



Laura DeMeo

Cross the finish line with
social media marketing



SOCIAL MEDIA MARKETING Training SERIES

twitter

LEG 1

Twitter Domination

How to use Twitter to grow your business



Introduction

Hello my name is Laura DeMeo and I am a Social Media Marketing strategist. My specialty is helping Race Directors explode their businesses by creating buzz around their races using social Media and word of mouth marketing.

I do this in part because I am a competitive athlete myself. My passions include trail running, cycling, ultra running, Triathlons. I have raced in 6 ironmans including my long time goal– the world Championships in Kona Hawaii! After taking a year off from racing last year, I have the bug again and am currently training for Ironman Canada!

But I also do this, when I could do anything else, because I believe that racing is where it all comes together, where mind meets body. It is a powerful reflection of one's physical threshold and mental fortitude. I believe we are made to go far beyond what we imagine is possible for ourselves, and to do that, we must condition our minds and break every conceivable limitation we ever thought we had so we can make a difference in the world.

Because of this, it is my passion to support race directors in creating events that help athletes push beyond every one of their limitations, and social media marketing is the very best way I know to help them succeed. I am very excited to help you take your business to the next level!

Laura DeMeo



How would you like...?

How to use Twitter to build your business

How would you like to BUILD your business just by sheer opportunity of connecting with new people who have never heard of you otherwise..... And to be able to build relationships that ultimately turn into business transactions?

How would you like to get hundreds of new customers with out spending a lot of your Time and Money-- just by **Word of Mouth**... ..(developing raving fans that help spread the message for you with any extra effort)?

How would like to discover how to use Twitter as powerful Marketing strategy for your business?

Laura DeMeo



In this training you will learn:

- What is Twitter and Why it is important
- How to Get started with Twitter
- Develop a strategy
- Communicating on Twitter- (unique language)
- What to say
- Acquiring followers
- Twitter Lists
- Twitter automation
- Management tools
- Creating a Plan of Action

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Your First Impressions of Twitter?

Let's address some initial impressions/ questions you might have about Twitter!

First Impressions of Twitter...

- Twitter is a waste of time... I don't care what people had for lunch (what's the purpose?)
- I don't need anymore distractions in my life
- I just don't get it! (How is Twitter useful for business?)
- I feel like I am talking (tweeting) into thin air (who sees this?)

Some questions you might be asking yourself...

- Does it work?
- What do I say (what do I tweet?)
- How does someone new like me get started?
- How do I get Followers?
- Who would be interested in following me?

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What is Twitter ?

Twitter - Wikipedia Definition—

Twitter is a social networking and microblogging service that enables its users to send and receive messages known as *tweets*. *Each tweet is a real time- live feed of the latest news, conversations, and updates.* Limit 140 characters per tweet

What really is Twitter?

Twitter is a tool that allows you to build real relationships with people that can lead to a business transaction. People buy from people they know, like, and Trust.

Twitter Expert, Brian Clark (@copyblogger), puts it into perspective when he says “Twitter is the Front Line” meaning people who have never heard of you before will get exposed to you the first time

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Why Twitter?

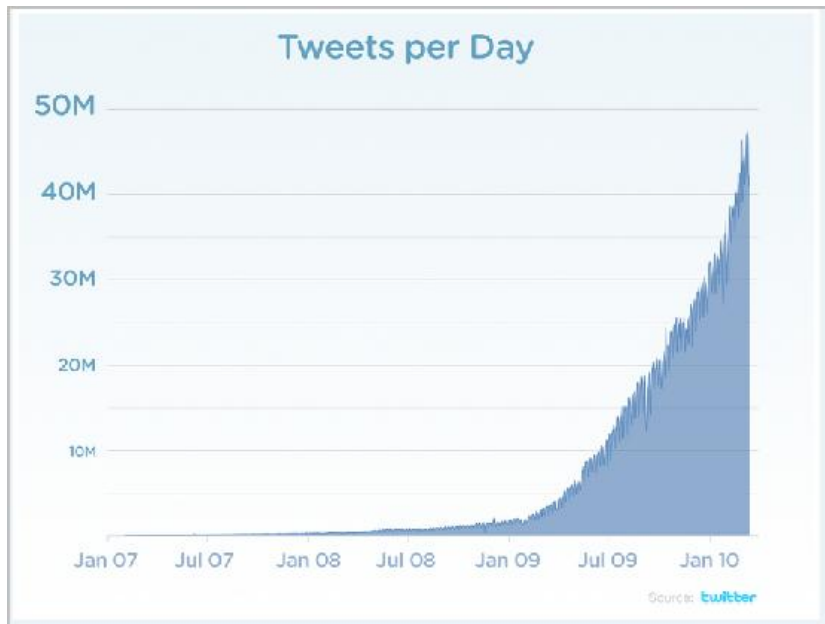
- Twitter is an incredible tool for identifying connections, joining conversations, building community, strengthening your brand and business, and getting the latest news. Athletes, celebrities, and Fortune 100 companies have all caught onto the power of Twitter
- Twitter is a strategic and powerful resource for identifying your targeted market, centers of influence, and potential partners/alliances.
- If used the RIGHT way (building relationships, adding value/ quality content, and sharing information, consistent branding, etc.) Twitter will help you network more effectively and grow a massively successful business
- Will help to drive traffic back to your site. Each tweet has it's own url and is indexed with Google search engine. What this means to you is the more you tweet using your keywords, the more it will help with SEO and increase your visibility/traffic.

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Twitter trends

TWITTER IS EXPLODING! Conversations are happening every second



1. People were tweeting 5,000 times a day in 2007.
2. By 2008, that number was 300,000 per day, and by 2009 it had grown to 2.5 million per day.
3. Tweets grew 1,400% last year to 35 million per day. Today (2010), we are seeing 50 million tweets per day—that's an average of 600 tweets per second.

Laura DeMeo



Why Twitter?

Impacting buying decisions through word of mouth marketing.

- People are 67% more likely to buy from brands/businesses they follow on Twitter¹
- 79% of people are more likely to recommend a brand they follow to their Twitter followers¹

What does all this mean to you?

It means that Social Media is a major player in word of mouth marketing—if you are not using it, then your business is missing out!

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¹ http://mashable.com/2010/03/16/facebook-twitter-purchase-decisions/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+Mashable+%28Mashable%29&utm_content=Google+Reader



Getting Started

- Create your account
- Set up Profile
- Customize background



Communicating on Twitter

Twitter Landscape

LAURA DEMEO ^{co} **twitter**
CROSS THE FINISH LINE

Home Profile Find People Settings Help Sign out

What's happening? 140

New! Add a location to your tweets. Turn it on - No thanks
Latest: RT @smexaminer The Fastest Way to Increase Your Google Ranking <http://bit.ly/dbHYpJ> 1 day ago

socialmedia-expert
Following: 52 | Followers: 0 [View list page >](#)

2 new tweets.

wiredprworks taking #ungeeked attendance - see you Thurs night for social media & ethics! #smccchicago <http://budurl.com/smcc0527>
2 minutes ago via HootSuite

chrisgarrett #smss10 folks - thanks for the great questions and remember there is still the forum if we didn't get around to yours :)
4 minutes ago via TweetDeck

mashable 10 Best "Get a Mac" Parodies [VIDEOS] - <http://bit.ly/aTUNOX>
5 minutes ago via bit.ly

Don_Crowther Google's latest makeover gives video marketers even more to play with! <http://seind.com/dhrW9j>

laurademeo
369 tweets

4,990 following 4,654 followers 74 listed

twac-kle
n. a place to follow the most popular sports stories on Twitter.

Home
@laurademeo
Direct Messages 801
Favorites
Retweets

Search

Lists
music
unified-tribe
smss2010
wine-food-restaurants
health-nutrition

Connect with me on...
facebook.com/laurademeo
linkedin.com/in/laurademeo
youtube.com/laurajdemeo

11:16:5

JAN S

2171 LAURA

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Getting Started

Set up your free Twitter account

go to: <http://twitter.com>

The screenshot shows the Twitter homepage interface. At the top left is the Twitter logo. Below it is the search bar with the text "Search for a keyword or phrase..." and a "Search" button. To the right of the search bar is a "Sign in" button. Below the search bar is the text "Discover what's happening right now, anywhere in the world". Below this is a horizontal bar with trending topics: "Ricky Williams", "Cavs", "Bill Condon", "Barça", "ARIZONA Iced Tea", "Happy Earth Day", "TRENDING TOPICS", and "Justin B".

On the left side, there is a "See who's here" section with a grid of profile pictures and the text: "Friends and industry peers you know. Celebrities you watch. Businesses you frequent. Find them all on Twitter."

In the center, there is a "Top tweets" section with three tweets:

- hypebot** UK Band Gets \$300,000 To Change Their Name <http://bit.ly/b009Gd> 2 hours ago
- adactio** That Steve Jobs article on Apple.com is going to be a slap in the face for any out-of-work Flash devs Googling for "flash jobs." about 1 hour ago
- gamestopcanada** GamestopCanada is CRAZY today!! The first 5 ppl - you heard me! First 5 ppl to re-tweet this msg are getting StarCraft 2 Beta codes! GO! 51 minutes ago

On the right side, there is a "New to Twitter?" section with a "Join Today" button highlighted by a red box. Below the button is the text: "Customize Twitter by choosing who to follow. Then see tweets from those folks as soon as they're posted." Below that is a "Using Twitter for a business?" section with the text: "Check out [Twitter 101](#)".

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Getting Started

Set up your free Twitter account

Create your username and password...and customize your settings

Join the Conversation

Already on Twitter

Already use Twitter on your phone? [Finish signup now.](#)

Full name

Username
Your URL: [http://twitter.com/ USERNAME](http://twitter.com/USERNAME)

Password

Email
 Let others find me by my email address
Note: Email will not be publicly displayed

[Terms of Service](#) [Printable version](#)

These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and

By clicking on "Create my account" below, you are agreeing to the [Terms of Service](#) above and the [Privacy Policy](#).

