Index

A
Account(s), 25–84
  connecting Facebook and Twitter, 52
  creating profile for, 33–55
  fake, 65–66
  finding people to follow with, 30–33
  following others with, 64
  graphics for, 79–84
  making changes to, 75–78
  mobile apps for, 59–60
  notification settings for, 57–59
  options menu, 35, 36
  popular, 30–31
  privacy settings for, 55–57
  registering for, 25–30
  security of, 55–57, 64–66
  sending first tweet from, 63–64
  setup of, 69–72
  username for, 67–69
  verified, 27, 66
  for virtual teams, 170–171
Account settings, 40
Active followers, 98–99
Adobe, 81
Adobe AIR, 243, 248
Advanced Search, 92

Advertising:
  and brand building, 177–179
  making money from, 232–236
  priming followers for, 209–211
  tracking results of, 219–223
Advocate tweets, 146
Affiliate links:
  on blogs, 210–211
  and brand building with special offers, 194
  as recommendations, 234
  in tweets, 216–217
Alphabetizer.flap.tv, 83
AlternativeTo.net, 82
Amazon.com, 179, 210–211, 217
American Airlines, 200–201
American Red Cross, 17, 21, 22
Anderson, Chris, 2
Anderson, Kare, 253
Answering questions:
  joining conversations by, 99, 108
  tweets for, 144–145
Answerman tweets, 144–145
Appeal of topics, assessing, 88–89
Applications, see Third-party applications
Arbitrage opportunities, 236–238
Ashley, Adryenn, 251
AskDaveTaylor.com, 9, 156
Asking for help:
  from customers, 160–162 and immediate feedback, 21–23
  in question tweets, 141–142
Asking questions:
  generating blog post ideas by, 212
  of job candidates, 173–174
  joining conversations by, 126–127
  in question tweets, 141–142
@BestBuy, 186
@BestBuySupport, 187
@CousinDangereux, 143
@darthvader, 65
@daveTaylor, 41–42
@don_draper, 65
@FilmBuzz, 41
@JoelComm, 42
@replies, 57–58
  to complaints, 164
  etiquette rules about, 124
  to experts, 96
  mentioning followers in, 156
  preventing, 126
  to requests for information, 107–108
Authenticity, 62–63, 144
Autofollows, 240
Avatars:
  choosing, 72–73
  creating, 79–80
  for out-of-date usernames, 68
B
Babbitt, Mark, 253
Backgrounds:
  changing color/image of, 78
  of profile photos, 54–55
Baer, Jay, 252
Bartering, 238
Benefactor tweets, 146–147
Best Buy, 185–187, 191
@BestBuy, 186
@BestBuySupport, 187
Bios, 48–52, 69–72
  changing, 76–78
  for out-of-date usernames, 68
  projects as emphasis of, 51–52
  stories vs. keywords in, 70–72
  as summaries, 48–50
  tips on creating, 69
BlackBerry, 242
Blackbird, 242
Blocking users, 37
Blogs, 8–9. See also Microblogging
  advertising on, 232
  discussion on, 3
  generating ideas for blog posts, 211–213
  promoting, 206–211
  tweeting on, 102–105
Blogger.com, 9, 15, 16
Boulder, Colorado, 21, 202
Brand building, 177–204
  and advertising, 177–179
  by creating stories, 179–181
  frequency of tweeting for, 198–199
  hashtags for, 201–202
  reinforcing core message in, 195–198
  with retweets, 200–201
  by running TweetChats, 202–204
  by tweeting, 184–195
  writing tweets for, 199–200
  with your profile, 181–183
Branson, Richard, 198, 254
British Parliament, 17
Broadcast tweets:
  and conversation tweets, 128–130
  link tweets as, 130–134
Brock, Terry, 255
Brogan, Chris, 252
Buck, James, 22–23
Burchard, Brendon, 251
Burg, Bob, 251
Business potential of Twitter, 231–238
Buying pages, 213–216

