



7 STEPS FOR USING TWITTER FOR NIGHTCLUBS

Since its 2006 launch, Twitter has changed the way the world communicates. It has opened up a whole new real-time method for sharing public (and private) messages with friends, businesses, brands and new connections.

By asking people “what’s happening” in messages, called “tweets,” of 140 characters or less, Twitter mandates brevity. That conciseness and the ability to “follow” others — from Lady Gaga to the pizza joint around the corner — have driven Twitter’s rapid growth.

Yet for many, Twitter’s constant chatter and breakneck pace can feel overwhelming.

If you’re among the roughly 87 percent of Americans online who have yet to join the social network, according to a Pew Center Research study, perhaps you’re still thinking, “Why bother?” Or maybe you already have a Twitter account but worry about the time it takes or what to say.

If you run a business, though, you shouldn’t rule out Twitter too quickly. The stats show that what people are saying on social networks such as Twitter increasingly shapes opinions about companies and brands. According to Forrester Research in April 2010, Americans generated 500 billion online impressions on each other regarding products and services, more than a quarter of the impressions (or ad views) made by advertisements. And of the hundreds of millions of tweets sent per day, about one out of every five is related to some kind of inquiry or information about specific products or services, according to Penn State University.

If you ignore Twitter, you could miss out on a powerful channel for interacting with your customers.

The good news: It’s not too hard to get started. But it does help to have a game plan. This eBook is here to help, with seven steps for using Twitter. We’ve covered proper etiquette and pitfalls to avoid. And for a little inspiration, we’ve shared examples of small businesses making Twitter work for them.

Read, and tweet away.

Some Twitter Stats

- 1 out of 5 Tweets relate to inquiries or info about products or services
- 52% Twitter users who follow brands and companies on the platform
- 26% Twitter users who have complained about a brand on Twitter
- 58% Twitter users who have praised a brand on Twitter

TOP 5 REASONS PEOPLE SAY THEY USE TWITTER

1. To follow famous people
2. To follow news
3. To connect with friends and family
4. To connect with new friends and people of similar interests
5. To express opinions and make their voice heard

TOP 5 REASONS PEOPLE SAY THEY FOLLOW BRANDS

1. To keep informed of the latest deals, discounts and offers
2. To keep up to date with the latest brand news
3. Because they're fans of the company
4. Because the brand tweets interesting/relevant content
5. Because they're current customers

95% Twitter users with mobile phones — half of whom access the service via their handheld devices

25 to 34 - Ages of largest group on Twitter — making up a third of monthly users

100 million Active Twitter users worldwide

250 million Tweets sent per day

Twitter Lingo

#: Also called a “hashtag,” symbol used to denote a keyword or subject. Hashtags make it easier to find your tweets in searches. See Twitter’s guide [What Are Hashtags?](#)

@: Used before someone’s username to direct a tweet to them. For example, @joepromoter. By using the @ sign, you ensure your tweet will be displayed for the other person to see. Can be used at the beginning or middle of a tweet. Also called an “at mention.”

Blocking: Preventing someone from sending tweets to you.

Direct Message (DM): Private message that can’t be viewed by anyone else.

Favorite: A way to mark a favorite tweet — by clicking a star or “Favorite” link — so it’s easier to find and the sender can see it’s a favorite of yours.

FF: Short for “Follow Friday;” many Twitter users send tweets to their followers on Fridays suggesting other people to follow. These tweets usually include the hashtag #FF.

Follow: The act of signing up to see a person’s tweets in your Twitter stream.

Follower: Someone following your tweets.

Handle: Your username. Each one is unique.

Lists: Groups of Twitter contacts that can be organized by industry, geography, etc. If you are placed on a person’s list, you have been “listed.”

OH: Standard abbreviation for “overheard,” most often precedes a tweet about something someone overheard in a public place.

Over Capacity: The error screen users see when the site is having trouble keeping up with traffic. The page features a cartoon whale, which Twitter users have dubbed “the fail whale.”

Retweet: The act of resending a tweet that you liked to everyone in your network. Can be used as a noun, as in, “Can I get a retweet?” Often abbreviated RT.

Trending topic: A top word or subject being tweeted; Twitter lists trending topics in the “trends” section on the right-hand side of the page.

Tweet: A message or update up to 140 characters long. Also used as a verb, as in the act of sending a tweet.

Unfollow: To cease following another Twitter user whose tweets no longer show up on your homepage timeline.

