



January 26, 2012



Twitter Talk: Connecting The Dots With sos_jr (Stuart O. Smith, Jr.)

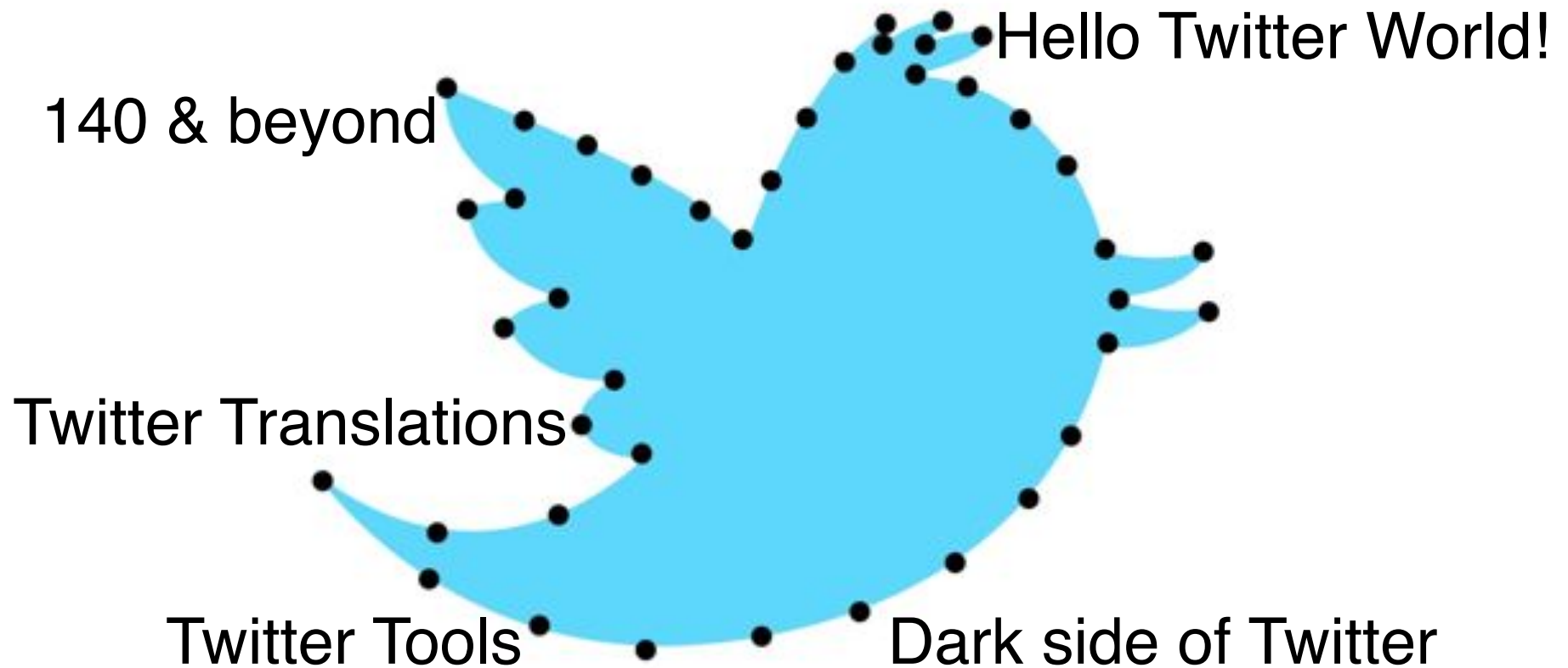


Stuart O. Smith, Jr. & Associates - sosAssociates.com
Twitter: [sos_jr](https://twitter.com/sos_jr)



WebSigCleveland.org
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Connecting The Dots





Jim Evans

@geekclean **FOLLOWS YOU**

Cleveland Ohio · <http://www.gcpcug.org>



Stuart O. Smith, Jr.

@sos_jr

"Hello World" - my first Tweet!

10:48 PM - 1 Oct 09 via web - Embed this Tweet

[Reply](#) [Delete](#) [Favorite](#)



Home



Connect



Discover



Me



Stuart O. Smith, Jr.

@sos_jr

Cleveland, Ohio

Interests: Web Development SIG, Website Design, Cleveland Web & Tech Events, Technology, Backpacking, Cleveland Cultural Events, Art, Theatre, Healthy Living
WebSigCleveland.org

11.9K

TWEETS

1,204

FOLLOWING

1,332

FOLLOWERS



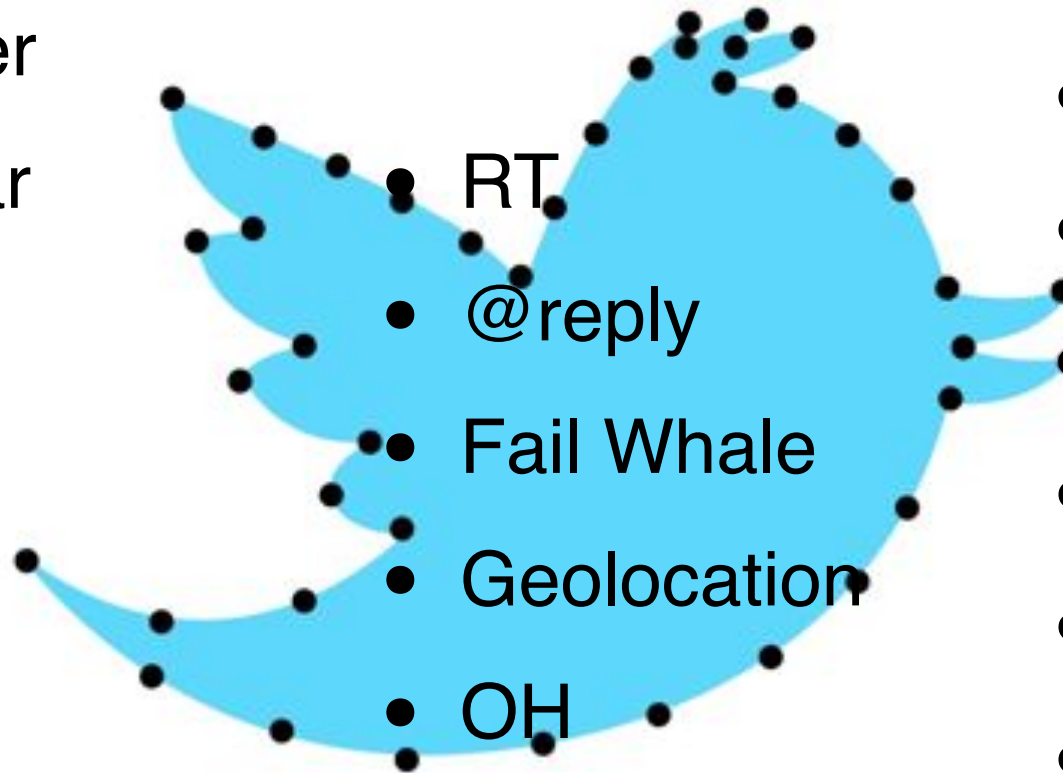
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Twitter Translations

- Twitter
- Avatar
- Bio
- #
- #FF
- @
- DM



- ppl
- Tweepers
- Twitterer
- (Un)follow
- Favorites
- Spam



Twitter Translations

- Twitter
- Avatar
- Bio



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Twitter: sos_jr



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Twitter Translations

- # Hashtags
- #FF Follow Friday
- Events (Example: #CodeMash; #ClegiveCamp)

<http://hashtags.org/>

<https://support.twitter.com/entries/166337-the->

Business: #jobs, #business, #networking, #retail, #shoppers, #consumer, #sales, #economy, #technology, #luxury, #news, #internet, #img, #marketing, #webmarketing

Celebrities: #50cent, #aplusk, #bieber, #britneyspears, #charliesheen, #ladygaga, #obama, #oprah, #osama, #perezhilton, #ryanseacrest, #the_real_shaq, #theellenshow

Education: #edcap, #edtech, #education, #elearning, #mlearning, #teach

Environment / Justice: #humanrights, #poverty, #hunger, #aid, #sustainability, #health, #green, #eco, #earthtweets, #humantrafficking, #climate, #social, #fairtrade

Social Change: #socialgood, #cause, #volunteer, #4change, #giveback, #dogood, #crisiscommons

TV Entertainment: #bones, #dwts, #glee, #gossipgirl, #graysanatomy, #idol, #lnrchat, #mlearning, #sharktank, #survivor, #teachers, #theoffice, #thevoice, #xfactor



Twitter Translations

- ReTweet
- ReTweet old School!

