalled).. IE7 seems content to stay...
 - leigh, [+] Wed 28 Jan 09:30 via TwitterFox
 - Trying to work normally with a chap laying a carpet all around me...
 - leigh, [+] Wed 28 Jan 09:26 via TwitterFox
 - Hehe... <http://news.bbc.co.uk/1/hi/health/7853564.stm>
- Fourth Column (Search: Introduction to WC...):** Shows search results. Visible tweets include:
 - o_o RT @boagworld For those interested in my introduction to WCAG 2 presentation - <http://bit.ly/34zAsV>
 - juliecochrane, Tue 27 Jan 08:31 via Search
 - RT @boagworld : For those interested in my introduction to WCAG 2 presentation - <http://bit.ly/34zAsV>
 - rb3m, Mon 26 Jan 15:36 via Search
 - RT @boagworld: For those interested in my introduction to WCAG 2 presentation - <http://bit.ly/34zAsV> - RT if....people would be interested
 - keyboardcowboy, Mon 26 Jan 12:33 via Search
 - jfc iii @boagworld thanks, for the introduction to WCAG 2 presentation - <http://bit.ly/34zAsV>

At the bottom of the window, there is a status bar that reads "Last Updated: 12:42 with 3 tweets / next update 12:43" and "Twitter Status: Pretty much ok".



twitter search

Questions...

"web design" ?
@boagworld ?

Mentions...

boagworld -@boagworld -to:boagworld
headscape OR "website owners manual"

