

How to Get Started in Twitter

Toolbox Teleclass Transcription

By Debra Russell



Professional Program

**Track 4A: Rock the Internet: Online & Social
Media Mastery**



Artists Marketing & Business Academy: Professional Program
Rock the Internet: Online & Social Media Mastery
How to Get Started in Twitter

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INTRODUCTION

TWITTER 101 – HOW TO GET STARTED

Welcome to the July toolbox teleclass: How to Get Started On Twitter. This is going to be a very basic Twitter 101, but you will want to have at least created an account in Twitter, which means, you know, from the page just getting started, and then I'm going to walk you through, filling out all the settings, and all of that stuff.

So just go ahead and get yourself started on that. You may want to pause the recording if you're listening to the recording of this and do that, and then come back and turn the recording on so that you can kind of follow along with this.

GOING TO COVER:

So, what we're going to cover tonight is:

HOW TO SET UP YOUR PROFILE FOR OPTIMAL ADVANTAGE

How to set up your profile for optimal advantage

HOW AND WHAT TO TWEET

How and what to tweet

HOW TO BUILD YOUR FOLLOWERS

How to build your followers

WHAT NOT TO DO ON TWITTER

And what NOT to do on Twitter.

This is very much a basic Twitter 101. I'm going to get through as much as I can in an hour, know that I've spent the last year really studying and learning about Twitter, so you can expect that you won't learn everything in this hour, but this should be enough to get you up and running.

Who's joined me?

Chuck: Chuck.

Debra: Oh, welcome Chuck. Are you in front of your computer?

Chuck: I am.

Debra: Good, and you have your Twitter open?

Chuck: No, I don't. I'll do that.



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Debra: Go ahead and log in and go to your setting page and so that you're ready to follow along when we're ready to get started.

Chuck: Okay.

Debra: So...and for both you and Jen, you guys may want to put yourself on mute until we get to a place where we're really doing the actual filling in of forms, just so that there's not a lot of background noise. So...and you do that by hitting *6.

SOME BEGINNING NOTES:

So, some beginning notes:

I'M GOING TO ASSUME YOU ALREADY KNOW WHY YOU MUST BE ON TWITTER

I'm going to assume you already know why you must be on Twitter. I've covered it in other classes, the [Interview with Patrick Schwerdtfeger](#), this most recent class that actually motivated me to do this class you know [How to Use Social media in Building Your Multiple Stream Business](#). So I'm not going to cover the 'why?' on this class. I think I'd really well covered it in other classes.

TWITTER PERIODICALLY HAS TECHNICAL ISSUES. HARD TO COMPLAIN – IT'S A FREE SERVICE. CHECK STATUS.TWITTER.COM IF YOU THINK SOMETHING'S GOING WRONG AND WANT TO MAKE SURE IT'S NOT JUST YOU.

Here are some things that you need to know though, Twitter periodically has technical issues. It's hard to complain. It's a free service. So for example, yesterday when I was doing some research for this class and I went to the *Help* pages, I kept getting the Fail Whale. You'll know what the Fail Whale is. The Fail Whale looks like a whale being lifted out of the water by little Twitter birds.

And it periodically comes up. Don't panic. It's not you. It's Twitter. So one of the best resources to find out what's going on and how long you they think it's going to last or if it's really something very temporary is to go to status. S-T-A-T-U-S (dot) Twitter (dot) com (status.twitter.com).

If you think something is going wrong and you want to make sure it's not just you or you want to perhaps, you know, give them a heads up if there is an issue, status.twitter.com is kind of their blog for letting us know when there's outages or problems or issues. And you know what? There are! It's an enormous thing, and it's a free site, so it is what it is.

MOST ANSWERS FOR MOST QUESTIONS CAN BE FOUND AT SUPPORT.TWITTER.COM – OR EVEN BETTER – JUST TWEET ABOUT YOUR QUESTION – SOMEONE WILL PROBABLY ANSWER YOU!

Most answers from most questions can be found at support.twitter.com or even better and this is something I've done countless times and got an amazing result with. Tweet about



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your question and tweet about your question and direct an @reply meaning @ and the person Twitter handle in the body of the tweet.

So for example, I was having trouble with Comcast, and I tweeted to @Comcastbetty and she solved my problems. The other day I was having a problem with a new service that I'm using for my productivity. It sits on top of my Google apps, and I'm really happy with it, but I was having trouble getting it up and running and so I tweeted @Manymoon, which is the name of the service and they called me. I got an actual phone call from ManyMoon customer service, and we worked through the problem and now things are fabulous.

So one of the things that Twitter can serve as is, you know, customer service issues will get attention if you tweet about them. I promise you. It's amazing.

But if you're having problems with Twitter or any of the Twitter third-party applications, one of the best ways to get those questions answered is to tweet about them, because you better believe those people are reading tweets, particularly tweets with their names in them. So that's just a little twip if you will.

By the way, everything Twitter does starts with the letter TW. So it's not a tip. It's a twip, and it's a tweetionary if you want to know all the words that, you know, are appropriate in Twitter.

HOW TO SET UP YOUR PROFILE FOR OPTIMAL ADVANTAGE

So first of all I want to get started on how to set up your profile for optimal advantage, and I want to actually split my screen so I can read my outline and look at my Twitter page and so we can kind of talk about this going right along.

So where you want to be looking if you're looking at...you signed in to Twitter, and you're looking at your Twitter page, which should say twitter.com forward slash whatever your handle is.

At the top-right, there's a balloon with different thing that says: Home, Profile, Find People, Settings. You want to click on the Settings page and go to Settings. And the first place on that, and you guys, if you want to bring yourself off of mute *6, so that you can ask questions as we go along, that's fine.

ACCOUNT

So the first page is Account. Now in the Account is your name, and you will be looking at that more in the Profile settings piece. We're not going to talk about that yet...and your username.