← Reply ↻ Retweet ★ Favorite

looks good. RT @sos_jr: At @CDPUG holiday party hear that @CPSPPhoto has gr8 Friday night meetings for photographers.

t.co/mcNIWbhx

Kanvaso • 12/1/11 7:01 PM



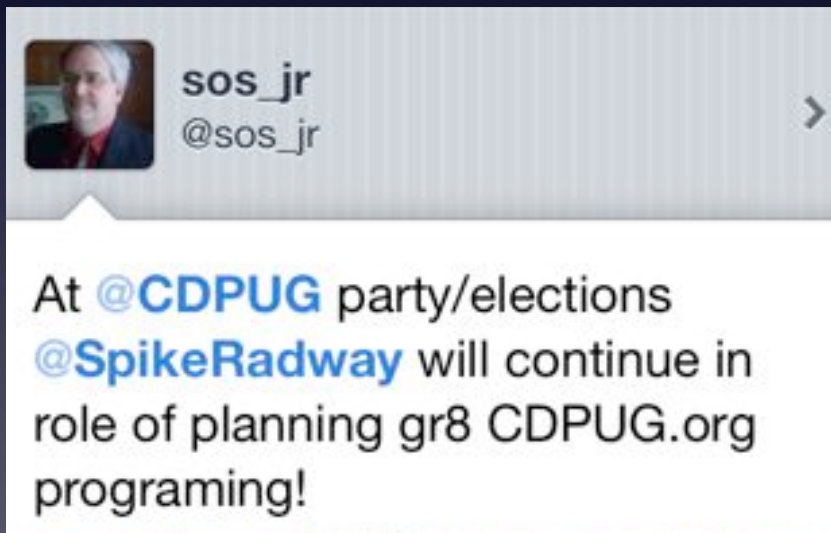
At @CDPUG holiday party hear that @CPSPPhoto has gr8 Friday night meetings for photographers. www.clevelandphoto.org

Twitter for iPhone • 12/1/11 6:59 PM



Twitter Translations

- @ Call out usernames





Remington Phillips

@remingtondesign FOLLOWS YOU

Creative professional for the web.

Cleveland, USA · <http://www.remingtonphillips.com>



Howard Kass

@taxman_zinnerco

Tax Partner at Zinner & Co. LLP, a firm of Certified Public Accountants and Management Consultants

Cleveland, Ohio · <http://www.zinnerco.com>



Spike Radway

@SpikeRadway FOLLOWS YOU

Cleveland, Ohio. USA



Henry Lee

@NativeArtzCLE FOLLOWS YOU

A potpourri of art, design, technology news and more.

Cleveland, OH USA



sos_jr
@sos_jr



At @CDPUG party/elections
@SpikeRadway will continue in
role of planning gr8 CDPUG.org
programing!



sos_jr
@sos_jr



Thx @CDPUG outgoing pres
@taxman_zinnerco for gr8 2
years & congrats to new pres
@remingtondesign & VP
@NativeArtzCLE
www.CDPUG.org



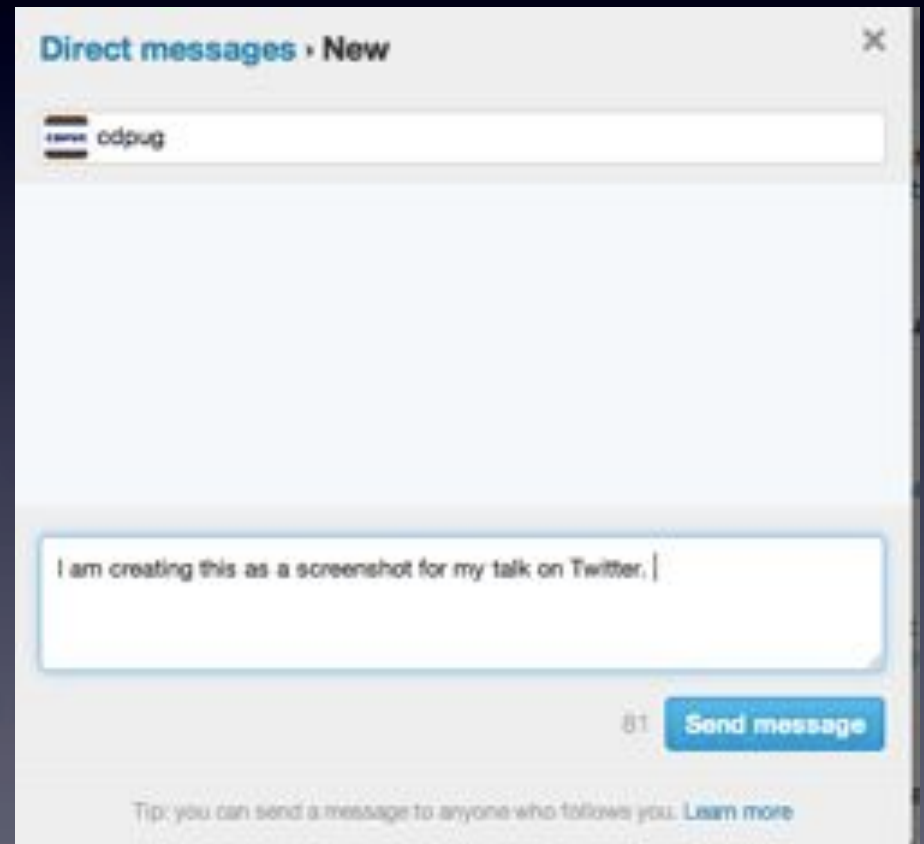
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Twitter Translations

