

Twitter for Twits

If Twitter is one of those things you've heard about, or have even signed up to, but still can't get the hang of it this will get you started and give you some ideas to help you use it to raise your profile.

The basics

Sign up to a Twitter account at www.twitter.com

Get a free account at:

www.hootsuite.com (an online twitter feed tool)

www.tweetdeck.com (downloadable software with similar facilities to Hootsuite)

www.ubertwitter.com (for BlackBerry phones)

Other Twitter tools:

www.twittercounter.com – see your stats for how many tweets you've posted and followers you've got.

www.socialloomph.com – to organise automated responses to your followers.

www.twellow.com – think of this as the Twitter yellow pages!

www.ping.fm and www.onlywire.com – getting your message out to many social media and social bookmarking sites.

If you ever wonder what to post on Twitter – here are 14 ideas to get you started.

1. Share your knowledge and demonstrate your expertise; give us tips that we can use.
2. Tell us what you're doing, not having lunch, but the latest project you've completed let us know what you can do.
3. Let people know if you've landed a new contract and celebrate!
4. Answer other people's questions or offer to have a 'clinic' for a specified period of time.
5. Post testimonials you've received – the important bit is the results the client experienced.
6. Retweet Tweets you find interesting, amusing, useful to your followers. Never RT anything you haven't checked out (links).

7. Get into conversation, respond to other people's tweets, it shouldn't be a one way street.
8. Recommend good books, films, websites, services and products – and why you think they're good.
9. Share interesting articles, blogs, videos and pictures (shrink links) and tell us why they're interesting.
10. Ask questions and get the Twitter community to help you on your journey of discovery!
11. Give testimonials to other Twitterfolk. Let the world know when you've had great service or a brilliant outcome.
12. Post your blog links so people know what you're talking about.
13. Promote your courses, new ventures, products – but not too often and don't just post a sales pitch.
14. Be human! Whilst we might not want to know what you're eating, sharing triumphs and disasters is fun.

... and finally

Visit www.lesleywriter.com and sign up for the free reports on website readability if you haven't already.

Visit www.webcopythatpeopleread.com for lots of tips and information on copywriting and marketing on and offline.

If you need help with your written communication

email us at Lesley@lesleywriter.com

Call +44 1245 473296

Skype: Lesleywriter with an 'I need some help' message!

Lesley Morrissey is an expert in readability and specialises in helping people to develop a website that works for their business.

You can contact Lesley on +44 1245 473296 or Lesley@lesleywriter.com or visit the website at www.lesleywriter.com.