Notice that you have the option to change your username. So if you decide, you know, you signed up as X but you want to be Y, you can go and then change it as long as someone else is not using it.



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So for me, my username is artistsedge and I want to talk a little bit about choosing usernames.

USER NAME - YOUR HANDLE ON TWITTER – MAKE IT SHORT!

First of all, make it short because it will be included in people's tweets when they're talking about you, when they re-tweeting you, and there's only 140 characters and that real estate is extremely precious, and you will lose people re-tweeting you if you're handle is too long, because they can't get enough information in there to make it worth their while to read tweets.

So keep it relatively short. Mine is probably as long as you want to get it. I see people with longer, but I don't recommend it. If you can, I recommend using your name as opposed to your business name. Now obviously I went against that. I used artistsedge, but that's because Debra Russell is an obscenely common name and Debra Russell was taken. Debra Russell was taken. Coach Debra was taken, just all of these...Debra Russell1. I mean, just all the usernames, and I was like, you know, "Forget it. A lot of people know me as ArtistsEDGE. I'm just going to do that.

So that's why I chose that. You can't use any spaces and your username is, by the way, searchable, which is why I recommend using either your business name or your personal name. If you use your business name under username, you have to use your personal name under name, because then people look at it and say this isn't a human being. I'm not going to follow them and it's off.

Put in your email, "I recommend letting others find me by my email address." It's not publicly displayed. It can't be grabbed by spam bots and, you know, people have found me that way. So I recommend giving people as many ways to find you as possible. That's the whole point; the point of Twitter is to be public.

Language. Obviously English. Your time zone, tweet location. Add a location to your tweet. I actually...unless you're a retail store front, I don't think this is such a great idea. I don't really want people to know where I am, you know. It's kind of I might be a little paranoid, but it seems to be that it's just begging for, you know, weird things to happen. So I tend to not add location to my tweets.

DON'T PROTECT YOUR TWEETS

I strongly recommend not protecting your tweets. Why on earth would you protect your tweets? I think it's crazy, unless you're literally tweeting only to your select few friends. Protecting your tweets is just counter-productive. Your whole point of doing Twitter is to be visible. If you're protecting your tweets, you're not visible. You're not searchable. You're not visible. Its counter-productive. So that's the Account and you can click save and go to your password. Obviously that's something you want to be able to remember.



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MOBILE

Moving on to Mobile. Now if you want to be able to tweet from your phone and don't have a smartphone where you can upload, you know, Twitter, like I have Twitter for Blackberry. There's iPhone apps for iPhones. Smartphones have Twitter apps that make Twitter more usable. If you want to just be able to do it by text messaging, go ahead and set this piece up. Just know that if someone direct messages you or DM's you, it will go to your text. You'll get a text message from them, and so if you have limited text messaging capability and you get charged by text, don't do this.

Same thing with letting others find you by your phone numbers, you know. It's not public, but if someone knows it, they can find you that way. It's up to you about that.

Okay moving along, before I actually...before I move along, has anyone got any question so far?

Chuck: No.

NOTICES

Debra: Okay. Next one is Notices.

I RECOMMEND AGAINST AUTOFOLLOW

I strongly recommend doing new follower email and not doing auto-follow.

Now there are systems that you can use, third-party applications that will auto follow anyone who followed you. I think that's a mistake. You're going to get a lot of crap people following you. No offense to those people. They're just not who you want to have as followers.

The name of the game with Twitter is "Quality, not quantity." It's not about having a million people following you. It's about having the right people following you, and you following the right people and I'll talk a lot more about this in the *How to Get Followers and Who To Follow*.

SET UP FILTER IN YOUR INBOX TO MANAGE THIS

So what I do is I get an email when someone starts following me. I set up in my Gmail a filter so that that doesn't hit my inbox. I don't even see it. It goes immediately to a folder, and then, maybe twice a week I go in there. I spend maybe 20 minutes - half an hour, check out all the people who've followed me, decide whether or not I want to follow them back. And I'll talk about criteria for how to make that decision a little bit later in the class.

I don't get emails when people send me new direct messages, usually it's garbage, and in fact, I send an auto-direct message that says, "If you really want to get my attention, don't direct message me. Send me an (at)@reply, because I don't really look at my direct messages."



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I do like to email newsletter. It does keep you updated. It's up to you whether or not you get that.

PROFILE

Now we get to the real juicy important thing. Let's talk about profile.

MOST IMPORTANT PIECE

Do upload a picture and do upload a picture that shows your face, and Chuck, I noticed that you show your guitar, but not your face.

Chuck: Right.

Debra: I know a lot of people uploaded their logo or their band, you know, their album cover. I recommend against that. One of the main things that Twitter allows you to do is to make a personal connection with someone you've never met, never seen, and probably never will.

And having your smiling face makes a huge difference. They've done a lot of studies about this. People pay attention when there's a face next to it. You'll notice that on all of my testimonials on my website I have their faces on it, because people pay attention. It's a really human, unconscious thing, but we listen, we read, we pay more attention when we see someone's face. So I recommend uploading your face.

It does not need to be a professional headshot. Mine is, but it doesn't have to be, and it didn't start as one. It's just needs to look halfway decent. It's a very small, little pixel, you know, avatar. You are limited to how many pixels you can upload, so do pay attention to that.

YOUR NAME – SEPARATE FIRST AND LAST W/SPACE

Your name. I already said that. You want to have your name as your handle, but here's your opportunity to put your name again, and I recommend you put your name and I recommend that you put a space between your first name and your last name.

The reason is if you don't have that space there and someone searches you with the space in it, they won't find you. So for example, if, Jennifer, you have your name, Jennifer Bundy, in the name thing, but without the space...and I go on Twitter and I say, "Gee, I wonder if Jen's up on Twitter yet?" And I go in and I search for Jennifer (space) Bundy, you won't come up. So do put a space between your first name and your last name.

