

ESSENTIAL TWITTER GUIDE:

31+ MUST HAVE TOOLS & RESOURCES FOR BUSINESSES ON TWITTER



You've heard that Social Media is the place to be today for marketing your business. Your mentors are telling you to be here. The "experts" are telling you to be here. Your competition is experiencing success here. But where do you start? How do you know you're on the right track?

It can be overwhelming to learn and effectively use a new medium like Twitter.

I know – I've been there! In April of 2008, I hadn't even heard of Twitter. I was intimidated by this new tool I knew nothing about. I struggled to wrap my brain around how it would be useful for business. Thankfully, a colleague of mine had just started a course on how to use Twitter and her program quickly launched me into successful use of this new platform. By June 2008 I was off and running and I haven't looked back since.

To help you get started on your journey, I've compiled the top tools, resources, and ebooks (all free!) you need to know about. I've tested the most popular tools out there (some unpopular ones too!) and have sorted through a myriad of giveaways, blog posts and promises.

I've cut through the online noise so you don't have to!

I'm excited to bring you these must-have tools and ebooks for using Twitter for your business. I encourage you to check out each one as you discover how best to customize your Twitter experience to best suit your unique work style and business objectives.

The Social Media world changes daily. Keep up on Twitter news, new and updated tools, and tips on using it for business by [subscribing to our blog](#). And make sure to connect with me on Twitter: www.twitter.com/copong (a.k.a. [@copong](#)).

Cindy Opong

Twitter Basics – Learn terminology, etiquette and more!

- ✓ **Twitter Handbook:** www.twitterhandbook.com
- ✓ **Ebook:** *Promote yourself in 140 characters or less:* www.geekpreneur.com/twitter-ebook
- ✓ **Free Twitter backgrounds:**
 - www.twitterbackgrounds.org
 - <http://twittergraffiti.com>
- ✓ **Twitter Etiquette**
 - *A Must Read!* <http://twitter.pbwiki.com/Twitter+Etiquette>
 - Also see [this blog post](#) by Chris Brogan
- ✓ **What are Hashtags (#)?** <http://twitter.pbwiki.com/Hashtags>

Ways to Read, Post & Organize Your Tweets (other than the main website)

- ✓ **Outlook plugin:** [Twinbox](#)
- ✓ **Top Desktop & Web-based Applications:**
 - www.tweetdeck.com (desktop)
 - www.digsby.com (desktop)
 - <http://seesmic.com> (desktop or web-based)
 - <http://hootsuite.com> (web-based, supports teams monitoring same accounts)
 - <http://cotweet.com> (web-based, supports teams monitoring same accounts)
 - Many more at: <http://twitter.pbwiki.com/Apps#Desktopapps>

Searches & Research

- ✓ **Measure your Influence:**
 - <http://klout.com>
 - <http://tweetreach.com>
 - <http://twitalyzer.com>
- ✓ **Real time trends & updates:** www.twitscoop.com
- ✓ **Search Engine for Twitter:** www.tweetscan.com
- ✓ **Who un-follows you after which posts?** www.useqwitter.com

Find People to Follow

- ✓ **Find top people & see where you rank:**
 - <http://twitterholic.com>
 - <http://twittercounter.com>
- ✓ **Find people you should be following, search by keywords or city:**
 - <http://mrtweet.net>
 - <http://wefollow.com>
- ✓ **An index of corporations & brands on Twitter:** www.socialbrandindex.com

Useful Apps

- ✓ **Post a link** to webpage you're currently browsing:
 - www.social.com
 - <http://hootsuite.com>
- ✓ **Post-date Tweets:**
 - www.socialoomph.com
 - <http://twuffer.com>
 - <http://hootsuite.com>
 - www.tweetdeck.com
- ✓ **Shorten links & track** who clicks on them:
 - <http://bit.ly>
 - <http://tweetburner.com>
- ✓ **Auto-connect Twitter** to your blog, Facebook, etc.:
 - <http://twitterfeed.com>
 - <http://ping.fm>
- ✓ **Tweet groups** of people all at once: <http://grouptweet.com>
- ✓ **Many more** at: <http://twitter.pbwiki.com/Apps>

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About Cindy Opong



Cindy Opong is the owner of Creative Assistants and Past-President of the [International Virtual Assistants Association](#) (2009-2010). Her team of Virtual Assistants provides entrepreneurs and small businesses with Executive Assistance, Business Operations Management and Social Media Management.

Cindy's seminars on Social Media for Small Businesses have received high praise. She is a certificated **Social Media Marketing Specialist** from [vaclassroom.com](#) and specializes Social Media Strategy Planning and leading businesses by the hand to successfully launch their Social Media presence.



Discover how to improve your Social Media strategies and see if you're ready to bring on the support of an experienced team!

Sign up today for your free 30-minute consultation at:

<http://www.creativeassistants.com/contact>