## Contents

Foreword by Guy Kawasaki  xi  
Introduction xiii  

**Chapter 1: An Introduction to the Social Media Landscape**  1  
What Exactly Is Social Media? 2  
Social Media Really Is a Big Deal 5  
The Different Types of Social Media Sites—Content to Suit Every Market 8  
A Closer Look at Microblogging 13  
Introducing . . . Twitter! 15  

**Chapter 2: Why Is Twitter So Powerful?** 19  
Twitter and Its Successes 19  
The Power of Twitter’s Immediate Feedback 21  
Instant Access to Smart People 24/7 23  

**Chapter 3: Getting Started the Right Way on Twitter** 25  
Signing Up—Does Twitter Have the Web’s Most Friendly Registration Page? 25  
Who’s on Twitter? Your First Followers! 30  
Create an Inviting Twitter Profile 33  
Building Out Your Profile 44  
Checking Out Security and Privacy 55  
Notifications to Notice 57  
Tweeting with Your Mobile Phone 59  
A Winning Social Media Philosophy 60  

vii
Contents

Sending Your Very First Tweet 63
Becoming a Follower 64
A Word about Security 64

Chapter 4: Twitter Setup and Design 67
Twitter Name 67
Twitter Setup 69
The Twitter Profile Photo 72
Twitter Interface Basics 75
Twitter Graphics 79
Now . . . What about TweetPages? 84

Chapter 5: Building a Following on Twitter 85
Quantity or Quality: Choosing the Type of Following You Want 87
Quality: How to Be Intentional about Creating Your Own Network of Experts 90
Quantity: Seven Killer Strategies to Reaching Critical Mass on Twitter 98
Klout and Page Rank 112

Chapter 6: The Art of the Tweet 115
Tweet Etiquette 116
The Benefits of Following before Tweeting 124
How to Join a Conversation 125
How to Be Interesting on Twitter 128
How to Drive Behavior 148

Chapter 7: The Magic of Connecting with Customers on Twitter 151
Identifying Problems and Soliciting Feedback 152
Discovering Your Top Fans, Promoters, and Evangelists 155
Your Personal Help Desk 160
## Contents

### Chapter 8: Leveraging Twitter for Team Communication
- Twitter for Virtual Team Leaders 168
- Creating a Twitter Account for a Virtual Team 170
- Building a Team with Twitter 171

### Chapter 9: Using Twitter to Help Build Your Brand
- Create a Story 179
- Portraying Your Brand with Your Profile 181
- Tweet Style—What to Say When You’re Building a Brand and How to Say It 184
- Reinforce the Core Message 195
- Repetition, Repetition, Repetition 198
- Writing the Tweets 199
- Win Retweets 200
- Create Hashtags and Run Hashtag Chats 201

### Chapter 10: Leveraging Twitter to Drive Follower Behavior
- Driving Followers to a Website 206
- Promoting a Blog on Twitter 206
- Twitter as a Resource for Post Ideas 211
- Driving Followers to the Mall 213
- Can You Put Affiliate Links on Twitter? 216
- Driving Followers to Register 217
- Tracking Results and Testing Strategies 219
- Tracking Multiple Tweets 223
- Making the Most of Twitter’s Trends 227

### Chapter 11: How to Make Money on Twitter
- Earn with Advertising on Twitter 232
- Barter, Buy, and Sell Your Way to Profit 236
Chapter 12: Beyond Twitter.com: Third-Party Tools You Will Want to Know About

- SocialOomph 239
- Twitterrific 241
- Twhirl 242
- Twitterfeed 243
- Trendistic 243
- Twellow 244
- TweetBeep 245
- TwitterCounter 246
- TweetDeck 247
- TwitThis 248
- TweetAways 249
- Hootsuite 249

Directory of Recommended Twitter Members to Follow 251

Index 257