Anatomy of a Twitter Page

The diagram illustrates the layout of a Twitter page with the following callouts:

- Click Twitter logo to return home**: Points to the Twitter logo in the top left navigation bar.
- Type a username or term here to search**: Points to the search bar in the top navigation bar.
- Use tabs to see @mentions, RTs, searches and lists**: Points to the navigation tabs (Home, Profile, Messages, Who to follow) in the top bar.
- View profile or edit your settings**: Points to the profile icon in the top right navigation bar.
- Click to see direct messages you've sent or received, or to send a new direct message**: Points to the envelope icon in the top right navigation bar.
- Type status update here**: Points to the text input field at the top of the main content area.
- Click for the latest tweets**: Points to the 'Tweets' tab in the main content area.
- Running list of tweets by people you follow**: Points to the main feed of tweets.
- Your tweet count, and your latest tweet**: Points to the 'Your Tweets' section on the right sidebar.
- Number of people you follow and who follow you, plus latest added**: Points to the 'Following' and 'Followers' counts on the right sidebar.
- Twitter suggests people you might want to follow**: Points to the 'Who to follow' section on the right sidebar.
- The top topics in your area**: Points to the 'Trends' section on the right sidebar.
- Twitter page navigation: If you need something from Twitter, you'll find the links here.**: Points to the bottom navigation bar.

Step 1: START ON THE RIGHT FOOT

Set up your account and pick a goal

First things first. To get started on Twitter, you need an account. It also helps to begin with a goal, even a loosely defined one.

You may not be sure how often you want to tweet, but securing an account early on can be a good idea. Unique Twitter usernames are available on a first-come, first-served basis, so someone could easily snag the one you want.

1. SIGN UP AT TWITTER.COM

Twitter doesn't differentiate between business and personal accounts.

2. SELECT A USERNAME (A.K.A. "HANDLE")

- Keep it simple. The ideal username is short, easy to remember and easy to spell.
- Stick to what's logical. For branding of your nightclub venue, it's best to choose a username as close to your real name as possible.
- What if your name is taken?
 - Get creative. Consider variations that touch on your personality, incorporate your industry or include a meaningful verb. Example: "nightlifemr."
 - Nicknames, initials or abbreviations are OK.
 - Add a city or state. Example: "SetMiami"
 - You can also use a number or underscore mark, though such names tend to look less professional, are harder to remember and are likelier to be misspelled. Example: "joepromoter59" or "Mansion_Miami."
 - If you think someone is intentionally hijacking your trademark or impersonating your business, report the violation to Twitter support.

NOTE: After you secure a username, Twitter prompts you to start following people, brands or topics right away. It also asks you to search for your contacts on other accounts, such as LinkedIn or Yahoo!, to find friends on Twitter. But it may be best to flesh out your profile some and start tweeting a little first, so people don't mistake you for a spammer.

CHOOSING A TWITTER BUSINESS GOAL

Twitter can help with your business goals. Start with one goal. You can always mix it up later.

Branding: Claim ownership of your brand name. Identify and engage brand advocates.

Customer Service: Respond to questions or complaints in real time.

Public Relations: Friend journalists or bloggers in your area or industry. Share resources and articles.

Sales: Offer specials and coupons. Promote new products or services.

Marketing: Become a resource: Share tips, links or other helpful content. Gather testimonials.

Research: Monitor what your customers or competitors are doing. Poll others about new ideas, products or services. Search for buzz on keywords relevant to your business.

Network: Follow industry peers. Make connections who can help troubleshoot problems or answer your questions.

TOP 5 WAYS COMPANIES USE TWITTER

1. Publicizing new content
2. Marketing
3. Brand monitoring
4. Gathering customer feedback
5. Customer service

3. UPLOAD A PICTURE OF YOUR VENUE LOGO

This is an important step. A picture humanizes your tweets and helps people instantly identify you. (Without a profile pic, you'll look like an egghead by default!) You can always change your image later by going to "Profile" at the top of your Twitter homepage and clicking on "Edit your profile."

4. FILL OUT YOUR PROFILE

While in the "Edit your profile" section, fill out your profile as completely as possible. Add your location, venue name, a link to a website and a short bio of company (up to 160 characters). Use your bio to incorporate keywords that identify your venue or what you want to be known for. All of that information appears in your public profile and search engine results, so it plays a big role in how searchers find you on Twitter.