C
Calendars, TweetChat, 202, 203
Carnival Cruise Line, 179, 194, 199
Carr, Gina, 252
Carter, Brian, 251

Celebrities:
  following, 33
  usernames of, 27
Cellity, 242
Character limit, 121–122
Chow, John, 235, 253
Clark, Brian, 251
Clark, Matt, 67n1
Classic tweets, 134–136
Classified sites, 236–238
Cleese, John, 108
Coca-Cola, 198
Coiné, Ted, 254
Cole, Deb, 252
Collier, Marsha, 128, 253
ColorZilla, 80
Comcast, 184–185
Comm, Joel, xi, xii, 5, 144
Comments:
  as feedback tweets, 192–193
  in retweets, 119–120
Communication. See also Team communication
two-way, 23
in virtual teams, 168
of your identity, 70–72
Communicator tweets, 144
Competitors, monitoring, 159
Complaints, 163–165
Compliments, 145
Conference attendees,
  following, 162–163
Connections:
  and building relationships, 60–63
  with customers, see
  Customers
  on social media, 3–4
Connections: *(Continued)*

on Twitter, xi

in virtual teams, 169

Contacts:

automatic searches for, 31–32, 101–102

building follower lists with existing, 100–102

Content:

for building follower lists, 85–87

ideas for blog, 211–213

of retweets, 200–201

social media, 2–3, 8–13

of tweets, 115–116

Content marketing, 70

Content optimization, 71

Contests:

in benefactor tweets, 146, 147

retweets about, 200–201

running, 110–112

TweetAways service for, 249

Conversations:

joining, 99–100, 107–108, 125–128

in tweets, 128–130

between virtual team members, 168–170

Core message, reinforcing, 195–198

Cost-per-click (CPC), 235

Cost-per-mille (CPM), 235

@CousinDangereux, 143

Cox, Dave, 252

CPC (cost-per-click), 235

CPM (cost-per-mille), 235

Critic tweets, 146

Curiosity, generating, 208–210

Curtis, Dustin, 104–105

Custom designs, 83–84

Customers, 151–165

asking for help from, 160–162

dealing with complaints by, 163–165

as fans, promoters, and evangelists, 155–160

as followers, 151–152

and following conference attendees, 162–163

identification of problems by, 152–153

soliciting feedback from, 152–155

Customer support tweets, 191–192

Cybersquatting, 42

D

Daily Mail, 152

@darthvader, 65

DaveOnFilm.com, 9

@DaveTaylor, 41–42

Daype, 236

Dell, 133, 134, 179

Dell Cloud Computing,

134

Delta Air Lines, 179, 189, 199

Demographics, social media user, 5–8

Denmead, Ken, 102

DeVage, Trevor, 22

Diderot, Denis, 145

DigitalColor Meter, 80
Digital Photography School (DPS), 131–133, 208
Direct2Dell, 134
Direct messages (DMs):
etiquette rules on, 124
to experts, 96–97
notifications of, 58
privacy of, 37
Direct sales, driving, 214–215
Discount codes, 106–107, 111, 149, 194
Discover link, 38
DMs, see Direct messages
Dogan, Dino, 252
@don_draper, 65
Dorsey, Jack, 15, 16
DPS (Digital Photography School), 131–133, 208
Dumas, John Lee, 253
Duperon, Shawne, 254

E
Edwards, Andru, 95
Edwards, Ray, 254
Elance, 172
Elkins, Eric, 143
E-mail address:
automatic searches of contacts by, 31–32, 101–102
for profile, 43
E-mail notifications, 57–59
E-mail signature, 110
Engagement, 199, 215
Ensign, Marc, 253
Entertainment tweets, 139–140
Etiquette rules, 116–124
Evangelists, 155–160
Evans, Sarah, 254
Experian, 203
Experts:
asking for help from, 160–162
creating virtual teams of, 174
gaining friendship and respect of, 96–97
giving information to, 97–98
identifying, 94–96
networks of, 90–98
as social media users, 7