LOCATION – BROADER IS BETTER

Here the location. I recommend not, like, "I live in Oakland," but you'll notice that in my location, if you look at my profile, my location says, "San Francisco Bay Area, California," because this is searchable.



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And a lot more people are going to be searching for San Francisco or Bay area. They're not going to be searching for Oakland. And so, I put San Francisco Bay Area. So if you are in a suburb of a major metropolitan area, put the major metropolitan area.

WEBSITE – DO NOT SELF REFERENCE; USE YOUR URL, NOT

REVERBNATION/FACEBOOK/MYSPACE – UNLESS YOU DON'T HAVE ONE – WHAT????

You must put your website in here. This is a main driver to your website. People land on my website from here all the time. If you've only got a MySpace page or you've only got a Facebook profile, okay, but why the heck don't you have a website? Oh sorry, that's a different class. But seriously, why the heck don't you have a website? Put your website here or your blog. It's better doing that than a third-party.

I've seen people put their Twitter page website as their web address, so it's, you know, their web address is the actual page I'm looking at their web address on. It's the stupidest thing ever. So do put your web address there.

BIO – 160 CH – USE YOUR KEYWORDS – THIS IS SEARCHABLE

Now let's talk about your bio. You have in your bio 160 characters to make an impact and you're not just making an impact with the people who are landing on your profile page because they know you or they've seen you or whatever, but you're also making an impact with Google and with the several search engine third-party applications that search Twitter for people, which I'll talk about a bit more.

So I recommend going into Microsoft Word and writing your bio, using the word count tool, which will count not only the words, but also the characters with spaces and spaces count.

Your bio does not need to be sentences. Your bio needs to be packed with keywords--packed. You want to use every inch of that 160 character real estate. It's precious. So your bio should be exactly 160 characters. No more; no less.

Keywords. Just a word about keywords. You want to be thinking from the perspective of your audience, your fans, your market for keywords, not your keywords, but their keywords. What are the keywords that they're searching for that will lead them to you? That could be about your genre. It could be about your services.

You know. I know, Jen, you teach privately. Chuck, I don't know if you teach privately. If you do that, you might want to put that in there. You'll see that mine does not. It's nonsense. Certified Business Coach, Specialty, Music Business, Film Business, Writing, Arts and Entertainment Industry, Creative Production, Pro-Athletes Business Owner. There's no sense in there. I'm not telling my life's story. Keywords, keywords, keywords, and it works.

DESIGN

Design colors – make it readable

Sidebar shouldn't be same color as text!

Twitbacks



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Okay saving that, moving on to the next thing. Let's talk about design.

Now one of the things that I'm going to talk about is personalizing your design. I have to update mine with my new pictures, but there's a service called *twit backs*, and I'm going to have to...write this one, maybe I...just a second.

Caller: Did you say *Tweet back*?

Debra: T-W-I-T and I'm... let me get the... yeah *twit back*. T-W-I-T-B-A-C-K-S.com is an opportunity for you to create your own Twitter background with your branding using their systems. That's what I created my background with, and that's, you know, so if you go and look at my profile, I designed that. I am not a graphic designer, but I basically designed that and *twitbacks* gives you the opportunity to do that. Then you save it as a GIF on your computer, and then you upload it.

Now if you're a graphic designer, you don't need *twitbacks*, you can just create your background and upload it. So let's talk about how to do that.

So, if you change your background image, you can upload a background image. Must be smaller than 800K and they take GIF, JPEG or PNG images, and you just upload it; otherwise, you're stuck with one of their 20 options. I strongly recommend doing a personalized background, because, you know, everybody...you look like a newbie if you don't. And tour around on other people's Twitter profiles and you'll see that that's really true.

I will tell you that I started out just uploading my logo and using it as a tile background, which makes it just it comes up like three or four times tiled behind your profile and that's fine to start, but I think *twitbacks* is a nice little tool and it's free. You can hire graphic designers to do it, but, why? It's free.

Let's talk about design colors. This is a mistake I see people make all the time. They will use a dark color on the side bar and a dark color on the text. Now let me tell you, your text color is your text color throughout your entire profile. You don't have a choice about that.

But if you use a dark color on text and a dark color on the side bar, nobody can read your text, and it's a pain in the butt. So, I recommend a light color on the side bar and I recommend picking colors that will match with whatever design you end up using, so that it's good to look at.

So those are the design things. Any questions about this before I go on?

Chuck: No.

Debra: Alright.

CONNECTIONS

Be wary of who you give access to.



This is where you can revoke access

Last thing to talk about are connection. Connection...

Jen: Can you hear me?

Debra: Yeah, go ahead. Jen. I can hear you. Did you have a question? Jen, I can hear you. Do you have a question?

Jen: No, I don't.

Debra: You don't have a question? Okay, alright.

Now with connection, and I'm not sure if you're just starting and you don't yet have any connections, that option may not even show up. But connections are where you can check out what third-party applications are linked to you and this is a good thing to check periodically, because if someone is spamming via your Twitter profile, this is how you find them.

If they're legitimate, you want to be linked; you want to be connected to them. For example, I have my connections right now are Twitter for Blackberry; Google, which gives me the Google-Twitter integration; Social Oomph, which is one of the tools I'm going to tell you about; Hootsuite; Friend or Follow; Trello. These are all tools.

Tweet Peek, which is the service I use to upload pictures to my Twitter account. Tweet Deck... So all of these are legitimate, and I have, you know. maybe a dozen.

This is not something you searched out like, "Oh, I want connection," but they'll come up, and when they ask you for permission, you can either grant it or not. But do be a little careful on who you grant permission to because people's profiles have been hacked, and if it's hacked, it can be a huge pain in the ass to fix.