Create my account

twitter

Home Profile Find People Settings Help Sign out

laurademeo's settings

Account Password Mobile Notices Profile Design Connections

Name: Laura DeMeo
You can change your name on your [profile settings](#).

Username: No spaces, please.
Your URL: <http://twitter.com/laurademeo>

Email:
 Let others find me by my email address
Note: email will not be publicly displayed

Language: What language would you like to Twitter in?

Time Zone:

Tweet Location: Add a location to your tweets
Ever had something you wanted to share ("fireworks", "party", "ice cream truck", or "quicksand...") that would be better with a location? By turning on this feature, you can include location information like neighborhood, town, or exact point when you tweet.

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 user name 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.


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Getting Started

Set up Profile

Create your bio

 laurademeo's settings

Account Password Mobile Notices **Profile** Design Connections

Picture  [Change image](#)
[Delete this image](#)

Name
Enter your real name, so people you know can recognize you.

Location
Where in the world are you?

Web
Have a homepage or a blog? Put the address here.
(You can also add Twitter to your site here)

Bio
About yourself in fewer than 160 chars.

Your bio and profile are essential first steps in creating your brand!

Laura DeMeo



Getting Started

Set up Profile

How to craft a killer bio

- **Fastest and easiest way:**
 - Identify top 10 influencers in your niche
 - Research what they are doing successfully
 - Learn from & Study them
 - Twellow (twitter directory)
 - Research Blogs, fan pages, Linked-in Profiles
- **3 “W”s for creating your bio.**
 1. What do you do?
 2. Who is your Target Market?
 3. Why are you different?

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Getting Started

Set up Profile

Bio Examples

- As the Brain-Sticky Communications expert, I ensure that coaches and other inspired entrepreneurs are killer-good in sales & public speaking (@lizabethphleps)
- President, New Marketing Labs. More? <http://bit.ly/cbbio> . email: blog at chrisbrogan dot com (@chrisbrogan)
- I'm an internet entrepreneur and personal development coach who loves nature, yoga, people, being inspired, thinking deeply, and just enjoying life! (@katiefreiling)
- I wrote the book on LinkedIn, and talk sports at sportsnetworker.com | World record holding athlete & 2 sport All-American. I'm also a dirty salsa dancer (@lewishowes)
- Social media coach| Ironman Triathlete| Ultra distance runner| Connector of like minded people| Help businesses blast through all conceivable limitations (@laurademeo)

Laura DeMeo



Getting Started

Customize Background

The screenshot shows the 'laurademeo's settings' page. At the top, navigation tabs include 'Account', 'Password', 'Mobile', 'Notices', 'Profile', 'Design' (highlighted with a red box), and 'Connections'. Below the tabs is a 'Select a theme' section with a 4x4 grid of 16 theme thumbnails. The bottom row of thumbnails includes a red background with a white Twitter bird icon. Below the grid are two buttons: 'Change background image' and 'Change design colors', both highlighted with red boxes. To the right of the theme grid is a 'Design' section with the following text:

Design
Customize the way Twitter looks for you and how your profile looks to others. Start with a pre-designed theme -- and then, optionally, customize it with your own color scheme and background image.

Tips
You can see what your changes look like instantly, but they're not saved until you click "save changes."
If you want to start over, click "cancel."

Get more creative
[Check out Themeleon »](#)
Thousands of background patterns & color palettes available to customize your Twitter profile.

On the left side of the settings page, there is a profile picture of Laura Demeo and social media links for Facebook, LinkedIn, and YouTube. On the right side, there is a vertical photo of Laura Demeo celebrating at a marathon finish line with her arms raised, wearing a bib number 2171.

Laura Demeo



Getting Started

Customize Background

- <http://www.twitter-backgrounds.net/>
- <http://www.tweetbacks.com>
- <http://www.twitbacks.com>
- <http://freetwitterdesigner.com>

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Develop Strategy

- **What are your Goals?**
 - How will you use Twitter?
 - Establish presence, build brand
 - Gain publicity
 - Increase sales
 - Perform customer service tasks
- **Who is your Target Market?**
 - Who do you want to do business with?
 - What are their challenges, needs and aspirations?
 - How will you address their needs and solve their problems?
- **Identify key influencers and target audience**
 - Build relationships with core influencers within your target market
 - Find potential clients
 - Locate strategic partnerships
 - Connect and engage with your target market – What are they looking for? How can you help?
- **How will you add value?**
 - Quality content, retweet others, build relationships, provide latest relevant news, offer motivation
- **Be interested in others**

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Communicating on Twitter (Twitter language)

I have a Twitter account, now what?

- **Tweets**- messages that are no more than 140 characters and can be seen by all your followers
- **@Replies**- when you address someone openly or respond to someone and it can be seen by your followers (type @username; for ex. @laurademeo)
- **Retweets**- when you pass on someone else's tweet (or message); you do this because you like their tweet and it offers value to your followers. This acknowledges that person and it can be a strategy for building relationships. It is the sincerest form of flattery
- **Direct Messages**-this is a private message to someone. No one else will see this message. You must be both following each other. For ex. You can not DM someone who is not following you

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Communicating on Twitter

Twitter Landscape

LAURADEMEO.COM twitter

CROSS THE FINISH LINE

Home Profile Find People Settings Help Sign out

What's happening? 29

Thanks for Visiting my Blog and opting in! I hope you find these 3-part Social Media training sessions helpful!

New! Add a location to your tweets. Turn it on - No thanks

Latest: @katiefreiling- Congratulations on your launch of Unified tribe-- so exciting and it will literally revolutionize Social Media-- Super work! 13 minutes ago

Tweet

socialmedia-expert

Following: 43 Followers: 0 View list page >

DianeRayfield Social Media Strategy Tips for Businesses <http://amplify.com/u/5ja9> half a minute ago via Amplify

mashable Vent to a Stranger with BLAH Therapy [APPS] - <http://bit.ly/baSjOW> 1 minute ago via bit.ly

Jesse Sitting next to Larry Gelwix, the getaway guru from Columbus Travel (KNRS) showing off Twitter 2 minutes ago via TweetDeck

Jesse Ugh - 45 minute wait sitting on this plane waiting to de-ice before we can takeoff @delta 12 minutes ago via TweetDeck

lkr PSA: If you want to guest post on my blog, pitch me here <http://twurl.nl/1wqsvc> I <3 quest posts!

laurademeo 316 tweets

4,636 following 4,415 followers 63 listed

Chirp High-lights n. an archive of videos from Chirp powered by Justin.tv.

Home

@laurademeo

Direct Messages 974

Favorites

Retweets

Search

Lists

- smss2010
- wine-food-restaurants
- health-nutrition
- animals
- racing-athletes
- etribe

11:16:56

2171 LAURA

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Communicating on Twitter

Twitter Landscape cont...

Biz Solutions

www.bizmsolutions.com
www.teamdoubleclick.com

Facebook.com/janice.clark2
LinkedIn.com/in/janicemclark

Designed by CustomTwit.com
Copyright 2009 All Rights Reserved



Janice_Clark

✓ Following

Lists Settings

50,000 Websites Add Facebook's Like Button And Social Plugins In First Week <http://dld.bz/bE5n>

2 minutes ago via web

Reply Retweet

Retweet to your followers?

Yes

LinkedIn now gives users the ability to share content on Facebook
/crzcyd

14 minutes ago via web

How to pull Facebook friends into Yahoo contacts <http://bit.ly/8X1V8G> #fb

about 3 hours ago via SocialOomph

50,000 Websites Add Facebook's Like Button And Social Plugins In First Week <http://dld.bz/bE58> #fb #in

about 5 hours ago via SocialOomph

Why retention should be your top priority in social media marketing <http://bit.ly/bt9drk> #fb #in

about 22 hours ago via SocialOomph

12 tips to engage people on Twitter <http://bit.ly/aOIEd9> <http://bit.ly/dnaton>

Name Janice Clark
Web <http://www.bizmsolutions.com>
Bio Proud mom | Social Media Enthusiast | Christian | Dog person | Mentor | Virtual Strategist | curious | passionate | enthusiastic!

8,291 following 7,779 followers 64 listed

Tweets 1,616

Favorites

Lists

@Janice_Clark/food-and-nutrition

@Janice_Clark/women-in-e-commerce-li

@Janice_Clark/sms10

@Janice_Clark/inspiring-people

@Janice_Clark/animal-lovers

@Janice_Clark/writers-authors

View all

Actions

message Janice_Clark

block Janice_Clark

report for spam

Following



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Communicating on Twitter

Twitter Landscape cont...

The screenshot shows a Twitter profile for 'katiefreiling'. The profile includes a profile picture, a bio, and statistics. A red box highlights the bio and statistics section. A red arrow points from the 'Lists' dropdown menu to the 'following' count.

Name Katie Freiling
Location San Diego
Web <http://www.KatieF...>
Bio I'm an internet entrepreneur and personal development coach who loves nature, yoga, people, being inspired, thinking deeply, and just enjoying life!

