

## Lesson no. 1: Twitter Marketing

### **I. UNDERSTANDING TWITTER**

Twitter is where news is broken, links are shared, and memes are born. It's also a place for chatting with friends. Yet unlike Facebook, Twitter is public. So if you do tweet with friends, it's all out in the open by default. And that's not a bad thing. It means your jokes can go viral (if they're funny) and in addition to your friends, you can interact with your favorite journalists, athletes, artists, or political figures, all in the same space.

#### Why Is Twitter So Popular? Why Do Millions of People Follow Others?

In addition to its relative novelty, Twitter's big appeal is how rapid and scan-friendly it is: you can track hundreds of interesting Twitter users, and read their content with a glance. This is ideal for our modern attention-deficit world.

Twitter employs a purposeful message size restriction to keep things scan-friendly: every Micro blog 'tweet' entry is limited to 280 characters or less. This size cap promotes the focused and clever use of language, which makes tweets very easy to scan, and also very challenging to write well. This size restriction has really made Twitter a popular social tool.

### How Does Twitter Work?

Twitter is very simple to use as broadcaster or receiver. You join with a free account and Twitter name. Then you send broadcasts daily, or even hourly. Go to the 'What's Happening' box, type 280 characters or less, and click 'Tweet'.

You will most likely include some kind of hyperlink.

To receive Twitter feeds, you simply find someone interesting (celebrities included), and 'follow' them to subscribe to their tweet micro blogs. Once a person becomes uninteresting to you, you simply 'Unfollow' them.

You then choose to read your daily Twitter feeds through any of various Twitter readers.

Twitter is that simple.

### Why Do People Tweet?

People send tweets for all sorts of reasons: vanity, attention, shameless self-promotion of their web pages, boredom. The great majority of tweeters do this micro blogging as a recreational thing, a chance to shout out to the world and revel in how many people choose to read your stuff.

But there is a growing number of Twitter users who send out some really useful content. And that's the real value of Twitter: it provides a stream of quick updates from friends, family, scholars, news journalists, and experts. It empowers people to become amateur journalists of life, describing and sharing something that they found interesting about their day.

Yes, that means there is a lot of drivel on Twitter. But at the same time, there is a growing base of really useful news and knowledge content on Twitter. You'll need to decide for yourself which content is worth following there.

### So Twitter Is a Form of Amateur News Reporting?

Yes, that is one aspect of Twitter. Among other things, Twitter is a way to learn about the world through another person's eyes.

Tweets from people in Thailand as their cities become flooded, tweets from your soldier cousin in Afghanistan who describes his war experiences, tweets from your traveling sister in Europe who shares her daily discoveries online, tweets from a rugby friend at the Rugby World Cup.

These micro bloggers are all mini-journalists in their own way and Twitter lets them send you a constant stream of updates right from their laptops and smartphones.

### People Use Twitter as a Marketing Tool?

Yes, absolutely. Thousands of people advertise their recruiting services, their consulting businesses, their retail stores by using Twitter. And it does work.

The modern internet-savvy user is tired of a television advertisement. People today prefer advertising that is faster, less intrusive, and can be turned on or off at will. Twitter is exactly that. If you learn how the nuances of tweeting work, you can get good advertising results by using Twitter.

### But Isn't Twitter a Social Messaging Tool?

Yes, Twitter is social media, absolutely. But it's more than just instant messaging. Twitter is about discovering interesting people around the world. It can also be about building a following of people who are interested in you and your work/hobbies and then providing those followers with some kind of knowledge value every day.

Whether you are a hardcore scuba diver who wants to share your Caribbean adventures with other divers, or are Ashton Kutcher entertaining your personal fans: Twitter is a way to maintain a low-maintenance social connection with others, and maybe influence other people in a small way.

### Why Do Celebrities Like Using Twitter?

Twitter has become one of the most used social media platforms because it is both personal and rapid. Celebrities use Twitter to build a more personal connection with their fans.

Katy Perry, Ellen DeGeneres, even President Trump are some famous Twitter users. Their daily updates foster a sense of connectedness with their followers, which is powerful for advertising purposes, and also quite compelling and motivating for the people following the celebs.

### So Twitter Is Many Different Things, Then?

**Yes, Twitter is a blend of instant messaging, blogging, and texting, but with brief content and a very broad audience. If you fancy yourself a bit of a writer with something to say, then Twitter is definitely a channel worth exploring. If you don't like to write but are curious about a celebrity, a particular hobby topic, or even a long-lost cousin, then Twitter is one way to connect with that person or topic.**

## Lesson no. 2: Twitter Marketing

### I. TOOLS TO LISTEN & MEASURE INFLUENCE ON TWITTER

#### i. TweetDeck:

TweetDeck is a social management platform where you can add your accounts from Facebook, LinkedIn, Foursquare and multiple Twitter accounts. This allows you to monitor several feeds at once, and you can post tweets to any number of your accounts simultaneously. In addition, you can search specific hash tag results to monitor what is being said around a particular topic. Another great feature is the ability to schedule tweets when you're away from the keyboard. TweetDeck has been bought by Twitter making it a safe bet for your Twitter management



## How to start using TweetDeck

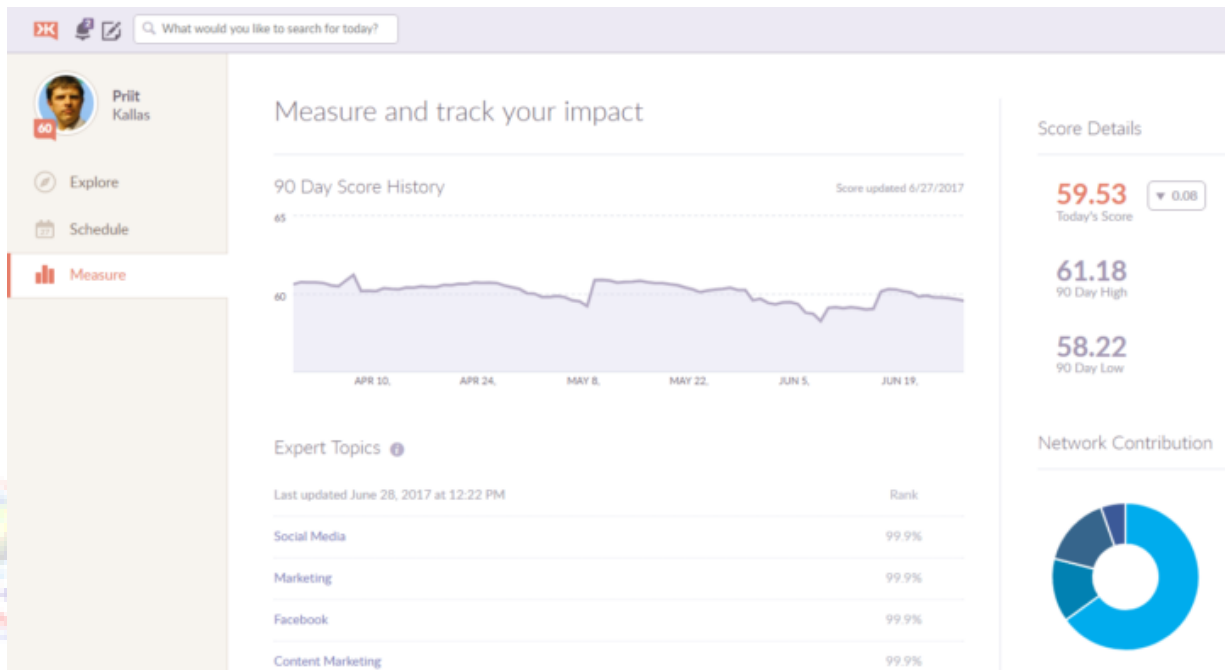
1. Go to <http://tweetdeck.twitter.com>, or open the desktop app for Mac.
2. Log in with your Twitter account. We recommend that you use a Twitter account that is not shared with other individuals.
3. Once you're logged in, you can connect multiple Twitter accounts to your TweetDeck account.

### ii. Klout

Klout is the gold standard of Twitter influence measurement, and it is a great benchmark for anchoring the other influence measures in this list.

After entering your Twitter username into the box on Klout's main page, you'll see a page full of nicely presented stats. The big one, Klout Score, is a number out of 100 that takes over 30 factors into consideration – including your retweet frequency, the influence levels of your followers, and how far your retweets go. Klout will also give you badges for reaching certain milestones, like being listed 10, 100 or 1,000 times. And finally, you can use Klout's influence matrix to see what type of tweeter you are and adjust your strategy if you so choose.

Klout is also great to take a look at your competition. You can view anyone’s Klout score and analysis simply by typing in their username. So if you want to see just how popular a competitor is, or you are curious about the influence levels of celebs like Lady Gaga and Justin Bieber, you can check that out too.



### iii. PeerIndex

PeerIndex is another popular Twitter influence measurement tool. Like Klout, it gives you a PeerIndex score out of 100 that is “a single measure of status” on Twitter. A number above 40 means you’re in the top 10% of Twitter users, and a number above 90 means you’re in the coveted 0.1% of Twitter influencers.




PeerIndex uses activity, authority and audience to measure your total Twitter influence. It also provides you with a topic fingerprint which shows just how influential you are in certain “benchmark” topic, such as sports, politics, science and media.




### Who are the authorities on the web?



PeerIndex helps you discover the authorities and opinion formers on a given topic.


[Find out more.](#)

Enter someone's name



We track activity on  Twitter,  Facebook,  LinkedIn and blogs.

 1,820,678 people tracked  21,211,095 actions analyzed

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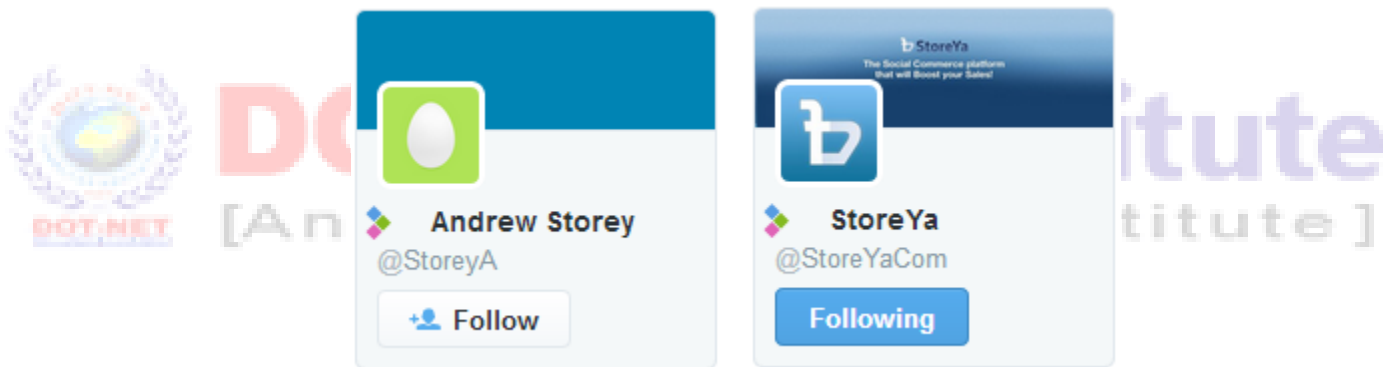
## Lesson no. 3: Twitter Marketing

### I. HOW TO DO MARKETING ON TWITTER

#### Step 1: Getting Started

##### 1) Choose a good Twitter handle

The very first thing you need to do is choose an appropriate, easy to remember, and, most importantly, brand related Twitter handle (your user name, ex: @StoreYaCom). The reason you want it to be brand related, obviously, is so that people can easily find and recognize your business' handle.



##### 2) Make your profile look great

Twitter's new profile layout, most specifically the header photo, enables brand's to really show their colors in their profile by displaying a large, eye catching image. Be sure to make good use of this image in order to promote your business' image

### 3) Create a killer (but descriptive) bio

Your bio is the place where you can describe who you are while trying to show a bit of your personality. It is important to be as descriptive as you can within the 160 character limit.



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## Step 2: Build Your Twitter Community

### 1) Start following people and engaging with them

If you want people to follow you, then you're going to have to get the ball rolling by following other people first. Of course I'm not telling you to arbitrarily follow every person you see, you should plan out your follows.

Follow:

- a) Your customers
- b) Friends
- c) Colleagues

- d) Related businesses
- e) Influencers in your field
- f) Interesting and informative users

As you start following people, many of them will follow you back, especially if they are your customers and recognize your brand.

## 2) Start posting

Twitter is a great place for you to share short, sweet things. Just about any short status update that you would use on Facebook is great for Twitter.

- a) Ask a question
- b) Tweet about what's going on with your business
- c) Mention a new product
- d) Interact with people by responding to other people's Tweets

## 3) Follow-back the people who follow you

Just like you want people to follow you when you follow them, the same is true in the opposite direction. Following people back will show that you care about them and help you to promote personal connections.

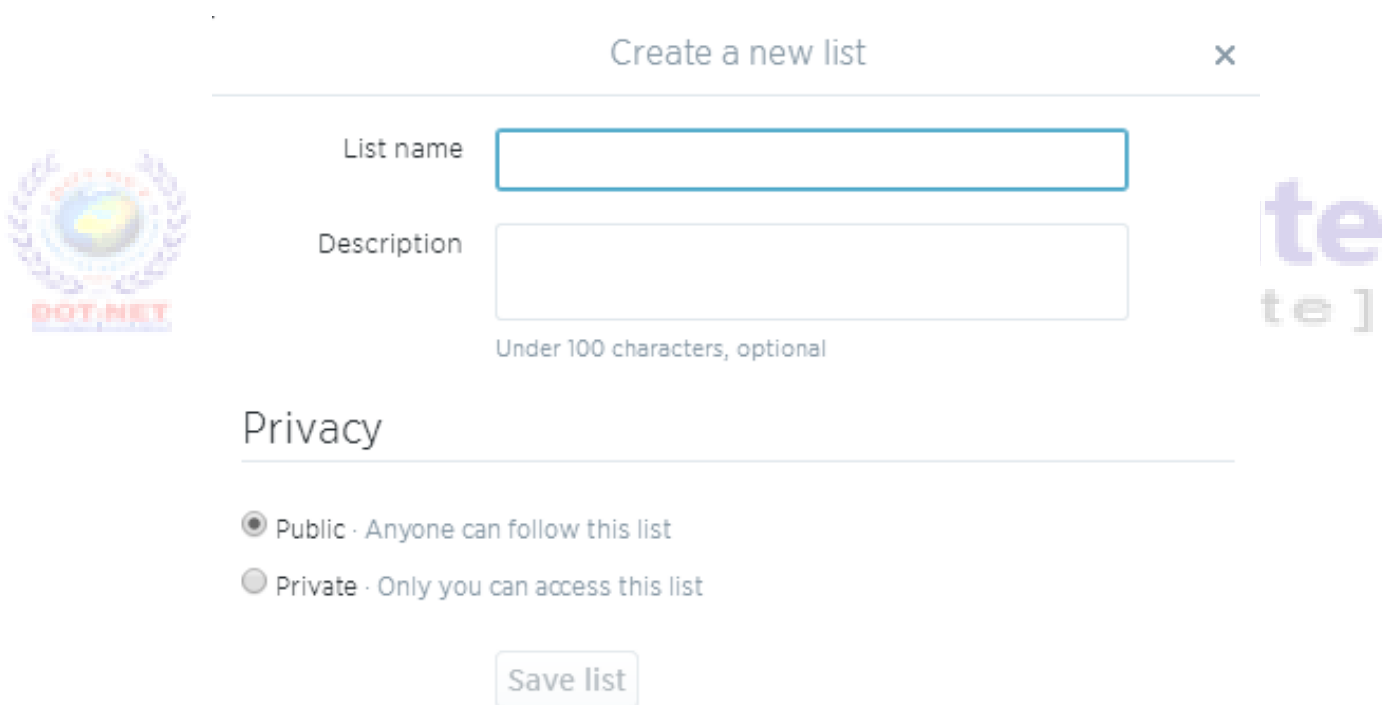
## 4) Publicize your Twitter account

Advertise for your Twitter account outside of Twitter. Mention on Facebook that people should check out your Twitter profile,

ask your mailing list to follow you, add a Twitter button to your website, and really do just about anything else you can think of to promote your profile.