Alright, any questions about your settings, and how to set your settings up to be the most usable and the most, you know, valuable. Yes, no? Alright, moving along.

Callers: No.

Debra: Great! Pretty simple, right? It's not that hard.

HOW AND WHAT TO TWEET

So now let's talk about who and what to tweet? This is the question. So first of all, I know, Chuck, you've been up for a while, but Jen, you just signed up today, right?

Jen: Right.



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Debra: So, I would recommend that you want to start tweeting right away. You want to start tweeting and maybe get to you know 10 or 12 tweets over the next couple of days.

You know maybe 3 or 4 per day, something like that, before you really actively start seeking out followers, because if someone lands on your page and you got no tweets, they're pretty unlikely to follow you back, and if you follow them and they don't follow you back, they're not going to come back and look and see if you become more active, you know. So you want to be fairly active and then start building your followers.

IF YOU WOULDN'T DO IT FACE-TO-FACE, DON'T DO IT ON TWITTER.

So here are some rules about how and what to tweet. If you wouldn't do it face-to-face, don't do it on Twitter, because there are no take-backs. Once it's out there, it's out there forever, and by the way, I had someone tweet something really rude and nasty about me, and then somehow...and I don't even know how she did this, but she went in and removed it from her stream. Ha! But someone else has found it and taken a picture of it and sent it to me, so I actually had it.

NO TAKE-BACKS ON TWITTER

Once something is out there on the Internet, Google takes a picture of this and caches it. It's out there forever. So with Twitter there are no take-backs to use. So if you wouldn't do it face-to-face, don't do it on Twitter. That's not to say don't complain about things. I've gotten good customer service by complaining about things.

Do it like...be a "mentsh" as my mother would say, which if you don't know Yiddish means, "Be a human being. Be a real person," okay? Don't fall into the trap of thinking just because they can't see you or don't know where you are that it doesn't have an impact. It can have a huge impact.

A person was sued for \$50,000 for the things they said on Twitter. So just be aware. You don't need to be terrified, just be conscious and careful.

BE FRIENDLY, FUNNY (BUT NOT OFFENSIVE), INFORMATIVE, OF VALUE, RELEVANT (TO YOUR TARGET MARKET)

Be friendly, be funny, but not offensive. Be informative, be of value, and be relevant to your target market.

Now that requires you actually to know who your target market is, but that's not a topic for this class. That's a topic we talked about at length in other classes, like [Niche Marketing](#) and [How To Use Social Media for Your Multiple Streams Business](#) and other areas.

So, you want to know who your target market is and you want to be of value to your target market. You will notice if you follow my tweets then, I'm always tweeting tips and tricks and links and resources. I'm always giving in my tweets.



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SERVES TWO PURPOSES:

Twitter serves basically three purposes and I need to add a purpose because I realized I left one off, just driving traffic.

BRANDING

Alright, first of all, it is branding, who you are and who you know, who your presence is. So it is a branding source.

DEEPENING RELATIONSHIP

Secondly, it is a place where you get to deepen relationship with people because it gives you access to conversation with people you would not possibly have conversations with any other way.

I've gotten clients from Twitter, who know me from nowhere else but Twitter. You know, there's ways that you can really engage in Twitter and that's a big purpose.

So, the final one is to drive traffic. Now it drives traffic in two ways. First of all, someone finds out about you on Twitter. They looked at your profile page and they clicked on your...on your link to your website. That's the main way that it drives traffic, but it also drives traffic because Google loves Twitter. Love, love, love, love Twitter.

I do Google alerts on ArtistsEDGE, and I see my entire Twitter streams coming up in my Google searches within 24 hours of tweeting them. It's amazing, and in fact, if you google anybody and they are on Twitter, their Twitter stream will show up. It's amazing. So it's a great way to generate and drive traffic, you know. Search engine optimization in an organic way.

CREATE CONNECTION, INTERACTION AND CONVERSATION

When you're on Twitter, you want to be creating connection, interaction, and conversation. What does that mean? That means you're following the people you're interested in. You follow back the people who you think are within your target market.

So here's my rule for following someone back. I get when I'm active. If I go away and I'm not being active on Twitter for a couple of days, this will drop off, but in my usual habit of tweeting between 5 and 50 tweets a day (depending on what's going on), I will get generally between 20 and 30 new followers every week.

So if I look at my followers file on Gmail, and I haven't been there in a couple of days, it will be big. So that's why I say it takes me half an hour to 45 minutes to go through them, because I'll have 20 or 30 to go through. And that's actually grown over time, the more followers you have, but the higher up you are in ranking and the more likely people will find you. That's just the nature of the beast.

My rules for following people back: people I actually know I will follow back, people who I want to learn from -- the expert, that I want to learn from. So who are those? Those are the



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experts within my business, so the coaching experts, the experts in social media. I follow *Mashable* (M-A-S-H-A-B-L-E). It's one of the major resources for all news, all things social media.

I follow a woman name Anne Evanston, who's a Bay Area person. A-N-N E-V-A-N-S-T-O-N. Because she's the person I learned all this stuff from. Just about everything I'm teaching you guys, she taught me.

There's a couple of other social media people that I will follow as I come across them, you know. You want to follow the people you want to learn from, and obviously, you want to follow your target market.

So when someone follows me, I'm going to look at them and say, "Do they fit that criteria or are they someone I know? Are they my target market?" If someone is my target market, I always follow them back. Unless they're rude and nasty, in which case, I might unfollow them, but pretty much I always follow them back.

Are they a self-proclaimed group? In which case, I won't follow them back. Or are they someone that I know as an expert? In which case, I will follow them back. So that's kind of my rules for following people back.

You will get, like I said...people will start following you, and really, they just want to follow you, so you'll follow them back, so that they can then market to you. I generally don't follow these people back.