16,657 following **16,640** followers **337** listed

Following Lists

Your lists: [socialmedia-expert](#) [syndicationtribe](#)

So excited for the Unified Tribe Grand Opening tomorrow! It happens at 9am PST/ 12pm EST:... <http://bit.ly/byN2wE>
about 17 hours ago via Facebook

@AlexisNeely Yes, more and more with each passing day :)
10:43 AM Apr 27th via web in reply to AlexisNeely

Wanna see EXACTLY how I make multiple 6 figures a year using a blog and social media? I reveal all in this video:... <http://bit.ly/cG401k>
10:40 AM Apr 27th via Facebook

Clarity is power. Do you know what you REALLY want?
11:44 PM Apr 26th via web

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Communicating on Twitter

Twitter Landscape cont...



twitter Home Profile Find

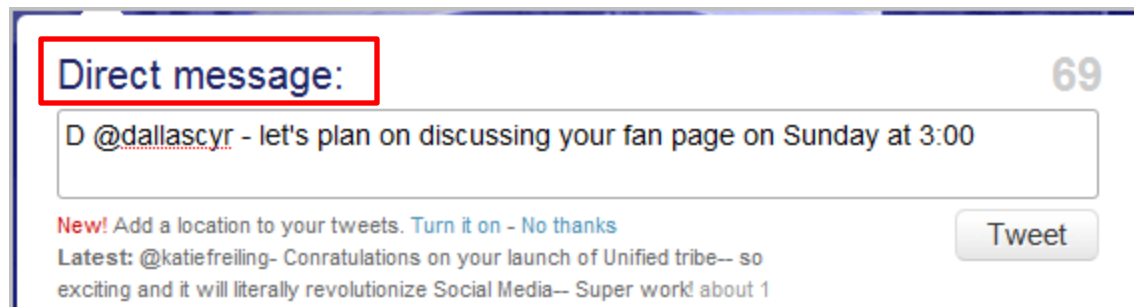
Reply to Marismith: 30

@Marismith Thanks for the Facebook fanpage 2.0 training! Learned lots of new things about all the NEW changes!

New! Add a location to your tweets. Turn it on - No thanks

Latest: @katiefreiling- Congratulations on your launch of Unified tribe-- so exciting and it will literally revolutionize Social Media-- Super work! 37 minutes ago

Tweet



Direct message: 69

D @dallascyr - let's plan on discussing your fan page on Sunday at 3:00

New! Add a location to your tweets. Turn it on - No thanks

Latest: @katiefreiling- Congratulations on your launch of Unified tribe-- so exciting and it will literally revolutionize Social Media-- Super work! about 1

Tweet

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Communicating on Twitter

Building your Followers

- If you want to use twitter as a marketing platform, build more followers (get more followers by tweeting interesting stuff)
 - Give them a reason to follow you
 - Create interesting content/ syndicate (share) interesting content
- Follow your core influencers– emulate what the successful people are already doing right
- Search and identify Target people to follow– (prospects, clients, like minded people , and potential partners)
- How to find people:
 - www.twitter.com
 - www.search.twitter.com.
- Use Twitter Directories
 - www.Twellow.com
 - www.Wefollow.com

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Communicating on Twitter

Building your Followers...how to find people at www.twitter.com

twitter

Home Profile **Find People** Settings Help Sign out

Find accounts and follow them.

Browse Suggestions Find Friends Invite By Email Find On Twitter

You can find people, organizations, or companies you know that already have a [Twitter](#) account.

Who are you looking for?

Examples: Bill, Bill Smith, or Whole Foods

Search

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Communicating on Twitter

Building your Followers...Get Listed on Directories/ Find target People

The screenshot shows the Twellow website search interface. At the top, there are navigation links: Home, My Profile, About Us, Contact Us, and List A User. The main navigation bar includes: Browse, All Categories, Search, TwellowHood, Friends, Followers, Suggested Users, and Profile Editor. A search bar contains the text "ceo and nj" and a "Search" button. Below the search bar, there is a "Tweet directly from here as @laurademeo..." field and a "What's Happening?" button with an "update" button next to it. A notification box on the right indicates "2.99 billion followers, 20.3 million Twitter profiles" and "You are logged in as laurademeo Log Out".

The screenshot shows the search results for "ceo and nj" on Twellow. The search bar is highlighted with a red box. The results are displayed on "Page 1 of 5" with a "Jump to page" dropdown set to "1". There are 81 matches. The results list three profiles:

- 1. Meg Guiseppi** | (MegGuiseppi on Twitter) *Registered!*
Executive Branding, Resume, Career Bio, Online Identity & Job Search Strategist. Helping senior execs differentiate and position their unique promise of value.
Followers: 3,932 Location: Northwest NJ - Work Globally *View my full profile!*
- 2. Julie Goldman** | (WeddingRunners on Twitter)
CEO- The Original Runner Co. and The Aisle Guru!
Followers: 2,112 Location: Montclair, NJ *Is this you?*
- 3. Twon tee** | (BrooklynTwon on Twitter)
Anomoli Records CEO, first string artist, and producer. Just here to meet new people.
Followers: 1,887 Location: NY, NJ *Is this you?*

www.twellow.com

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What do I say (tweet)?

Content is King

Quality of your content will determine your success.

- Share tweets that empower (inspire), enlighten, entertain, educate—something that brings value
- Publish useful links to other people's content including: articles, videos, ebooks.
- Inspire through quotes
- Follow unwritten 90/10 rule (promote, share others 90% of the time and promote your content 10 %... Blog post, fan page etc)

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Excellent Content Sources

Where can I find information to tweet?

- Content Aggregators (sources that curate information)
 - Google Reader (subscribe to your top 15-25 blogs)
 - Alltop (website that organizes content from top bloggers in the world)
- Smartbrief- Company that filters information based on industry. Targeted information
- StumbleUpon- community of several million- they categorize good information using thumbs up or down. Basically filtering websites and say whether it is interesting or not.
- Twitter lists
- Videos (Twiddeo.com)
- photos (Twitpic.com)
- Twitter feed (twitterfeed.com) Feed your blog into twitter

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What do I say (tweet)?

Tips to Engage People on Twitter

- Ask Questions/ Answer questions
- Publish useful Tips or Facts (can do Tip of the week)
- Retweet to Acknowledge others (give credit for great content)
- Thank people when they retweet your tweets
- Reach out to new people with Follow Friday Hash Tag
- Introduce yourself and send a personal message to new followers
- Add people to twitter lists and let them know you added them
- Thank followers when they add you to twitter list
- Complement followers when you see something you like or that stands out

Be yourself!

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What do I say (tweet)?


Some examples...

 **Don_Crowther** Interesting - LinkedIn now allows you to follow company updates. <http://bit.ly/agVeDL>
36 minutes ago via Status Syndicator

Link to useful article



Useful Tips

 **DianeRayfield** Social Media Strategy Tips for Businesses
<http://amplify.com/u/5ja9>
about 1 hour ago via Amplify

Starbucks making announcements

New York City, There is now a Clover in Manhattan! Check out the new store in SoHo at 76 Spring St.
2:45 PM Apr 28th via CoTweet by bradnelson

We're doing our first tweetup at our monthly roasting event! Tasting Organic Shade Grown Mexico right now. <http://yfrog.com/8d74727924j>
1:11 PM Apr 28th via Tweetie from Industrial District East, Seattle



Quote



Man, [@katiefreiling](#) is a ROCK STAR! If You Haven't Been Following Her This Week You're CRAZY... <http://bit.ly/a0HRau> -- See Now.
12:54 PM Apr 27th via web

"The only way to become wealthy is to add more value to people's lives than anyone else is adding" ~ Tony Robbins. How do you give value?
3:25 PM Apr 7th via web

Promoting event



I'm hosting a FREE "How To Build a RockStar Personal Brand" webinar Thursday night. Limited spots, register here <http://bit.ly/acbLAE>
5:52 PM Apr 27th via TweetDeck

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What do I say (tweet)?

Some more examples...

RT @joelcomm: @marismith has a new book on Facebook marketing! Congrats Mari [PIC] <http://twitpic.com/1jg3um> [TYVM!!]

2 minutes ago via Seesmic

@joelcomm <http://twitpic.com/1jg3um> - THANK YOU, Joel!!!! hehee - I think this calls for a wee piano tune on my i

3 minutes ago via Twitpic

Hosting webinar

I'm hosting a FREE "How To Build a RockStar Personal Brand" webinar Thursday night. Limited spots, register here <http://bit.ly/acbLAE>

5:52 PM Apr 27th via TweetDeck

POLL: Do you trust social profiles more when the person has a picture of their FACE?? (vs. cat, dog, car, logo,... <http://bit.ly/cTzAid>)

28 minutes ago via Facebook

Poll question

Link to Pictures

<http://twitpic.com/1j7pt0> - HUGE props to Facebook whiz & futurist, @DaveKerpen, for his contribution to @facebookmktg!! #daverules
about 20 hours ago via Twitpic



mashable 5 Reasons Google and Search Won't Dominate The Next Decade - <http://bit.ly/acSAGP>

6 minutes ago via bit.ly

Link to article

RT @terrypetrovick Rare Interview with Jonathan Budd-Go Behind the Curtain <http://bit.ly/98GIHR> -- Watch This. Terry is AWESOME. :)

7:53 PM Apr 26th via TweetMeme

Retweet

Use PwrPt? I've got a challenge for u! Looking for 5 entrepreneurs with "moxie" to give it up. Check out video <http://tinyurl.com/yg5kmjx>

9:41 AM Apr 20th via web

Link to Video

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What do I say (tweet)?