## 5) Create Twitter lists

If you are having trouble keeping track of all the different people that you follow there is a simple solution - create lists. Twitter gives you the option to create either public or private lists in order to help you organize your Twitter feed.



Create a new list ×

List name

Description   
Under 100 characters, optional

Privacy

Public · Anyone can follow this list

Private · Only you can access this list

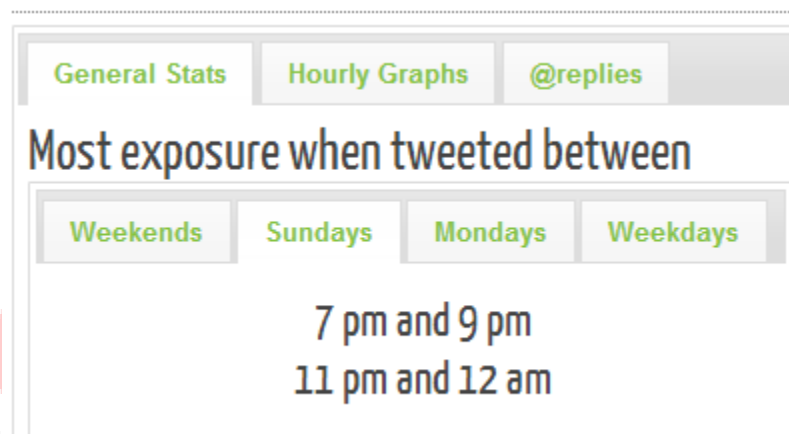
There are some great uses for Twitter lists:

- Customer list - not all of your followers are your customers
- Influencer list - monitor what your influencers are saying
- Competitor list - keep tabs on your competitors

## Step 3: Increase Your Engagement

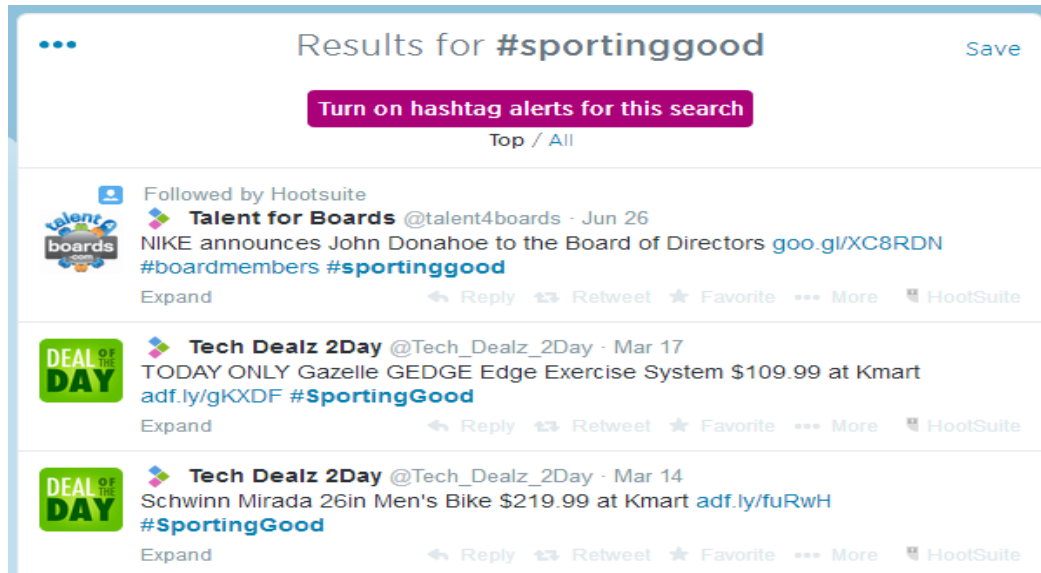
### 1) Optimize the timing of your Tweets

Timing is actually pretty big in Twitter. Tweets are generally seen very shortly after they are tweeted. Since that's the case, if you want to boost the engagement on your Tweets you have to know the best time to post.



### 2) Use hashtags efficiently

Hashtags are amazing for boosting the exposure of your Tweets. A Tweet without a hashtag will only be seen by your followers, whereas a Tweet with a hashtag can be seen by anyone on Twitter. That's right, anyone on Twitter that searches for the hashtag that you used can find your Tweet.



### 3) Keep your Tweets short

Various studies have shown that shorter Tweets often receive more engagement than longer ones. More specifically, Tweets of around 100 characters have a 17% higher engagement rate than Tweets of the full 140 characters.

### 4) Tweet images too

People are always drawn to things that are visually engaging. That's why you should be sure to throw in some Tweets with images every now and then. Simple fact, Twitter users engage twice as much with Tweets with an image than those without.

### 5) Tweet multiple times a day

The more you Tweet the more engagement you will see. You should be Tweeting at least three times a day - once in the morning, once in the afternoon, and once in the evening.

### 6) Automate and organize your Twitter marketing

Tweeting multiple times a day, every single day, can be quite tiring. Why not make things easier for yourself? There are many tools available that can help you ease this load (tools *mentioned above*)

### 7) Measure your success with analytic tools

If you want every Tweet to be the best Tweet then you have to know which of your Tweets performed the best. If you know this, you can find the pattern that connects and try to employ that tactic in your future Tweets.

## Step 4: Boost Your Business on Twitter

### 1) Create a community around your brand

The end goal of your Twitter profile is to have a community of people following you that all have similar interests - AKA people that could be your customers.

You decide what kind of person this is, but be sure that your Tweets are in line with things that your target customer would like. This way you can create a personal connection with people based around your brand.

### 2) Create a good ratio of self-promoting to non-self-promoting Tweets

It's hard to say what the best ratio of self-promoting vs. non-self-promoting Tweets is. Some say 1:3 some say 1:10. There



is no scientific fact here. What works for one company may not work for another.

What can be said is that your followers probably don't want to see *only* Tweets about your company. Taking that a step further, I would say that *most* of your Tweets should probably not be self-promotional.

### 3) Make it easy for people to share your content

The content you create is essential to your marketing strategy. Obviously you will be sharing this content on Twitter, but you should also make it exceptionally easy for other people to do so as well. It's the shares from your fans that will really get your business noticed.

Stop hyperventilating, we've got you covered. In order to help you out with that very problem we decided to put together our Big List of Tools, organized by category, so that you can browse through the list and see which tools can help you to fill specific needs in your business! [Read More](#)



### 4) Host competitions

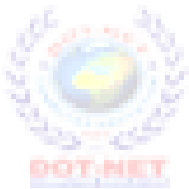
Competitions are always fun and exciting, and because of that, they are also great for boosting your name on Twitter. Some ideas for competitions include:

- a) Photo competitions
- b) Best answer to a question
- c) Sweepstakes
- d) Follow, retweet, or favorite to win

If you get creative there are really endless ways you can turn your Twitter profile into a competition platform.

### 5) Be on top of your customer service

One thing you will learn very quickly about Twitter is that the same connection that you enjoy with your customers, your customers enjoy with you. That means that if they have a complaint, often they will voice it on Twitter. You have to be ready. You have to be listening all the time.



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## Lesson no. 4: Twitter Marketing

### I. CREATING CAMPAIGNS

Twitter is a great marketing channel for driving traffic and generating leads. In fact, **42% of Twitter users follow brands or companies**, which means if you're not using Twitter for your business yet, you should learn how to integrate Twitter into your social media marketing strategy.

Step 1: Choose Promoted Tweets vs. Promoted Accounts

**What's the difference?** Promoting tweets will allow your tweets to appear in users' Twitter streams or in Twitter search results, whereas promoting your account will display your username under the "Who to Follow" section in users' homepages.



Promote your Tweets



Promote your account

Step 2: Select Primary Targeting Criteria

It's important to customize your audience to be a good fit for your company and your message, and that way you're only paying for clicks from folks who might have some interest in

downloading your content or learning more about your product or service. A more targeted audience is more likely to help you generate qualified leads.

**What are my options?** You can target your campaigns by interests and followers, or by keywords (only if you're promoting tweets, not accounts). Twitter now also has a Tailored Audiences feature, which gives you the option to target your website visitors or lists pulled from your database.

### Step 3: Choose From Additional Targeting Options

Beyond targeting certain interests and keywords, you can also choose to target your audience by location, device, and gender.

You'll want to target by location if you run a local business, or if you sell primarily to specific regions (whether that's your city or North America).

? Choose all of the locations you want to reach.

Target specific locations  Show ads in all available locations

Search for locations, e.g. United States

or

Target users located in...

Country

× United States

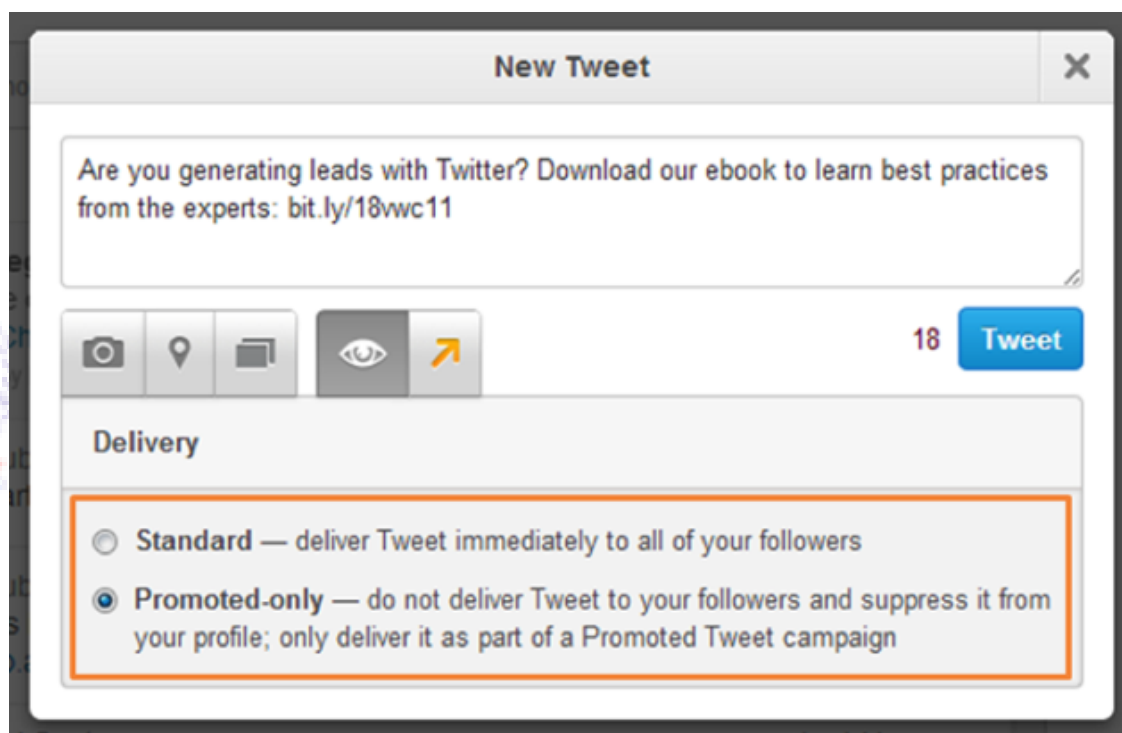
× Canada

### Step 4: Create Your Tweets

This is the fun part! Once you've determined the structure of your campaigns and your target audience, go ahead and create

the tweets you'd like to promote. You can either select from existing tweets in your account, or create new ones.

When crafting a new tweet, click on the eye icon to select delivery type -- standard (which will promote it immediately to your followers just like an organic tweet), or promoted-only (which will only promote it through your Twitter Ads campaign).



And there you have it! Simply assign your campaign a daily budget and a maximum spend limit, and set it live

## Lesson no. 5: Twitter Marketing

### I. TYPES OF ADS

#### i. AppCard

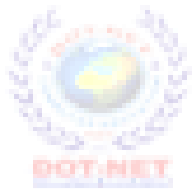
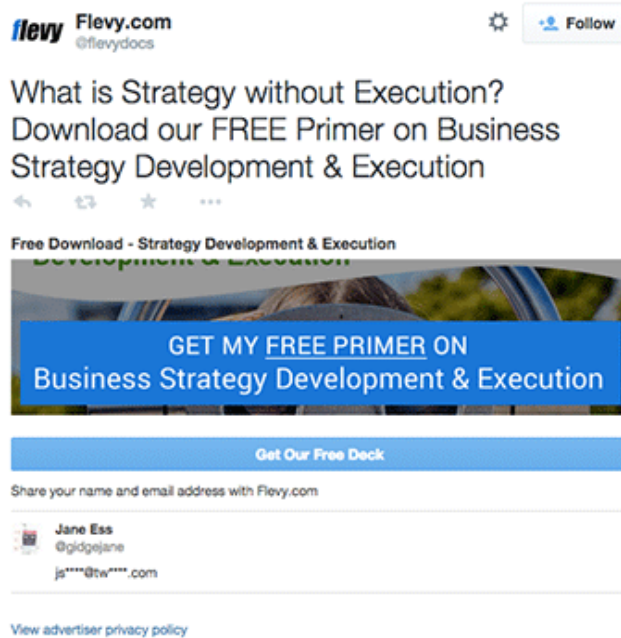
Brands that have a mobile application will use this type of ad to drive app installs. When users click on this ad, they will be taken to the app store for download. This app offering includes space for a title, description, icon, and app rating or price.

The app card is compatible with iPhone, iPad, and Google Play apps with approved app ID.



## ii. **Lead Generation Card**

Businesses that want to collect highly qualified leads on Twitter will use this type of ad to capture email addresses to grow their database.

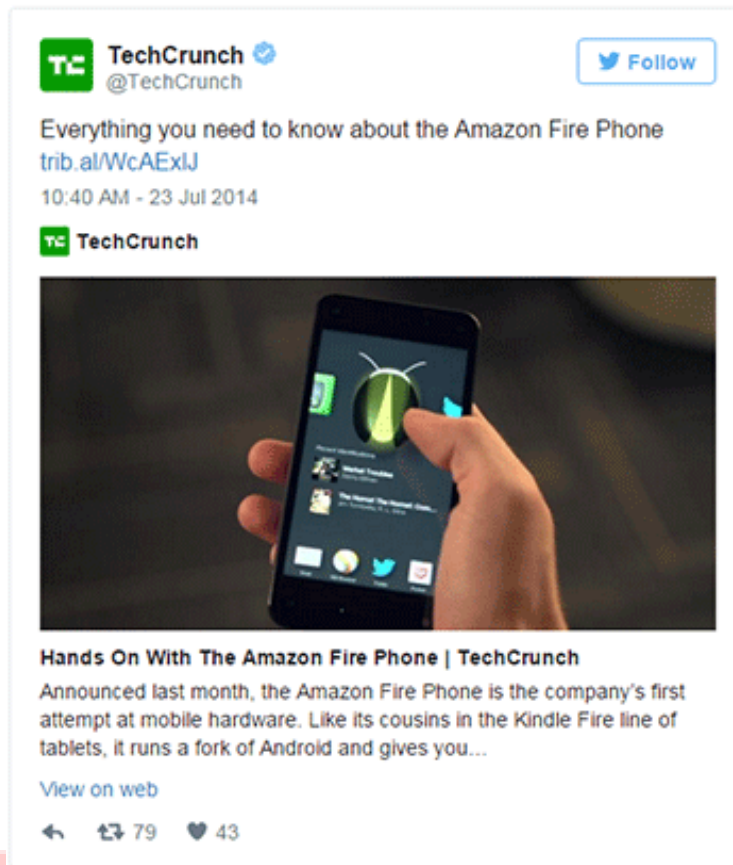


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## iii. **PhotoCard**

Now called the “Summary Card with Large Image,” the Photo Card allows you to put a full-width image, title, description, and link alongside your desired tweet. Clicking on the image will take the user to your website, as opposed to the organic tweet which expands the image to a full-screen version of your tweet. This type is ideal for increasing web traffic for campaigns that rely on visual content.



iv. **Gallery**

**Card**

This type of ad is similar to the Photo Card, but allows your brand to showcase a variety of products or images from your website to give them a preview of what they will find when they click through.





**v. WebsiteCard**

Businesses trying to increase web traffic will use this type of ad to send users to any website or landing page they desire. The card has space for a horizontal image, text, link, and a call-to-action button for impressive results.