- DM Direct Message



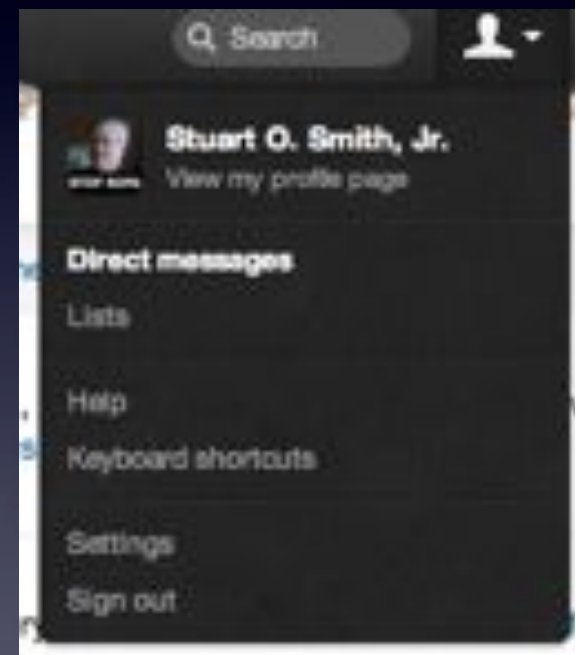
Twitter Translations

- Reply
@username
. @username



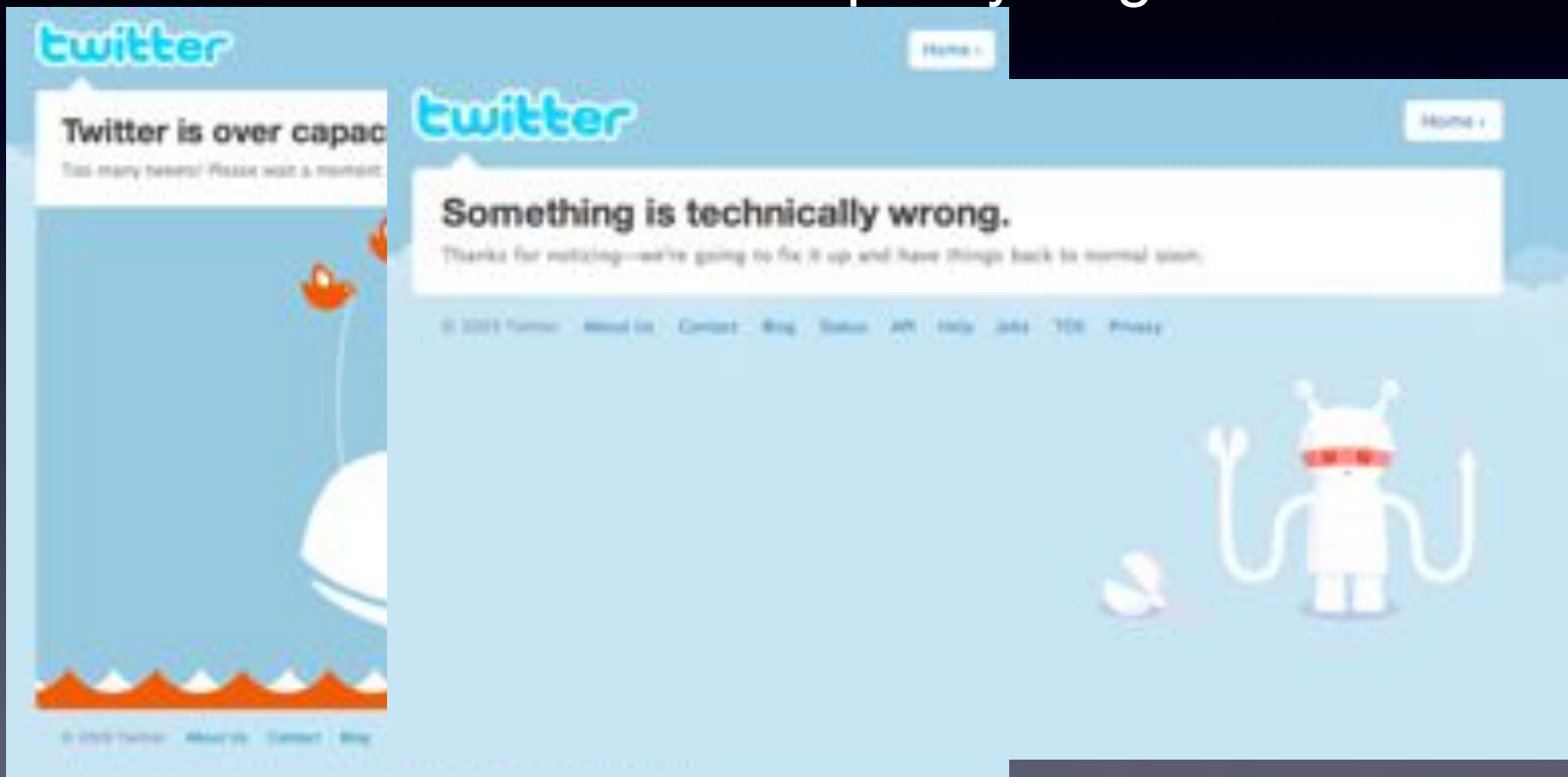
Twitter Translations

- Lists
 - Allowed 20
 - Private vs. Public
 - Subscribed to / Member of



Twitter Translations

- Fail Whale - Over Capacity Page



About Twitter Limits (Update, API, DM, and Following)



Limits alleviate some of the strain on the behind-the-scenes part of Twitter, and reduce downtime and error pages. For the sake of reliability, we've placed some limits on account actions like following, API requests, direct messages, and updates.

Current Twitter limits

The current technical limits for accounts are:

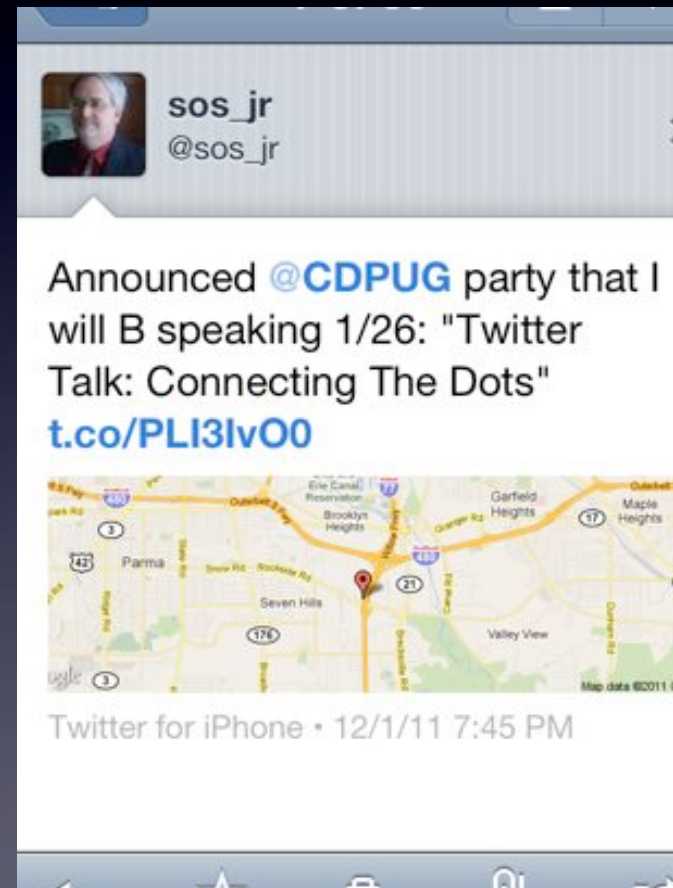
- **Direct Messages:** 250 per day.
- **Updates:** 1,000 per day. The daily update limit is further broken down into smaller limits for semi-hourly intervals. Retweets are counted as updates.
- **Changes to Account Email:** 4 per hour.
- **Following (daily):** Please note that this is a technical account limit only, and there are additional rules prohibiting aggressive following behavior. You can find detailed page describing following limits and prohibited behavior on the [Follow Limits and Best Practices Page](#). The technical follow limit is 1,000 per day.
- **Following (account-based):** Once an account is following 2,000 other users, additional follow attempts are limited by account-specific ratios. The [Follow Limits and Best Practices Page](#) has more information.

These limits include actions from all devices including web, mobile, phone, API, etc. API requests from all third-party applications are tracked against the hourly API limit. People who use multiple third-party applications with their account will therefore reach the API limit more quickly. For more information on this topic, please see our [API Rate Limiting Page](#).



Twitter Translations

- Geolocation



Twitter Translations

- OH - OverHeard

If you hear something funny or insightful with your ears (as opposed to reading it on Twitter) and you want to repeat it, you can prefix it with OH. Generally, this is used anonymously, not for quoting people, so you tend to read things that might be personally embarrassing to whoever actually said it.



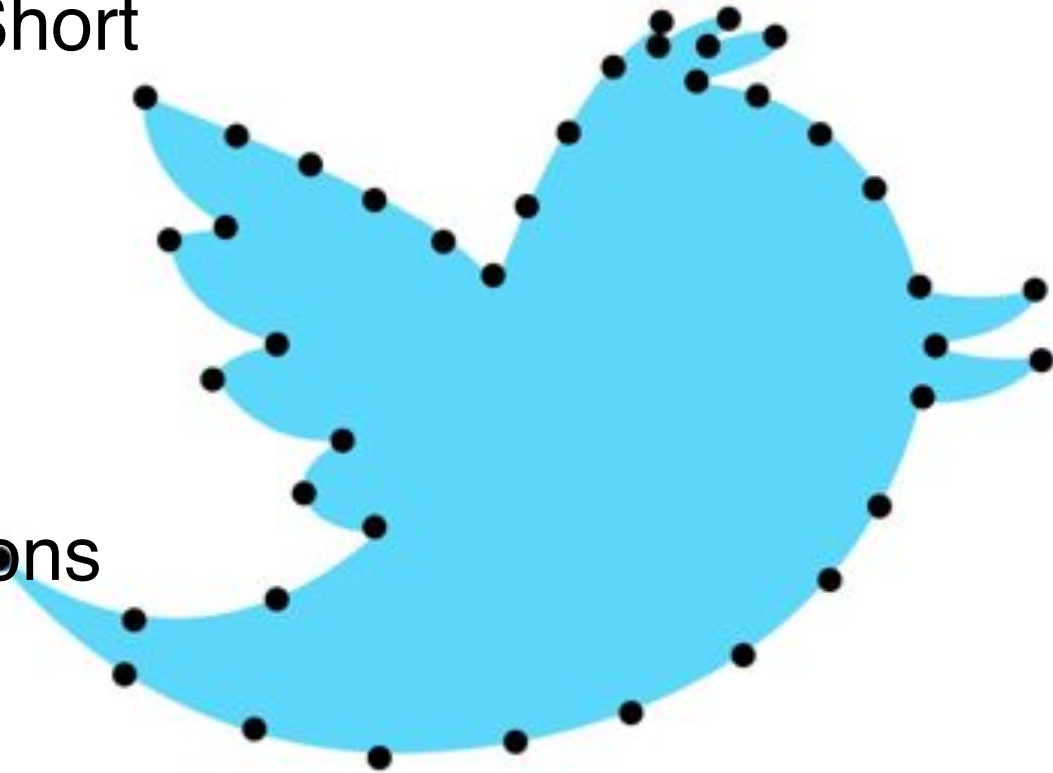
Twitter Translations

- ppl People
- Tweeps
- Twitterer
- (Un)Follow
- Favorites



140 and beyond

- Count & Keep It Short
- URL Shorteners
- Photos/Video
- Tweet Longer
- Twitter Abbreviations
&
Twitter Acronyms



140 and beyond

- Count & Keep It Short!
Pick a short name.

sos_jr

140 - 11 = 129

123456

RT sos_jr:

12345678901



140 and beyond

- URL Shorteners
- Photos/Video

TinyURL.com



bitly

Shorten, share and track your links

Google url shortener



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140 and beyond

- URL Shorteners
- Photos/Video



140 and beyond

- Tweet Longer

TwitLonger
XLTweet



<http://www.pcgeekblog.com/2011/09/alternatives-to-deckly.html>



140 and beyond

• Twitter Abbreviations & Twitter Acronyms

- K = okay
- LOL = laugh out loud
- mil = million
- njoy = enjoy
- peeps = people
- plz = please
- RU? = are you?
- R = are
- thx - Thanks.
- tweeps = People on Twitter.
- ur = your
- U = you.
- wk = week
- W or w/ =with
- wazzup? or whatddup? = what's up
- mtg - Meeting
- mtgs - Meetings
- plz = please
- 1 = one, won
- 2 = to, too, two
- 4ward = forward
- 4 = for, four
- chk = check
- Followers = Twitter members that follow your updates.
- fwd = forward
- FYI = for your information
- GR8 = great
- wld = would
- yr = your
- ppl = People

<http://www.ogawadesign.com/ogawa-design-blog/twitter-for-your-biz/twitter-abbreviations-and-twitter-acronymns.html>



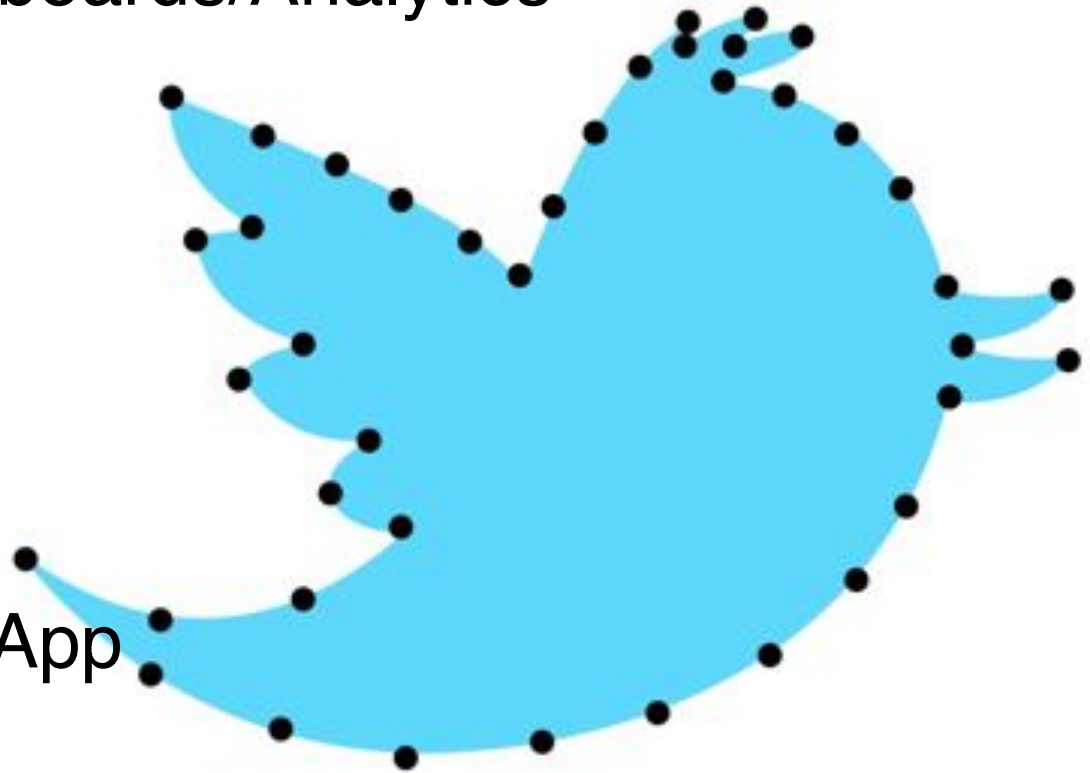
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Twitter Tools

- Social Media Dashboards/Analytics
- RSS Feed
- Trending Topic
- Who to Follow
- Twitter Widget
- Social Networking App
- Blogging Tools
- Social Bookmarking



Twitter Tools

- Analytics



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Twitter Tools

- RSS Feed
Really Simple Syndication

A promotional banner for the Twitter Feed service. The banner has an orange background. At the top left, it says "twitter" in a bold, lowercase font, followed by a small yellow bird icon with a white RSS symbol on its back, and then "feed" in a bold, lowercase font. Below this, on the left, is a large yellow bird icon with a white RSS symbol on its back. To the right of the bird, the text reads "Feed your blog to twitter, facebook and more...". Below the bird icon is a "Register Now" button with a small RSS icon. In the center-right, it says "currently feeding" above a large digital display showing the number "4874371". Below the display, it says "feeds to twitter and facebook. yum!".

twitter  feed

Feed your blog to twitter,
facebook and more...

currently feeding

4874371

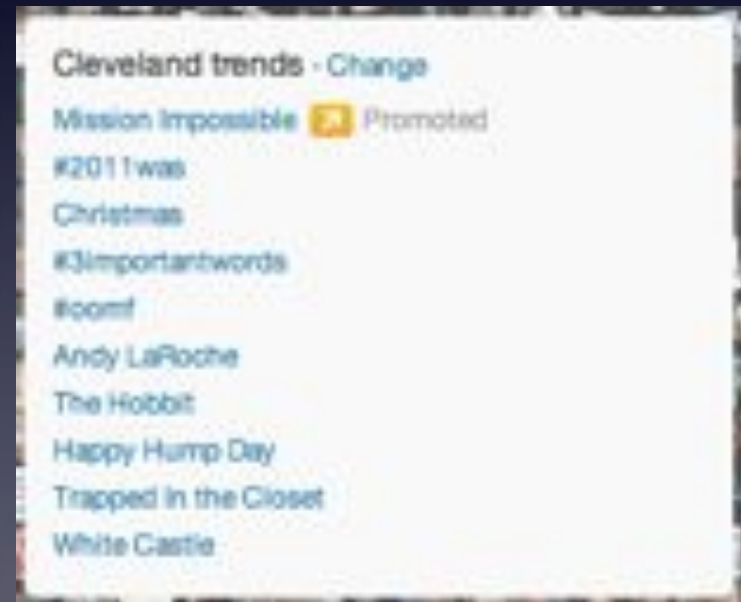
Register Now 

feeds to twitter and facebook. yum!



Twitter Tools

- Trending Topic



Twitter Tools

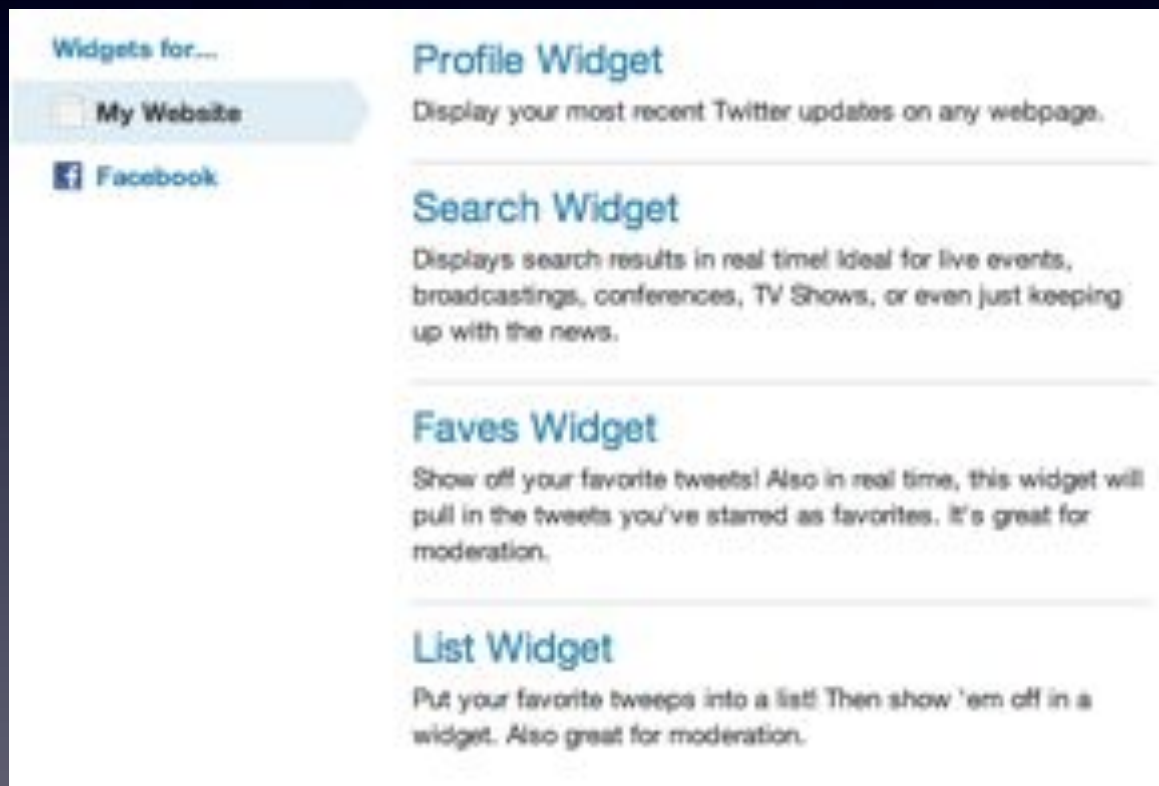
- Who to Follow



Twitter Tools

- Twitter Widget

www.twitter.com/about/resources/widgets



Widgets for...