So, once you've followed someone, then you want to talk to them. You read their tweets. You interact with their tweets. There's this thing, and Jennifer since you're new, I will go into this much detail. It's called @reply which is the @ sign and your name.

So if I, for example, want to talk to...and I've had conversations. I've had a conversation with Ochocinco (the football player), because I said @ogochocinco, which is his name, you know, and he tweeted about sneaking into a movie theater and not paying an \$8 ticket, and I tweeted him and I said, "You realize that you're ripping off artists by not paying your ticket? And what, you a multi-million dollar football player? Can't afford an \$8 ticket? Stop stealing."

So I tweeted him and he talked back to me and apparently my tweet to him and his response got me so much he got so much grief from his other followers that he actually tweeted that he was paying to go to the movie.

So you know, you can create conversation and actually get noticed by people you wouldn't otherwise get noticed by. I'm very proud that Cory Booker, the Mayor of Newark, New Jersey, follows me, because he and I had this conversation and he followed me. I follow him because I just think what he does is so amazingly cool.

BE GRATEFUL AND GIVING

Anyway, be grateful and be giving, which means if someone retweets you, always thank them and thank them with their @reply, which also is called an @mention. So if you go into



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your Twitter home page and in the right menu column you'll see your @handle, if you click on that, that gives you a list of everybody who's mentioned your name in their tweet, but it has to be @(their name), and it's called an @reply or an @mention.

And so, when you retweet, which I'll talk about and like on exactly how to do that. It shows up with your name and then that's a conversation starter.

THX FOR RTs

So when you thank someone for retweeting, so for example the last days or two I've had 1, 2, 3, 4 people retweet me, so I'll send an email that says, "Thanks, everybody, for the retweets," and then I'll name them @danny, @freedomgirl, @jaypeterson, @kismetceo you know, and what that does for them is that raises their profile to my followers because my followers will see who's retweeting me and very possibly follow them.

So, it's not only saying thank you, which is polite, it's actually generous, because it raises the person's profile.

RT OTHERS

How do you retweet? Well, there's two-ways to retweet. You can retweet from Twitter by hitting the retweet button. I hate that form because it doesn't allow you to edit their retweet, meaning it doesn't allow you to comment on the tweet.

I go for the old-fashioned, which looks like RT (capital R; capital T) space @ their handle and then the tweet. If I want to make a comment, I put the comment in front of the RT. So it's visually separated from their words.

Couple of things about retweeting. If you want people to retweet you, keep your tweets under 120 characters. Even though you've got 140 to tweet, keep 120, because you have to have room for their @reply name when they retweet you and retweet. And you want to give them a little room to say something you know, "This is great! I love this" or "Never, not me" or whatever they want to say.

You want to be retweeting other people if you like what they say. Always include their names in it; otherwise, it plagiarism.

SHARE LINKS

You want to share links;

SHARE RESOURCES AND COOL STUFF

Share resources, cool stuff, if you see a great YouTube, you can tweet about it. I'm always tweeting about blogs that I read, that I think are of value to people.

When I tweet about a blog, I tweet what I have to say about the blog like, "This is a great resource" or "I disagree with this. See my comments" or whatever I wanted to say, then I have the title of the blog, the link to the blog—shortened, and I'll tell you how to do that in a



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moment, and via (V-I-A) their @handle, so that they know you're tweeting about them. I've have people follow me because I tweeted their blogs. So it's a generous thing.

BE A FAN AND FOLLOWER

You want to be a fan. You want to be a follower. You want to be active in the Twitter community.

MARKET RESEARCH ON TWITTER! AND CUSTOMER SERVICE ON TWITTER

You can also do market research on Twitter by the way. You can ask questions of your followers and they will respond.

So let's talk a little bit, and gosh this is...time is going very fast and I'm going to go through this pretty quickly.

HOW TO BUILD AND MANAGE YOUR FOLLOWERS

How to build and manage your followers?

RULES FOR FOLLOWING AND FOLLOWING BACK

Let me promise you that if you once you get over 100 followers, you will never use the Twitter website to work with your followers, because it gets too big, too fast, and it's just chaos, and very often, you're not going to really see the people you want to see.

So I use a combination of tools for managing my followers. I use primarily TweetDeck, which is a program that you download to your computer, and Hootsuite, which is a Web 2.0 service that is Hootsuite.com (H-O-O-T-S-U-I-T-E.com).

I use them both even though there's some overlap, largely because I like TweetDeck better. I just visually like it better. I know people who hate TweetDeck and like Hootsuite better, whatever you want.

The nice things about these services. First of all, you can...I managed my tweets, my Facebook page, my Facebook profile, my LinkedIn profile, all from TweetDeck. I can type in a URL and TweetDeck will automatically shorten it. I can click a button and have my tweet shortened using kind of the Twitter speak languaging--the letter U for YOU, the ampersand for &, all those kinds of things, to get me under that 120 character.

You can create groups in TweetDeck, so you can really follow the people that you want to follow in an organized way. Now Twitter gives you the option for creating lists. Lists are awesome.

Now what you want to do, if you look at the right hand column on your Twitter page, and you have to create them in Twitter. You will see a thing that says "List," and it says, "New List," and you click on New List and you decide what the list name is, and again, keep it short because again it's searchable.



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You can put in the description under a 100 characters, also searchable, and you can decide whether it's public or private. Now my clients, I keep private because I follow my clients, but I keep it private because there's a confidentiality issue. Everything else is public, pretty much.

If it's public, that means if you go to my profile, you can actually sign up to follow my lists. You can search my lists. People search lists. So that's a way to organize. Then from within Tweet Deck then you can add a column and you can add your Twitter's list as columns in TweetDeck and follow them.