**vi. PlayerCard**

A place for music, video, or GIFs you want to share as part of your marketing campaign. This is one of the most effective cards which encourages users to watch, listen and click-through to your content.

**vii. SummaryCard**

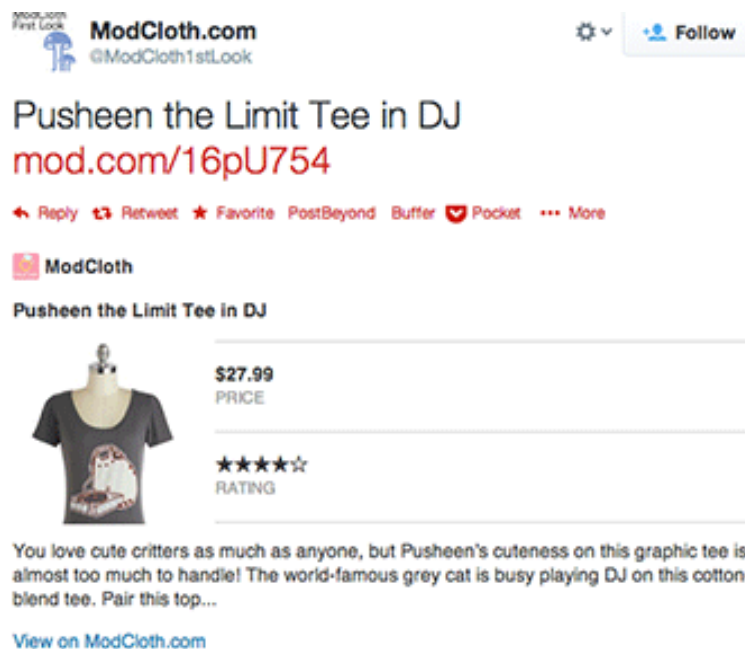
We like to refer to Summary Cards as the “Sneak Peek Cards.” As an organic tweet, these usually come up in a search when the user has only included a link in addition to

their text – almost like a “default” tweet. It includes a title, description, thumbnail image, and direct link to your content.



viii. **ProductCard**

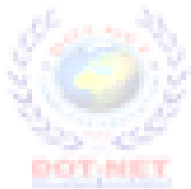
This is the best ad option for retailers. Product Cards let you show off your products with space for an image, description of up to 200 characters, product details, and price or stock availability.



## ix. **Conversational**

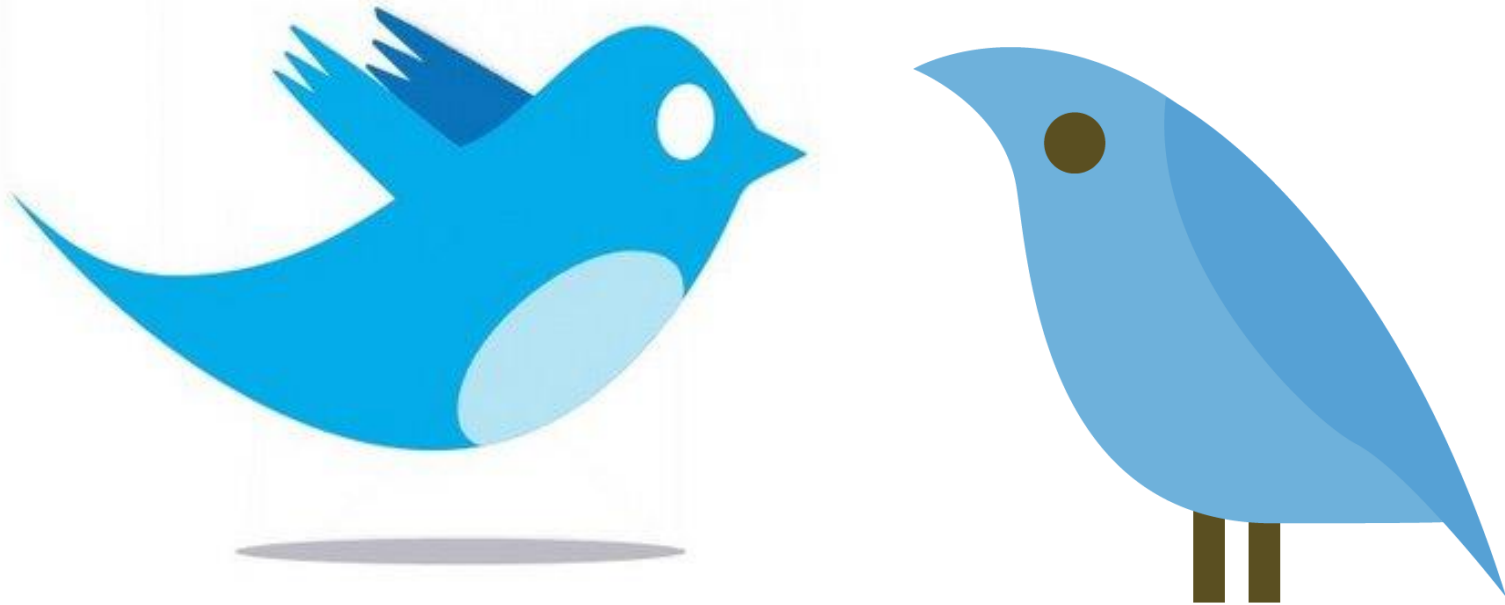
## **Card**

We left the newest ad for last since it really builds off of the formats we have already described. Taking promoted tweets to a whole new level, Conversational Cards will show a call-to-action button with customizable hashtags. By clicking on the button, a pre-populated message designed by your brand will pop up for the user to tweet and help continue the conversation YOU have started.



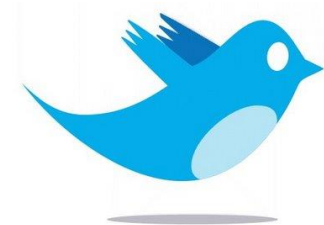
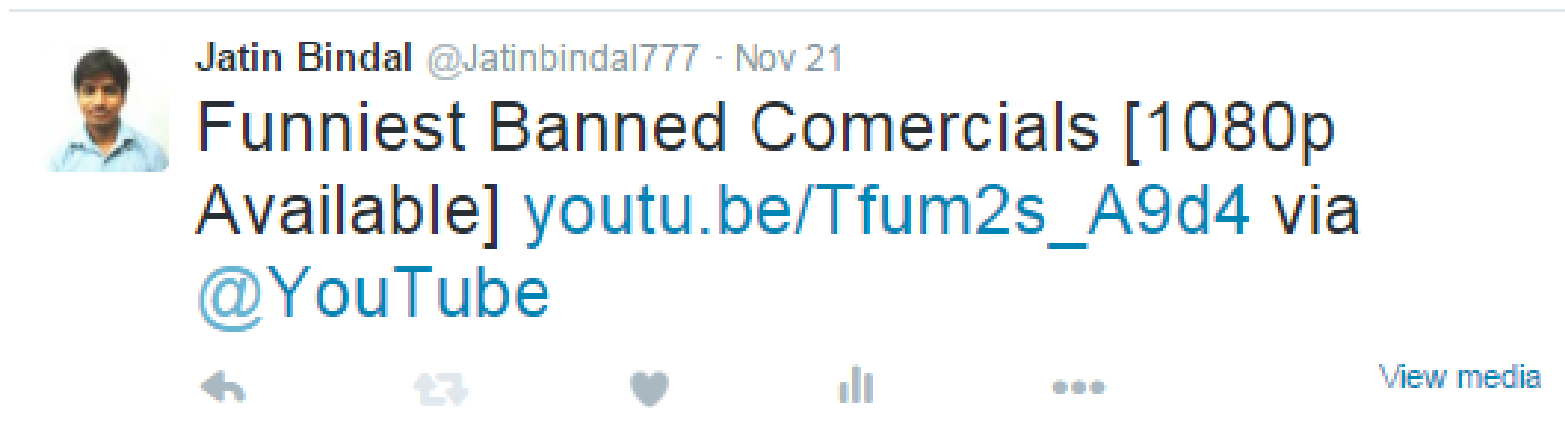
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# Starting Conversations with Twitter



# What is Twitter?

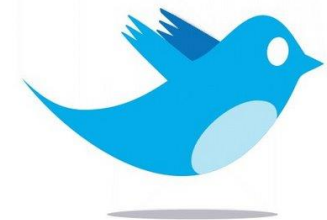
Twitter is an information network made up of 140-character messages called Tweets.



# What is Twitter?

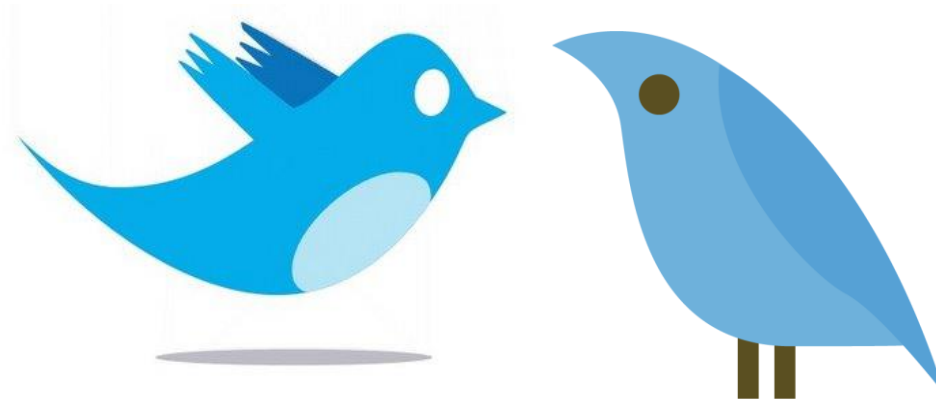
Millions of people, organizations, and businesses use it to discover and share new information.

It has approximately 307 million active users who send around 500 Million tweets per day.



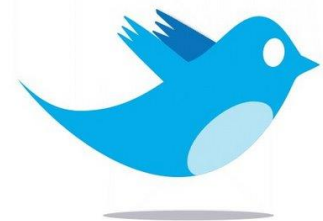
# Why should I use Twitter?

- Immediate connections
- No apps or groups, just conversation
- No barriers to engage in relationships
- It's a great way to get to know people!



# What can Twitter do for my organization?

- Provide a way to receive feedback
- Direct traffic to your project
- Provide information about your work
- Connect you to your target audiences
- Raise awareness about your campaigns





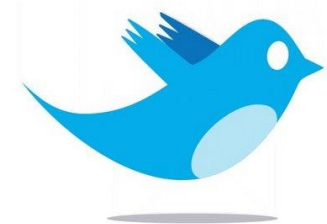
# How is Twitter different than Facebook?

- More immediate
- More “newsy”
- More concise
- Better for finding out information about you
- Fewer barriers to entry



# How do I join Twitter?

- Go to <http://www.twitter.com/signup/>



# How do I join Twitter?

**Join Twitter today.**

Enter your first and last name.

Keep me logged-in on this computer.

By clicking the button, you agree to the terms below:

These Terms of Service ("**Terms**") govern your access to and use of the services and Twitter's websites (the "**Services**"), and any

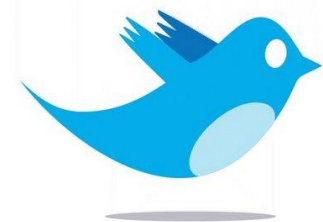
Printable versions:

[Terms of Service](#) · [Privacy Policy](#)

**Create my account**

# How do I join Twitter?

- Go to <http://www.twitter.com/signup/>
- Type in your name and email address, then create a username and password.
- Click “Create my account”



# How do I join Twitter?

## Join Twitter today.

KC Ellis

✓ Name looks great.

kellis@globalgiving.org

✓ We will email you a confirmation.

..... 

✓ Password is okay.

Champion4Bliss

✓ Username is available.

Suggestions: [KCBBliss](#) · [KellisKC](#) · [bliss\\_kc](#) · [kc\\_bliss](#) · [kc\\_kellis](#)

Keep me logged-in on this computer.

By clicking the button, you agree to the terms below:  
These Terms of Service ("**Terms**") govern your access to and use of the services and Twitter's websites (the "**Services**"), and any

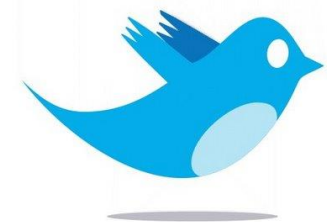
Printable versions:  
[Terms of Service](#) · [Privacy Policy](#)

**Create my account**

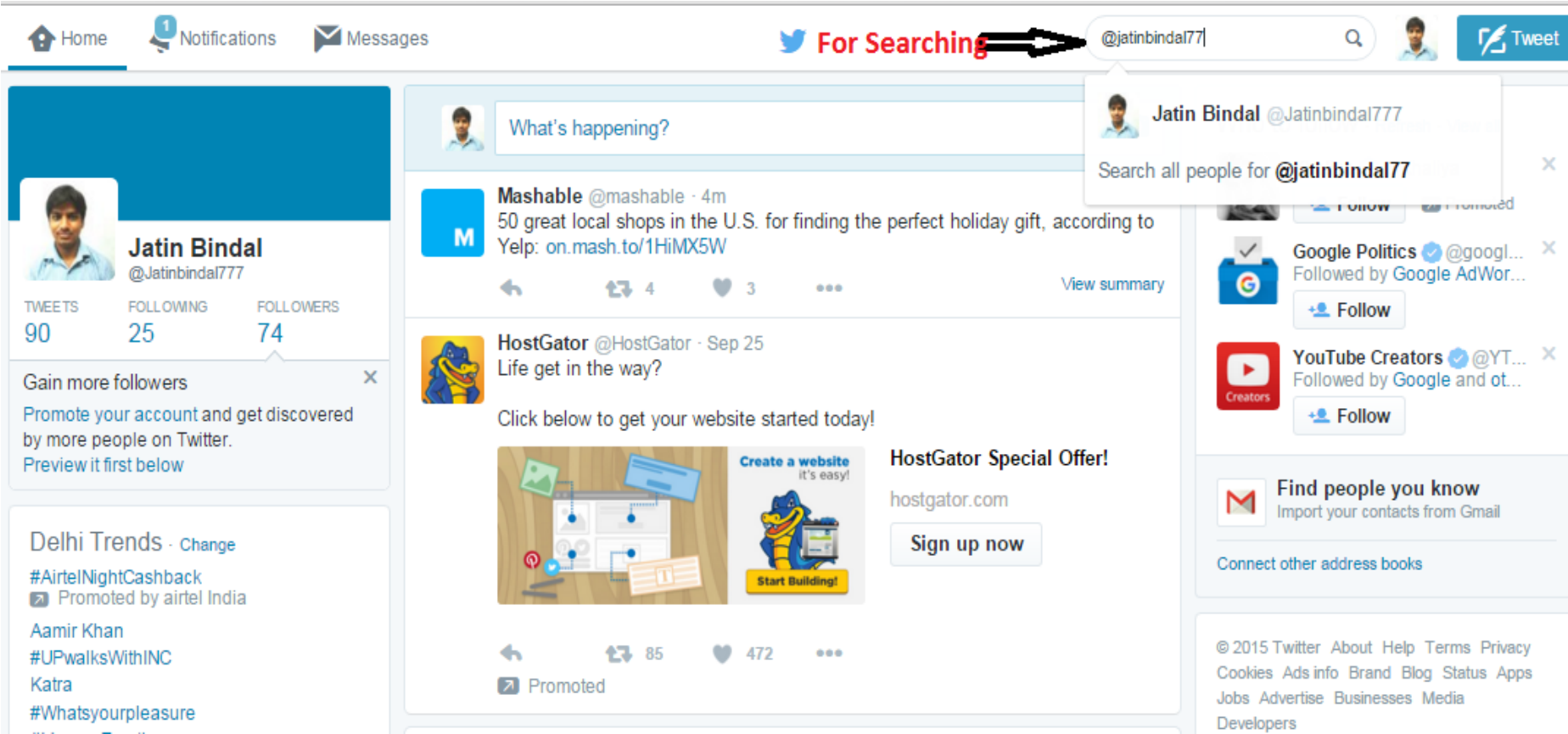
 **click here!**

# How do I join Twitter?

- Go to <http://www.twitter.com/signup/>
- Type in your name and email address, then create a username and password
- Click “Create my account”
- Start following users, like @jatinbindal777!



