



**RIGGINS**  
CONSTRUCTION  
& MANAGEMENT INC.



# Bridget's Twitter Tips

## Five Things About Twitter You Need to Know:

1. Twitter is a conversation; participate to build relationships.
2. Twitter is online networking first, marketing second.
3. You have 140 characters (including spaces) to write something.
4. Post quotes, thoughts, links to the web (blog posts, announcements, new projects, etc.).
5. You can't just promote yourself, you have to forward the tweets of others (called RT for "re-tweet") and reply to them (called a "mention").

## Twitter Tools:

Like most of life, I am convinced that the key to any job is having the proper tools for the proper job.

For our Twitter account (@rigginsconst) I use an Adobe Air desktop application called TweetDeck ([www.tweetdeck.com](http://www.tweetdeck.com) free download). It makes the functionality of Twitter simple. In columns you can easily see who has directly messaged you (private) or RT'd your message, etc.

Personally, I use FIREFOX as a browser. There are two Firefox Plugins that I use. PowerTwitter is a firefox add on. It makes it easier to reply, see images, and RT. Another firefox plugin is Yoono ([www.yoono.com](http://www.yoono.com)), which is a sidebar.

Photos are a powerful tool, even on Twitter. I use TwitPic (sign in [www.twitpic.com](http://www.twitpic.com) with your Twitter username and password) to upload a photo and comment on it. People comment on the photo and it appears in the Twitter feed.

Twitter Grader is a good way to find people in your region (<http://twitter.grader.com/>). You put in your Twitter handle and they will tell you your "grade" as well as the Twitter Elite (top 50) in your city. It's a great way to find new people to network with.

## My Twitter Strategy:

- I open up TweetDeck at the start of the morning.
- I go to my mailbox where I have all of my Twitter emails go into a special folder (rules in Outlook, Mail, etc.) to see if I have any new followers.
- I click on their name and decide if I want to follow them. To follow them click Follow. If I'm not sure I want to follow them, I do nothing; meaning, they only follow me. If I don't want them seeing my updates at all click on the word BLOCK on the middle of the page on the right sidebar to block them.
- Then I go to TweetDeck to see who has mentioned my name (@rigginsconst) which is the middle column. In the Twitter.com page I click @rigginsconst to see who has mentioned me and/or RT'd.
- I REPLY to them thanking them for the RT.  
example: @gidgey Thanks for the RT.
- I scroll down to the end of the page to see if there's something interesting to respond to or forward (RT).
  - **Don't try to "catch up" it doesn't work... too overwhelming.**
  - Then I find an inspirational/motivational quote or "see what our latest project is" thing to tweet.
- I spend maybe ten minutes in the morning and about another ten minutes around mid-day.

*People often ask me,  
"What is twitter?"*

*Why do you do it?*

*What's the point?"*

Twitter helps you build your brand and reach out to new customers: this is true. But just as traditional in-person networking builds new relationships, twitter exposes you and your business to new ideas, other perspectives, and colleagues, not just potential clients.

In the article "[Twitter: A Business Tool You Can't Live Without](#)" from the OCMetro (@OCMetro) the following quote rings true:

*Bryan Elliott  
SoCal Action Sports Network  
[@bryanelliott](http://bryanelliott)*

*"One of the best analogies I know about social networking is that networks like Twitter, Facebook, LinkedIn, etc. are like going to parties. One advantage different from a normal party you attend in person is that social networks obviously let you meet more people, and geography is not a barrier. I've heard many people say Twitter is a waste of time, but if your customers are there, why aren't you?"*

## Other:

@ is the AT symbol and needs to appear WITHOUT spaces directly before a handle. This makes it clickable.

# is the hash-tag and is used to enable searching.