F
Facebook, 133
connecting Twitter account to, 52
cross-promotion on, 109–110
Flickr vs., 11–12
followers vs. friends on, 85
growth of, 18
microblogging on, 13
openness of Twitter vs., 125
popularity of, 4
search engine of, 28
as social media platform, 2–3
user demographics for, 5–6
Fake accounts, 65–66
Fallon, Jimmy, 68–69
Fans, 155–160
Fanzo, Brian, 251
Farnsworth, Steve, 254
Federal Emergency Management Administration (FEMA), 17–18, 21, 45, 157
Federal Trade Commission (FTC), 234

Feedback:
on advertising, 236
on bios, 69
immediacy of, 21–23
soliciting customers for, 152–155

Feedback tweets, 192–193
Feldman, Barry, 71

FEMA, see Federal Emergency Management Administration

Ferrazzi, Keith, 253
Fields, Jonathan, 184
@FilmBuzz, 41
Fitton, Laura, 253
Fitzpatrick, Peg, 254
Flickr, 7, 11–12, 142

Follower(s), 85–114
active, 98–99
asking people to follow you, 104–105
becoming a, 64
customers as, 151–152
of experts, 174
following your, 122–124
networks of experts as, 90–98
notifications of new, 58
and page ranks of your tweets, 112–114
paying your, 105–107
quantity and quality of, 87–90
targeted groups of, 88–90, 98, 214–215

and your Klout score, 112–113

Follower behavior, driving, 205–230
with affiliate links, 216–217
on buying pages, 213–216
to generate blog post ideas, 211–213
to generate website traffic, 206
and marketers’ use of Twitter, 205
multiple-tweet strategies for, 223–227
by promoting blogs, 206–211
on registration pages, 217–219
with spontaneity, 149
testing strategies for, 219–223
tracking results of, 219–223
with Trendsmap information, 227–229
Follower lists, building:
content for, 85–87
with e-mail signatures, 110
with existing contacts, 100–102
by following others, 87–88
by paying followers, 105–107
by responding to requests, 107–108
by running contests, 110–112
by tweeting on blogs, 102–105
by using social media in marketing strategies, 109–110
Follower ratio, 33, 87, 94–96, 117
FollowFriday, 146
Following:
becoming a follower, 64
building follower lists by, 87–88
building relationships by, 62
of celebrities, 33
of conference attendees, 162–163
directory of members to follow, 251–255
finding people to follow, 30–33
of popular accounts, 30–31
setting up autofollows, 240
before tweeting, 124–126
of your followers, 122–124
Following Rules and Best Practices page, 88
Forrester Research, 179
#forsale, 238
Freelancers, 171–175
Friendship, experts’, 96–97
Fry, Stephen, 51, 139
FTC (Federal Trade Commission), 234
Get-rich-quick venue, Twitter as, 231, 232
Giveaways:
in benefactor tweets, 146, 147
building follower lists with, 110–111
“paying” followers with, 105–106
retweets about, 200–201
Glass, Noah, 15
GM, 179
Gmail, 42, 101
GoFatherhood.com, 9, 137
“Going viral,” 118–119
Google, 15, 25, 112–114
Google AdSense, 82, 210, 220
Google AdWords, 177, 208, 235–236
Google Alerts, 158
GooglePlus, 13, 28, 133
Grammar, in tweets, 118
Graphics, 79–84
buying, 83–84
communicating identity with, 70–72
DIY strategy for creating, 80–82
outsourcing design of, 79
quick and easy strategy for creating, 79–80
tools for creating, 82–83
uploading, 75–78
Grignon, Andy, 251
Groover, Jen, 252
Guðleifsdóttir, Rebekha, 12
Guest blog posts, 212
Gurus, self-described, 94