# How do I join Twitter?



The image shows a Twitter profile page for Jatin Bindal (@Jatinbindal777). The profile includes a profile picture, name, handle, and statistics: 90 tweets, 25 following, and 74 followers. A search dropdown menu is open, showing the search term "@jatinbindal77" and a list of suggested accounts including Mashable, HostGator, Google Politics, and YouTube Creators. The main content area shows a tweet from Mashable and a promoted tweet from HostGator. The footer contains copyright information for 2015 Twitter.

Home Notifications Messages **For Searching** @jatinbindal777

**Jatin Bindal** @Jatinbindal777  
TWEETS 90 FOLLOWING 25 FOLLOWERS 74

Gain more followers  
Promote your account and get discovered by more people on Twitter.  
Preview it first below

Delhi Trends · Change  
#AirtelNightCashback  
Promoted by airtel India  
Aamir Khan  
#UPwalksWithINC  
Katra  
#Whatsyourpleasure

What's happening?

**Mashable** @mashable · 4m  
50 great local shops in the U.S. for finding the perfect holiday gift, according to Yelp: on.mash.to/1HiMX5W

**HostGator** @HostGator · Sep 25  
Life get in the way?  
Click below to get your website started today!

**HostGator Special Offer!**  
hostgator.com  
Sign up now

**Jatin Bindal** @Jatinbindal777  
Search all people for @jatinbindal77

**Google Politics** @googl...  
Followed by Google AdWor...  
Follow

**YouTube Creators** @YT...  
Followed by Google and ot...  
Follow

**Find people you know**  
Import your contacts from Gmail  
Connect other address books

© 2015 Twitter About Help Terms Privacy  
Cookies Ads info Brand Blog Status Apps  
Jobs Advertise Businesses Media  
Developers

# How do I join Twitter?

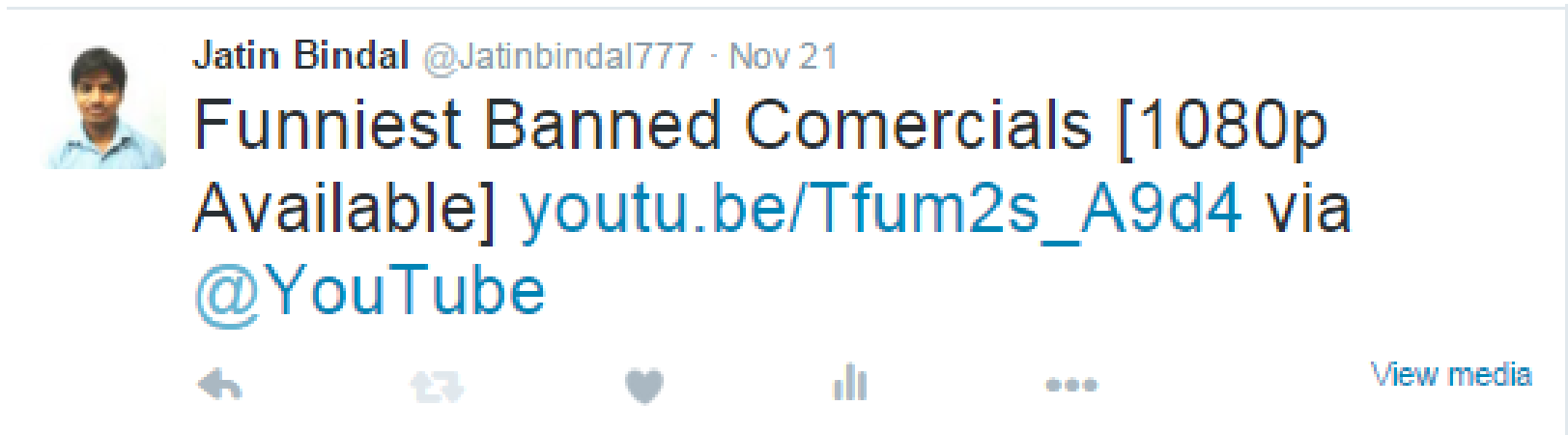
- Go to <http://www.twitter.com/signup/>
- Type in your name and email address, then create a username and password
- Click “Create my account”
- Start following users, like @jatinbindal777
- Congratulations, you’ve successfully joined Twitter and started following GlobalGiving!



# Twitter Speak and Symbols

## Tweet:

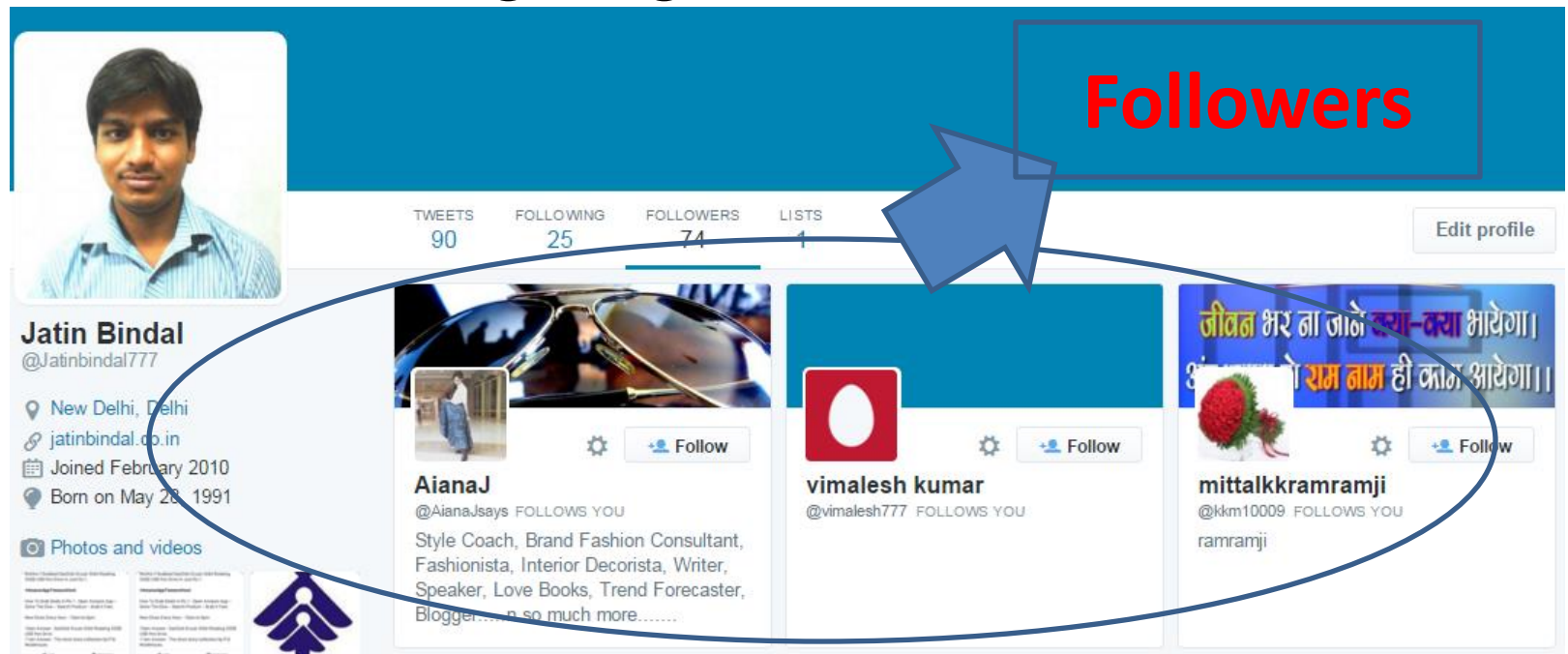
The name of the message you send out, 140 characters or less



# Twitter Speak and Symbols

## Followers:

A person who had chosen to read your tweets on an ongoing basis



**Followers**

TWEETS 90 FOLLOWING 25 FOLLOWERS 74 LISTS 1

**Jatin Bindal**  
@Jatinbindal777  
New Delhi, Delhi  
jatinbindal.co.in  
Joined February 2010  
Born on May 28, 1991

**AianaJ**  
@AianaJsays  
FOLLOWS YOU  
Style Coach, Brand Fashion Consultant, Fashionista, Interior Decorista, Writer, Speaker, Love Books, Trend Forecaster, Blogger... so much more.....

**vimalesh kumar**  
@vimalesh777  
FOLLOWS YOU

**mittalkkramramji**  
@kkm10009  
FOLLOWS YOU  
ramramji

# Twitter Speak and Symbols

## Reply or @:

The @ symbol means you're talking to or about someone. If you start a tweet with someone's Twitter handle, it only appears to your mutual followers.



Jatin Bindal @Jatinbindal777 · Nov 21

Funniest Banned Comercials [1080p Available] [youtu.be/Tfum2s\\_A9d4](https://youtu.be/Tfum2s_A9d4) via [@YouTube](#)



View media

# Twitter Speak and Symbols

## **Direct Message or DM:**

A private message between two users. You can only send DMs to users who are following you.

# Twitter Speak and Symbols

## Retweet or RT:

The act of repeating what someone else has tweeted so that your followers can see it



# Twitter Speak and Symbols

## Hashtag or #:

Start with the symbol “#”. It is a theme for the tweet that allows all similar tweets to be searched.



The image shows a screenshot of a tweet from the account **GlobalGiving** (@GlobalGiving). The tweet text is: "It's #WorldWaterWeek! Which of these #water projects resonates the most with you? to. 75". Two orange arrows point from the text "#hashtag" at the bottom right to the "#WorldWaterWeek" and "#water" hashtags in the tweet text. Below the tweet, it shows "4 RETWEETS" and four profile picture icons of users who retweeted.

**GlobalGiving** @GlobalGiving Close

It's #WorldWaterWeek! Which of these #water projects resonates the most with you? to. 75

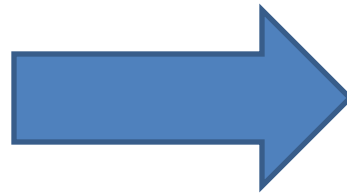
4 RETWEETS

#hashtag

# Twitter Speak and Symbols

## Trends :

The most popular hash tags are trends in any particular region



The image shows a screenshot of a Twitter profile and a trends section. The profile is for Jatin Bindal (@Jatinbindal777), who has 90 tweets, 25 following, and 74 followers. Below the profile is a section titled 'Delhi Trends - Change' with a list of trending hashtags and topics.

TWEETS	FOLLOWING	FOLLOWERS
90	25	74

Delhi Trends - Change

- #AirtelNightCashback  
Promoted by airtel India
- Aamir Khan
- #UPwalksWithINC
- Katra
- #Whatsyourpleasure
- #ManmaEmotion
- #24TheMovie
- Anupam Kher
- #KejriLaluEmbrace
- Jon Snow
- Happy Birthday Prince Narula

# Twitter Speak and Symbols

## **How to create Trends :**

- Network of 1000+ people
- Decide one hashtag
- Each person in network tweet five times different tweets with the same hashtag



# Twitter Speak and Symbols

#WorldWaterWeek Search [Settings]

Tweets Top / All **#hashtag to search**

- Skoll World Forum** @SkollWorldForum 2 Mar  
See all this year's #skollwf sessions and speakers on-line now  
[bit.ly/y3sjC5](http://bit.ly/y3sjC5)  
Promoted by Skoll World Forum
- Allison Ip** @alleip 8m  
Raise Your Glass and support the UNICEF @ TapProject with @Seamless for #WorldWaterWeek. Just \$1 can help!  
[blog.seamless.com/2012/03/tapro...](http://blog.seamless.com/2012/03/tapro...)
- nukte tuncok** @NukteT 17m  
Raise Your Glass and support the UNICEF @ TapProject with @Seamless for #WorldWaterWeek. Just \$1 can help!  
[blog.seamless.com/2012/03/tapro...](http://blog.seamless.com/2012/03/tapro...)
- Jared Grossman** @jrod1489 26m  
Raise Your Glass and support the UNICEF @ TapProject with @Seamless for #WorldWaterWeek. Just \$1 can help!  
[blog.seamless.com/2012/03/tapro...](http://blog.seamless.com/2012/03/tapro...)

# Twitter Speak and Symbols

## Links:

Tweets are tight on space, so Twitter auto-shortens links. Plan accordingly!



**FAIR Girls** @FAIR\_Girls

Close

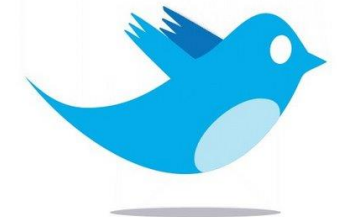
Thanks @fishbowlla for spreading the word about Alissa's story!  
She needs to be heard. [ow.ly/9LFei](http://ow.ly/9LFei)

6:30 PM - 20 Mar 12 via HootSuite · Details

← Reply ↻ Retweet ★ Favorite

# Twitter Etiquette

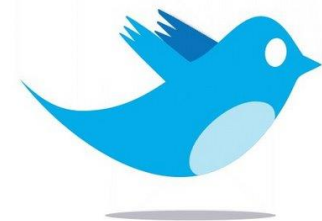
- Try to keep your tweets at 120 characters or fewer
- Don't only tweet about yourself
- Don't just be in it for the numbers
- Be consistent and be part of the conversation
- Be proud of yourself, but be proud of other people too
- Don't spam your followers or other users
- Be authentic!



# Best Practices

## Share.

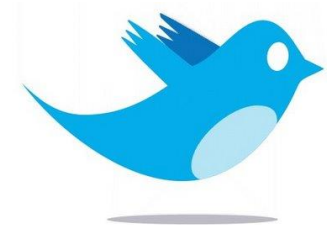
Share photos and behind the scenes info about your business. Even better, give a glimpse of developing projects and events. Users come to Twitter to get and share the latest, so give it to them!



# Best Practices

## **Listen.**

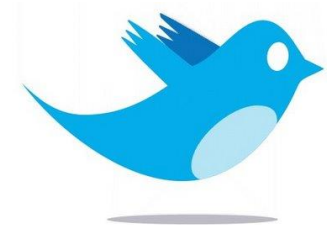
Regularly monitor the comments about your organization, brand, and products.



# Best Practices

## **Ask.**

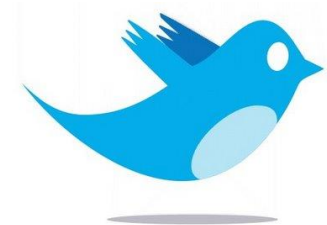
Ask questions of your followers to glean valuable insights and show that you are listening.



# Best Practices

## **Respond.**

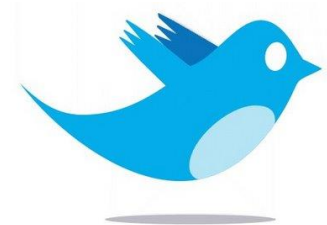
Respond to compliments and feedback in real time.



# Best Practices

**Demonstrate wider leadership and know-how.**

Reference articles and links about the bigger picture as it relates to your organization.

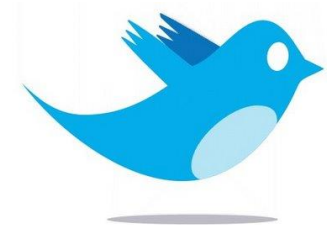




# Best Practices

## **Champion your stakeholders.**

Retweet and reply publicly to great tweets posted by your followers and customers.

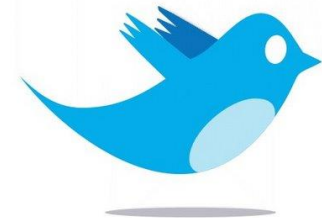


# Best Practices

## **Establish the right voice.**

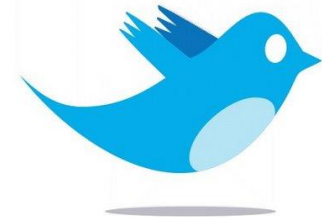
Twitter users prefer a direct, genuine, and of course, a likable tone from your organization, but think about your *voice* as you Tweet.

How do you want to appear to the Twitter community?