10 Mistakes to Avoid on Twitter

1. Constant self-promotion and not adding value
2. Not engaging with followers, just sending 1-way tweets
3. Not thanking others for retweeting you
4. Not responding
5. No real profile picture
6. Lack of consistency, no clear message/branding
7. Don't fully complete Information and Bio (missing out on SEO)
8. Not proactively growing your network and building relationships with influencers
9. Not showing interest in other people
10. Using all automation

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Twitter Lists

How to market your business using Twitter Lists

1. Twitter Lists- helps you separate and organize the people you follow
2. Allows you to stay on top of influencers, important people-- & filter the noise
3. Helps you organize markets and niches and top authorities.., so you don't miss a thing!
4. Helps to grab the attention of people you want to meet and build relationships
5. Lists is an excellent marketing strategy to build your brand and increase SEO
6. Live video example: (<http://www.socialmediaexaminer.com/how-to-market-your-business-with-twitter-lists/#more-1679>)

Laura DeMeo



Twitter Lists

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The screenshot shows Mari Smith's Twitter profile. On the left is a large profile picture of her smiling. The top navigation bar includes 'Home', 'Profile', 'Find People', 'Settings', 'Help', and 'Sign out'. The main content area is titled 'MariSmith's lists' and features two summary boxes: 'Lists Following MariSmith 3,330' and 'Lists MariSmith Follows 153', both highlighted with red boxes. Below these are ten list items, each with a list name, description, and follower count. The right sidebar shows her profile information: Name (Mari Smith), Location (San Diego, California), Web (http://facebook.c...), Bio (Social Media Speaker & Trainer | Chic Geek & Facebook Passionista! | Author of @FacebookMkg | Spiritual Truth-Seeker | Bubbly Scottish-Canadian ☺️'s San Diego!), and statistics (73,320 following, 67,313 followers, 3,330 listed). It also shows 'Tweets 39,398' and a 'Favorites' section with a red box around the 'Lists' sub-section, which contains links to her various lists. At the bottom right, it says 'other places to find me:'. The bottom left of the image contains her branding: 'Social Media Speaker & Trainer', 'President, International Social Media Association', and 'marismithspeaker.com'.

MariSmith's lists

Lists Following MariSmith	3,330	Lists MariSmith Follows	153
---------------------------	-------	-------------------------	-----

- @MariSmith/graphic-websitedesign** | Graphic Designers, Website Designers | Following: 2 | Followers: 0
- @MariSmith/inspiraton-motivation** | Following: 15 | Followers: 28
- @MariSmith/professional-speakers** | Inspirational | Motivational | Subject Matter | Good peeps! :) | Following: 14 | Followers: 22
- @MariSmith/everything-video** | Video shooting, video production, video editing, video branding & video marketing! | Following: 30 | Followers: 19
- @MariSmith/fanpages** | Participants on Maris FANtastic Fan Pages webinar | Following: 254 | Followers: 145
- @MariSmith/mobilemarketing** | Mobile marketing experts, agencies, apps and more! | Following: 4 | Followers: 12
- @MariSmith/facebook-marketing** | Facebook apps, Facebook fan page customizing, Facebook bloggers, Facebook marketing | Following: 11 | Followers: 52
- @MariSmith/virtualassistants-webhelp** | VAs, OBMs (Online Business Managers), Web Support Services | Following: 21 | Followers: 39
- @MariSmith/sang** | Members of the Speakers & Authors Networking Group | Following: 77 | Followers: 53
- @MariSmith/prfaves** | PR Agencies & Talent | Following: 4 | Followers: 51

Name Mari Smith
Location San Diego, California
Web <http://facebook.c...>
Bio Social Media Speaker & Trainer | Chic Geek & Facebook Passionista! | Author of @FacebookMkg | Spiritual Truth-Seeker | Bubbly Scottish-Canadian ☺️'s San Diego! ☺️!
73,320 following **67,313** followers **3,330** listed
Tweets 39,398

Lists

- [@MariSmith/graphic-websitedesign](#)
- [@MariSmith/inspiraton-motivation](#)
- [@MariSmith/professional-speakers](#)
- [@MariSmith/everything-video](#)
- [@MariSmith/fanpages](#)
- [@MariSmith/mobilemarketing](#)

View all

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Twitter Lists

How to market your business using Twitter Lists

@MariSmith/mobilemarketing
Mobile marketing experts, agencies, apps and more!
Following: 4
Followers: 14

@MariSmith/facebook-marketing
Facebook apps, Facebook fan page customizing, Facebook bloggers, Facebook marketing
Following: 19
Followers: 57

@MariSmith/virtualassistants-webhelp
VAs, OBMs (Online Business Managers), Web Support Services
Following: 21
Followers: 41

@MariSmith/sang
Members of the Speakers & Authors Networking Group
Following: 76
Followers: 54

@MariSmith/prfaves
PR Agencies & Talent
Following: 4
Followers: 52

@MariSmith/san-diego-ca
My fun and fab local peeps!
Following: 14
Followers: 19

@MariSmith/social-media-stars
My fave peeps for quality social media content!
Following: 70
Followers: 75

@mashable/twitter-stars
Following: 27
Followers: 1,729

@mashable/marketing
Following: 51
Followers: 2,962

@mashable/tech
Following: 58
Followers: 2,108

@mashable/media
Following: 89
Followers: 2,219

@Ceci_Lie/sm-success-summit-smss10
Social Media Success Summit 2010 (attendees, presenters, organizers)
Following: 269
Followers: 45

@easysale/smss10presenters
Presenters at the 2010 Social Media Success Summit
Following: 26
Followers: 37

isma
Following: 12
Followers: 3

motivation
[@MariSmith/professional-speakers](#)
[@MariSmith/everything-video](#)
[@MariSmith/fanpages](#)
[View all](#)

Actions
[message MariSmith](#)
[block MariSmith](#)
[report for spam](#)

Following

[View all...](#)

Laura DeMeo



Twitter Lists

How to market your business using Twitter Lists



@Ceci_Lie/sm-success-summit-smss10
Social Media Success Summit 2010 (attendees, presenters, organizers)

This list was created by **Ceci_Lie**

[Follow this list](#)

LindaEskridge Lessons From [Disney](http://dld.bz/eg9c). <http://dld.bz/eg9c>
less than 20 seconds ago via Ping.fm

salessafari Cloud Computing Entrepreneurs|ScribeMedia.org
<http://bit.ly/ce1DEB> <http://bit.ly/c4qc2l>
less than a minute ago via Facebook

chrisgarrett @msaleem if it was what I think @chrisbrogan was talking about, um yeah. I feel so special to be invited ... :O
2 minutes ago via TweetDeck in reply to msaleem

GuyKawasaki Paris: day one <http://u.nu/6d2ja>
3 minutes ago via API

denisedevries Have you seen this picture yet? Venus Williams' French Open outfit too ooh-la-la? <http://ow.ly/1Pe1B> vi a @usatoday
3 minutes ago via HootSuite

NaomiTrower Thx! Works well when I don't feel like doing my hair! LOL Just insert pics & short clips RT @TBWSD @NaomiTrower That was totally cool.... :)
4 minutes ago via UberTwitter

chrisbrogan "No matter how much faculty of idle seeing a man has, the step from knowing to doing is rarely taken." -Emerson

Tweets
Following 269
Followers 45

Following

View all...

Lists by Ceci_Lie
sales-marketing
nordics-scandinavia
design-etc
innovation-change-dvlp
smb-world
kids-family
gastronomy-wine-choco
govmts-politics-society
business-in-general

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Twitter Lists

How to market your business using Twitter Lists

GuyKawasaki 10 awesome Pac-Man-themed goodies <http://u.nu/2q2ja>
13 minutes ago via API

ducttape 6 Ways to Fix Your Facebook Privacy Now - <http://bit.ly/bim0Fz> - quitting FB sure will show them won't it :)
14 minutes ago via TweetDeck

LikeableMedia People define social media many ways. Some define it by the sites they use and some define it as the interaction... <http://bit.ly/cYeJ6v>
18 minutes ago via Facebook

seosmarty RT @mattkeegan Ann Smarty (My Blog Guest) organizes the guest blogging market: <http://su.pr/2HZ2d4> #seosmarty #blogs via @prbeam
18 minutes ago via Seesmic

seosmarty On @Sphinn Pros and Cons: Consolidation and Amalgamation of Your Websites <http://bit.ly/9hMG1Y>
21 minutes ago via Seesmic

GuyKawasaki Moishe Rosen, founder of Jews for Jesus, dies at age 78 <http://u.nu/8f2ja>
23 minutes ago via API

Jesse "Is Comcast doing to TV what Foursquare is doing to location? Exclusive first look at Tunerfish" - <http://i.mp/aP.li9n>

etribelocked

olympics

author

sports-media

digitalmedia

thoughtleaders

internetmarketing

personal-development

socialmedia-expert >

branding

interesting-people

New list | View all

Trending: New York City ⬆

Change

#arealhusband

#iknowsoneonethat

#cdisrupt

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Twitter Lists

How to market your business using Twitter Lists

to a Stranger with BLAH Therapy [APPS] - socialmedia-expert

randing
sma
interesting-people
@Rosalyn777/twibes-
ttorney
ew list | View all

rending: New York City
hange
howyouballin
dearsomeone
thingsiaintdoneyet
laskin
iara

Create a new list

List name:

List link: @laurademeo/unified-tribe

Description:

Under 100 characters, optional

Privacy: Public — Anyone can subscribe to this list.
 Private — Only you can access this list.

Create list

unified-tribe

Following: 0 Followers: 0 [View list page >](#)

Find people to add to your list:

Search for a username, first or last name, business or brand

You can also add people from your [Following](#) page or anyone's profile page.