5. CUSTOMIZE YOUR TWITTER BACKGROUND

To add branding elements, change the colors of your Twitter page or upload a background image that tiles or extends across the entire page. In your settings, click on the "Design" tab. Custom background images are typically 1280-by-1024, 1600-by-1200 or 2048-by-1600 pixels.

Step 2: TWEET LIKE A PRO

Know what, when and how to tweet

After you've set up an account, it's time to start tweeting. You can share text, links and multimedia. Twitter also has its own lingo. In this step, we'll review @ mentions, hashtags, direct messages and retweets and offer additional ideas for what and when to tweet.

HOW TO TWEET

- **Using the @ symbol**

Whenever you tweet someone's username preceded by the @ symbol, that's called an "at mention."

Whether or not they follow you, it's a way of making your tweet show up on their Twitter page.

Examples:

- Addressing a tweet to an individual
"@LavoLV Thanks for a fabulous night last night!"
- Addressing more than one person
"@joepromoter @somevenue You guys did a great job pulling off last night's party! Congrats!"
- Mentioning someone in a tweet but more in passing
"Had the best time celebrating my birthday with @joepromoter. Thanks for coming out!"

- **Using hashtags (the # symbol)**

If you read a stream of tweets, you are bound to see a few words preceded by the # symbol. They're hashtags. Twitter users came up with the hashtag system as a way of tagging, tracking and promoting topics of conversation. You can create a hashtag for any keyword.

Example:

- Mansion Nightclub in Dallas added #PaulVanDyke and #DeadMou5 as hashtags to one tweet because those might be broader topics people would search for. Note that #PaulVanDyke and #DeadMou5 show up in blue because they are hyperlinks. Any time you see a hashtag in a tweet, you can click on it to see all tweets about that specific term.

WHAT TO TWEET

Your tweets should relate to your business goals on Twitter and the audience you want to reach. Here are a few ideas:

Questions: Ask for feedback on ideas. Seek recommendations on places, vendors or resources.

Tips and answers: Respond to customers' questions or issues. Link to FAQs. Offer helpful how-tos.

Links or news: Share blog or website updates. Pass along community or industry news.

Quotes, one-liners, jokes: Share observations or what inspires or makes you laugh.

Say thanks: Acknowledge your best customers, vendors or new acquaintances. Thank those who follow you, mention or retweet you on Twitter. Example: "@joeschmoe, thanks for stopping by today. Hope to see you again soon!"

Calls to action: Ask others to download, sign up for or retweet your stuff.

Regular features: Host trivia challenges, offer Twitter-only specials or spotlight customers.

Sales: Let customers know about sales and specials — at your business or elsewhere.

Events: Tweet during events you attend or host.

Other uses for hashtags

- **Events:** Create a hashtag people can tweet before, during or after big parties, festivals or other events.
- **Contests:** Hold a contest for those who tweet a hashtag by a certain deadline; reward participants with a gift drawing or special offer.
- **Build a customer community:** Take ownership of a hashtag over time. Pick a unique one that won't be randomly used by others.

General hashtag tips

- Hashtags should be one word without spaces. For longer ideas, combine phrases or break words into separate hashtags.
- Keep hashtags short but understandable.
- Don't overload tweets with too many hashtags.
- Generally put hashtags at the end of tweets unless you can organically insert them elsewhere.
- To find trending hashtags, search Twitter or websites such as hashtag.org. Or come up with something clever of your own!

- **Retweeting**

Retweeting simply means passing along someone else's tweet to your followers. To do it, just click the "Retweet" link that shows up when you hover over a tweet.

A retweet will be sent to your followers exactly as the original author typed it. But you can personalize it by adding your own insights. Copy and paste the original tweet, add comments and "RT" with the username of the author. (Remember: Using the @ symbol causes the tweet to show up on that person's @ mention list.) If you trim the original tweet to make it fit within 140 characters, you can use "MT" for "modified tweet" instead of "RT."

To make your own tweets easy to retweet, write them in 120 characters or less. This way, there's room for people to add their own comments.

- **Sending Direct Messages (DMs)**
Sometimes a Twitter conversation reaches a point that you want to make it private, say, if you are responding to a customer issue or complaint or you want to swap personal info. Then it's time for a Direct Message.

To send one, simply go to the top of your Twitter dashboard and click on "Messages." As with a regular tweet, though, you still only get 140 characters.