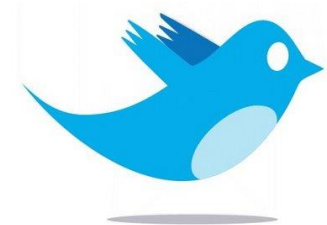


# Encouraging Engagement

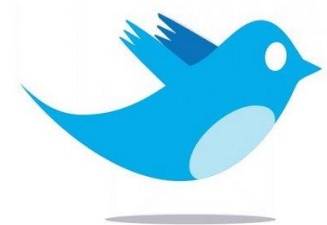
- Create a conversation
- Tweet things other users can retweet
- Be supportive of other users
- Reply to people when they mention you
- Remember to say “please” and “thank you”



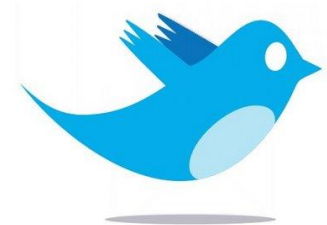
# What is TweetDeck?



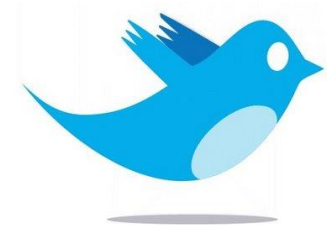
**TweetDeck is a social media dashboard application for management of Twitter accounts.**

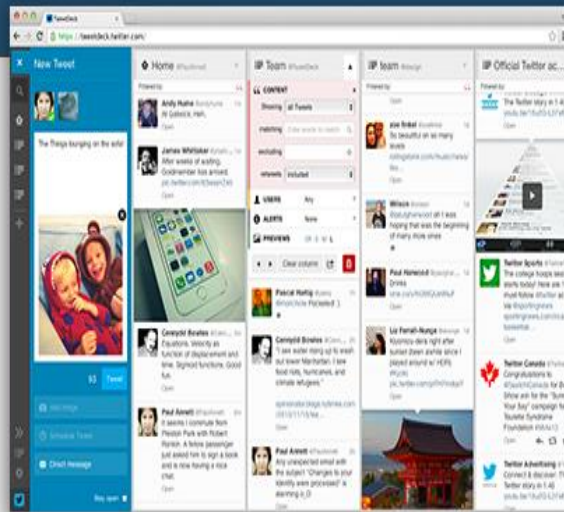


**Like other Twitter applications it interfaces with the Twitter API to allow users to send and receive tweets and view profiles.**



**Go to  
Tweetdeck.com**





# TweetDeck

by Twitter

The most powerful Twitter tool for real-time tracking, organizing, and engagement.

Start Tweeting like a pro. [Learn more.](#)

New to Twitter? [Sign up](#)

TweetDeck old timer?  
[Log in with your TweetDeck account](#)

Log in with your Twitter account

Used TweetDeck before December 2013?

[Click here](#) to log in with your TweetDeck account for your existing columns and setup.

Log in

Remember me · [Forgot password?](#)





# TweetDeck

by Twitter

The most powerful Twitter tool for real-time tracking, organizing, and engagement.

Start Tweeting like a pro. [Learn more.](#)

New to Twitter? [Sign up](#)

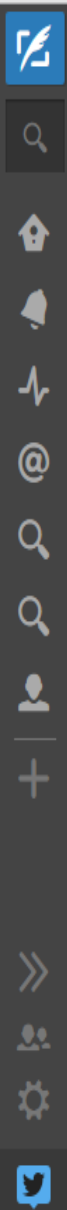
Log in with your Twitter account

@ jatinbindal777

.....

Log in

Remember me · [Forgot password?](#)



### Home @Jatinbindal777

**Mashable** @mashable 13m  
New Zealand is really confused about whether @taylorswift13 is in the country on.mash.to/1XncpJf pic.twitter.com/CYD2Uvx1Oh



Details

**Mashable** @mashable 31m  
Rapper Killer Mike wants Atlanta voters to 'Feel the Bern' on.mash.to/1QEwjLS pic.twitter.com/fflcAXVCK



Details

**Mashable** @mashable 37m  
YouTube's new campaign highlights how climate change "affects the things we love"

### Notifications @Jatinbindal777

**AianaJ** followed you  
@AianaJsays  
*Style Coach, Brand Fashion Consultant, Fashionista, Interior Decorista, Writer, Speaker, Love Books, Trend Forecaster, Blogger.....n so much more.....*

**mittalkkramramji** followed you  
@kkm10009  
ramramji

**Utkarsh Arora** @AroraA4 1d  
@Jatinbindal777 Ok Thanks :)

**shubham jindal** followed you  
@shujin1997

**Ajit Jha** followed you  
@ajitjha911

**Charit Kishore** liked  
**Jatin Bindal** @Jatinbindal777 3d  
@Charitkishore nothing right now

### Activity @Jatinbindal777

Matt Cutts liked  
**Theresa Couchman** @theres... 2h  
Why am I not on my custom leopard-print scooter with my monkey friend right now? Where did I go wrong?

Matt Cutts liked  
**Pete Mandik** @petemandik 16h  
Either you like tautologies or you don't like tautologies.

Matt Cutts liked  
**Josh Hara** @yoyoha 1h  
if you're not smiling while you're texting someone then that my friend is a text not worth sending

Matt Cutts liked  
**Kaeti** @kaeti 1d  
Let me tell you, there is some prime eavesdropping at the Best Western breakfast buffet in Burlington, NC.

Sonam Kapoor liked  
**Kiran Bedi** @thekiranbedi 11h

### @ Mentions @Jatinbindal777

**Utkarsh Arora** @AroraA4 1d  
@Jatinbindal777 Ok Thanks :)

**Amazon Help** @AmazonHelp 33d  
@JATIN775 Hi, we have been working on this and have fixed it. We look forward to your continued participation in #AppTreasureHunt. ^AB

**Amazon Help** @AmazonHelp 34d  
@JATIN775 Hey, this is contest run on the App where a new clue would be given to claim the deal. ^AA

**It shows the  
Column of  
different  
activities of  
Twitter**




### 1 Home @GerberNavarro17

**Fashion Fotograf** @fotograp... 19s  
 Press about art, international art gallery and artists [goo.gl/VxCQSu](http://goo.gl/VxCQSu)  
 Details

**Art Collector** @art\_collector\_a 22s  
 Book presentation "Art of Tanja Playner - Feedback from 5 Continents" just WOW [goo.gl/HPHMYG](http://goo.gl/HPHMYG)  
 Details

**Asian Tragedies** @Chink\_A... 23s  
 China is invading East Asia!  
[youtu.be/eYZbS8t7wuk](http://youtu.be/eYZbS8t7wuk)  
[youtu.be/q15mYbYj9hg](http://youtu.be/q15mYbYj9hg) #Education #History #Sexual #Harassment #Humanity #TellBanKiMoon

**Map of the Philippines**  
 Know as they see in the Philippines and changes led by both China and Taiwan. This is the second largest in the South China Sea and the largest of all Philippine islands.  


**Modern Art Love** @Modern... 25s  
 Der britische Künstler Paul Cummins realisiert seine Installation [aoo.al/wbYPRl](http://aoo.al/wbYPRl)

### 2 Notifications @GerberNavar...

**KristineRedford** followed you  
**KristineRedford** @KristineRedford  
*usiast - degree in .like; Typical troublemaker : Coffee specialist - Professional coffee expert .*

**NOW WHAT?** followed you  
**NOW WHAT?** @SONOWWHATWORLD  
*NOW WHAT? is a lifestyle forum designed for people at different phases of their lives. NOW WHAT? is created and moderated by a professional life coach.*

**Alina Maria Aftinici** followed you  
**Alina Maria Aftinici** @aftinicea

**Accounts Direct** followed you  
**Accounts Direct** @accountsdirect\_  
*Award winning qualified accountants with a modern and fresh approach. 30 second instant quote! Fixed fees, pay monthly. A Division of @MoneyPlayUK*

### 3 Messages @Gerbe...

**نيل @n1bil** 9h  
 اللهم صل على محمد عدد م نكره الذاكرون وغفل عنه الغافلون  
[instagram.com/11nabil](http://instagram.com/11nabil) استقرام  
 @\_n1bil الرسمي -via @crowdfire

**Sarah Brewer** @BrewerVAservice 1d  
 Thanks for the follow, look forward to some great conversations!  
 If your on Facebook feel free to also like my page - [on.fb.me/1fn8ZAW](http://on.fb.me/1fn8ZAW)

**نوف @n1off** 5d  
 اللهم صل وسلم على نبينا محمد عدد خلقه ورضى نفسه وزنه عرشه ومداد كلماته  
 -via @justunfollow

**OldTown Hypnotherapy** @O... 5d  
 Hi, Thx for following, pls accept a thank you gift. Free hypnotherapy MP3 to download  
[bit.ly/THX4FollowGift](http://bit.ly/THX4FollowGift) -via @justunfollow

**Teri Secrest** @TeriSecrest 5d  
 Discover how essential oils can revolutionize your health and

### 4 Activity @GerberNavarro17

★ Britt Michaelian favorited  
**Linda White** @LindaWonder 26m  
 Say no 1000 times RT @BrittMichaelian: Certain things catch your eye, but pursue only those that capture the heart. Ancient Indian Proverb  
 Details

★ Britt Michaelian favorited  
**Nisha Varghese** @Nisha360 15m  
 #FF Donors of #EducateGenerations (Ty) @SusanMazza @sapphire100 @justinav @The\_Old\_Hack @SylviaPhillips8 @Vincent\_Ang @BrittMichaelian  
 Details

★ Britt Michaelian favorited  
**Nisha Varghese** @Nisha360 3m  
 #FF FansOfEducateGen(TY) @adaptanita @itsanidealworld @justinav @christellar @bjforshaw @jimmahar @BrittMichaelian @Anatinus  
 Details

★ paul steele favorited  
**Rachel Cohen** @RCNatureph... 1m  
 Blueberry and Pine. #pine

# Click “Home”

# Home @GerberNavarro17

**Chantel Martirromo** @\_Wom... now  
How Diabetics Can Enjoy  
zarella-Bologna  
Egg Salad  
Sandwiches Recipe [goo.gl/LNj1s](http://goo.gl/LNj1s)

Details

**Mister Banatero** @MisterBan... now  
Pag-uwì pagod, haggard, stressed,  
gutom, tinatamad.

Details

One2Ad\_com retweeted

**Valentino** @MaisonValentino 9m  
About last night... Image via  
jumjcarvalho #instalove  
#rockstuds #rainbow #color  
#chevron... [ift.tt/184shgt](http://ift.tt/184shgt)  
[pic.twitter.com/8MokkOZZGr](http://pic.twitter.com/8MokkOZZGr)



Details

**Official MMDA** @MMDA now  
Traffic Update: As of 3:48 PM C5  
NB Market-B.iloq (MH)

# Notifications @GerberNavar...

**KristineRedford** followed you  
**KristineRedford** @KristineRedford  
*usiast - degree in .like;  
Typical troublemaker :  
Coffee specialist -  
Professional coffee expert .*

**NOW WHAT?** followed you  
**NOW WHAT?** @SONOWWHATWORLD  
*NOW WHAT? is a lifestyle  
forum designed for people  
at different phases of their  
lives. NOW WHAT? is  
created and moderated by a  
professional life coach.*

**Alina Maria Aftinici** followed you  
**Alina Maria Aftinici** @aftinicea

**Accounts Direct** followed you  
**Accounts Direct** @accountsdirect\_  
*Award winning qualified  
accountants with a modern  
and fresh approach. 30  
second instant quote! Fixed  
fees, pay monthly. A Division  
of @MoneyPlayUK*

# Messages @Gerbe...

**نبيل @n1bil** 11h  
اللهم صل على محمد عند م نكره الذاكرون  
وغفل عنه الغافلون  
[instagram.com/11nabil](http://instagram.com/11nabil) استغفرام  
@\_n1bilالرسميالحساب -via  
@crowdfire

**Sarah Brewer** @BrewerVAService 1d  
Thanks for the follow, look  
forward to some great  
conversations!  
If your on Facebook feel free to  
also like my page -  
[on.fb.me/1fn8ZAW](http://on.fb.me/1fn8ZAW)

**نوف @n1off** 5d  
اللهم صل وسلم على نبينا محمد عدد خلقه  
ورضى نفسه وزنه عرشه ومداد كلماته  
-via @justunfollow

**OldTown Hypnotherapy** @O... 6d  
Hi, Thx for following, pls accept  
a thank you gift. Free  
hypnotherapy MP3 to  
download  
[bit.ly/THX4FollowGift](http://bit.ly/THX4FollowGift) -via  
@justunfollow

**Teri Secret** @TeriSecret 6d  
Discover how essential oils can  
revolutionize your health and

# Activity @GerberNavarro17

**Miguel Lesy** followed  
**Alison Trigg** @AlisonTrigg2  
*Vol Enterprise Mentor for  
The Prince's Trust, Stoke.  
All twitter networking is  
purely my interest only, not  
DWP (though may incl.  
some!). Work in UC L&D.*

**Michael D. Martin** followed  
**Karan RIDER** @sadelwarkaran

**Pamela Sutherland** followed  
**Fowl Talk** @talk\_fowl  
*All things fowl! If you are  
interested in advertising  
your product or hunting  
group on this page DM for  
info- Shoutouts/Business  
inquiries DM*

**Miguel Lesy** followed  
**Francine Taylor** @FaylorSBA8  
*Business Adviser  
@TheWomensOrg  
supporting  
#BusinessStartups*

**It will show  
you the selected  
box of home**

### Home @GerberNavarro17


Perfect Couple retweeted

**Real Relationship** @FUCKIN... 5m  
e Bags Are  
es Are Lying To  
You snowi2.me/if-you-think-t...  
Details

Perfect Couple retweeted

**Real Relationship** @FUCKI... 19m  
I love you, don't ever doubt that.  
Details

**The First Step** @TheFirstSte... now  
Increase your monthly income  
online. Check here [goo.gl/3wuTy4](http://goo.gl/3wuTy4)  
#Australia  
[pic.twitter.com/dLEnem0d4f](http://pic.twitter.com/dLEnem0d4f)



Details

Perfect Couple retweeted

**Real Relationship** @FUCKIN... 5m  
When I care about someone, I  
really fucking care.  
Details

### Notifications @GerberNavar...

**KristineRedford** followed you

**KristineRedford** @KristineRedford  
usiast - degree in .like;  
Typical troublemaker :  
Coffee specialist -  
Professional coffee expert .

**NOW WHAT?** followed you

**NOW WHAT?** @SONOWWHATWORLD  
NOW WHAT? is a lifestyle  
forum designed for people  
at different phases of their  
lives. NOW WHAT? is  
moderated by a  
personal life coach.

**Alina Maria Aftinici** followed you

**Alina Maria Aftinici** @aftinicea

**Accounts Direct** followed you

**Accounts Direct** @accountsdirect\_  
Award winning qualified  
accountants with a modern  
and fresh approach. 30  
second instant quote! Fixed  
fees, pay monthly. A Division  
of @MoneyPlayUK

**Cheltenham** followed you

### Messages @Gerbe...

**نبيل @n1bil** 11h  
اللهم صل على محمد عدد م ذكره الذاكرون  
وغفل عنه الغافلون  
استقرام [instagram.com/11nabil](http://instagram.com/11nabil)  
@\_n1bil الحساب الرسمي -via  
@crowdfire

**Sarah Brewer @BrewerVAservice** 1d  
Thanks for the follow, look  
forward to some great  
conversations!  
If your on Facebook feel free to  
also like my page -  
[on.fb.me/1fn8ZAW](http://on.fb.me/1fn8ZAW)

**نوف @n1off** 5d  
اللهم صل وسلم على نبينا محمد عدد خلفه  
ورضى نفسه وزنه عرشه ومداد كلماته  
شكرا على المتابعة -via @justunfollow

**OldTown Hypnotherapy @O...** 6d  
Hi, Thx for following, pls accept  
a thank you gift. Free  
hypnotherapy MP3 to  
download  
[bit.ly/THX4FollowGift](http://bit.ly/THX4FollowGift) -via  
@justunfollow

**Teri Secret @TeriSecret** 6d  
Discover how essential oils can  
revolutionize your health and  
wealth. Click here:

### Activity @GerberNavarro17

**Alan McGee** followed

**Blencowe Scaffolding** @BScaffolding  
Blencowe Scaffolding The  
Mighty Orange! Leading the  
way in the scaffolding  
industry for 50 years. Accept  
no substitutes. 2014  
Business Of The Year

**Nicole.A.Randall** favorited

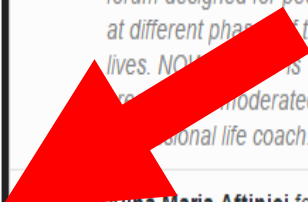
**Nicole.A.Randall** @ActorNicole 7s  
Have you liked Poison Sky film on  
FB yet ?  
[facebook.com/pages/Poison-S...](http://facebook.com/pages/Poison-S...)  
Details

**Alan McGee** followed

**Sally Watson** @SWatson3771  
God's love for you is so  
amazing & life-changing. I  
want to make Jesus known  
to all the world for his  
goodness.

