

Taking the stress out of

twitter



Carole Spiers

There is, today, much media hype about Twitter – the much published networking site. Barack Obama achieved the presidency by judicious use of it...business gurus have the 'follow me' Twitter logo on the front pages of their own websites.

All of which begs the question: 'should you be dipping your toe in the water of Twitter and working at it really hard like you do on other social networking sites?'



I started out late on Twitter. Why? Well, I guess one of the reasons was that I didn't really appreciate the merit of the whole system which is not really like me as I love to network and build relationships. It is exactly what I speak about on platform, but I did hold back on this occasion.

But as with many things – it has to be the right time, the right place and the right incentive!

First of all, I had to open my account - which was the initial hurdle. So I asked my colleague, Chris Clark, to do this for me (I bought him dinner!) which he did one evening and there was then no going back....and didn't I feel so silly, as, in fact, it was not difficult!

Anyway, all this transpired on the last Bank Holiday weekend. I was in my partner's house in Bournemouth and he was in bed poorly with 'man flu' and I decided to take the plunge.

Well, you'll be pleased to know, I have never looked back and I now have to discipline myself as to the amount of time that I spend on Twitter – it's very addictive!

And it's very easy to get caught up with it all. I just love the energy inherent in the conversations – all of which I can now contribute to...

But first things first, I needed to shortcut all of the learning and get myself up to speed. I was introduced to a product which I bought and which gave me a series of videos that contained huge amount of info – and all for the princely sum of £15! Well, that was the best £15 I had ever spent on a product and I went through the instructions, stage by stage and it took me really quickly to where I needed to be. So if you too want the shortcuts to work with Twitter, go to <http://bit.ly/Xj9kh> and book out some time to discover a whole new world.

Obviously, I had no 'followers' when I started out – but I now have 1,500! All in the space of just a few weeks. You may say that is not huge and I would agree with you but it is an achievement nevertheless and they are genuine readers, not just a 'rent-a-crowd'!

The journalist inside of me just loves to pick up news feeds and send them around to others.

So arising out of my first month's activity, here are some tips for you:

- Set a time to open your account. Call in a friend and do it together if you want.
- It is useless just having a Twitter account, if you are not going to work with it
- Create a following of people you wish to connect to and don't just go for 'rent-a-crowd'!
- Discipline yourself and set time aside to post your 'tweets'
- Use some of the many free tools that are available to help you on your learning curve
- Buy products on Twitter with caution. I was lucky and found one that suited me perfectly.
- Give to others and you will receive. The ethos is about giving – not just taking!
- Ensure that your audience see credibility in your tweet posts and then others will find you and follow you
- Use tools to help you send out your tweets automatically so you don't have to sit by your machine all day long!
- Don't oversell your products or your services.
- Be respected for what you give to your followers. If you become known merely as a seller of products, you will lose your following
- Be personable when you write. Use your words to connect.
- Ask for help if you need it – many PSA members are up to date with Twitter!
- Put the Twitter logo after your signature and on your website etc so that you can bring in more followers from all directions
- Don't get stressed out and become too addicted!

I will keep you posted on my progress as time goes on. Maybe I'll have 10,000 followers by then! Next stage is to bring in business from Twitter!

www.carolespiersgroup.co.uk
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