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Twitter Lists

How to market your business using Twitter Lists


Name results for: **Katie Freiling** 0.002 seconds

Search for a username, first or last name, business or brand

Didn't find who you were looking for?
Enter the email addresses of folks to invite

Separate multiple email addresses with commas: joe@twitter.com, jane@twitter.com

User / Name Actions

 **katiefreiling** ✓ Following

Katie Freiling | San Diego
So excited for the Unified Tribe Grand Opening tomorrow! It happens at 9am PST/ 12pm EST:....
<http://bit.ly/byN2wE> about 19 hours ago
Your lists: [socialmedia-expert](#) [unified-tribe](#)

- Unified Tribe
- smss2010
- Wine/Food/Restaurants
- health&nutrition
- animals
- racing/athletes
- eTribe
- olympics
- Author
- sports-media
- DigitalMedia
- ThoughtLeaders

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Twitter Automation & Management Tools

Automation & Management

- Social Oomph www.socialoomph.com
- Tweeddeck www.tweetdeck.com
- Hoot Suite www.hootsuite.com
- Twitter mentions & Monitoring <http://search.twitter.com>
- Searchable Links on Twitter <http://backtweets.com>
- Mobile: Tweetie
- Tracking tool & url shortner- <http://bit.ly>
- Hashtags (#)

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Twitter Automation & Management Tools

Automation: Social Oomph www.socialoomph.com

SOCIAL OOMPH Channels feature. Click Monitors, Channels in the menu. Free

radarmusicvideo Radar Music Videos, London
 A worldwide platform for commissioning and promoting trendsetting music videos. 3700+ members and growing fast. You're welcome to join. Web: <http://www.radarmusicvideos.com>
 Joined: 2008-04-21, Following: 911, Followers: 3,749, Updates: 2,727

Click Here

Feature Yours

Twitter API: The Twitter API is currently slow in responding. Performance of certain functions will be degraded. If the degradation is severe, please check if there is any notice on the [Twitter Status blog](#) and the [Twitter Known Issues](#).

NEW PROFESSIONAL FEATURE ALERT - Thursday, April 29th [hide]
 Professional users now have an Update Queue feature that drip-feeds updates into your social accounts without you having to specifically schedule any of the updates. You simply add updates to the queue reservoir, and the system drip-feeds those updates for you. Please [click here](#) to read more. The feature is available under "Scheduled Updates, Queue Reservoirs" in the menu.

- [Main Landing Page](#)
- [Schedule New Update](#)
- [Schedule Blog Post](#)
- [Shorten URL](#)
- [Statistics](#) ▶
- [Social Accounts](#) ▶
- [Blogs](#) ▶
- [Scheduled Updates](#) ▶
- [Direct Messages](#) ▶
- [Followers/Friends](#) ▶

Hi Laura. Customize your home menu by hiding the sections you don't need to see.

Click Here to Test Drive SocialOomph Professional

Frequently Used Features [hide]

- > Add a New Scheduled Status Update
- > View All My Status Updates
- > Vet My New Followers
- > Manage My Social Accounts (Edit, Delete)
- > View Graphs of My Twitter Statistics
- > Submit a Support Ticket
- > Please Send Us Feedback

Friends & Followers [hide]

- > Vet My New Followers

Monitors [hide]

- > View The Predefined System Channels
- > View My @Mentions and/or Retweets
- > Manage My Tweet Keyword Tracking & Alerts

Laura DeMeo



Twitter Automation & Management Tools

Automation: Social Oomph

[Main Landing Page](#)
[Schedule New Update](#)
[Schedule Blog Post](#)
[Shorten URL](#)
[Statistics](#) ▶
[Social Accounts](#) ▶
[Blogs](#) ▶
[Scheduled Updates](#) ▶
Direct Messages ▶
[Followers/Friends](#) ▶
[Monitors](#) ▶
[Banner Auctions](#)
[My S.O. Account](#) ▶
[Help](#) ▶
[About Us](#) ▶
[Logout](#)

✓ **The Twitter account has been saved**

Edit/Automate My Twitter Account

[Click Here to Test Drive SocialOomph Professional](#)

Twitter User Name:

Optional Twitter Account Automation

Auto Welcome: Automatically send a welcome message to new followers.

Send This Message: [How to rotate welcome messages \(and why you should\).](#)
Hi- thanks for the follow! Please say hello on my [Facebook](#) page and share what you do!
<http://www.facebook.com/laurademeo>

0 characters entered.

Auto Follow: Automatically follow people (new followers) who follow me from this point forward.

Vet Followers: Place the automation of a new follower on hold for three days so that I can manually approve or reject the action.

Auto Unfollow: Automatically unfollow those folks who unfollow me.

Laura DeMeo



Twitter Automation & Management Tools

Automation: Social Oomph

[Main Landing Page](#)
[Schedule New Update](#)
[Schedule Blog Post](#)
[Shorten URL](#)
[Statistics](#) ▶
[Social Accounts](#) ▶
[Blogs](#) ▶
Scheduled Updates ▶
[Direct Messages](#) ▶
[Followers/Friends](#) ▶
[Monitors](#) ▶
[Banner Auctions](#)
[My S.O. Account](#) ▶
[Help](#) ▶
[About Us](#) ▶
[Logout](#)

✓ **The tweet has been saved.**

New Update on laurademeo (Twitter)


[Click Here to Test Drive SocialOomph Profession](#)

Update Text:
Thanks to Social Media, Direct Marketing Is Going DIY - Advertising Age - News
<http://bit.ly/9Vfn63>
[Shorten URLs](#)

99 characters entered.

Save As Draft: Save this update text as a draft that can be reused later.

Queue Reservoir: *With [SocialOomph Professional](#), you can define update queues that automatically drip-feed your social accounts from update reservoirs, without specifically scheduling each individual update. [Read more here.](#)*

Publish When:
 Publish right now (will be published within 60 seconds)
 Publish from now
Or publish at this exact time:
  (GMT-05:00) Eastern Time (US & Canada) - [Change](#)
mm/dd/yyyy hh:mm am/pm - [Change](#)

Recurrence: *With [SocialOomph Professional](#), you can schedule recurring updates with spinnable text (not on Twitter accounts) and @replies, plus the 12 updates per hour limit does not apply. Make your updating even more effective and productive.*

Account(s): [Expand this section](#)

Laura DeMeo



Twitter Automation & Management Tools

Automation: Social Oomph

The screenshot displays a social media management dashboard with a sidebar on the left and a main content area. The sidebar includes the following menu items: Social Accounts, Blogs, Scheduled Updates (highlighted with a red box), Direct Messages, Followers/Friends, Monitors, Banner Auctions, My S.O. Account, Help, About Us, and Logout. The main content area shows a list of scheduled updates:

Time	Text	Character Count
04/30/2010 03:00 pm (Friday)	Thanks to Social Media, Direct Marketing Is Going DIY - Advertising Age - News http://bit.ly/9VfN63	99 characters
04/30/2010 01:00 pm (Friday)	Can't wait for BIG hill ride Sat. and 4 hr ride Sunday- finally getting into the rhythm again since injury!	107 characters
04/30/2010 11:00 am (Friday)	Google's nightmare: Facebook 'Like' replaces links - CNN.com http://bit.ly/9XhIBK	81 characters
04/30/2010 08:00 am (Friday)	Must see: Rare Interview with Jonathan Budd-Go Behind the Curtain http://bit.ly/bvXFTk	86 characters
04/29/2010 09:00 pm (Thursday)	excited about @Katiefreiling www.theunfiedtribe.com If you still haven't seen this yet, stop what your doing and join the community	132 characters
04/29/2010 07:00 pm (Thursday)	How you Do Anything is How You Do Everything-- T. Harv Eker	59 characters

Laura DeMeo



Twitter Automation & Management Tools

Management & Automation Tools: Hootsuite



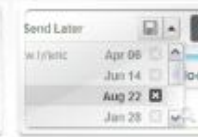
Manage Followers

See who's following you and who you're following, see their Klout score and manage your Lists. Easily gather your most important followers into a List of their own.



WordPress Integration

View, manage, schedule and post directly to your WordPress blog from HootSuite.



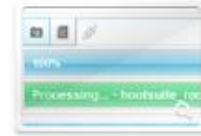
Message Drafts

Save what you're writing for later or simply save messages that you use often.



Customize Urls

Add custom link parameters for tracking clicks and gathering information on your audience.



File Uploads

Upload images and files right into your messages. The files are instantly converted into super-short Dvly links for space saving and easy sharing.



Schedule Tweets

Provide rich, nourishing content to your followers at any time of day using the HootSuite tweet scheduler. Pre-schedule anything you like, from radio programming to birthday well-wishes. Or, tweet live!



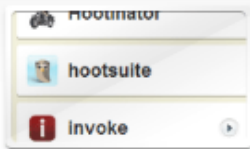
Twitter Lists

Now you can create customizable columns for your friends, groups or topics of interest! Add users through their @username or drag and drop them from other columns! Hoot!



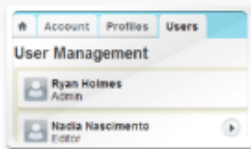
Quick Search

Located directly on the dashboard, click the search bar to see current trending topics, search keywords, or monitor your brand. Like what you see? Save the search as a column!



Multiple Networks

Save your time and save your sanity. Manage multiple social networks through one client: HootSuite!



Team Workflow

Have a company or organization with more than one contributor? HootSuite makes it easy to manage multiple users over various social network accounts.



Track Statistics

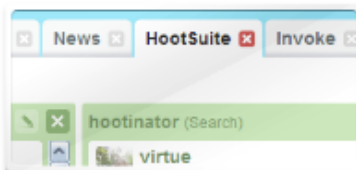
Impress your friends, your boss or just yourself with our improved visualizations link statistics. Graphs show not only a summary but also individual message statistics!

Multi-Column View

Never miss an update with HootSuite's multiple columns feature. Organize your social networks into friends, news, search terms, keyword tracking - whatever you like!

Our drag and drop feature allows you to easily move Individuals into list columns.

[Play Demo](#)



Tabbed Layout

The new tabbed layout takes networking to new heights. Organize and customize your social network experience.

Within each tab, you are able to create up to 6 columns. Drag and drop your tabs for easy organizing.