G
Gaiman, Neil, 17
Garcia, Charles, 252
Garst, Kim, 253
Geekdad, 102
Gerber, Michael, 253
Hackers, 64
Hampstead Theatre, 218
Handle, see Username
Handley, Ann, 251
Hanks, Tom, 255
Haot, Rachel, 254
Happy Mango, 154–155
Harding, Sheldon, 118
Harris, Jackson, 141
Harris, Neal Patrick, 254
Harvard University, 5
Hashtags:
  for arbitrage opportunities, 238
  creating, 201–202
  popularity of, xi
  in spam, 117
Hawk, Thomas, 255
Header graphics, 79–80
Header photos, 75, 77, 78
Headlines, 208
Help, asking for, 21–23,
  141–142, 160–162
Help center, 23–24, 160–162
Helweh, Adam, 251
Heuer, Chris, 252
Hewitt, Perry, 254
Hickey, James, 252
Hiring, 171–175
Hogshead, Sally, 254
Home Depot, 191, 192
Home page, 20, 34–38
Hootsuite, 249–250
Howes, Lewis, 253
Hsieh, Tony, 197–198, 255
HubSpot, 201
Hyatt, Michael, 254
Hyphens, in names, 75
Icon Factory, 242
Ideas for blog posts, 211–213
Identity, communicating your, 70–72
Identity theft, 65–66
Influence, assessments of, 94–96
Information:
  for experts, 97–98
  followers as source of, 151
  joining conversations by
    providing, 126
  responding to requests for, 107–108
Instagram, 11, 12, 142
Instant Eyedropper, 80
Intranet system, 14
iPhones, 241–242
Iranian elections, 201
Isakson, Paul, 65
IZEA, 233–235
Jambor, A. L., 161
JetBlue Airways, 179, 184
Jetpack plug-ins, 104, 132–133
@JoelComm, 42
JoelComm.com, 8
Johnson, Dwayne, 45
Joint ventures, 214
Kerpen, Dave, 252
Keywords:
  apps for monitoring, 157–159
  in bios, 70–72
  in spam, 117
  TweetBeep alerts on, 245
  in tweets to job candidates, 173
Keyword searches, 38, 91–92
Klout score, 112–113
Kramer, Bryan, 252
Kremer, John, 253
Kudos tweets, 145
Kutcher, Ashton, 66

M
Lawrence, David H, XVII, 252
Leaders:
  searching for, 94
  virtual team, 168–170
Levy, Scott, 254
Lighting, for profile photos, 75
Link(s):
  affiliate, 194, 210–211, 216–217, 234
  changing color of, 78
  Notifications, 37–38
  to sales pages, 215
  Tweets, 35
  to websites from profiles, 47–48
LinkedIn, 13, 14, 28, 133
Link tweets, 130–134
Lists feature, 90
Location field (profile), 46
Login verification, 55–56
Logos, profile photos of, 55, 72–73
Long tail, 2
Lu, Yiying, 17
Ludwig, Amber, 251
Luxor Hotel and Casino, 28, 29

Mailing lists, 218–219
Making money on Twitter, 231–238
  from advertising, 232–236
  from arbitrage opportunities, 236–238
  and Twitter's business potential, 231–238
Maree, Mohammed, 22–23
Markets, size of, 1–2
Marketers, use of Twitter by, 205
Marketing:
  content, 70
  and privacy settings, 57
  social media elements in, 109–110
Mars, 182
Martin, Rachel, 254
Match.com, 10
Mathison, David, 252
Media publishing revolution, 1–2
Me link, 38
Membership sites, 9–10
Microblogging, 12–15
  on social media sites, 13–14
  on Twitter vs. other sites, 19
  on Yammer, 14–15
Mission accomplished tweets, 138–139
M&M’s, 179–183
Mobile phones:
  login verification with, 55–56
  sending/receiving tweets on, 20–21
  third-party apps for, 241–243
Twitter apps on, 59–60
Mongello, Lou, 253
Moran, Brian, 251
Moreno, Lori, 253
Mundane tweets, 143–144
Myfirsttweet.com, 39
MyLetterCounter.com, 82–83
My Starbucks Idea website, 193