**Alan McGee** followed

**Samuel Elliott** @ProfitKingSam  
Business Student/Self  
Employed Working from  
home. my business is  
always hiring opportunity





# Click “Notification”



### 1 Home @GerberNavarro17

Bae retweeted  
**Cuddling Naked** @Cuddling... 21m  
If you only knew how much I think about you.

### 2 Notifications @GerberNavarro17

Regwen Sweet retweeted  
**Etsy Shop Promotions**  
**Craft Promoter** @CraftPromoter 22m  
Alice in Wonderland Hand- Typed Typewriter Quote .I by TypeWright  
[etsy.me/1EjfKRh](http://etsy.me/1EjfKRh)  
[pic.twitter.com/wbbvwW3O99](http://pic.twitter.com/wbbvwW3O99)  
  
Details

**John Watson** @johnpwatson5 now  
#success #socialmediamarketing consultinginthenetworkedage.com #allbooks @JuneMolony @KendraLeeKLA #smallbusiness #community  
[pic.twitter.com/0N036MDGKO](http://pic.twitter.com/0N036MDGKO)  


### 2 Notifications @GerberNavar...

**KristineRedford** followed you  
**KristineRedford** @KristineRedford  
*usiast - degree in .like; Typical troublemaker : Coffee specialist - Professional coffee expert .*

**NOW WHAT?** followed you  
**NOW WHAT?** @SONOWWHATWORLD  
*NOW WHAT? is a lifestyle forum designed for people at different phases of their lives. NOW WHAT? is created and moderated by a professional life coach.*

**Alina Maria Aftinici** followed you  
**Alina Maria Aftinici** @aftinicea

**Accounts Direct** followed you  
**Accounts Direct** @accountsdirect\_  
*Award winning qualified accountants with a modern and fresh approach. 30 second instant quote! Fixed fees, pay monthly. A Division of @MoneyPlayUK*

**Cheltenham** followed you

### 3 Messages @Gerbe...

**@n1bil** 11h  
اللهم صل على محمد عدد ذكركه الذاكرون وغفل عنه الغافلون  
استقرام [instagram.com/11nabil](http://instagram.com/11nabil)  
@\_n1bil الرسمي الصاب -via @crowdfire

**Sarah Brewer** @BrewerVAservice 1d  
Thanks for the follow, look forward to some great conversations!  
If your on Facebook feel free to also like my page - [on.fb.me/1fn8ZAW](http://on.fb.me/1fn8ZAW)

**@n1off** 5d  
اللهم صل وسلم على نبينا محمد عدد خلقه ورضى نفسه وزنه عرشه ومداد كلماته  
شكرا على المتابعة -via @justunfollow

**OldTown Hypnotherapy** @O... 6d  
Hi, Thx for following, pls accept a thank you gift. Free hypnotherapy MP3 to download  
[bit.ly/THX4FollowGift](http://bit.ly/THX4FollowGift) -via @justunfollow

**Teri Secret** @TeriSecret 6d  
Discover how essential oils can revolutionize your health and wealth. Click here:

### 4 Activity @GerberNavarro17

**Roy Bennett** followed  
**OUR MILITARY** @Spareacct39  
♥♥♥♥♥♥♥♥♥♥♥♥♥♥♥♥  
MARRIED, REPUBLICAN, SUPPORT OUR MILITARY & VETERANS, PRO GOD, ISRAEL, GUNS, HUNTERS,PREPPERS & SURVIVALISTS! GOD BLESS OUR TROOPS!♥♥

**Sarcasm** followed  
**Jeymsy** @alvarejames12  
LOVEMELIKEYOU  
O

**Pedro Rojas** followed  
**raul robert oleas** @raul\_civic

**Pedro Rojas** followed  
**Alejandro Tobon** @AlejooTobon

**Pedro Rojas** followed  
**matericdesign** @matericdesign  
#design #web #illustration #art #architecture #photo #socialmedia

**It helps you to  
show how  
many people  
follows you .**

**Home** @GerberNavarro17

**spotify\_mars** @MARS\_ON... now  
**RRROT'S - IN THE RAIN**(歌詞)  
 (Lyric)-  
[marsproject.dip.jp/kashi/lyricsea...](http://marsproject.dip.jp/kashi/lyricsea...)  
 (目わからない場合はURLから開きなまし  
 2 Notifications @GerberNavarro17

---

**The First Step** @TheFirstSte... now  
 Don't Study Harder, Study Smarter  
 With Best Grades!  
[tinyurl.com/p47ammw](http://tinyurl.com/p47ammw)  
 #Australia #Hearthstone  
[pic.twitter.com/5h2w3hKBFh](http://pic.twitter.com/5h2w3hKBFh)

**A+ excellent!**

---

**Kurt Hanson** @NativeSenses now  
 These Are My Favorite Kind of  
 Selfies [dld.bz/d6sGy](http://dld.bz/d6sGy)

Mike Street retweeted

**Stephane Boss** @Stephane... 10m  
 The Sum of All Your Social Media:

**Notifications** @GerberNavar...

**KristineRedford** followed you  
  
**KristineRedford**  
 @KristineRedford  
 usiast - degree in .like;  
*Typical troublemaker :*  
*Coffee specialist -*  
*Professional coffee expert .*

---

**NOW WHAT?** followed you  
  
**NOW WHAT?**  
 @SONOWWHATWORLD  
*NOW WHAT? is a lifestyle*  
*forum designed for people*  
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---

**Alina Maria Aftinici** followed you  
  
**Alina Maria Aftinici**  
 @aftinicea

---

**Accounts Direct** followed you  
  
**Accounts Direct**  
 @accountsdirect\_  
*Award winning qualified*  
*accountants with a modern*  
*and fresh approach. 30*  
*second instant quote! Fixed*  
*fees, pay monthly. A Division*  
*of @MoneyPlayUK*

---

**Cheltenham** followed you

**Messages** @Gerbe...

**@n1bil** 11h  
  
 اللهم صل على محمد عدد م ذكره الذاكرون  
 وغفل عنه الغافلون  
[instagram.com/11nabil](http://instagram.com/11nabil)  
 استغراق  
 @\_n1bil الحساب الرسمي -via  
 @crowdfire

---

**Sarah Brewer** @BrewerVAservice 1d  
  
 Thanks for the follow, look  
 forward to some great  
 conversations!  
 If your on Facebook feel free to  
 also like my page -  
[on.fb.me/1fn8ZAW](http://on.fb.me/1fn8ZAW)

---

**@n1off** 5d  
  
 اللهم صل وسلم على نبينا محمد عدد خلفه  
 ورضى نفسه وزنه عرشه ومداد كلماته  
 وشكرا على المتابعة -via @justunfollow

---

**OldTown Hypnotherapy** @O... 6d  
  
 Hi, Thx for following, pls accept  
 a thank you gift. Free  
 hypnotherapy MP3 to  
 download  
[bit.ly/THX4FollowGift](http://bit.ly/THX4FollowGift) -via  
 @justunfollow

---

**Teri Secrest** @TeriSecrest 6d  
  
 Discover how essential oils can  
 revolutionize your health and  
 wealth. Click here:

**Activity** @GerberNavarro17

Mike Street favorited  
  
**Stephane Boss** @Stephane... 10m  
 The Sum of All Your Social Media:  
 What happens when two of your  
 social media friends get together...  
[bit.ly/1FCqAC6](http://bit.ly/1FCqAC6) #socialmedia

---

CDM favorited  
  
**Swiss American** @USwissA 51m  
 "@RWSurferGirl: Obama has the  
 pedal to the metal to destroy as  
 much of America as he can before  
 we deport him to GITMO." LOCK  
 HIM UP.  
 View

---

Michael D. Martin followed  
  
**My Info**  
 @gtvbrown

---

Mike Street favorited  
  
**Sushil Krishna** @ksushil7 44m  
 How Often Should You Post on  
 Social Media? See the Most  
 Popular Research and Tips  
[buff.ly/1wopOE1](http://buff.ly/1wopOE1) #smm  
 #socialmedia


---

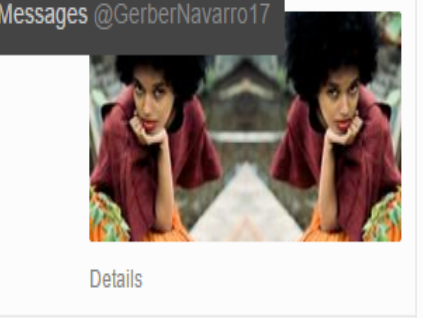
David Chivers followed

# Click “Messages”

# Home @GerberNavarro17

Details

 **EasyBranches.com™** @Ea... now  
 news.easybranches.com/warning-why-yo... via @Easy\_Branches  
 #easybranches #SEO #marketing #influence #social #leadership



 **News5 AKSYON** @News5AK... now  
 PSEI down by 33.82 points or 0.44% to close at 7,730.57.

Details

 **China Xinhua News** @XHN... now  
 Chinese couple take photos in Antarctica (CFP)  
 pic.twitter.com/XaW9ZzNJoA




# Notifications @GerberNavar...

**KristineRedford** followed you

 **KristineRedford** @KristineRedford  
*usiast - degree in .like; Typical troublemaker : Coffee specialist - Professional coffee expert .*

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**Alina Maria Aftinici** followed you

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**Accounts Direct** followed you

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# Messages @Gerbe...

 **نابيل @n1bil** 11h  
 اللهم صل على محمد عدم نكره الذاكرون وغفل عنه الغافلون  
 استقرام [instagram.com/11nabil](https://www.instagram.com/11nabil)  
 @\_n1bil -الحواب الرسمى -via @crowdfire

 **Sarah Brewer** @BrewerVAService 1d  
 Thanks for the follow, look forward to some great conversations!  
 If your on Facebook feel free to also like my page - [on.fb.me/1fn8ZAW](https://on.fb.me/1fn8ZAW)

 **نوف @n1off** 5d  
 اللهم صل وسلم على نبينا محمد عدد خلقه ورضى نفسه وزنه عرشه ومداد كلماته  
 -via @justunfollow

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[bit.ly/THX4FollowGift](https://bit.ly/THX4FollowGift) -via @justunfollow

 **Teri Secret** @TeriSecret 6d  
 Discover how essential oils can revolutionize your health and wealth. Click here:

# Activity @GerberNavarro17

**Golden Ashby** followed

 **Nikki Celis** @CelisNikki  
 Journalist, Writer, Amateur-Photographer, Singer-Songwriter and Melancholic

**Golden Ashby** followed

 **JRR∞D10S** @BeeeeelSummer  
 14 Years. Sagitario. Linkin Park. Rock. *нумаи аfтея all †Даяк † 25/10/2013 «CABJ MI VIDA» 31/11/2015 †5-0 †*

**Golden Ashby** followed

 **mohamed** @alsudan\_pro  
 السودان يرحب بكم 🇸🇩 Welcome to Sudan

**Golden Ashby** followed

 **Bobby Cordle** @Urfavbob  
 In-Home Male Nurse sharing news on all things tech, health, clean eating & politics. I believe in small gov'n't w/ capitalism & conservative values.

**SEO Zib** followed

**EXASOL AG**

**It helps you to  
show how  
many message  
you receive.**

**Home** @GerberNavarro17

Details

**Bizitalk** @Bizitalk 2m  
Badly set up desks & chairs cost companies £7bn each year! Book your staff an @dse\_partnership workstation assessment  
[bit.ly/1u8Luii](http://bit.ly/1u8Luii)

**Bizitalk** @Bizitalk 2m  
Experienced accountant offering a personal and cost effective service Stoke on Trent  
[keyaccountancyservices.co.uk](http://keyaccountancyservices.co.uk)  
[@karenlewis77](https://twitter.com/karenlewis77) #bizitalk

Details

**Bizitalk** @Bizitalk 2m  
Our new video marketing showreel is now live feat all our recent work. Do check it out at [44-16.com](http://44-16.com)  
[@Bizitalk](https://twitter.com/Bizitalk) [@4416films](https://twitter.com/4416films)

**Bizitalk** @Bizitalk 2m  
Verbatim Services Ltd, offering professional translation and interpreting services in all languages [verbatimservices.co.uk](http://verbatimservices.co.uk)  
[@sue\\_copas](https://twitter.com/sue_copas)

Details

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اللهم صل على محمد عدد م ذكره الذاكرون وغفل عنه الغافلون  
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اللهم صل وسلم على نبينا محمد عدد خلفه ورضى نفسه وزنه عرشه ومداد كلماته  
شكرا على المتابعة -via @justunfollow

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**Teri Secret** @TeriSecret 6d  
Discover how essential oils can revolutionize your health and wealth. Click here:

**Activity** @GerberNavarro17

**Harry Che** followed **johnson tobey** @tobey680  
*hey.is your boy Tobey.yeA tobey for the girls. am a song whriter. a singer. a rapper. well i just got the talent you looking for. you can for me on Instagram to*

**Harry Che** followed **Sunny kumar** @vikash97168655

**Harry Che** followed **Vynce** ヴァインズ @\_Vynce19  
*♣♠//Every Single Person On The Planet Has A Story. Don't Judge People Before You Truely Know Them. The Truth Might Surprise You.\\ ♠♣*

**Harry Che** followed **Boris Macaya** @BorisMlm

**Harry Che** followed **Akshay Mehra** @RealAkshayMehra  
*Internal Auditor of Accounts*



# Click “Activity”

1 Home @GerberNavarro17

**e-Magazine** @SoTurquoise 3m  
 Forbes Most Stressful Jobs of 2015 dld.bz/d6tfm  
 Details

**Genzel Radio** @GenzelRadio 3m  
 #NowPlaying on Genzel Radio:  
 #Hexa21 - Dirty Angel

4 Activity @GerberNavarro17

**Comerweave** @comerweave 3m  
 These pictures will freak you out. Look closely and you'll be amazed. dld.bz/d7hzM  
 Details

**spotify\_mars** @MARS\_ON\_S... 3m  
 ▶ Very very Berry -Miraikaidan- Track Popularity 19% now. open.spotify.com/track/2QfuoP4Y... #spotify #Techno #Pop  
 Details

**Style Fashion** @style\_fashion7 3m  
 Lagerhalle, Büro oder Gewerbepark für Ihren Wirtschaftserfolg - Presse goo.gl/BRGGZB  
 Details

2 Notifications @GerberNavar...

**KristineRedford** followed you  
 KristineRedford @KristineRedford  
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**@n1bil** 12h  
 اللهم صل على محمد عند ذكره الذاكرون وغفل عنه الغافلون استقرام [instagram.com/11nabil](http://instagram.com/11nabil)  
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 اللهم صل وسلم على نبينا محمد عدد خلقه ورضي نفسه وزنه عرشه ومداد كلماته -via @justunfollow

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 Hi, Thx for following, pls accept a thank you gift. Free hypnotherapy MP3 to download [bit.ly/THX4FollowGift](http://bit.ly/THX4FollowGift) -via @justunfollow

**Teri Secrest** @TeriSecrest 6d  
 Discover how essential oils can revolutionize your health and wealth. Click here:

4 Activity @GerberNavarro17

Harry Che followed  
**Zana McDowell** @zanamc88

Harry Che followed  
**ANGEL RULEAS J** @saleur69

Harry Che followed  
**Steve Mbikayi** @success\_mbikayi

Harry Che followed  
**MADE Studios** @Made\_in\_Phila  
*We are a premier fashion and sewing class series that focuses on bringing back the art of fine tailoring and couture sewing techniques to Philadelphia.*