- My Website
- Facebook

Profile Widget
Display your most recent Twitter updates on any webpage.

Search Widget
Displays search results in real time! Ideal for live events, broadcastings, conferences, TV Shows, or even just keeping up with the news.

Faves Widget
Show off your favorite tweets! Also in real time, this widget will pull in the tweets you've starred as favorites. It's great for moderation.

List Widget
Put your favorite tweeps into a list! Then show 'em off in a widget. Also great for moderation.



Stuart O. Smith, Jr.
sos_jr

RosettaCareers We are looking to add developers to our Technology team in Cleveland from the mid to senior level DM me for more info #jobs #java #websphere
6 hours ago · reply · retweet · favorite

BikeCLE URGENT!!! Help this boy fox8.com/news/wjw-parma... fb.me/1lyu9dWSk
6 hours ago · reply · retweet · favorite

sos_jr Good start to day. Before breakfast install & enable #Drupal Node Clone Module: drupal.org/project/node_clone
6 hours ago · reply · retweet · favorite

sos_jr I'm going to a Meetup with @DrupalCleveland User Group meetu.ps/644dg
6 hours ago · reply · retweet · favorite

twitter join the conversation



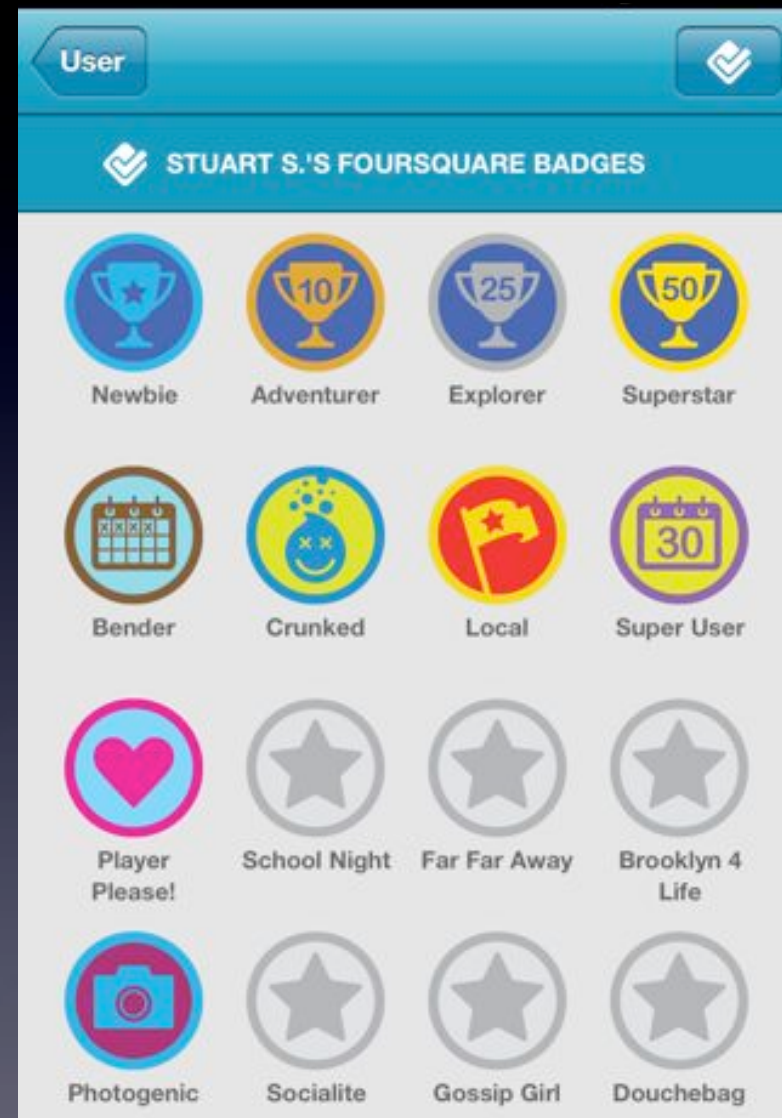
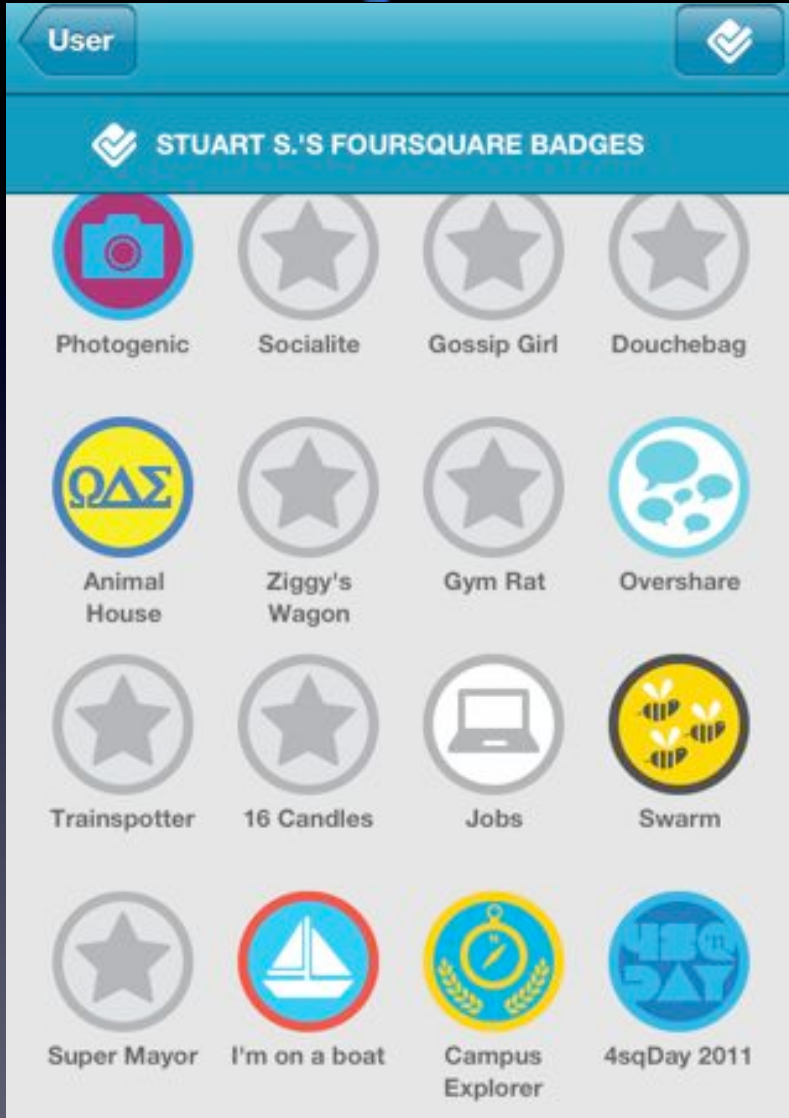
Twitter Tools

- Social Networking Apps



Foursquare is a location-based social networking website for mobile devices, such as smart phones. Users "check-in" at venues using a mobile website, text messaging or a device-specific application by selecting from a list of venues the application locates nearby. Location is based on GPS hardware in the mobile device or network location provided by the application. Each check-in awards the user points and sometimes "badges".





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Twitter Tools

- Social Networking Apps



GetGlue is an entertainment-based social networking website for mobile devices. Users “check-in” to the entertainment that they consume using a website, mobile website, or a device-specific application. GetGlue partners include 20th Century Fox, AMC, ABC Family, Disney Theatrical, Discovery, ESPN, FOX, Food Network, Hachette, HBO, HGTV, MTV, MSNBC, Showtime, Penguin, PBS, Random House, Simon and Schuster, Syfy, Sony Pictures, Travel Channel, USA Network, Universal Pictures, and Warner Bros. theatrical.





Check-in Rookie

Way to get started! That's ten check-ins for you!

Get Image

Tell a Friend



iPhone

Used the iPhone app to check-in to what you're checking. You can now earn cool new stickers.