Names. See also Username
  hyphens vs. underscores in, 75
  of photo files, 75
  real, 26, 67, 68
Name field (profile), 44–46
National Weather Service, 21
Networks of experts, 90–98
  gaining friendship and respect from experts, 96–97
  giving information to experts, 97–98
  identifying experts, 94–96
News:
  dissemination of, xi, 19–21
  hashtags for breaking stories, 201–202
in tweets, 145, 190–191
Nigeria, kidnapping of school-girls in, 201–202
Nokia USA, 126, 127
Northey, Jessica, 253
Nosta, John, 253
Notifications link, 37–38
Notification settings, 57–59
Numbers:
  in SMS messages vs. tweets, 117–118
  in usernames, 30

O
OAuth, 65, 235
Obama, Barack, 17, 64, 129–130
Obvious (company), 15
Odeo, 15, 16
Oliver, John, 253
OneKontest, 111
Online graphics creators, 81–82
Opinion tweets, 136–138
Optimization, content, 71
Ora, Rita, 152
Osborne, Will, 184–186

P
Page, Susan, 153
Page ranks, tweet, 112–114
Palo Alto Weekly, 106–107, 149
Participation, 3
Passwords, sharing, 65, 235
Path, 133
Paying followers, 105–107
Peck, Dave, 252
Personal branding, 195–198
Personal photos, 72–73
Photos:
  header, 75, 77, 78
  personal, 72–73
  in picture tweets, 142
  profile, 52–55, 72–75, 77, 78
Photo sites, 10–12
PicMonkey, 81
Picture tweets, 142
Pinterest, 11, 12
Privacy settings, 56–57, 170–171
Problems, identifying, 152–153
Professional photographers, 73, 74
Profile(s):
  bio for, 48–52, 69–72
  brand building with, 181–183
  changing vs. creating new, 67–69
  connecting Facebook account to, 52
  creating, 33–44
  e-mail address for, 43
  location field in, 46
  name in, 44–46, 67–69
  options for building, 44–55
  photos for, 52–55, 72–75, 77, 78
  time zone setting in, 43–44
  username for, 41–42
  website field in, 46–47
Profile minicards, 36
Profile page, uploading graphics to, 75–76
Promoters, 155–160
Promotion:
  of blogs, 206–211
  of mailing lists, 218–219
  of projects, 51–52
Promotional materials, xi
Publicize plug-in, 133
Publishing, participation in, 3
Pyra Labs, 15

Q
Questions:
  answering, 99, 108, 144–145
  asking, 126–127, 173–174, 212
Question tweets, 141–142
Quotes, 145

R
Rampton, John, 253
Random thoughts, tweets about, 195–198
Ravenscraft, Cliff, 252
ReadWriteTalk.com, 16
Really simple syndication (RSS) feeds, 218
Real name, 26, 67, 68
Recommendations, 146, 234
Registration page:
  driving followers to, 217–219
  of Twitter, 25–30
Relationship building, 60–63
Remedy4ThisHeart, 22
@replies, 57–58
  to complaints, 164
  etiquette rules about, 124
Registration page: (Continued)
to experts, 96
mentioning followers in, 156
preventing, 126
to requests for information, 107–108
Reporter tweets, 145
Requests, responding to, 107–108
Respect, experts’, 96–97
Retweets:
of benefactor tweets, 147
brand building with, 200–201
giving credit in, 118–121
Rose, E. Brian, 252
Rowse, Darren, 208
RSS (really simple syndication) feeds, 218
Rubin, Ted, 254
Ruff, Lori, 253