Note that you can't DM someone unless he or she is following you. But you can ask a person through an @ message to initiate a private conversation.

Example: “@joepromoter Please DM us your phone number so we can help you with that issue.”

Direct Messages also work via text messages. Link your phone to your Twitter account, then send a text message to Twitter’s short code (e.g., 40404 in the United States and 21212 in Canada). Type “d,” a space, the person’s username and your message.

Example: “d joepromoter Give me a call at 555-1234. Thanks!”

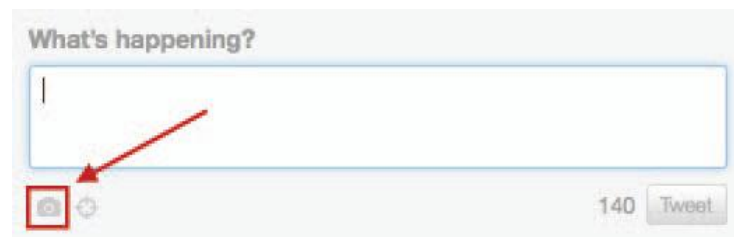
- **Sharing links (URLs)**

Links are one of the most widely shared types of Twitter content. But given the 140-character tweet length limit, long links typically must be shortened. Twitter has an automatic URL shortener that reduces links to something that starts with “http://t.co/.” As you type, Twitter’s automatic counter tells you how many characters you have left.

Other link shorteners include bit.ly or ow.ly, which can track metrics such as clicks on links. Some businesses also adopt their own link shorteners to brand their content.

- **Sharing multimedia (photos and videos)**

Tweeting with photos and videos can be a great way to feature customers, showcase new products or services and share something fun that’s happening with your business. Multimedia content shows up as clickable links in a tweet.



You can upload photos from your computer to Twitter. Look for the camera icon below the box where you type a tweet. Click on the icon, and select your photo.

You can also link applications such as Instagram, yfrog, TwitPic and Flickr to your Twitter account.

For a video, simply share a link to one hosted on a site like YouTube, Vimeo or Twitvid or record a video straight from a webcam using a tool such as TweetDeck or Twitcam.

When a video link is clicked on Twitter, the video is shown in Twitter’s sidebar so people can view it without leaving the page.

STEP 3 – BUILD YOUR NETWORK

Follow others and gain followers

Networking is one of the chief advantages of being on Twitter. But growing a Twitter network is not just about numbers. You should strive for quality connections based on the nightlife industry, customer base, location and, yes, interests.

As you build your network, you will discover that finding followers and identifying people to follow often go hand in hand. And remember, even if you're not following someone or they're not following you yet, you can initiate a conversation by tweeting an @ mention with someone's username.

WHO SHOULD YOU FOLLOW?

As soon as you log on, Twitter will offer "Who to Follow" suggestions. They're based on accounts similar to yours, the way you interact on Twitter and other factors such as geography.

Twitter also gives you the option to find out which of your contacts on other accounts, such as Gmail, Yahoo! or LinkedIn, are already on Twitter.

- Other people you may want to follow
 - Journalists or bloggers, especially those who cover the nightlife industry.
 - Local businesses. Search for other businesses in your community active on Twitter, or follow competitors. (To learn how to track competitors on Twitter without them knowing, see Step 5 about Twitter lists.)
 - Your patrons. Ask them if they're on Twitter, and follow them. Pay special attention to your biggest fans or the ones who are most vocal on Twitter.
 - People tweeting about your community and the regional topics you care about. See Step 4 on using Twitter Search to learn more.
- Other cool tools for finding people to follow
 - Wefollow.com - Search by geography or keyword. Sort Twitter users by greatest influence or number of followers. Add yourself to the directory.
 - Twellow.com - Consult this Twitter account directory with hundreds of categories and a map feature. And add yourself.
 - Followerwonk.com - Search for people by their Twitter bios. Sort by relevance or follower count.
 - FriendorFollow.com - See whom you follow that hasn't followed you back yet and who follows you that you haven't followed back.
- Other ways to tell people you are on Twitter
 - Add your Twitter handle to business cards, flyers, bathroom promos, and ads.
 - Add a Twitter link or button on your venue's website or blog (see Step 6).
 - Add a Twitter link to email newsletters.
 - Consider Promoted Tweets. Rolled out in July 2011, Promoted Tweets are a form of Twitter advertising that allows companies to pay for greater visibility at the top of users' timelines. Promoted Tweets can target non-followers and geography.