Harry Che followed  
**PJ Rhae, MPA** @PJRhae1  
*Author, Speaker and Certified Transformational Coach*

Harry Che followed  
**Latasha Yates**

**It helps you to  
show how  
many activities  
happen in  
twitter .**

**Home** @GerberNavarro17

Details

 **Kiss baby** @kiss\_baby\_baby 3m  
Luxuslife - Pop Art Star Tanja  
Playner in der Presse  
[goo.gl/TmGzVf](http://goo.gl/TmGzVf)  
Details



 **DZMM TeleRadyo** @DZMMT... 3m  
...lugar sa  
...anas ng  
brownout  
Details



 **About ART Magazin** @about... 3m  
Das schmeckt nach Wien ...  
richtige Stimmung für diese Stadt  
[goo.gl/OHJU3N](http://goo.gl/OHJU3N)  
Details



 **Real Time Economics** @WS... 3m  
Video: Is Deflation Returning to  
Japan? [on.wsj.com/1BFdKG2](http://on.wsj.com/1BFdKG2)  
Details



 **Gary C. Bizzo** @garybizzo 3m  
B.C. sisters die days apart: One hit  
by car while planning sibling's  
memorial [ctvnews.ca/canada/b-c-sis...](http://ctvnews.ca/canada/b-c-sis...) very eerie  
Details

**Notifications** @GerberNavar...

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@KristineRedford  
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اللهم صل وسلم على نبينا محمد عدد خلفه  
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a thank you gift. Free  
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
 **Teri Secret** @TeriSecret 6d  
Discover how essential oils can  
revolutionize your health and  
wealth. Click here:


**Activity** @GerberNavarro17

 Terri Bauman followed  
 **Author Harmony Rose**  
@harmonyrosebook  
*#Author of Married Under  
the Influence, published by  
@archwaypub. Wife of an  
alcoholic. Mother. Animal  
rescuer.*

 Kathryn Maher followed  
 **Brandon Overstreet**  
@TrainMedfordOR  
*Just a dude trying to inspire  
folks to lead healthier lives.  
brandonstraining@yahoo.co  
m*

 Terri Bauman followed  
 **cristian c**  
@\_w\_o\_l\_f

 Terri Bauman followed  
 **The Sentence Works**  
@SentenceWorks  
*Improve your writing at  
work. Our training will help  
you write better documents,  
bids, reports, emails, blogs  
and more. Writing skills for  
work. For life.*

 Terri Bauman followed

**Click**

**“Add column”**

**Home** @GerberNavarro17

Details

 **Kiss baby** @kiss\_baby\_baby 3m  
Luxuslife - Pop Art Star Tanja  
Playner in der Presse  
[goo.gl/TmGzVf](http://goo.gl/TmGzVf)  
Details



 **DZMM TeleRadyo** @DZMMT... 3m  
... lugar sa  
... anas ng  
brownout  
Details



 **About ART Magazin** @about... 3m  
Das schmeckt nach Wien ...  
richtige Stimmung für diese Stadt  
[goo.gl/OHJU3N](http://goo.gl/OHJU3N)  
Details



 **Real Time Economics** @WS... 3m  
Video: Is Deflation Returning to  
Japan? [on.wsj.com/1BFdKG2](http://on.wsj.com/1BFdKG2)  
Details



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memorial [ctvnews.ca/canada/b-c-sis...](http://ctvnews.ca/canada/b-c-sis...) very eerie  
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اللهم صل وسلم على نبينا محمد عدد خلفه  
ورضى نفسه وزنه عرشه ومداد كلماته  
تسكرا على المتابعة -via @justunfollow



 **OldTown Hypnotherapy** @O... 6d  
Hi, Thx for following, pls accept  
a thank you gift. Free  
hypnotherapy MP3 to  
download  
[bit.ly/THX4FollowGift](http://bit.ly/THX4FollowGift) -via  
@justunfollow



 **Teri Secret** @TeriSecret 6d  
Discover how essential oils can  
revolutionize your health and  
wealth. Click here:


**Activity** @GerberNavarro17

 Terri Bauman followed  
 **Author Harmony Rose** @harmonyrosebook  
*#Author of Married Under  
the Influence, published by  
@archwaypub. Wife of an  
alcoholic. Mother. Animal  
rescuer.*

 Kathryn Maher followed  
 **Brandon Overstreet** @TrainMedfordOR  
*Just a dude trying to inspire  
folks to lead healthier lives.  
brandonstraining@yahoo.co  
m*

 Terri Bauman followed  
 **cristian c** @\_w\_o\_l\_f


 Terri Bauman followed  
 **The Sentence Works** @SentenceWorks  
*Improve your writing at  
work. Our training will help  
you write better documents,  
bids, reports, emails, blogs  
and more. Writing skills for  
work. For life.*

 Terri Bauman followed


**Then click  
add column.**

**Home** @GerberNavarro17


Bae retweeted

 **August Alsina** @August\_Alsina 12m  
John Travolta Plants An Awkward Kiss On Scarlett Johansson And Births A New Meme  
[omg69.me/john-travolta-...](http://omg69.me/john-travolta-...)  
Details


Bae retweeted

 **August Alsina** @August\_Alsina 27m  
My worst fear is losing you.


**Justin Bieber Fan** @Justin\_F... 3m  
Diese Ausstellungen sind zu empfehlen [goo.gl/hXEb7U](http://goo.gl/hXEb7U)  
Details


 **Chantel Martirromo** @\_Woma... 3m  
Soy protein and Metabolic syndrome  
[thetruestoriesstories.blogspot.com/2011/10/soy-pr...](http://thetruestoriesstories.blogspot.com/2011/10/soy-pr...)  
Details


Megan Fox retweeted


 **August Alsina** @August\_Alsina 12m  
You can't stay mad at someone who makes you smile.  
Details

**Notifications** @GerberNavar...

 **KristineRedford** followed you  
@KristineRedford  
*usiast - degree in .like; Typical troublemaker : Coffee specialist - Professional coffee expert .*

 **NOW WHAT?** followed you  
@SONOWWHATWORLD  
*NOW WHAT? is a lifestyle forum designed for people at different phases of their lives. NOW WHAT? is created and moderated by a professional life coach.*

 **Alina Maria Aftinici** followed you  
@aftinicea

 **Accounts Direct** followed you  
@accountsdirect\_  
*Award winning qualified accountants with a modern and fresh approach. 30 second instant quote! Fixed fees, pay monthly. A Division of @MoneyPlayUK*

**Cheltenham** followed you

**Messages** @Gerbe...


Content Any


Users Any

Alerts None

Clear Remove


 **@n1bil** 12h  
اللهم صل على محمد عبد م نكره الذاكرون وغفل عنه العاقلون  
[instagram.com/11nabil](http://instagram.com/11nabil) استقرام  
@\_n1bilالرسمي الحساب -via @crowdfire


 **Sarah Brewer** @BrewerVAservice 1d  
Thanks for the follow, look forward to some great conversations!  
If your on Facebook feel free to also like my page - [on.fb.me/1fn8ZAW](http://on.fb.me/1fn8ZAW)


 **@n1off** 5d  
اللهم صل وسلم على نبينا محمد عدد خلفه ورضى نفسه وزنه عرشه ومداد كلماته  
شكرا على المتابعة -via @justunfollow


 **Old Town Hypnotherapy** @O... 6d  
Hi, Thx for following, pls accept a thank you gift. Free hypnotherapy MP3 to


**Activity** @GerberNavarro17


 Kerry Butters followed


 **Tellzy DraiKens** @Deloye


 Javier Arronis followed


 **Words Of Wisdom** @candy\_26\_08


 Roy Bennett followed


 **Yunus ASEL** @anne\_babaziz  
*'RESSAM, hungry for knowledge- ,PAINTER , Bilgiye aç*  
#YOKNOTEAM

 Kerry Butters followed

 **Alex Miranda** @mralexmiranda  
*Director of SEO at Marknet Group. WordPress SEO Expert, Speaker & Evangelist.*

 Kerry Butters followed

 **-Mechi** @OnlyLambre\_  
*la sonrisa de mer es capaz de iluminar El día más gris No se lo que hay en ti Pero sin igual, como tu no hay más ♡ ella, me enseñó a ser fuerte ♡*

 Kerry Butters followed



**Column page  
will show.**



## Choose column type



 Home

 Notifications

 Mentions

 Mentions (all accounts)

 Activity

 Favorites

 Lists

 Scheduled

 Search

 Followers

 Messages

 Messages (all accounts)

 User

 Trending

 Collections

**Click**  
**“Mentions to**  
**be added to**  
**your columns.**



## Choose column type



 Home

 Notifications

 Mentions

 Mentions (all accounts)

 Activity

 Favorites

 Lists

 Scheduled

 Search

 Followers

 Messages

 Messages (all accounts)

 User

 Trending

 Collections

**Mention  
page will  
show.**



Enter a @name or full name



## YOUR ACCOUNTS



**Jan Gerber**  
@GerberNavarro17

## @ Mentions @GerberNavarro17



**SocialHangout** @socialhangout 1d  
[@MRMadarasz](#) [@GerberNavarro17](#)  
[@aroseharris](#) [@rogerhamilton](#) Join our  
#SocialHangout chat today at 2pm ET.  
[ow.ly/JDuHG](https://ow.ly/JDuHG)

Details



**SocialHangout** @socialhangout 3d  
[@MRMadarasz](#) [@GerberNavarro17](#)  
[@aroseharris](#) [@rogerhamilton](#) Join our  
Monday #SocialHangout event at 2pm  
ET. [ow.ly/JtFr2](https://ow.ly/JtFr2)

Details



**SocialHangout** @socialhangout 5d  
[@GerberNavarro17](#) Thanks, Jan, for  
your follow!

Details



**AffiliateNews** @AffMarketNews 5d  
[@GerberNavarro17](#) Thanks for following!  
Get more news, tips and advice on  
affiliate marketing and social media at  
[affiliatemarketingnews.ca](https://affiliatemarketingnews.ca)

Details

← Back

Add Column

**Then Click  
“Add Column”**



Enter a @name or full name



## YOUR ACCOUNTS



**Jan Gerber**  
@GerberNavarro17

## @ Mentions @GerberNavarro17



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Details



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affiliate marketing and social media at  
[affiliatemarketingnews.ca](http://affiliatemarketingnews.ca)

Details

← Back

Add Column



**Mention  
column will  
appear.**

Navigation sidebar with icons for Home, Notifications, Messages, Activity, and Mentions. Includes a search bar and a list of profile avatars.

**Notifications** @GerberNavar...

- KristineRedford** followed you  
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*usiast - degree in .like; Typical troublemaker : Coffee specialist - Professional coffee expert .*
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**18 Messages** @Gerbe...

- Content Any  
Users Any  
Alerts None
- Clear Remove
- @n1bil** 12h  
 اللهم صل على محمد عبد م نكره الذاكرون وغفل عنه الغافلون  
 استقرام [instagram.com/11nabil](https://www.instagram.com/11nabil)  
 @\_n1bil الرسمي الحساب -via @crowdfire
  - Sarah Brewer @BrewerVAService** 1d  
 Thanks for the follow, look forward to some great conversations!  
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 -شكرا على المتابعة -via @justunfollow
  - Old Town Hypnotherapy @O...** 6d  
 Hi, Thx for following, pls accept a thank you gift. Free

**Activity** @GerberNavarro17

- Sarcasm** followed
- ishika ^~^** @roy28Roy  
 FOUR ♥ Loving life right now 🍷
- Becca Marshal** followed
- your local white boy** @nickluhn15  
 long branch - insta: [nick\\_luhn](https://www.instagram.com/nick_luhn)
- Terri Bauman** followed  
 نشاطى البنديفة  
 @Al\_Bondokia  
 نشاطى البنديفة لأجحة البنديفة المملكة العربية السعودية حفرة الباطن - مقال  
 مجمع العقارية و المستشفى العام  
 +966137210600  
 966137202050-+  
 @Ahmed1982m | @Rt\_alarab
- Terri Bauman** followed
- rosann Ferrier** @rosann8368  
 #mum #Actor #singer  
<http://t.co/VMS4fBVVIC>
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 Husband & wife travel team

**@ Mentions** @GerberNavarro17

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- Jaymar Villamor @Jaymar008** 6d  
 Hello :) @GerberNavarro17

**Click  
“Expand”**

Navigation sidebar with icons for Home, Notifications, Messages, Activity, and Mentions.

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Husband & wife travel team

**@ Mentions** @GerberNavarro17

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Details
- Jaymar Villamor** @Jaymar008 6d  
Hello :) @GerberNavarro17

**Dashboard  
will expand**

**New Tweet**

Search

- Home @GerberNavarro17
- Notifications @GerberNavarro17
- 18 Messages @GerberNavarro17
- Activity @GerberNavarro17
- @ Mentions @GerberNavarro17
- + Add column
- << Collapse
- Accounts
- Settings
- TweetDeck**

**Notifications** @GerberNavar...

- KristineRedford** followed you  
@KristineRedford  
usiast - degree in .like;  
Typical troublemaker :  
Coffee specialist -  
Professional coffee expert .
- NOW WHAT?** followed you  
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@aftinicea
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and fresh approach. 30  
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- Cheltenham followed you

**Messages** @Gerbe...

Content Any

Users Any

Alerts None

Clear Remove

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**Activity** @GerberNavarro17

- Mark Boardman followed  
**HorrorFilm Anthology**  
@TheDarkTapes  
A Horror Anthology Film -  
Release Date November  
2015
- Mark Boardman followed  
**Mark and Lauren G**  
@markandlaureng  
We are a resourceful  
husband and wife team  
redefining the American  
dream to a simpler, happier  
lifestyle that awards quality  
of life and financial  
independence.
- A S Wilkins Author followed  
**Althea Champagne**  
@Champagnie  
MSofite working on #interop.  
#Sci-fi geek passionate abt  
giving back, education,  
#science, #technology,  
#innovation, #DevOps, #IoT,  
Jamaica. Personal account.
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**susheel kumar patel**  
@susheelpatel84

**@ Mentions** @GerberNavarro17

- SocialHangout**  
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affiliatemarketi
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# Click “Collapse”

**New Tweet**

Search

- Home @GerberNavarro17
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- 18 Messages @GerberNavarro17
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+ Add column

<< Collapse

Accounts

Settings

**TweetDeck**

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- Althea Champagne**  
@Champagnie  
MSofite working on #interop.  
#Sci-fi geek passionate abt  
giving back, education,  
#science, #technology,  
#innovation, #DevOps, #IoT,  
Jamaica. Personal account.
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- susheel kumar patel**  
@susheelpatel84

**@ Mentions** @GerberNavarro17





- SocialHangout**  
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- Jaymar Villamor**  
Hello :) @GerberNavarro17







**It will go  
back to  
normal state.**

Navigation sidebar with icons for Home, Notifications, Messages, Activity, and Mentions. Includes a search icon and a settings gear at the bottom.