S
Sacco, Justine, 147–148
Saddler, Reg, 254
Sage tweets, 145
Santa Barbara, California, 201
Schaefer, Mark, 253
Schaffer, Neal, 113, 254
Schwarzenegger, Arnold, 17
Scoble, Robert, 254
Scott, David Meerman, 252
Searches:
automatic, for contacts, 31–32, 101–102
for experts, 90–94
for fans, promoters, and evangelists, 157
keyword, 38, 91–92
username, 27–29
Search Widgets, 104
Security, 55–56, 64–66
Selfies, 53–54, 74
Settings page, uploading graphics from, 77–78
Shankman, Peter, 254
Shortened URLs, 47
Short message service (SMS) text messages, 82, 117–118
Signatures, e-mail, 110
Silver, Yanik, 180
Simkin, Sheila, 254
Smartphones, see Mobile phones
Smith, Mari, 253
SMS (short message service) text messages, 82, 117–118
Social media, 1–18
blogs, 8–9
building relationships with, 60–63
defined, 2–4
in marketing strategies, 109–110
and media publishing revolution, 1–2
membership sites, 9–10
microblogging on, 12–15
photo sites, 10–12
popularity of, 4–5
terms of service for, 47–48
Twitter, 15–18
types of, 8–13
user demographics for, 5–8
Yammer, 14–15
SocialOomph, 239–241
Software, graphics, 81
Solis, Brian, 252
Sonic Mountain, 16
South by Southwest Web (SXSW) Award, 16, 18
Southwest Airlines, 178, 182
Spam, 87–88, 116–117, 213, 227
Special offers, 194–195, 214–215
Spindrift, 164, 165
Sponsored tweets, 233–235
Spontaneity, 149
Sprake, Colin, 252
Starbucks, 28, 45, 156, 188, 193
Status updates, 123, 134–136
Stelzner, Michael A., 254
Stone, Biz, 15
Stories:
in bios, 70–72
for brand building, 179–181
Stratten, Scott, 254
Strauss, Steve, 254
Student Pocket Guide, 111
Surritte, Ken, 253
Surveys, 154–155
SXSW (South by Southwest Web) Award, 16, 18
Symbols, in tweets, 118