STEP 4 – SEARCH TWITTER

Track your brand, industry and competitors

Twitter Search has many useful applications for businesses. You can use it to find people to follow, track buzz about your brand and listen to conversations near you around a particular topic.

TERMS YOUR BUSINESS CAN SEARCH FOR:

- Your venue name
- Products or services (as either you or your customers might refer to them)
- Nightlife industry keywords or hashtags
- Your city or neighborhood
- Names of competitors

BASIC TWITTER SEARCH

Type terms in the search box at the top of your Twitter page. Searching for a term without the @ or # symbol in front of it will pull up all tweets including that term — whether part of an @ mention or hashtag or not.



ADVANCED SEARCH

After any Basic Search, you can refine your results with more robust parameters. Or you can go straight to Advanced Search. Learn more about Advanced Search operators.

- **Keywords you don't want**
You can tell Twitter which keywords to leave out of a search by typing them into the "None of these words" field.
 - Shortcut for Basic Search: Use a minus sign before a keyword. Example: "pets - dogs" would bring back recent tweets about pets, excluding tweets about dogs.
- **Geography**
You can search for tweets that originate near certain places by filling in the "Near this place" box on the Advanced Search page. Then specify a 1- to 1,000-mile radius.
 - Shortcut for Basic Search: Use the words "near:" and "within:" to look for tweets within a certain proximity, e.g. "near:denver within:10mi." (Note: Use quotation marks around location names with more than one word. Don't use spaces after colons.)
 - Geocodes: To be even more exact, use tools such as geocoder.us to find the longitude and latitude for your business address. For example, "geocode:38.922495,-94.778145,5mi" would return tweets originating within a five-mile radius of one Lenexa, Kansas, address.
- Sentiment

- Add a filter to look for tweets with positive or negative attitudes or questions.
- Shortcut for Basic Search: Add :) or :(or ? to Basic Search queries.
- **Save your searches**

If you want to save searches, simply click “Save this search” after running one. Your saved searches will then appear in the drop-down menu under “Searches” on your homepage.
- **Track your brand via email**

While not a search feature, another easy way to monitor your brand on Twitter is to set up email notifications. Find your account “Settings” by clicking your Twitter username on the upper right-hand corner of the screen. Then click on the “Notifications” tab.

You can get notified by email about:

- Direct messages, replies or @ mentions
- New followers
- Retweets, etc.

STEP 5 - HARNESS LISTS

Segment users into meaningful groups

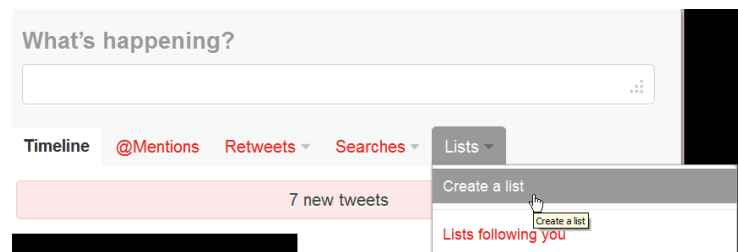
As you grow your network on Twitter, using lists can help you organize your connections into more manageable groups. Lists can also help you keep up with people you don't follow, and identify people or brands you do want to follow.

- **Advantages of lists**

- You can monitor other Twitter users without following them.
- Lists can be public or private (useful if you don't want to publicly follow a competitor).
- Lists are easy to delete. It's faster to delete a list of people than unfollowing them one at a time.
- If others have compiled lists, you can easily follow those lists.
- There's no limit on the number of lists.

- **Types of lists you can create**

- Your employees
- Competitors
- Suppliers or other local businesses
- Nightlife Industry experts
- Local government agencies and officials
- Event or host participants, e.g., promoters, DJs
- Customers, grouped by geography or another trait
- Journalists, bloggers, nightlife publications and associations

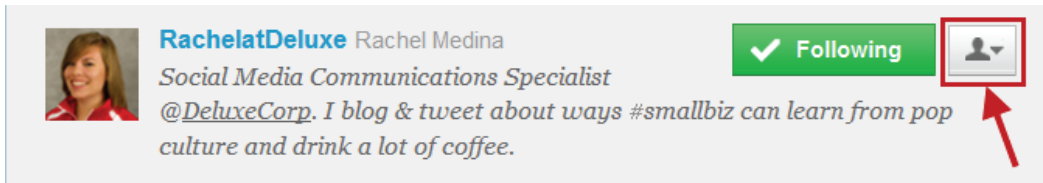


- **How to create a list**

- Click on "Create a list" in the drop-down menu of the List tab on your homepage.
- Name and describe your list.
- Make your list public or private.
NOTE: Anyone can see or follow a public list, so choose an appropriate name, e.g., not "prstooges".