[Play Demo](#)

- Desktop Management tool
- Manage from iPhone
- Schedule & automate tweets
- Import your own twitter lists
- Organize twitter streams into tabs & columns

Laura DeMeo



Twitter Automation & Management Tools

Management & Automation Tools: Tweetdeck



Laura DeMeo



Twitter Automation & Management Tools

Management Tools: <http://search.twitter.com>

The screenshot shows the Twitter search page. At the top is the Twitter logo. Below it is the text "See what's happening — right now." A search bar contains the text "ultra running" and a link for "Advanced Search". A "Search" button is positioned below the search bar. Underneath, there is a section for "Trending topics" with a list of hashtags and names: #arealhusband, #stuckonstupidface, #iknowsoneonethat, InevitableVideo, Slipknot bassist, Paul Gray, Lost finale, Gorete, Bajista, and Oil Spill. At the bottom, there are links for "Twitter Home", "About Twitter Search", "API", "Jobs", and "Install Search Plugin", followed by the copyright notice "© 2010 Twitter, Inc."

Monitor what people say about you and what they are saying about your business. Can monitor competition


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Twitter Automation & Management Tools


Management Tools: <http://search.twitter.com>


Results for **ultra running** 0.03 seconds


 **DannyRayAcoust**: The Michelob **Ultra** ad with a picture of Lance Armstrong **running** offends me on 3 levels; as a runner, a cycling fan, AND a beer drinker.
14 minutes ago from *Twitterrific* · [Reply](#) · [View Tweet](#)

 **Hymbas**: IMPORTANT INFO ON **RUNNING** YOUR BCX **ULTRA** Rife Machine
<http://is.gd/bs1L7> (expand)
17 minutes ago from *web* · [Reply](#) · [View Tweet](#)

 **YAWnActivity**: YAWn! activity spotted on [>NF<] Noobs Forever =**ULTRA** XP SAVE= (69.147.224.242:27960) **running** ET (jaymod) <http://bit.ly/84y04L> (expand)
about 1 hour ago from *YAWn!* · [Reply](#) · [View Tweet](#)

 **sarahstanley**: Hey [@We_Run](#) this week I'm doing a whole series on **ultra running**. Check it out!
about 1 hour ago from *UberTwitter* · [Reply](#) · [View Tweet](#)

 **shoebuycoupon**: Bestsellers Amazon: Salomon Women's XA Pro 3D **Ultra** Trail **Running** Shoe (Trail **Running**) by Saloman <http://bit.ly/ckdrNk> (expand)
about 2 hours ago from *API* · [Reply](#) · [View Tweet](#)

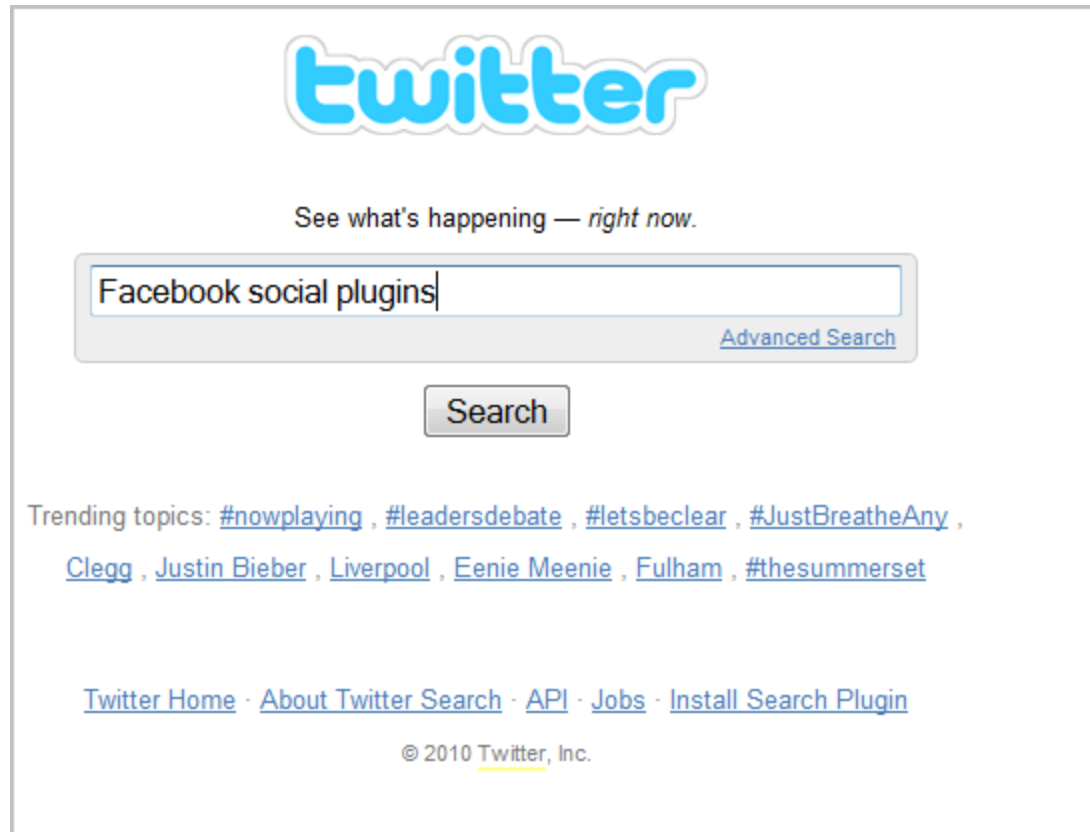
 **AmericanDiction**: [@NomadRunner](#) Hey good luck on the **ultra**, and remember it's more of an eating and drinking contest than a **running** contest.
about 3 hours ago from *TweetDeck* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

Laura DeMeo



Twitter Automation & Management Tools

Management Tools: <http://search.twitter.com>



The screenshot shows the Twitter search interface. At the top is the Twitter logo. Below it is the text "See what's happening — right now." A search input field contains the text "Facebook social plugins" and has a "Search" button to its right. Below the input field is a link for "Advanced Search". Underneath the search bar, there is a section for "Trending topics" with several hashtags: #nowplaying, #leadersdebate, #letsbeclear, #JustBreatheAny, Clegg, Justin Bieber, Liverpool, Eenie Meenie, Fulham, and #thesummerset. At the bottom of the page, there are links for "Twitter Home", "About Twitter Search", "API", "Jobs", and "Install Search Plugin", followed by the copyright notice "© 2010 Twitter, Inc."

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Twitter Automation & Management Tools

Management Tools: <http://search.twitter.com>

The screenshot shows a Twitter search interface. At the top left is the Twitter logo. To its right is a search bar containing the text "Facebook social plugins" and a "Search" button. Next to the search bar is a link for "Advanced Search". Below the search bar, the results are displayed for the query "Facebook social plugins", which took 0.07 seconds to process. The results list several tweets, each with a profile picture, the user's name, the tweet text, and a link to the full tweet. The tweets are:

- _TechNews_**: TECHNEWS 50,000 Websites Have Already Integrated **Facebook's New Social Plugins** (Jason Kincaid/TechCrunch): Jason... <http://bit.ly/cv8gkQ> (expand)
2 minutes ago from *twitterfeed* · [Reply](#) · [View Tweet](#)
- trancethomas**: **Facebook's New Social Plugins** Come to 50,000 Websites in One Week <http://ow.ly/1EUWK>
2 minutes ago from *HootSuite* · [Reply](#) · [View Tweet](#)
- NewMediaFeed**: 50,000 Websites Have Already Integrated **Facebook's New Social Plugins** (Jason Kincaid/TechCrunch) via [@YoTwits](#) [#news](#)
3 minutes ago from *API* · [Reply](#) · [View Tweet](#)
- andrewroyer**: 50,000 Websites Have Already Integrated **Facebook's New Social Plugins** (Jason Kincaid/TechCrunch) <http://ff.im/-jymfX>
3 minutes ago from *FriendFeed* · [Reply](#) · [View Tweet](#)
- Grantun19**: **Facebook Social Plugins** on 50,000 Sites Already <http://tinyurl.com/3yr2mds> (expand)
3 minutes ago from *API* · [Reply](#) · [View Tweet](#)
- ncavet**: RT [@mindsmack](#): 50,000 Websites Have Already Integrated **Facebook's New Social Plugins** (Jason Kincaid/TechCrunch): Jason Kincaid ... <http://bit.ly/cv8gkQ> (expand)

On the right side of the search results, there are several utility sections:

- Feed for this query**: A link to an RSS feed.
- Tweet these results**: A link to share the results.
- Show tweets written in:** A dropdown menu currently set to "Any Language".
- Trending topics:** A list of trending topics including [#nowplaying](#), [#leadersdebate](#), [#letsbeclear](#), [#JustBreatheAny](#), [#thesummerset](#), [Liverpool](#), [Halo Reach](#), [Fulham](#), [Eenie Meenie](#), and [Justin Bieber](#).
- Nifty queries:** A list of interesting queries including [cool filter:links](#), ["is down"](#), [movie :\)](#), ["happy hour" near:SF](#), and [#haiku](#).