Get Image

Tell a Friend



Happy Halloween 2011

Whether you're gallivanting about town or celebrating Lady Gaga getup, tormenting your neighbors into filling your plastic pumpkin or

Get Image

Tell a Friend



Trick-or-Treat 2011

It's Halloween! And the race is on to terrify your neighbors into filling your plastic pumpkin or

Get Image

Tell a Friend



Thanksgiving 2011

If it's stickers you're most thankful for this year, you've come to the right place. Thanks for checking-in with GetGlue while taking a break from the turkey. Even better, Aflac will donate \$1 to help fight childhood cancer for every check-in today - up to \$1,000,000! Happy Thanksgiving!

Get Image

Tell a Friend



Once Upon a Time: Rumpel

No more happy endings, but you've had a happy beginning in finding this new series from the writers

Get Image

Tell a Friend



Thanksgiving Day Parade

Thanks for checking-in to The Macy's Thanksgiving Day Parade while that turkey is in the oven. We just love seeing so many of our favorite animated characters in giant balloon form. Be sure to watch for the Aflac Duck -- he's brand new for 2011! And congratulations, Aflac has donated \$1 on your behalf

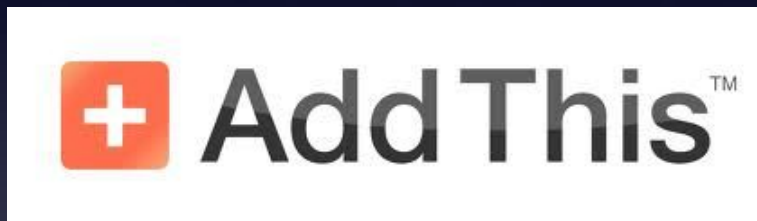
Get Image

Tell a Friend



Twitter Tools

- Blogging Tools
- Social Bookmarking



Update From Tweets



<http://learn.linkedin.com/twitter/>



<http://apps.facebook.com/twitter/>

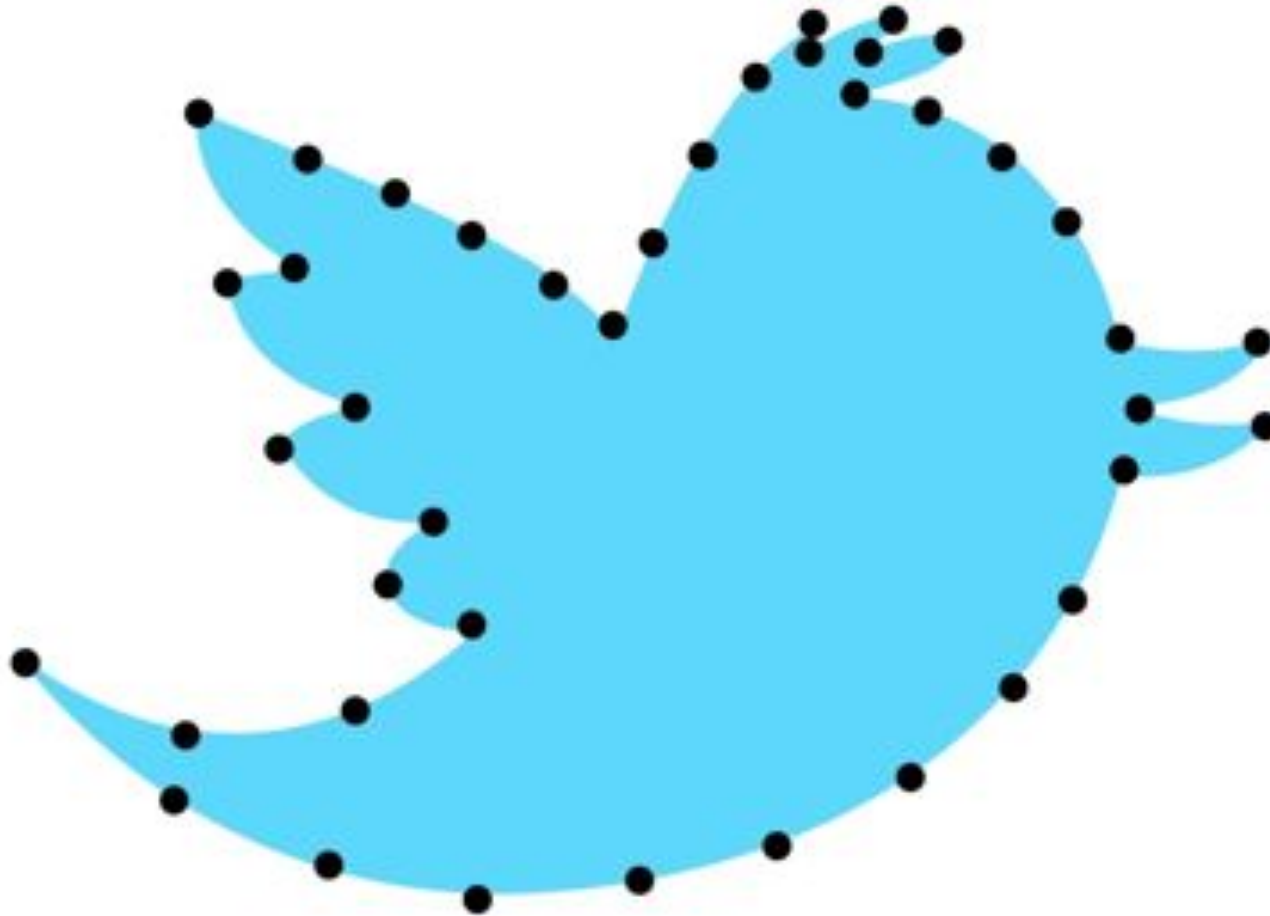


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Twitter: sos_jr



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Dark side of Twitter



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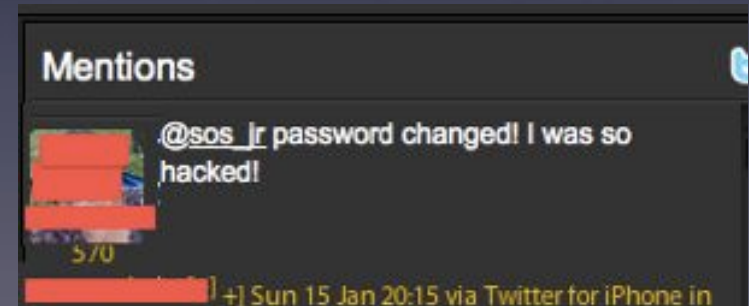
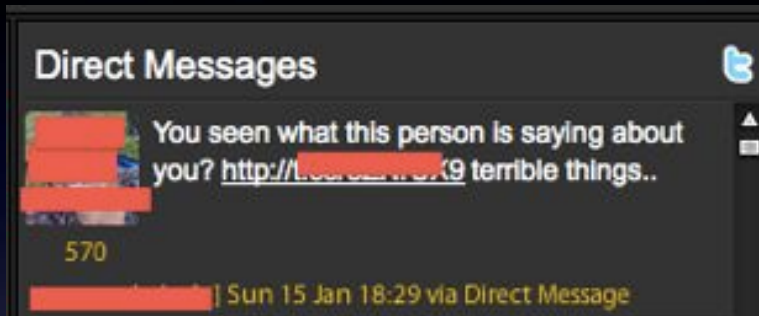
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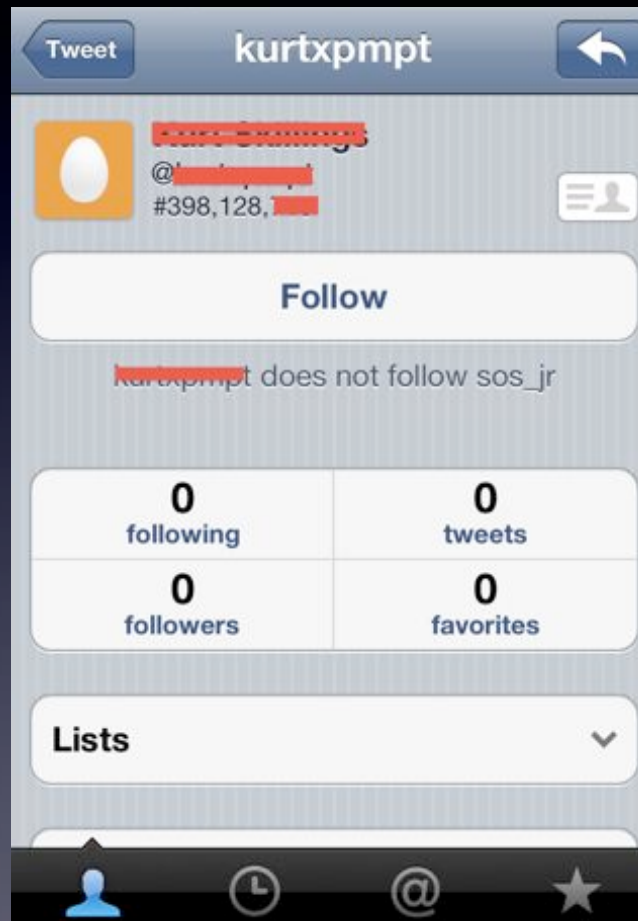
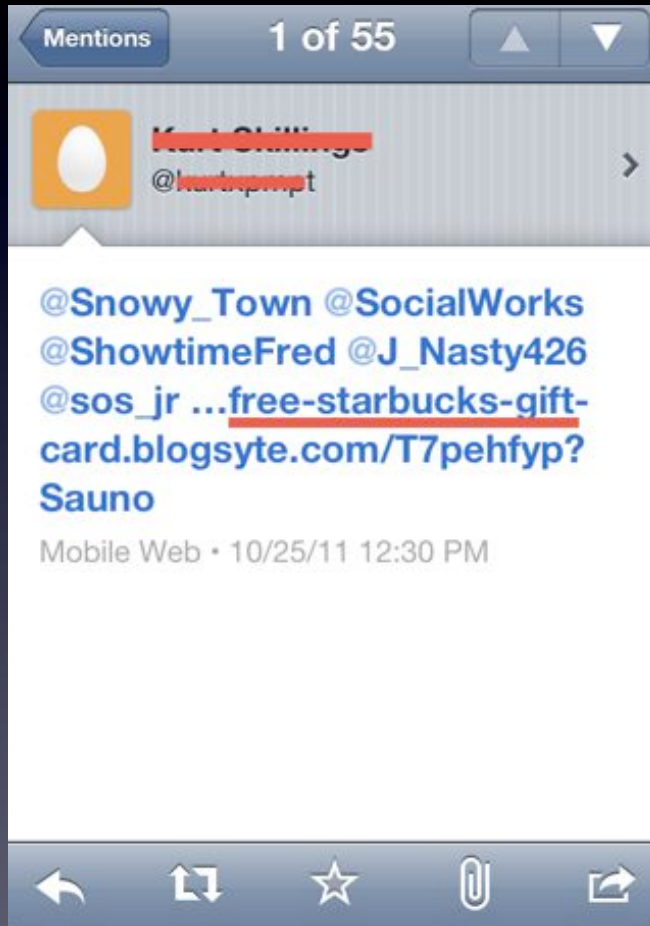
Dark side of Twitter