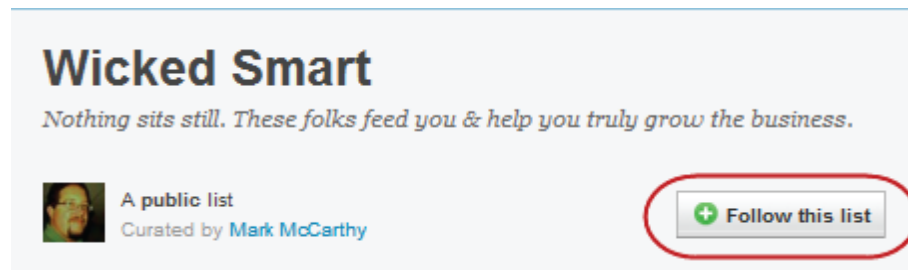
- **Add people to your lists**

- In a Twitter user's profile or beside his or her bio on your "Follower" or "Following" lists, look for the icon that looks like a person.
- Click the icon, and choose "Add to list" from the drop-down menu.
- Pick the list to which you want to add the contact.



- **Follow other people's lists**

- As you network on Twitter, check out other people's public lists. It might save you the trouble of compiling a list of industry experts, local media outlets or businesses similar to yours. Instead of reproducing the lists, you can simply follow those lists.
- To do so, simply click the "Lists" tab on other people's Twitter profiles to see a drop-down menu with lists curated by them or lists they follow.
- To determine whether you want to follow a list, click on it and view recent tweets. Or click the "Following" tab to see bios of Twitter users on the list.
- To follow a list, click "Follow" in the upper right-hand corner of the list page. The list will then show up on your profile's list tab.
- Search for popular lists using a site such as Listorious.



- **Check out who has "listed" you**

- In the Lists drop-down menu, you may find "Lists following you."
- This could reveal your biggest fans or at least the people who deem you worthy of listing.
- Consider following those users or including them in your own lists.

STEP 6 CONNECT TWITTER

to your website and other social media

Twitter makes it easy to share content across many platforms. Hooking up Twitter with your website, blog or social media accounts can make it easier to gain followers, bring a wider audience to content (such as blog posts) and add dynamic content such as real-time testimonials to your various sites.

- Add a Follow button to your website or blog.
 - This makes it easy to get new Twitter followers from the visitors to your website.
 - Start at Twitter’s Resources page — twitter.com/about/resources — and choose “Follow button.”
 - Pick a button style, e.g., “Follow us on Twitter” or just the Twitter bird.
 - Copy and paste the code into your website’s code or ask your webmaster to help you do this.

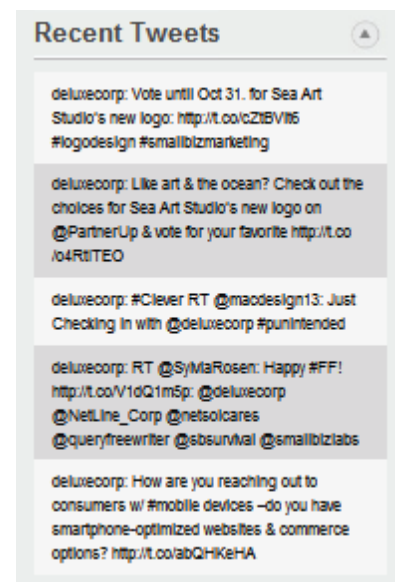


- Add a Tweet button to a webpage or blog.
 - This step allows people to share a link or blog post without leaving the page they are viewing and makes it easier to spread your content faster.
 - Go to twitter.com/about/resources/tweetbutton.
 - Pick a button style and customize the text for people to tweet. Example: “Check this out via @nightlifemr!”
 - Copy and paste the code on your website.