Laura DeMeo

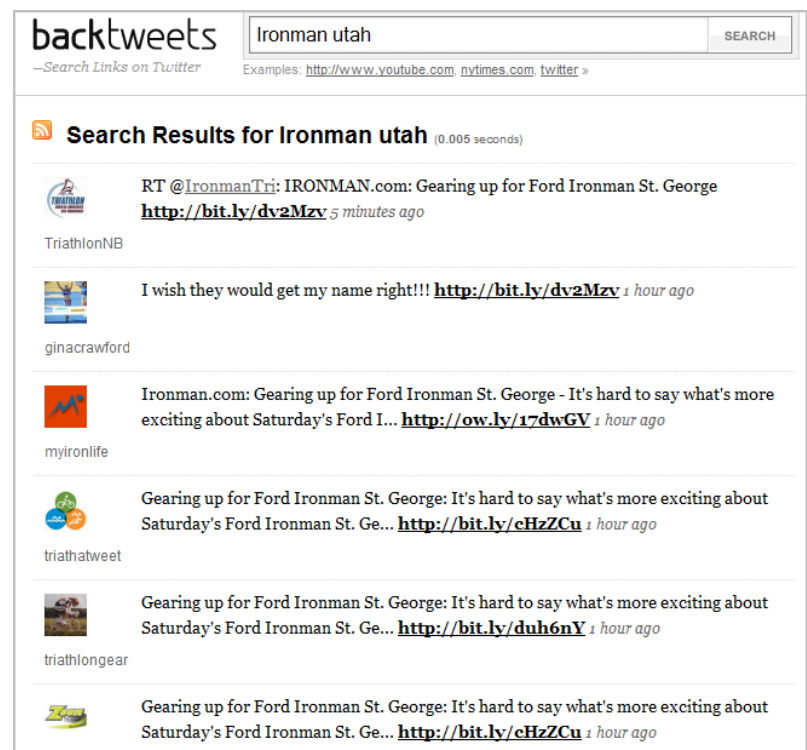


Twitter Automation & Management Tools

Management Tools: <http://backtweets.com>



The screenshot shows the homepage of backtweets.com. At the top, the word "backtweets" is written in a large, lowercase, sans-serif font, with the tagline "SEARCH FOR LINKS ON TWITTER" underneath. Below this is a search interface with two tabs: "URL Search" (selected) and "Advanced Search". A search input field contains the text "Ironman utah" and a "SEARCH" button is to its right. Below the search bar, there are examples of search results: "http://www.youtube.com", "nytimes.com", and "twitter". A featured tweet is displayed, showing a profile picture of a woman and the text: "RT @CarlaYoung Do you know when people tweet your link? You should! Use backtweet alerts () / Thanks for sharing! -RobynOHSH". Below the tweet are the links "See more tweets" and "Powered by BackType". At the bottom, there is a dashed box containing the text: "—New— Check out our Tweetcount Widgets & WordPress Plugin" and another line of text: "—Brought to you by the fine gentlemen of BackType—".



The screenshot shows the search results page on backtweets.com for the query "Ironman utah". The page header includes the "backtweets" logo, the search term "Ironman utah" in a search box, and a "SEARCH" button. Below the header, there is a search bar with the text "Ironman utah" and a "SEARCH" button. Below the search bar, there are examples of search results: "http://www.youtube.com", "nytimes.com", and "twitter". The main content area displays "Search Results for Ironman utah (0.005 seconds)". The first result is a retweet from @IronmanTri: "IRONMAN.com: Gearing up for Ford Ironman St. George" with a link to "http://bit.ly/dv2Mzv" and a timestamp of "5 minutes ago". The second result is from TriathlonNB: "I wish they would get my name right!!!" with a link to "http://bit.ly/dv2Mzv" and a timestamp of "1 hour ago". The third result is from ginacrawford: "Ironman.com: Gearing up for Ford Ironman St. George - It's hard to say what's more exciting about Saturday's Ford I..." with a link to "http://ow.ly/17dwGV" and a timestamp of "1 hour ago". The fourth result is from myironlife: "Ironman.com: Gearing up for Ford Ironman St. George - It's hard to say what's more exciting about Saturday's Ford Ironman St. Ge..." with a link to "http://bit.ly/cHzZCu" and a timestamp of "1 hour ago". The fifth result is from triathatweet: "Gearing up for Ford Ironman St. George: It's hard to say what's more exciting about Saturday's Ford Ironman St. Ge..." with a link to "http://bit.ly/duh6nY" and a timestamp of "1 hour ago". The sixth result is from triathlongear: "Gearing up for Ford Ironman St. George: It's hard to say what's more exciting about Saturday's Ford Ironman St. Ge..." with a link to "http://bit.ly/cHzZCu" and a timestamp of "1 hour ago".

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Management Tools: Tweetie - iphone app



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Twitter Automation & Management Tools

Management Tools: <http://bit.ly>

bit.ly

Shorten, share, and track your links

[Home](#) | [Tools](#) | [Pro](#) | [Blog](#)

Enter your long link or file here:

<http://edition.cnn.com/2010/TECH/04/29/cashmore.google.facebook/>

Shorten

Share a File | [Share on Twitter](#)

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Management Tools: <http://bit.ly>

bit.ly Shorten, share, and track your links [Home](#) | [Tools](#) | [Pro](#) | [Blog](#)

Enter your long link or file here:

Share a File | [Share on Twitter](#)

Shorten

Shorten

Share a File | [Hide Sharing](#)

→ Your bit.ly link: **Copy** Get real-time stats: <http://bit.ly/9XhIBK+>

Long Link: <http://edition.cnn.com/2010/TECH/04/29/cashmore.google.facebook/>

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Twitter Automation & Management Tools

Management Tools: <http://bit.ly>

The image shows a screenshot of a CNN article titled "Google's nightmare: Facebook 'Like' replaces links". The article is by Pete Cashmore, dated April 29, 2010. A bit.ly share overlay is visible on the right side of the article, showing the URL <http://bit.ly/9XhIBK> and the text "Share on Twitter". The overlay also displays statistics for the link, including 15,819 clicks and 102 conversations. The article text includes an editor's note and a paragraph about Facebook's "Like" button.

EDITION: INTERNATIONAL | U.S. | ARABIC | MÉXICO

CNN

Home Video World U.S. Africa Asia Europe Latin America Middle East Business World Sport Enter

Google's nightmare: Facebook 'Like' replaces links

By **Pete Cashmore**, Special to CNN
April 29, 2010 -- Updated 1712 GMT (0112 HKT)



Editor's note: Pete Cashmore is founder and CEO of *Mashable*, a popular blog about social media. He writes a weekly column about social networking and technology for *CNN.com*.

London, England (CNN) -- Facebook dropped a bombshell on the tech industry last week in the form of a Web-wide "Like" button and the launch of the "Open Graph."

STORY HIGHLIGHTS

- Facebook's Web-wide "Like" button may spell trouble for Google
- Facebook recently added button

Using this new platform, websites can drive Web traffic from Facebook by including Like buttons on their pages; every Like posts an update to that user's Facebook page.

bit.ly

Signed into bit.ly as laurademeo.

Share

<http://bit.ly/9XhIBK> Copy Info

Share on Twitter 59 / 140

Google's nightmare: Facebook 'Like' replaces links - CNN.com <http://bit.ly/9XhIBK>

Twitter (laurademeo) Post

Or, send to Email · Gmail · Facebook · Twitter

Clicks

1 On Your bit.ly Link
More info: <http://bit.ly/9XhIBK+>

15,819 On All bit.ly Links to this Page
More info: <http://bit.ly/aoWeaq+>

Conversations

102 Tweets

0 Shares; 0 Likes; 0 Comments

0 Shares

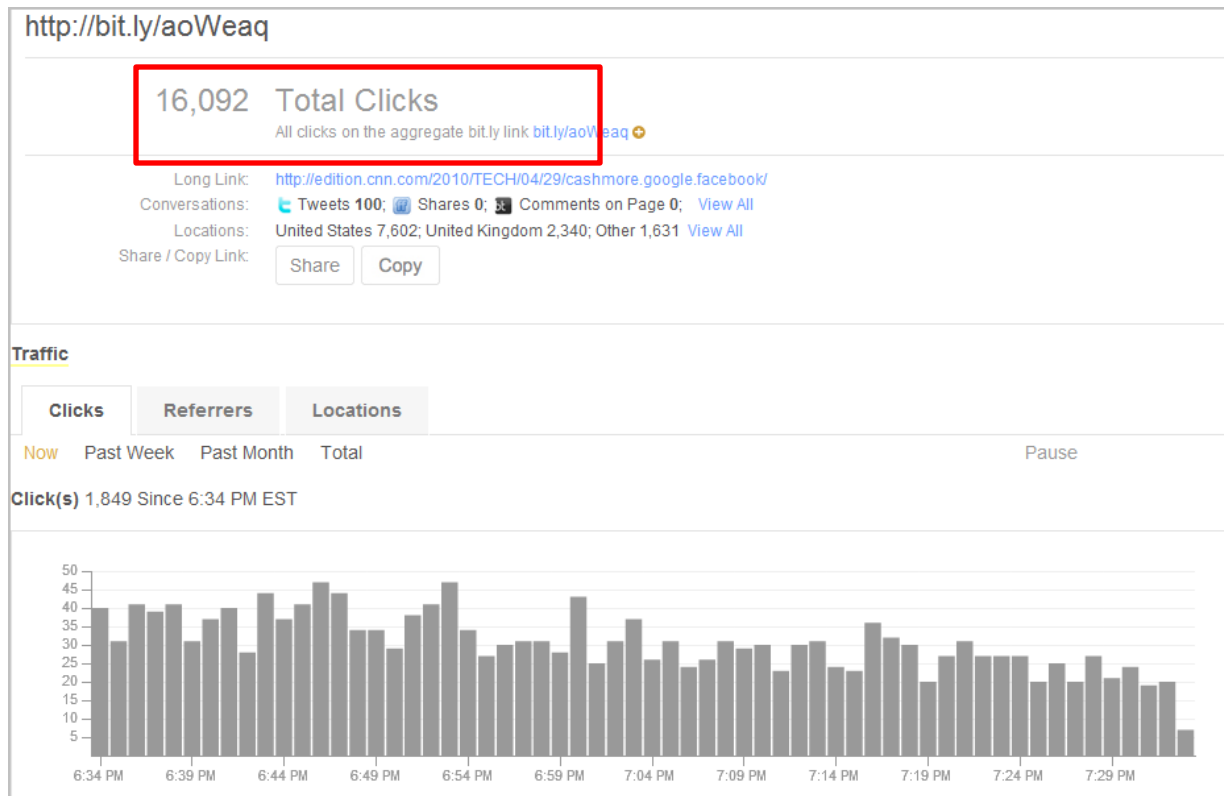
Twitter (102)

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Management Tools: <http://bit.ly>



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LAURA DEMEO .COM
CROSS THE FINISH LINE

Home Profile Find

What's happening? 45

Google's nightmare: Facebook 'Like' replaces links - CNN.com <http://bit.ly/9XhIBK> via @mashable

New! Add a location to your tweets. Turn it on - No thanks

Latest: mashable Google's Nightmare: Facebook 'Like' Replaces Links - <http://bit.ly/9XhIBK> (CNN) retweeted by you 6 minutes ago

socialmedia-expert

Following: 44 Followers: 0 View list page >

2 new tweets.