Dark side of Twitter



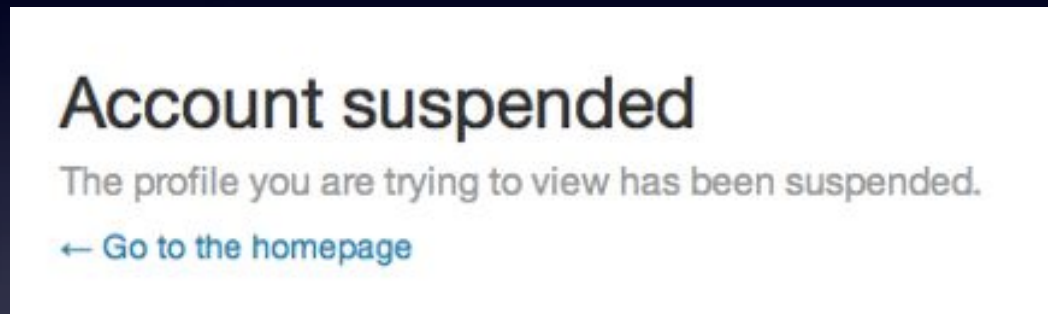
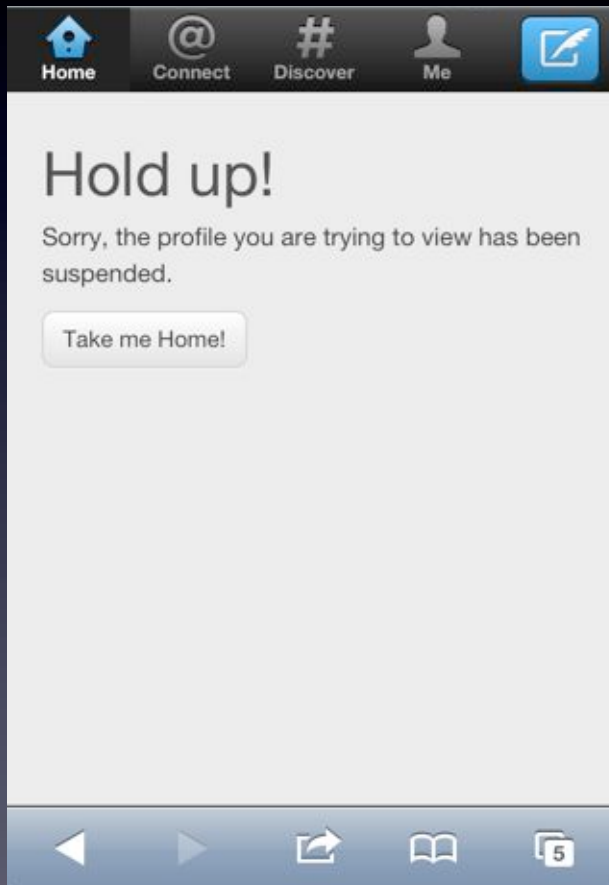
Dark side of Twitter



Dark side of Twitter



Dark side of Twitter



Dark side of Twitter



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Dark side of Twitter



<http://www.zazzle.com/>

[dont_drink_and_tweet_tshirt-235653186081085707](http://www.zazzle.com/dont_drink_and_tweet_tshirt-235653186081085707)



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<http://www.funnysigns.net/in-case-of-fire/>



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Dark side of Twitter



http://theoatmeal.com/quiz/twitter_addict

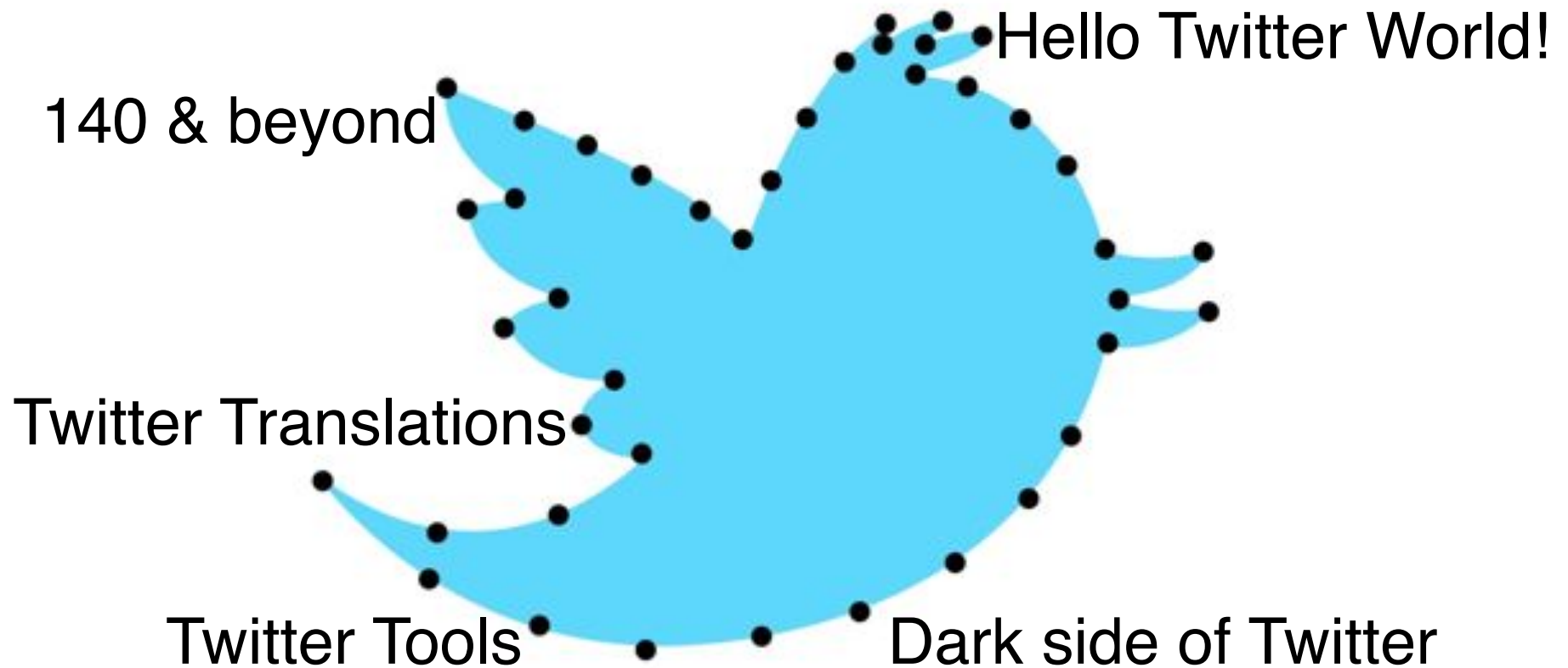


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Connecting The Dots



So, should you use Twitter?