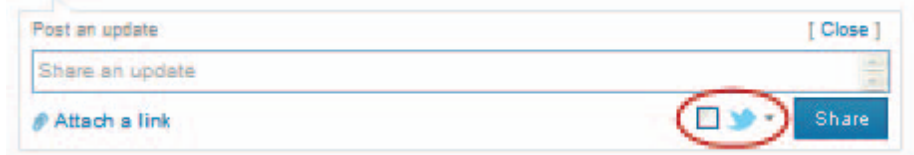


NOTE: Many blogging platforms, such as WordPress, have tools that simplify adding Tweet buttons throughout your blog.

- Add a Twitter feed widget to your website or blog.
 - This adds a scrolling list of most recent tweets — from your own profile, a list you follow, a search query or tweets you’ve marked as favorites.
 - Go to twitter.com/about/resources/widgets.
 - Choose the kind of widget you want to add. Adjust the size and colors to match your company or website colors. Copy and paste the code into an appropriate spot on your website.
 - The favorites option is great for showcasing real-time testimonials.
 - Hover over a tweet with a positive message about your brand.
 - Click the Favorite star or link that appears next to the timestamp when you hover over the tweet.
 - Give the widget a title like “What customers are saying about us on Twitter.”



- Connect Twitter to LinkedIn.
 - Log on to your LinkedIn account. Choose “Settings” in the drop-down menu under your name in the upper right-hand corner. Select “Manage your Twitter settings,” and add your Twitter account information.
 - You can choose to display Twitter on your LinkedIn profile. You can also opt to post only tweets that contain the hashtags “#in” or “#li.”
 - When you post a status update on LinkedIn, you can choose to post it on Twitter by checking the box with the Twitter bird.



- Connect to Facebook.
 - To channel Twitter updates to your Facebook wall, visit twitter.com/about/resources/widgets/facebook or review these instructions.
 - Caveat: Many social media experts caution about over-automating your Facebook updates with tweets. Facebook and Twitter are very different platforms. And Twitter’s lingo, length and frequency may seem out of place on Facebook.
- Automatically tweet about new blog posts.
 - Blogging platforms such as WordPress or Tumblr can be set up to automatically send tweets when you publish new posts.
 - You can also use Twitterfeed or NetworkedBlogs to add blog feeds to Twitter.

STEP 7 - KICK IT UP A NOTCH

Use time-saving Twitter tools

Twitter has given rise to a whole ecosystem of tools and applications — many created by third-party developers. As you get more active on Twitter, give some of these tools a try. They can help you be more productive on Twitter and do things such as post to multiple social media accounts at once, monitor search terms at a glance and schedule tweets in advance.

Here's a quick look at just a few popular Twitter tools:

- **HootSuite: hootsuite.com**
 - Allows you to post to multiple Twitter accounts, Facebook, LinkedIn, Foursquare and WordPress, among other platforms.
 - Accessible anywhere through a web interface — allows you to carry your settings and preferences wherever you log in.
 - Provides analytics, such as popular content and how tweets direct traffic to your website.
 - Gives a tab view for each social media profile
 - HootSuite Pro (paid) plans allow multiple team members for one account; you can assign messages for follow-up or track who's doing what.
 - Allows scheduling of tweets in advance, individually or in bulk (Pro accounts).
- **TweetDeck: www.tweetdeck.com**
 - Can post selectively to multiple accounts, including Facebook, LinkedIn, Foursquare, MySpace and Twitter.
 - Runs as a desktop or mobile-device application. Requires a little more work to set up on each of your devices, although a web browser version is in development.]
 - Tracks multiple profiles and search terms in different columns in one window.
 - Instantly updates. Tweets show up faster than on HootSuite. New tweets pop up on your screen as they come in.
 - Can upload video and photos from a webcam.
 - Translates tweets into many languages, such as Spanish, Chinese and Arabic.
 - Allows analytics with URL shortener bit.ly.



NOTE: Twitter bought TweetDeck in May 2011.

- **Mobile Twitter Tools**

About half of Twitter users access the platform via a mobile device.

 - Besides using SMS text messages (as described in Step 2) or Twitter's mobile website mobile.twitter.com on phones with web browsers, Twitter users can

download numerous third-party mobile apps for BlackBerry, Android and iPhones.

- Twitter's own mobile apps also get better all the time. For instance, Twitter's integration with Apple's iOS5 makes it easy to tweet directly from iPhones, iPods and iPads to share photos, maps, webpages and videos and get push notifications.
- To learn more about such apps, visit Twitter's Help Center pages about mobile options.