T
tanase, Stefan, 87
Targeted groups of followers:
creating, 88–90, 98
special offers for, 214–215
Taylor, Dave, xii
Team communication, 167–175
building teams with Twitter, 171–175
and telecommuting, 167–168
and Twitter accounts for virtual teams, 170–171 via tweets from virtual team leaders, 168–170
Tea Party, 201
Telecommuting, 167–168
Testing strategies, for driving behavior, 219–223
Text messages, 82, 117–118
Thank-yous, 241
Theme colors, changing, 76
Third-party applications, 239–250
from Hootsuite, 249–250
SocialOomph, 239–241
Trendistic, 243, 245
TweetAways, 249
TweetBeep, 245, 246
TweetDeck, 247–248
Twellow, 244–246
Twhirl, 242–243
TwitterCounter, 246–247
Twitterfeed, 243, 244
Twitterrific, 241–242
TwitThis, 248–249
Time-limited offers, 214
Time zone, 43–44
Topsy, 157–159
Toys “R” Us, 216
Tracking:
  of follower behavior, 219–223
  of follower numbers over time, 246–247
Trending topics, 91, 227–229
Trendistic, 243, 245
Trendismap, 227–229
Trippy, Charles, 252
Trust, 232
Tumblr, 13, 133
Tune Sweeper, 157
Tweet(s):
  advocate, 146
  answerman, 144–145
  benefactor, 146–147
  for brand building, 184–195
  broadcast, 128–129
  on buying products, 213–214
  character limit for, 121–122
  classic, 134–136
  communicator, 144
  from conference attendees, 162–163
  content of, 115–116
  conversations in, 128–129
  critic, 146
  customer support, 191–192
  dissemination of news in, 19–21
  driving direct sales with, 214–215
  entertainment, 139–140
  feedback, 192–193
  grouping of, by subject, 247–248
  on home page, 34, 35, 37
  kudos, 145
  link, 130–134
  mission accomplished, 138–139
  multiple-tweet strategies for driving behavior, 223–227
  mundane, 143–144
  with negative consequences, 147–148
  news updates in, 190–191
  opinion, 136–138
  page ranks of, 112–114
  picture, 142
  posting of, on websites, 102–105
  question, 141–142
  on random thoughts, 195–198
  reinforcing core message in, 195–198
  reporter, 145
  sage, 145
  scheduling, in advance, 240–241
  sending your first, 38–39, 63–64
  spam in, 116–117
  special offers in, 194–195
  sponsored, 233–235
  spreading messages across multiple, 121–122
  style rules for, 117–118
  time stamps on, 43–44
  tracking effectiveness of, 221–227
  types of, 128–148
  variety in, 147–148
from virtual team leaders, 168–170
writing, 199–200
TweetAways, 249
TweetBeep, 245, 246
TweetChats, 202–204
TweetDeck, 202, 247–248
TweetGlide, 248
Tweetie, 242
Tweeting, 115–149
on blogs, 102–105
for brand building, 184–195
character limit in, 121–122
driving behavior by, 148–149
etiquette rules for, 116–124
following others before, 124–126
and following your followers, 122–124
frequency of, 198–199
joining conversations, 99–100, 125–128
reasons for, 128–148
reinforcing core message by, 195–198
of retweets, 118–121
of spam, 116–117
Tweets link, 35
TweetPages, 67n1, 71–72, 80, 84
Twellow, 236, 244–246
Twhirl, 242–243
Twit Longer, 121
TwitPic, 243
Twitter:
building teams with, 171–175
business potential of, 231–238
dissemination of news on, 19–21
founding and growth of, 15–18
help center function of, 23–24
immediate feedback on, 21–23
marketers’ use of, 205
new features of, xii
other microblogging sites vs., 19
popularity of, 4–5
power of, 19–24
site and traffic statistics from, 220–221
user demographics for, 6–7
Twitter Alerts, 157
TwitterCounter, 246–247
Twitterfeed, 243, 244
TwitterMail, 242
Twitter Power (Joel Comm), xi, 5, 144
Twitter Power 2.0 (Joel Comm), xii
Twitterrific, 241–242
TwitThis, 248–249
Two-way communication, 23
U
Underscores, in names, 75
Unfollowing, 37, 123
U.S. Postal Service, 45
URL shorteners, 220
Username(s):
  changing, 77
  in e-mail signatures, 110
  importance of, 26–27
  popularity of, xi
  real name vs., 67, 68
  searching by, 27–29
  selecting, 27–30, 41–42,
    67–70
  tweets mentioning, 38

V
  Vaynerchuk, Gary, 252
  Verification, login, 55–56
  Verified accounts, 27, 66
  Virgin, 198

Virtual teams:
  accounts for, 170–171
  building, 171–175
  communication in, 168
  tweets from leaders of,
    168–170
  Von Rosen, Viveka, 255
  Voss, Chris, 252

W
  Walsh, Jennifer, 253
  Walter, Ekaterina, 252
  Warren, Rick, 64, 254
  Washer, Tim, 255
  Webcams, profile photos with,
    54
  Weblogs, see Blogs
  WebProNews, 244
  Websites:
    followers vs. users of, 85
    generating traffic on, 206
    links on profiles to, 46–47
    posting tweets on, 102–105
  WeHeartIt, 13
  Wells, Mike, 105–106
  WhatTheFont, 82
  Whitlock, Warren, 255
  Whittaker, Carlos, 21, 22
  Who cares? test, 190–191
  Whole Foods Market, 17, 182,
    183
  Wide Angle Software, 157
  Wilkerson, Carrie, 252
  Williams, Evan, 4, 15–16
  Wilms, Todd, 255
  Winfrey, Oprah, 4, 66
  Wood, Joe, 253
  WordPress.com, 9, 104, 132

Y
  Yahoo! Mail, 101
  Yammer, 14–15
  YouTube, 147

Z
  Zappos, 197, 199
  Zarrella, Dan, 200, 201
  Ziglar, Tom, 255
  Zimmerman, Sue B., 254