- <http://visual.ly/should-you-use-twitter>



SHOULD YOU USE TWITTER?

More than 100 million people have downloaded Twitter since 2006, sharing news, insights, and hot takes. But is Twitter really for you?

Follow the steps below to determine if you or your business really need to have a Twitter account.

START

DO YOU NEED TO FOLLOW IN BUSINESS?

PERSONAL

BUSINESS

DO YOU WANT TO COMPLETELY STOP USING TWITTER PERIODICALLY?

YES, I HAVE A PRETTY GOOD SCHEDULE

ONLY WHEN I'VE HAD A LITTLE TOO MUCH TO DRINK

DO YOU WANT TO FOLLOW PERSONAL?

YES, I WANT TO FOLLOW SOME OF MY FRIENDS

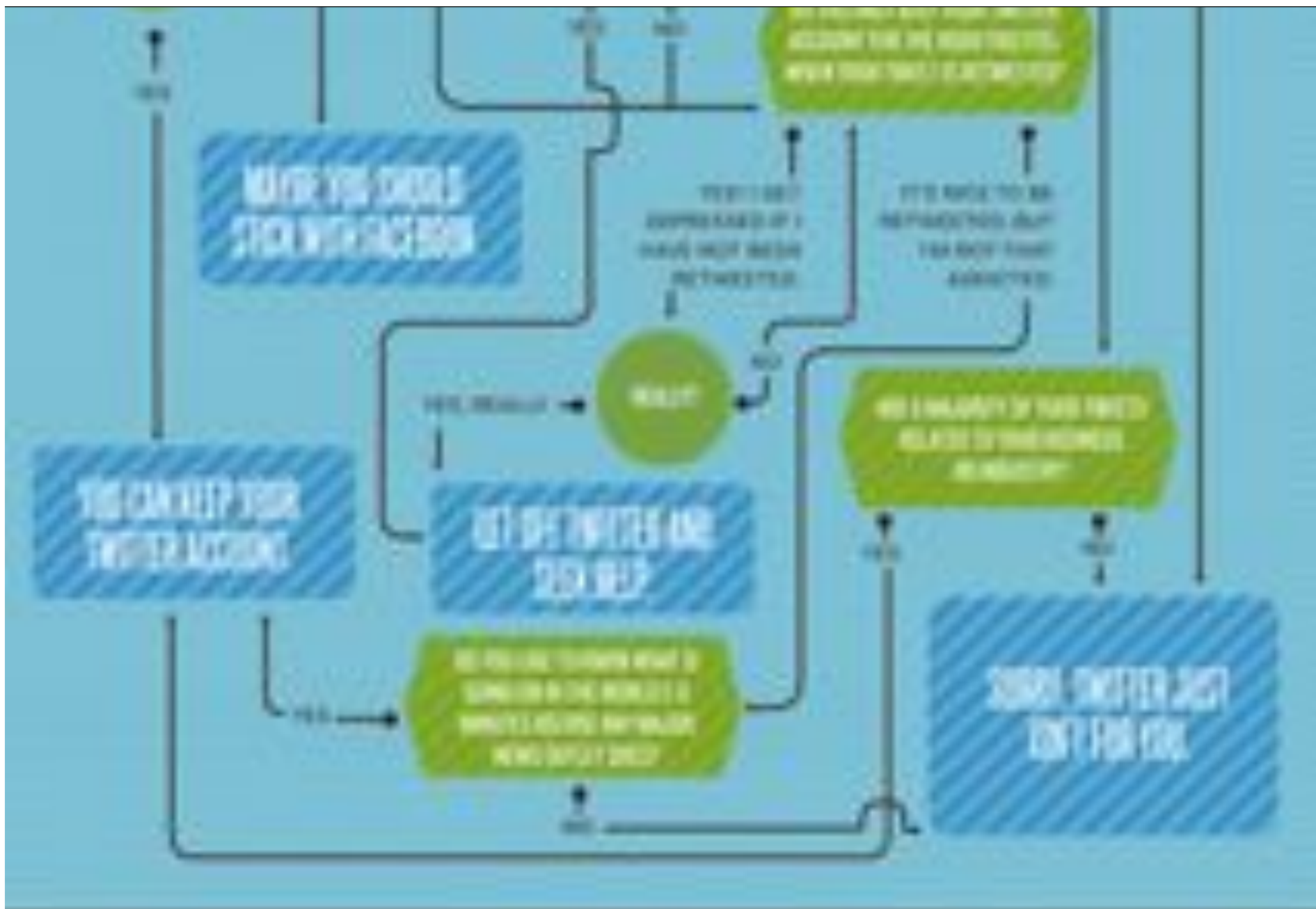
DO YOU WANT TO COMPLETELY STOP USING TWITTER PERIODICALLY?

YES, I WANT TO FOLLOW SOME OF MY FRIENDS

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Exclusive Infographic: 64 Ways to Improve Your Twitter Marketing

<http://blog.tweetsmarter.com/twitter-business/exclusive-infographic-64-ways-to-improve-your-twitter-marketing/>



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Marketing #TweetSheet

PROFILE

- 1 Create a custom background
- 2 Use a headshot for photo
- 3 Be detailed in your bio
- 4 Use SEO keywords in bio
- 5 Link to your website/blog
- 6 Don't use logo or egg for photo
- 7 Add more details in background

LISTEN

- 8 Use app to organize tweets
- 9 Organize followers in lists
- 10 Follow tweets by hashtag
- 11 Monitor your brand tweets
- 12 Create lists for competition
- 13 Schedule tweets for future
- 14 Follow Twitter chats
- 15 Monitor buzz around events

INTEGRATE

- 16 Add buttons to blog & individual posts
- 17 Feed tweets to blog & Facebook tab
- 18 Add Twitter name to marketing materials
- 19 Display Twitter name on invoices, signage
- 20 List Twitter name across social networks
- 21 Include buttons in email marketing
- 22 Ask people to follow you in email sig
- 23 Download Twitter app to smart phone

INNOVATE

- 24 Offer services via Twitter: @VantageCU
- 25 @ImagineChurch tweets services
- 26 @Cookbook tweets recipes in 140 chars
- 27 Tweet food truck locations
- 28 Teach class one tweet at a time



HASHTAGS

- 32 Use hashtags to designate topic
- 33 Post hashtag for industry events
- 34 Invent hashtags for products
- 35 Identify trends with a hashtag
- 36 Offer contest to name product: #merdbird

INNOVATE

- 24 Offer services via Twitter: @VantageCU
- 25 @ImagineChurch tweets services
- 26 @Cookbook tweets recipes in 140 chars
- 27 Tweet food truck locations
- 28 Teach class one tweet at a time
- 29 Transcend communications limits #Egypt
- 30 Solicit resumes via creative tweet first
- 31 Offer loyalty reward programs



HASHTAGS

- 32 Use hashtags to designate topic
- 33 Post hashtag for industry events
- 34 Invent hashtags for products
- 35 Identify trends with a hashtag
- 36 Offer contest to name product: #merdbird
- 37 Promote contests with a hashtag
- 38 Recommend colleagues on #FollowFriday
- 39 Clearly define event hashtags

RETWEETS

- 40 Keep original tweets short
- 41 Use RT @, not Twitter way
- 42 Ask for the retweet
- 43 Links are retweeted most
- 44 Retweet for networking
- 45 Add short comment
- 46 Thank people for retweets
- 47 Always credit content source
- 48 Hold contest for retweets

RESEARCH

- 49 Ask for follower feedback
- 50 Grant clients creative control
- 51 What is competition doing?
- 52 Quickly adapt to feedback
- 53 Create list of evangelists
- 54 Create list of detractors
- 55 Post survey w/incentives
- 56 Predict trends by listening

CHATS

- 57 Participate in industry chats
- 58 Do market research for trends, products
- 59 Ask colleagues for feedback & advice
- 60 Reach out, make connections
- 61 Follow savvy chat tweeters
- 62 Crowdfund collaborative projects
- 63 Offer or read follow-up transcript
- 64 Identify and follow hosts



EVERYONE HAS INFLUENCE



Dan Yurman

@djysrv **FOLLOWS YOU**

Publisher of the nuclear energy blog 'Idaho Samizdat'

North America · <http://djysrv.blogspot.com>



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January 26, 2012

A large, light blue silhouette of a Twitter bird, facing right, which serves as a background for the central text.

THANK
YOU
FROM
sos_jr
(Stuart O. Smith, Jr.)



Stuart O. Smith, Jr. & Associates - sosAssociates.com
Twitter: [sos_jr](https://twitter.com/sos_jr)



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