So, what are some of the titles for my Twitter list? Well, I've got my "My Buds," which are kind of the people that I'm really interacting with a lot on Twitter. I have my clients and members. I have new friends. These are the people who are following me that I decided to follow back, but I'm not quite ready to follow them all the time. I dropped in and out of those files to kind of look at what people are talking about and decide whether or not I want to upgrade them.

I have a Famous Folks, which is where, you know, I have like my football players and my musicians that I follow, and you know, the people who are kind of in the public eye. I have my Music Business Resources, Arts and Entertainment Industry, Social Media Experts, Sports and Athletes, my TAXI Buds, the people I know specifically from TAXI, other coaches.

So I have quite a few columns in here, and you can also create columns that are your searches and follows certain things that you're searching for. What are the things that I searched for? I search for "Debra Russell." I search for my name because ArtstsEDGE is my handle.

So if someone mentions me by name, it's not going to show up in my mentions file column. I search Music Biz, you know, my target market. Those are some of the ways that I use Twitter lists. Before TweetDeck followed Twitter Lists, I had TweetDeck groups. I don't do that at all anymore because why bother? Twitter Lists are a better way to do this.

Any questions about that stuff? I know I went through really quickly.

Okay.

A couple things about following people and following people back, I've already talked a bit about following people back.

YOUR OVERALL RATIO

You want to keep in mind your overall ratio meaning the number of following to followers. You want to keep that ratio relatively closed or tipped in favor of followers, meaning more followers than following, because if you're following 5,000 people but only 5 people are following you back, that generally means you're a spammer, and people will take one look at that and decide not to follow you back.



Twitter has limited the number of accounts that a single person can follow in a day to 1000

You are limited to 1,000 new people a day to follow. I mean seriously, unless you're doing some serious spamming or you've hired someone else to do following for you, you're never going to top out more than 1,000 people a day.

TWITTER LIMITS:

So wouldn't worry too much for that, but those are the Twitter limits. When you get over 2,000 followers, those limits also become a little more detailed. You can get a lot more information about this on the support.twitter.com page.

EXPERTS

PEOPLE YOU ACTUALLY KNOW

PROSPECTIVE FANS

PEOPLE YOU'RE FANS OF

INNOVATORS, INFLUENCERS, THOSE THAT BREAK NEWS IN YOUR SPACE.

TOOLS FOR FINDING NEW PEOPLE

I've talked about who to follow, but how do you find them? Here are some tools for finding new people.

So, first of all one of the best ways to find your target market is to figure out, as an artist, who are you most like?

So, let's say you are a musician and you've been compared favorably to Bruce Springsteen and Bruce Springsteen has a Twitter profile, and I don't know if he does, I'm just using him as an example.

You can actually go to Bruce Springsteen's Twitter profile, look at all the people following him, and they're probably 500,000 people following him, and start following them. If you filled out your profile well and you're using, you know, been compared to Bruce Springsteen in your bio, those people might click through to listen to your music and decide to follow you back. So, this is a way to get new fans.

If you are targeting, you know, by what people are talking about, you can use search.twitter.com and enter your keyword. This searches people's tweets not their bios or their name, just their tweets.



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But that's why I do searches on music biz. I look for people who are using the term "music biz" in their tweets, and very often, I will follow these people back because that's my target market. You guys get how this works?

Callers: Yes.

Debra: So, this is a great way for you to find people in your target market, but here there are a bunch of third-party applications whose job it is to search Twitter.

TWELLOW

There's Twellow.com (T-W-E-L-L-O-W short for Twellow pages RRR) that you can use to search, not only keywords, and it will search their names and their bios by keywords, you can also search by location.

So for example, when I was at my first gig down in Nashville, when I was speaking in Nashville for NSAI, I did a search for Nashville Music and started following people in Nashville, and as a result, actually had people attend my classes.

If you're breaking into a new area you can do that, you know, Jen. San Francisco Arts or SF Arts could be great keywords for you to be searching.

Chuck, if you want to be searching Bluegrass Music, yeah, you'll find Bluegrass musicians, but you'll also find people who love Bluegrass.

For example... you guys get it?

Callers: Yes.

TWEESEARCH

Tweepsearch (T-W-E-E-P-S-E-A-R-C-H) is another third-party app that's similar.

WEFOLLOW

Wefollow.com (W-E-F-O-L-L-O-W) is actually...like it's like a Yellow page. It's a listing service, and you can get your profile up on wefollow, which I recommend doing using your keyword as your categories.

TWELLOW

So those are some tools for finding new people. Now again you want to keep your ratio good, so here's some ways for maintaining that ratio.

You need to know who follows you back of the people. Say you decide you're going to find 10 new people a day to follow, but if you do that in 2-3 weeks, that's going to get you up pretty high, and if those people aren't following you back, that throws your ratio off.



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So you want to unfollow people who aren't following you back, but you can't follow them and then the next day unfollow them and then re-follow them, and then the next day unfollow them because that can get you locked out of Twitter altogether.

TOOLS FOR COMMUNICATION

TOOLS FOR MANAGING

So I recommend you create a system for keeping, for remembered who you followed and then if they haven't followed you back in a couple of days, 3-4 days, then unfollow them.

YOUR FOLLOWERS

Twitter Karma

How do you know if they followed you back? Well, there's this very cool service called Friend or Follow.com that I use. There's another service called Twitter Karma that I got off of Mashable, but I haven't used them, so basically, Mashable says once you're over 500 followers Friend or Follow is better because it's faster.

Friend or Follow

And basically, Friend or Follow will classify everybody in your circle of influence as a friend, a fan, or a follow. A friend is someone you're following and they're following you back. A fan is someone who's following you, but you're not following them back. And a follow is someone you're following, but they're not following you back.

So you can go in there, you can click on their profile and decide do I want to continue following this person or do I want to unfollow them? You know, like that. Do remember if you unfollow them to take them off your list as well so you're not bothered by their streams.