MariSmith Huh? Gmail fail? "Oops... a server error occurred and your email was not sent. (#718)" First time seeing that! Ideas?
8 minutes ago via Seismic

Don Crowther Here's a cool wordpress plugin to add Facebook like functionality to your blog posts <http://bit.ly/bGyUCT>
15 minutes ago via Status Syndicator

lkr Eating maple caramels from Canada, yummy!
15 minutes ago via TweetDeck

mashable Create Your Own Steve Jobs E-mail Replies [APPS] - <http://bit.ly/cHt0pd>
15 minutes ago via bit.ly

Connect with me on...

facebook.com/laurademeo

linkedin.com/in/laurademeo

youtube.com/laurademeo

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Twitter Automation & Management Tools

How to get the most out of Hashtags

What is a Hashtag?

- A simple way to catalogue and connect tweets about a specific topic
- It makes it easier to keep track of tweets on a particular subject and filter out some of the noise among the tweets
- It helps to keep your tweets more searchable (using #hashtags and key words)
- Hashtags is a favorite and used most often by conferences or events as a method to organize the stream of tweets
- Can be used to stay in top of trending topics, holidays, emergencies etc.
- First popularized in 2007 by San diego Wildfire, tag #sandiegofires were used to identify natural disaster
- How to Create a hashag: by appending the hash symbol to a word or acronym
- #smss10 (Social Media Success Summit 2010); #Utribe (The Unified Tribe)
- #FF or #FollowFriday (a way to acknowledge and call attention for your followers to recognize and follow these people... on Fridays)

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Twitter Automation & Management Tools

Hashtags: Stream of tweets for Social Media Success Summit

twitter #smss10 Search [Advanced Search](#)

Results for #smss10 0.38 seconds

[Feed for this query](#)
[Tweet these results](#)

Show tweets written in:
Any Language

Trending topics:
- #nowplaying
- #letsbeclear
- #webkinzday
- #iloveimmigrants
- Justin Bieber
- WeLoveChrisBrown
- #stopbullying
- Kids Choice Awards
- Hugo Chavez Asks
- Vampire Diaries

Nifty queries:
- cool filter:links
- "is down"
- movie :)
- "happy hour" near SF
- #haiku

l3379lad180: looking forward to @guykawasaki and @marismith's presentations next week at #smss10
37 minutes ago from HootSuite · Reply · View Tweet

Lori_Randall: For my Social Media Geekly friends: Which do you prefer - Hootsuite or SocialOomph? #smss10 #thirdtribe
42 minutes ago from HootSuite · Reply · View Tweet

Lori_Randall: Crossin' my fingers!! :D All attendees of #SMSS10 have a chance to WIN a Social Media EXTREME MAKEOVER!! <http://bit.ly/bBOTki> (expand)
about 1 hour ago from HootSuite · Reply · View Tweet

George_Williams: RT @marismith: Did you know? All attendees of #SMSS10 have a chance to WIN a Social Media EXTREME MAKEOVER!! http://bit.ly/smss_10 (expand)
about 1 hour ago from HootSuite · Reply · View Tweet

touchonebillion: RT @ MariSmith: Did you know? All attendees of #SMSS10 have a chance to WIN a Social Media EXTREME MAKEOVER!! <http://bit.ly/bBOTki> (expand)
about 2 hours ago from twitterfeed · Reply · View Tweet

stacyws: I'm attending Social Media Success Summit 2010, the premier social media marketing event: <http://bit.ly/smss10> (expand) #SMSS10

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Twitter Automation & Management Tools


Hashtags: Stream of tweets for Unified Tribe


twitter #UTribe Search


Results for #UTribe 0.02 seconds


1 more results since you started searching. [Refresh](#) to see them.


 **Lori07:** The Keys to a happy and healthy life are more simple than you thought...[@amandamarieblog](#) explains <http://bit.ly/d11fVH> (expand) [#UTribe](#)
half a minute ago from *The Unified Tribe* · [Reply](#) · [View Tweet](#)

 **TeamFigi:** Wow! [@JonathanBudd](#) is giving away an AMAZING training class completely for free... <http://bit.ly/bm0qSr> (expand) [#UTribe](#)
2 minutes ago from *The Unified Tribe* · [Reply](#) · [View Tweet](#)

 **debhubenak:** Do you know the true power that comes from being part of a Tribe? [@itsmeEdward](#) shares <http://bit.ly/ccqm50> (expand) [#UTribe](#)
3 minutes ago from *The Unified Tribe* · [Reply](#) · [View Tweet](#)

 **Lori07:** Michael Feil takes you step by step on how to develop your own Tribe Syndication Group. <http://bit.ly/ctrkBvW> (expand) [#UTribe](#)
8 minutes ago from *The Unified Tribe* · [Reply](#) · [View Tweet](#)

 **JamesDAlesandro:** Did u see this post on overwhelm yet? Muy importante for all ladies! (pls leave a comment if u have tips!) <http://bit.ly/a4cVuj> (expand) [#UTribe](#)
9 minutes ago from *The Unified Tribe* · [Reply](#) · [View Tweet](#)

 **TeamFigi:** 7 Step Process Sneeze page with Twitter Business tips and tricks - <http://bit.ly/G7zCz> (expand) (via [@DivanaAlcheva](#)) [#UTribe](#)

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Twitter Automation & Management Tools

Hashtags Tools

Tools that help explain what the hashtag means, locate hashtag, and identify which hashtags makes sense for your business:

What the Trend- explains trend and what they mean

<http://whatthetrend.com>

Twubs- Hashtag Directory

<http://twubs.com>

[Http://hashtag.org](http://hashtag.org): Shows you its use over time and recent tweets, which is enough to figure out the meaning behind the hashtag

Tagalus.com: It is a dictionary for hashtags. Makes it very easy to find info. On thousands of hashtags.

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The screenshot shows the Twubs website interface for the #smss10 hashtag. At the top, it says "Signed In As: laurademeo" and "Log out". The main header features the Twubs logo and the tagline "#hashtags made useful". Below this, there is a search bar with "# smss10" entered and a "GO" button. The interface is divided into several sections: "Tweet this Twub!" with a text input field and a "Send Tweet" button; "Tweet Filter" with options for "All", "Multimedia Only", and "Members Only"; "Real Time Mode (pause)"; a list of tweets from users like boomerwebwriter, B379lad180r, and Lori_Randall; and a sidebar on the right with sections for "#smss10", "Request Conference Suite", "Tweetups & Events", "Twub Feed", "Twub Members", and "Related Twubs".

Twubs are Twitter groups built around content aggregated from #hashtags.



How Are You Doing?!

- What did you learn about Twitter that you never knew before?
- What most surprised you?
- What Challenges are you imagining you'll have?
- What did you love most?
- What are you going to put into place immediately?

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summary

Why Twitter and How Twitter can help grow your business

- ✓ Prime place to build relationships and build trust– and to ultimately buy from you. Having lot's of conversation is key. People will become interested in you and follow you.
- ✓ Use twitter as an outpost strategy: promote others, learn, & pay attention
- ✓ Powerful tool for attracting attention from new customers
- ✓ Excellent tool to do research about your market using search tools
(ex: <http://search.twitter.com>)
- ✓ Establish yourself as the authority in your field on a subject matter
- ✓ Content Distribution network- Share peoples content. Sharing helps to build your reputation and build you as an editorial source
- ✓ Excellent way to promote your services or products

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Let's Review What You Just Learned:

- ✓ What is Twitter and Why it is important
- ✓ How to Get started with Twitter
- ✓ Develop a strategy
- ✓ Communicating on Twitter- (unique language)
- ✓ What to say
- ✓ Acquiring followers
- ✓ Twitter Lists
- ✓ Twitter automation
- ✓ Management tools

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What next?

Things to Consider first

1. Define Your Goals

- How will you use Twitter?

2. Understand your unique branding

- What makes you so different from everyone else in your industry?
(<http://inspiredleadershiptraining.com>)

3. Define your target market

- Psychographics -where do they hang out online, what are their interests, what are their biggest fears, frustrations, challenges, wants, and aspirations

4. Identify 10 core influencers

- Locate key leaders who are already successful in your niche/industry-- Model what is working at all angles

5. Determine what kind of tweets you will share

- What value are you adding to your prospects, clients, and/or partners &strategic alliances

6. Commit to a schedule

- How often will you tweet?
- How much time will you allocate to using Twitter?

7. Which strategies/tools resonate with you the most? Focus on those!

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Simple Twitter Action Plan

- Identify 10 core influencers (people of authority and have large networks) – Follow them!
- Add 50 Followers Daily
- Tweet 2-3 times per day (focus on building relationships by engaging and retweeting & add quality content)
- Get started today
- Do it every single day for 30 Days so you form a positive habit and incorporate as your daily ritual

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Celebrate!!!

Congratulations!! You are really awesome for sticking through this!



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Cross the finish line with
social media marketing



SOCIAL MEDIA MARKETING Training SERIES

twitter



Questions?

Do you have any questions?

Go to my Fan Page: <http://facebook.com/laurademeo>

Ask me your questions here!

I would love to help you

Follow Me on Twitter:

<http://twitter.com/laurademeo>

@laurademeo

If you found this presentation helpful, please comment on my blog

<http://laurademeo.com> and share with others.

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