TWITTER CHEAT SHEET

0.   UNDESTAND THE BASICS

Mashable is one of the best resources for information about how to best use Twitter:

http://mashable.com/2009/07/20/twitter-new-users/
http://mashable.com/category/channels/how-to-web/

1.   GET AN ACCOUNT

http://twitter.com/

- One Twitter Account per email address
- Ensure your username is consistent with your other social media sites

For example:
http://www.linkedin.com/in/richsauser
http://twitter.com/richsauser

2. SETUP YOUR PROFILE

Go to the Settings Tab:

Account Tab

1. **More Info URL:** Add your LinkedIn page, blog, webpage, etc.
2. **Bio** - 160 Characters – try to be a bit transparent keeping it professional, but letting some personality show through.
3. **Location –** By providing your location others can find you and you can be ranked by your location.
4. **Protect Your Updates –** Not recommended. Basically if you do this no one can follow you without your approval and people can't read your tweets unless they are following you.

Picture Tab
Upload a professional looking head shot (aka Avatar)

Design Tab
You can choose a theme or upload your picture. It is recommended you create a custom background using one of the free sites listed later.

3. CHECK OUT OTHERS

Before you start Tweeting, check out other people and see how they are using it. You can find people by using some of the following sites:

http://search.twitter.com/
http://twitterholic.com/
http://wefollow.com/
http://twitter.grader.com/

You can also search by topic at http://hashtags.org/

4.   START TWEETING

Some people like to find out who is following them before they will re-follow back. By having a complete profile and some tweets on your page people can get a feeling for who you are and you may increase your followers.

Consider doing a balanced approach of personal items and professional items. Remember that this should enhance your personal brand.

5.   START FOLLOWING

Using the same sites listed in Step 3, you can now start following others and let them follow-you back.

KNOW THE TWITTER LINGO

@<username>: Respond publicly to someone

DM <username>: Respond privately to someone

RT @<username> Retweet someone else's tweet

#<term> Add a hashtag for searching

SIMPLIFY YOUR TWITTER LIFE

Using a third party application, to organize your Twitter life will make things a lot easier. Some sites to consider:

http://tweetdeck.com
http://www.peoplebrowsr.com/
http://seesmic.com/

TWITTER CHEAT SHEET

FOLLOW YOUR MANNERS

Don't auto-follow
Use Direct Message (DM) with CARE!
Send out links & retweet
Add Value
Say Please & Thank You
Give Credit to the source
Be personal & somewhat transparent

CREATE A CUSTOM BACKGROUND

http://twitterbackgroundsgallery.com/top-10/
http://www.twitterbackgrounds.com/
http://www.twitbacks.com/
http://theclosetentrepreneur.com/create-a-twitter-background-using-powerpoint

SHARING PICTURES

http://www.twitpic.com/
http://www.tweetphoto.com
http://pikchur.com/
http://twitgoo.com/
http://yfrog.com/
See Mashable - Twitter Picture Sharing for descriptions

SHARING MUSIC

http://tinysong.com/
http://twisten.fm/
http://twisten.fm/
http://blip.fm/all
http://twt.fm/
See Mashable - Twitter Music for a larger list and descriptions

CAREER/JOB SEARCH ADVICE

@thejobsguy
Online Recruiting and Job Search Resources. New job postings everyday.
@Keppie_Careers
As a career coach and resume writer, I encourage, enlighten and empower job seekers by offering job hunting and networking tips, interviewing advice and more.
@danschawbel
The leading personal branding expert.

JOB LISTINGS

@charlotteitjobs
@JobsCharlotte
@Charlotte_Jobs
@CharlottGotAlot
@execSearches
@exectweets
@microjobs

3rd PARTY JOB SITES

http://www.tweetmyjobs.com/
The best site for finding jobs via Twitter.

http://www.twitterjobsearch.com/
204,431 new jobs in the last 30 days.
58 new jobs in the last 1 hour

http://twitjobboard.blogspot.com/2009/02/welcome-to-twitjobboard.html

http://www.twithire.com/

http://www.twhired.com/