Qwitter and Twitterless (lets you know who unfollows you) and twitterless lets you know when they unfollow you

There's also something and I have not yet used this, but there's something called Qwitter (Q-W-I-T-T-E-R) and Twitterless (T-W-I-T-T-E-R-L-E-S-S). Both of these tools let you know who unfollows you, so if someone's following you and then they decide to unfollow you, which by the way spammers will do. They'll follow you and then as soon as you follow them back, they unfollow you. It's really annoying.

But Twitterless lets you know when they unfollow you. In other words, what did you tweet which then had them unfollow you. So, if you are losing followers, that might be really useful to know like what are you doing wrong. I recommend that you don't take any of this stuff personally, obviously.

TWITORIA –SCANS THROUGH YOUR TWITTER ACCOUNT AND FINDS ANYONE WHO HAS BEEN INACTIVE FOR THE PAST WEEK, TWO WEEKS, MONTH, TWO MONTHS, SIX MONTHS, OR YEAR.



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There's another service called Twitoria (T-W-I-T-O-R-I-A), which actually scans your Twitter account and finds people who have been inactive for a while and you can make a choice whether or not to unfollow them if they've been inactive for a while, because people coming, They joined. They get all excited. They follow a bunch of people back, and then they (a week later), they're bored or on to something else. So, one way to clean out and adjust your ratio is to unfollow people who aren't active.

THE STREAM

Tweetdeck

Hootsuite

So, I've talked about how you manage your streams, TweetDeck, and Hootsuite. If you follow my streams it looks like I'm tweeting all the time. Let me promise you that I'm not. I've got more important things to do with my time.

YOUR COMMUNICATION

Social Oomph

But I use something called Social Oomph (S-O-C-I-A-L O-O-M-P-H), which is a paid service that allows me to upload tweets in bulk and decide when they get tweeted. I use the drip method, so I'll upload a bunch of things and then I'll decide like what day and how many in hour and how often do they get tweeted.

I have a couple of drip going on. I've got my marketing drip. I've got my tips, which I have segmented by days of the week, so you'll see that I have a different topic each day.

So Social Oomph though is a paid service. If you're not quite ready to spend money on this, you can schedule tweets in advance using both Hootsuite or TweetDeck, but you have to enter them one at a time.

And I did that for a while. I did that for about 6 months, but I got so sick of entering them one at a time that I ended up just saying forget this and paying this. What's...it's like 30 bucks a month or something for Social Oomph.

Now my guru, Ann Evanston, has turned me on to a new tool that its marketing for Twitter. I haven't done it yet, so I'm not going to recommend it or not, but it looks really amazing but it's expensive and you know it's not expensive—expensive, but it's an investment of cash but I may end up doing it because it takes...it's really like seems to have everything you could ever want. So, I'm going to check it out and it's highly recommended by Ann. As I've already told you, she is my guru.

WHAT NOT TO DO ON TWITTER

Now I know we're running out of time so I'm very quickly going to tell you what NOT to do on Twitter and then I'm happy to answer questions because I know I've been flying through this stuff.



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DON'T SEND @REPLIES TO STRANGERS SAYING – “CHECK ME OUT!” WITH A LINK TO YOUR MUSIC.

First of all, do not send @replies to strangers saying, “New music” or “Check out my website!” It's annoying. It's spam. It can get you blocked and shut out from Twitter if you do it too much, too often, and there's enough people to complain about you, and it doesn't create relationship.

I, in fact, recommend against sending a welcome direct message with a link to your website. I don't. My direct message...and some people say don't send direct messages at all, but I like a welcoming direct message. My direct message has my office phone number and says, “Call me if you ever need anything.”

And I will tell you people love that and on occasion people have called me, and I've had some great conversations, which have led people to join the membership, which have led people to have much more in depth interaction on Twitter than I would've had had they not called me.

And they call me and I answer the phone, and they're always amazed that I actually answer the phone. I think some of them call me just to see if it's real.

Anyway, the reason I recommend against putting a link to a website is because there are a lot of hackers who do that, and then when you get to the website it asks you to log in with your Twitter, which gives them your Twitter access information and people do it and then are screwed.

So, a lot of people just won't click on those links because of that. So, yeah, so I recommend if you do a direct message, just be cool about it.

DON'T IGNORE PEOPLE WHO ARE TALKING TO YOU

Don't ignore people who are talking to you. I don't even ignore people who sent me those obnoxious @replies saying, “Check me out.” Usually I reply with, “Learn how to use Twitter. This isn't appropriate. Learn how to use Twitter.” It's very interesting to have led to some interesting conversation.

But don't ignore people who are talking to you. You need to know who's talking to you, so always check your @mention. In fact, that should be the first thing you do whenever you log in to Twitter or Hootsuite or whatever your method for following is.

DON'T OVERMARKET (7:10 RULE)

Don't over-market yourself. A 7:10 rule is a good rule of thumb, meaning 7 content messages to every 3 sales marketing messages. It doesn't mean don't market yourself. It just means be much more about being of service and conversing and much less about “Check me out. Check me out. Check me out.”



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It will be a reason why people don't follow you back. They'll look at your profile. They'll look at all the things that you've been tweeting about, and if all you're saying is, "Check out this. Check me out. Check me out. Buy my CD. Check me out. I'm playing here. I'm playing there. I'm playing somewhere else. They won't follow you back, because why should they? You're boring.

DON'T GIVE YOUR TWITTER PASSWORD – UNLESS YOU'RE ABSOLUTELY SURE IT'S A VALID CONNECTION – SPAMMERS WILL HACK YOUR ACCOUNT AND THEN SPAM YOUR FRIENDS AND FOLLOWERS

Don't give your Twitter password, unless you're absolutely sure it's a valid connection. Spammers will hack your account, and then spam your friends and followers as if it's coming from you.

And be careful if you're following a link from one of your followers because that they could've been hacked.