Related keywords

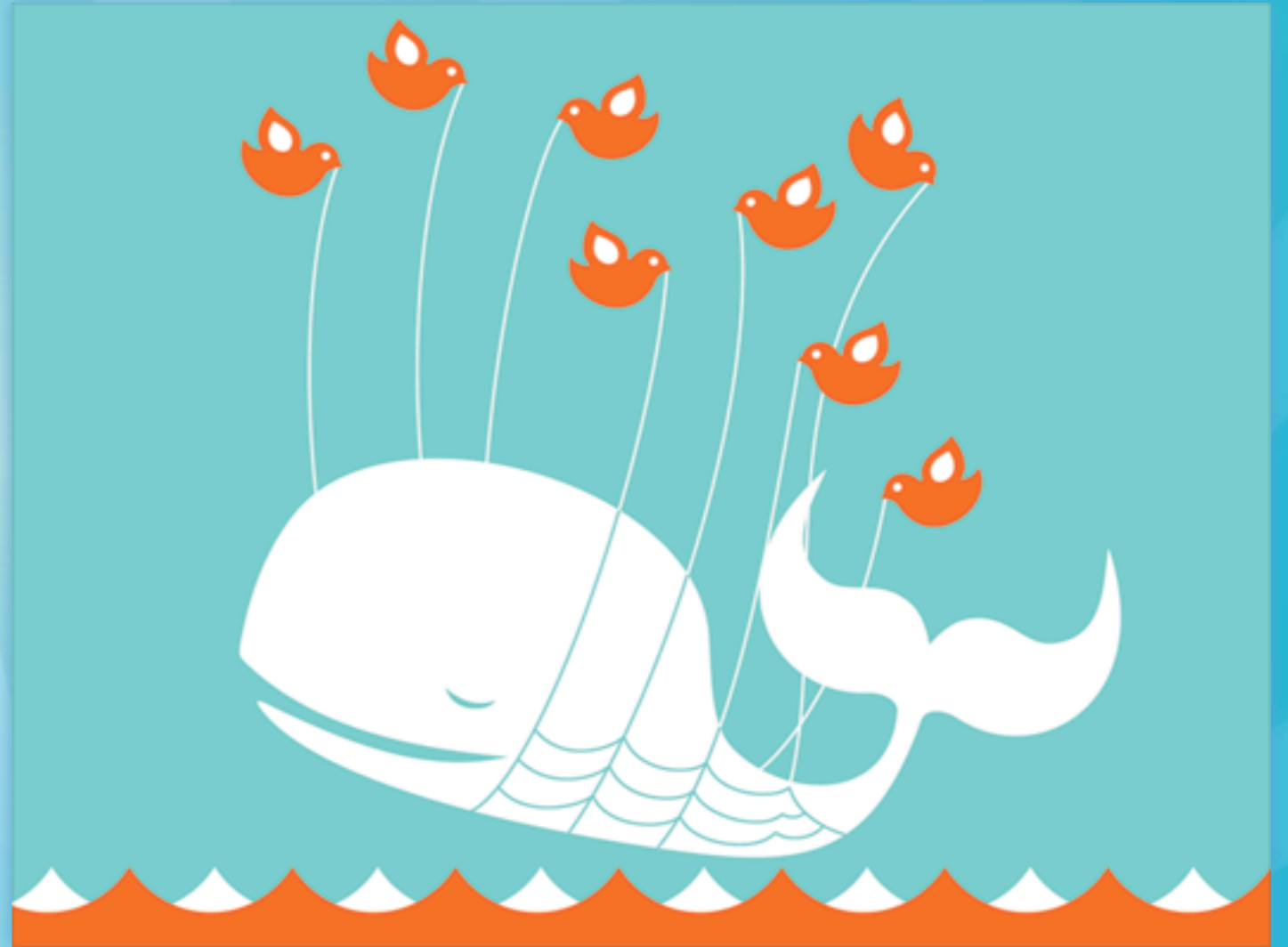
Related links... "web design" <http://>

The competition



twitter etiquette

Retweeting
Replying
Following



twitter and your site



The screenshot shows the Twitter Feed website interface. At the top left is the logo "twitter feed" with a bird icon. To the right are links for "sign up", "help", "blog", and "sign in", along with a button that says "follow us on twitter: @twfeed". The main content area has a yellow background with a large yellow bird icon and a white RSS symbol. Text reads "Feed your blog to twitter and more...". Below this, it says "currently feeding" followed by a counter showing "3 6 3 2 6 3" feeds to twitter. A "Register Now" button is visible. On the left side of the main area, there is a vertical "Feedback" button. Below the main area, there is a "Sign In" section with fields for "Email Address" and "Password". To the right of the sign in section is a "Getting Started" section with the text "Getting setup is easy and takes just minutes!". This section contains three numbered steps: 1. "Create My Account." with a key icon, 2. "Add My Feeds" with the text "Easily add your existing feeds" and a bar chart icon, and 3. "Track My Feeds" with the text "Real-time Stats" and a bar chart icon.





@boagworld

Twitip
Twitter Tips in 140 Characters or More



WELCOME TO TWITIP
Twitip is edited by Darren Rowse (@ProBlogger) from ProBlogger Blog Tips and is all about Twitter.

19199 readers
BY FEEDBURNER

TWITIP SPONSOR



Discover How to Use Twitter

Quick Twitter Tool Review: Buzzom

by LARA KULPA on JULY 6, 2009
in TWITTER TOOLS

NEW MENTION FROM CARGOWIRE @boagworld twitter.com ?

At some point in time, everyone who becomes a "Power Twitter User" bemoans the fact that it's hard to follow too many people, or keep up with the emails telling us who's following us. Twitter's site interface doesn't make checking your followers or adding/removing followees very easy or intuitive.

Introducing [Buzzom](#), which uses Twitter's API to make it all super easy to manage your follower/following list at lightning speed. [\[click to continue...\]](#)

ShareThis

{ 12 comments }

Did You Tweet About Michael Jackson's Death?

by LARA KULPA on JULY 5, 2009
in POLLS AND READER DISCUSSIONS

NEW MENTION FROM LOCUSM @boagworld twitter.com ?
NEW MENTION FROM BRUCE @boagworld twitter.com ?
NEW MENTION FROM MTABIN @boagworld like http://tw
NEW MENTION FROM BK4D @boagworld twitterfor shows th you follow
NEW MENTION FROM TECHN @boagworld tried Tw