DON'T TWEET THE SAME THING YOUR FACEBOOKING, ETC.

Don't tweet the same thing to your Facebook, except on a rare occasion, because people will follow you on Facebook and follow you on Twitter, and you need to be somewhat different.

DON'T PUSH YOUR TWEETS AUTOMATICALLY TO FACEBOOK

Don't push your tweets automatically to Facebook because if you're responding to someone on Twitter, the people on Facebook are going to get annoyed, because they have no idea what you're talking about.

DON'T BE AN ASS

Don't be an ass. I don't think that one will need any further explanation. Don't be an ass.

DON'T DRIVE AND TWEET, DRINK AND TWEET – YOU KNOW, COMMON SENSE, PEOPLE!

And don't drive and tweet. Don't drink and tweet, which very often will lead you to be an ass. You know, common sense, people. There's a kid, I don't know if you've heard about this Jen, who fell off of the cliff and they believed actually that he was either texting or tweeting while he was walking and that's why he fell to his death. So tweeting can be dangerous. Just use common sense.

And that's my welcome to Twitter talk.

You guys have questions?

Chuck: I have one. When you showed us the Connection tab tonight, I looked in there and I saw...I've never looked at that tab before. I saw the identity of the person...of the person who would hijack my account in January.



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Debra: You can unconnect them. That's when you unconnect them.

Chuck: But meanwhile they added about 900 followers and 900 following, and I've started to unfollow people when one of them sent me a message and said, "Hey, why did you unfollow me?" So I thought, "Oh, I don't know how to approach this?"

Should I go through my account with one of those resources you mentioned and delete all the people that I think had no interest in me or I have no interest in them, people who are added by the spammers?

Debra: Yeah, I would, and you know what? If they seem harmless, like look at their profile, you know. Read what they're tweeting about. If they seem harmless, I wouldn't unfollow them, but if they like...they're just spamming, spamming. I'd unfollow them. If they're not following you, definitely unfollow them.

If they're following you back, you might think about not unfollowing them, because you know...but again check them out. If they're someone you think might...you can't tell who's into Bluegrass or into your music just by looking at their profile, unless they're tweeting about music, which they may or may not be.

But they may be following you because they think your music is cool. So I wouldn't necessarily, I would certainly un-revoke that permission, which you can do from that page. That's actually where you do it, okay? So if you go into Connections you can revoke that permission.

Before you revoke that permission, go to that person's profile and block them so they can't ever come back in again. Also, a person who gets blocked enough times will catch the attention of Twitter and Twitter will just close their profile if they don't like what they're doing.

So blocking someone can be a public service, and I don't block people often, but I will block people who spammed me with @mentions. I will block people who spammed me with @mentions and were obnoxious.

Like I was tweeting about...god I don't even remember. I was tweeting about iPad or something because I was...I had a client who had an iPad, and I wanted to get recommendations for apps for him and so I tweeted about it, and I got a couple of good recommendations, and then I got this guy who started @spamming me about, "Hey, I talk about iPad. I talk about iPad. I talk about..." I'm like blocked! Because he was annoying, you know. So anyway, so you can use the block judiciously for that as well.

And if someone is following you who you think is really icky, just block them. So, okay?

Chuck: Okay, uh-huh.

Debra: Does that answer your question?



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Chuck: Sure, it does. Thank you.

Debra: Yeah, you know guys, it is a public forum, and it's a high energy public forum and whenever you have a high energy public forum, it will attract weirdness to it. So that doesn't mean not to be on it. It just means to be, you know, a careful consumer and, you know, not do the things that they're doing as well, okay? Questions?

Jen: I have one about blogging, but I have to go, so I'll ask you that some other time. How about it fits into all of this.

Debra: Ah, okay. It's a great question to submit for the Ask Coach Debra Call.

Jen: Okay, thank you Debra.

Debra: You're very welcome.

Chuck: I have one.

Debra: Go for it, Chuck.

Chuck: I have one more. Okay so does this mean then that I should keep a window open say with TweetDeck on it from when I get up in the morning on my computer. Half a window open so those little stripes are popping up on the right-hand side of my screen and be reading those all day long?

Debra: God, no.

Chuck: Okay.

Debra: I usually check...my TweetDeck is generally open on my computer, but it's reduced to the little icons in the bottom-right. So it's not even open on the bottom. It's open in the bottom-right and I will check on it maybe 2 or 3 times a day. That's plenty.

Chuck: Okay.

Debra: ...even less than that. You know once you've automated using something like Social Oomph or Hootsuite or TweetDeck, so that you've tweeted in advance. You know, you're not having to tweet live that often.

So what you want to do is maybe schedule once or twice a day where you have half an hour and go in and be interactive so that your time when you're online is about interacting not necessarily about talk. You know tweeting tips and tricks or things of interest. Do you know what I mean?

Chuck: Sure.



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Debra: You want to automate that which you can automate and then use your precious time to be interactive.

Chuck: Okay, I understand. Alright. I was trying to figure out how to monitor my Twitter without having it be a constant distraction to me. That's sounds like a way to do it.

Debra: Yeah, and that's one of the reasons I like TweetDeck. It doesn't beat at me, you know, when I'm...when I've got it closed down. I just go in and I can look at people's streams, and I can look back over time, which I will and tweet, you know, in response to people's streams and, you know, like that.

Chuck: Okay, that sounds great.

Debra: Cool.

Chuck: Alright, that's all I was wondering for now.

Debra: Great, and of course, you know, you can always submit questions to Ask Coach Debra or you can submit questions, and this goes to everybody listening to the recording.

You can submit questions as comments on the call post and that way your questions will help everybody so we can actually have a conversation up there. Alrighty.

Chuck: Okay.

Debra: Have a great night and talk to you soon.

Chuck: Alright, thank you! Bye.

Debra: Bye.