2 Notifications @GerberNavar...

- KristineRedford** followed you  
 **KristineRedford** @KristineRedford  
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 **NOW WHAT?** @SONOWWHATWORLD  
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 **Accounts Direct** @accountsdirect\_  
*Award winning qualified accountants with a modern and fresh approach. 30 second instant quote! Fixed fees, pay monthly. A Division of @MoneyPlayUK*
- Cheltenham** followed you






3 Messages @Gerbe...

- Content Any  
 Users Any  
 Alerts None
- < > Clear X Remove
-  **@n1bil** 12h  
 اللهم صل على محمد عند ذكره الذاكرون وغفل عنه الغافلون  
 instagram.com/11nabil  
 @\_n1bil الحساب الرسمي -via @crowdfire
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 Thanks for the follow, look forward to some great conversations!  
 If your on Facebook feel free to also like my page -  
 on.fb.me/1fn8ZAW
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 اللهم صل وسلم على نبينا محمد عدد خلقه ورضى نفسه وزنه عرشه ومداد كلماته  
 -via @justunfollow
  -  **OldTown Hypnotherapy** @O... 6d  
 Hi, Thx for following, pls accept a thank you gift. Free hypnotherapy MP3 to

4 Activity @GerberNavarro17

- Neil Ball followed
-  **LosCabosDeals** @LosCabosDeals
- John Sparks 'y' favorited
-  **Breylin Becton** @BreylinBecton 3h  
 @IAmJohnSparks @CDRisenhoover @kingarst @StevenLeeJames @kmhelaire @JordanLaurel Talk as if it were face to face. Casually and candidly.  
 View
- Neil Ball followed
-  **Isadora Kearsley** @pehitemohopy
- Chema followed
-  **Social Media Gun** @SocialMediaGun  
 Social Media Gun | #socialmedia | #guru | Global Dominator | #connector | Executive | Leader | Top 0.001 % Klook, Krud + Linkedon Intergalatically | Presidential
- Phuket Daily News favorited
-  **Phuket Daily News** @Phuket 7h

5 @ Mentions @GerberNavarro17

-  **SocialHangout** @socialhangout 1d  
 @MRMadarasz @GerberNavarro17 @aroseharris @rogerhamilton Join our #SocialHangout chat today at 2pm ET. ow.ly/JDuHG  
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 Details
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-  **Jaymar Villamor** @Jaymar008 6d  
 Hello :) @GerberNavarro17

**Click**  
**“Account”**

Navigation sidebar with icons for Home, Notifications, Messages, Activity, Mentions, and Accounts.

**Notifications** @GerberNavar...

- KristineRedford** followed you  
 @KristineRedford  
*usiast - degree in .like; Typical troublemaker : Coffee specialist - Professional coffee expert .*
- NOW WHAT?** followed you  
 @SONOWWHATWORLD  
*NOW WHAT? is a lifestyle forum designed for people at different phases of their lives. NOW WHAT? is created and moderated by a professional life coach.*
- Alina Maria Aftinici** followed you  
 @aftinicea
- Accounts Direct** followed you  
 @accountsdirect\_  
*Award winning qualified accountants with a modern and fresh approach. 30 second instant quote! Fixed fees, pay monthly. A Division of @MoneyPlayUK*
- Cheltenham** followed you

**18 Messages** @Gerbe...

- Content Any
- Users Any
- Alerts None
- Clear Remove
- @n1bil** 12h  
 اللهم صل على محمد عدد م ذكره الذاكرون وغفل عنه الغافلون  
 استقرام [instagram.com/11nabil](https://www.instagram.com/11nabil)  
 @\_n1bil الرسمي الحساب -via @crowdfire
- Sarah Brewer** @BrewerVAservice 1d  
 Thanks for the follow, look forward to some great conversations!  
 If your on Facebook feel free to also like my page - [on.fb.me/1fn8ZAW](https://on.fb.me/1fn8ZAW)
- @n1off** 5d  
 اللهم صل وسلم على نبينا محمد عدد خلقه ورضى نفسه وزنه عرشه ومداد كلماته  
 -via @justunfollow
- OldTown Hypnotherapy** @O... 6d  
 Hi, Thx for following, pls accept a thank you gift. Free hypnotherapy MP3s

**Activity** @GerberNavarro17


- Robin Lerrinton** followed
- Runell Packer** @dreamcatch9  
*I am Runell, an outside sales online Travel Agent. I specialize in Cruise Travel. I personalize your travel, or vacation arrangements so you don't have to.*
- Working Bees** followed
- Raymon Samuel** @aandbcleaning77  
 Owner A&B Property Preservation & Janitorial Services LLC. And we just added Locksmith to our services. Help us Mr. James to A&B he is our newest member of the
- 150K Babe #MGWW\_Cats** followed
- Ali Demircan** @Aldmrcn  
<https://t.co/LqqeorgPw8>  
<http://t.co/Aufhqawxrf>  
 GALATASARAY
- Andy Karuza** followed
- charleshan** @charleshan  
*Coaching is the new wave to grow and be healed*

**@ Mentions** @GerberNavarro17

- SocialHangout** @socialhangout 10  
 @MRMadarasz @GerberNavarro17 @aroseharris @rogerhamilton Join our #SocialHangout chat today at 2pm ET. [ow.ly/JDuHG](https://ow.ly/JDuHG)  
 Details
- SocialHangout** @socialhangout 30  
 @MRMadarasz @GerberNavarro17 @aroseharris @rogerhamilton Join our Monday #SocialHangout event at 2pm ET. [ow.ly/JtFr2](https://ow.ly/JtFr2)  
 Details
- SocialHangout** @socialhangout 50  
 @GerberNavarro17 Thanks, Jan, for your follow!  
 Details
- AffiliateNews** @AffMarketNews 50  
 @GerberNavarro17 Thanks for following! Get more news, tips and advice on affiliate marketing and social media at [affiliatemarketingnews.ca](https://affiliatemarketingnews.ca)  
 Details
- Jaymar Villamor** @Jaymar008 60  
 Hello :) @GerberNavarro17

**Twitter  
dashboard  
will show.**

**Twitter accounts** ✕



**Jan Gerber**  
@GerberNavarro17

TWEETS 22   FOLLOWING 1,497   FOLLOWERS 876

2h

Profile

Lists

Collections

Team @GerberNavarro17

Let colleagues use Twitter as @GerberNavarro17 without sharing your password

✓ Default account

✕ Remove account

Add another Twitter account

**Notifications** @GerberNavar...

**KristineRedford** followed you

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Typical troublemaker :  
Coffee specialist -  
Professional coffee expert .

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**Accounts Direct** followed you

**Accounts Direct** @accountsdirect\_  
Award winning qualified accountants with a modern and fresh approach. 30 second instant quote! Fixed fees, pay monthly. A Division of @MoneyPlayUK

**Cheltenham** followed you

**Messages** @Gerbe...

Content Any

Users Any

Alerts None

Clear Remove

**@n1bil** 12h  
اللهم صل على محمد عدد ذكركه الذاكرون وغفل عنه الغافلون  
instagram.com/11nabil

@\_n1bil الحساب الرسمي -via @crowdfire

**Sarah Brewer** @BrewerVAService 1d  
Thanks for the follow, look forward to some great conversations!  
If your on Facebook feel free to also like my page - on.fb.me/1fn8ZAW

**نوف** @n1off 5d  
اللهم صل وسلم على نبينا محمد عدد خلقه ورضى نفسه وزنه عرشه ومداد كلماته  
-via @justunfollow

**OldTown Hypnotherapy** @O... 6d  
Hi, Thx for following, pls accept a thank you gift. Free hypnotherapy MP3...

**Activity** @GerberNavarro17

**True Comedy** followed

**نواف الدوسري** @dfsaaass  
عن لي اوجاع اوبنيديها معك وان رفعت الصوت امسك بحتي انت تمنني حبييك يسمعك وانا اتمنى اداري صحيتيBB:7EB44D48

**True Comedy** followed

**ابو القيسر** @fhuufhijgh6  
للجادات الي ماتطلب تحن

**True Comedy** followed

**NAKAGAWA TAISEI** @nataisei  
カープ 広島城北高3

**Haroun Rashid** favorited


**Raza Ahmad** @razaahmad 41m  
@odysseuslahori Haji sb. Check this out.. These arains had some major swag ..  
lahore.city-history.com/blogs/lahore-m...

**Cory Torrella** favorited

**Supriya Rathi** @Supriya\_rathi 1m  
"Target like a Dartrr - Take Charge!" on @LinkedIn  
linkedin.com/pulse/target-l...

**Click “List”**

**Twitter accounts** X



**Jan Gerber**  
@GerberNavarro17

TWEETS 22 FOLLOWING 1,497 FOLLOWERS 876

2h

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Team @GerberNavarro17

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**نوف** @n1off 5d  
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Hi, Thx for following, pls accept a thank you gift. Free hypnotherapy MP3 for...

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**نواف الدوسري** @dfsaaass  
عن لي اوجاع اوبنيديها معك وان رفعت الصوت امسك بحتي انت تمنني حبيبك يسمعك وانا اتمنى اداري صحيتيBB:7EB44D48

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للجادات الي ماتطلب تحن

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**NAKAGAWA TAISEI** @nataisei  
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**Supriya Rathi** @Supriya\_rathi 1m  
"Target like a Dartrr - Take Charge!" on @LinkedIn  
linkedin.com/pulse/target-l...



**This page  
will show.**



# Lists



+ Create list

## YOUR LISTS

**VA** by Jan Gerber  
VS  
3 members



## SUBSCRIBED TO

Create a new list, or select an existing list  
to edit or add a column

**Click**  
**“Create List”**



+ Create list

## YOUR LISTS

**VA** by Jan Gerber  
VS  
3 members



## SUBSCRIBED TO

Create a new list, or select an existing list  
to edit or add a column



**Fill up the  
information  
needed.**



## Create list



Account

GerberNavarro17



Name

Description

Privacy

- Public  
 Private

Save

**Just make sure  
before you  
proceed to  
another step..**

# Check the privacy option



**It's up to  
you if you  
want public  
or private.**



## Create list



Account

GerberNavarro17

Name

Team Productive

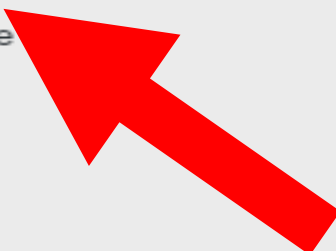
Description

Homebase|

Privacy

Public

Private



Save

**Then click  
“save”**



## Create list



Account

GerberNavarro17

Name

Team Productive

Description

Homebase|

Privacy

Public

Private

Save



**This page  
will show.**



Enter a @name or full name 

## Members (0)

### SUGGESTED



**Vadim Lavrusik**



@Lavrusik  
*Head of Media Programs @Facebook, lead team driving partnerships & product w/ public figures/media. Former prof @Columbiajourn, alum of @mashable @nytimes*



**Team Hitec Products**



@Hitec\_Products  
*The biggest small team in the world of women's cycling. Follow us on Facebook: <https://t.co/dKtdCuAxfL> Instagram: hitec\_products*



**HaHaHa Production**



@HaHaHaTeam



David Marcus

Edit Details



Delete list



Add column

Done

**You can search  
your team or  
your friend to  
add them in  
your group.**



Enter a @name or full name 

## Members (0)

### SUGGESTED



**Vadim Lavrusik**



@Lavrusik  
*Head of Media Programs @Facebook, lead team driving partnerships & product w/ public figures/media. Former prof @Columbiajourn, alum of @mashable @nytimes*



**Team Hitec Products**



@Hitec\_Products  
*The biggest small team in the world of women's cycling. Follow us on Facebook: <https://t.co/dKtdCuAxfL> Instagram: hitec\_products*



**HaHaHa Production**



@HaHaHaTeam



David Marcus

Edit Details



Delete list



Add column

Done



**I will show  
you how to  
search.**



@Bruceadam|mina



## Members (0)

### SUGGESTED



**Vadim Lavrusik**



@Lavrusik  
Head of Media Programs @Facebook, lead team driving partnerships & product w/ public figures/media. Former prof @Columbiajourn, alum of @mashable @nytimes



**Team Hitec Products**



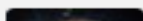
@Hitec\_Products  
The biggest small team in the world of women's cycling. Follow us on Facebook: <https://t.co/dKtdCuAxfL>  
Instagram: hitec\_products



**HaHaHa Production**



@HaHaHaTeam



David Marcus

Edit Details



Delete list

Add column

Done

**Then Click  
Search.**



@Bruceadam|mina



## Members (0)

### SUGGESTED



**Vadim Lavrusik**



@Lavrusik  
Head of Media Programs @Facebook, lead team driving partnerships & product w/ public figures/media. Former prof @Columbiajourn, alum of @mashable @nytimes



**Team Hitec Products**



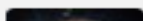
@Hitec\_Products  
The biggest small team in the world of women's cycling. Follow us on Facebook:  
<https://t.co/dKtdCuAxfL>  
Instagram:  
hitec\_products



**HaHaHa Production**



@HaHaHaTeam



David Marcus

Edit Details



Delete list

Add column

Done

**My team  
that I search  
will appear**

@Bruceadammina



### Members (0)

#### SEARCH RESULTS



**bruceadammina**  
@BruceadamMina



#### SUGGESTED



**Vadim Lavrusik**  
@Lavrusik  
*Head of Media Programs @Facebook, lead team driving partnerships & product w/ public figures/media. Former prof @Columbiajourn, alum of @mashable @nytimes*



**Team Hitec Products**  
@Hitec\_Products  
*The biggest small team in the world of women's cycling. Follow us on Facebook: <https://t.co/dKtdCuAxfL> Instagram:*



Edit Details



Delete list



Add column

Done

**Then Click  
select.**



@Bruceadammina



## Members (0)

### SEARCH RESULTS



**bruceadammina**  
@BruceadamMina



### SUGGESTED



**Vadim Lavrusik**  
@Lavrusik  
*Head of Media Programs @Facebook, lead team driving partnerships & product w/ public figures/media. Former prof @Columbiajourn, alum of @mashable @nytimes*



**Team Hitec Products**  
@Hitec\_Products  
*The biggest small team in the world of women's cycling. Follow us on Facebook: <https://t.co/dKtdCuAxfL> Instagram:*



Edit Details

 Delete list

Add column




Done





**Your selected  
team will  
appear in  
empty box.**

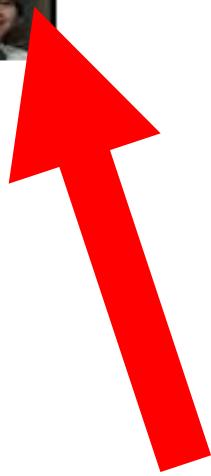


@Bruceadammina

- SEARCH RESULTS
- 
**bruceadammina**  
 @BruceadamMina ✓
- SUGGESTED
- 
**Vadim Lavrusik**  
 @Lavrusik  
 Head of Media Programs @Facebook, lead team driving partnerships & product w/ public figures/media. Former prof @Columbiajourn, alum of @mashable @nytimes +
  - 
**Team Hitec Products**  
 @Hitec\_Products +  
 The biggest small team in the world of women's cycling. Follow us on Facebook: <https://t.co/dKtdCuAxfL>  
 Instagram:

### Members (1)


**bruceadammina** @BruceadamMina 




**Click**  
**“Done”**



@Bruceadammina ✕


### Members (1)


SEARCH RESULTS

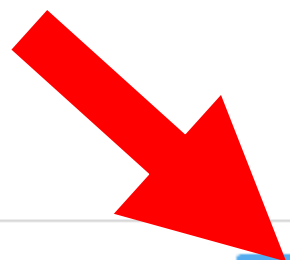
 **bruceadammina** ✓  
@BruceadamMina

SUGGESTED

 **Vadim Lavrusik** +  
@Lavrusik  
*Head of Media Programs @Facebook, lead team driving partnerships & product w/ public figures/media. Former prof @Columbiajourn, alum of @mashable @nytimes*

 **Team Hitec Products** +  
@Hitec\_Products  
*The biggest small team in the world of women's cycling. Follow us on Facebook: <https://t.co/dKtdCuAxfl> Instagram:*

 **bruceadammina** @BruceadamMina 🗑️



**Your created  
team will  
added in  
column.**

**Twitter accounts**

**Jan Gerber**  
@GerberNavarro17

TWEETS 22 FOLLOWING 1,497 FOLLOWERS 876

Profile  
Lists  
Collections  
Team @GerberNavarro17  
Let colleagues use Twitter as @GerberNavarro17 without sharing your password

✓ **Default account**

X Remove account

Add another Twitter account

**Activity** @GerberNavarro17

Pamela Sutherland followed

**Community Church Min**  
@CommunityChMin  
It started with a dream... In this dream, we were in a big house, with several rooms. People of all ages were there... This ministry goes to where people live..

Sarcasm followed

**XOneDirtyWillyX**  
@XOneDirtyWillyX  
Xbox360 GT:  
XOneDirtyWillyX -----  
SC: cesarhernandezz-----  
----- Pewds

Shirleen Bautista followed

**Omar Jones A. Gaité**  
@omarjonesgaité  
Registered Nurse at PHL and SG. Loves food, travel and photography. Follow me @ Twitter: omarjonesgaité. FB: Omar Jones.

Shirleen Bautista followed

**Amy Turkovich**  
@SEPSocialAmy  
PR Graduate. Social Media & Digital Marketing

**@ Mentions** @GerberNavarro17

**SocialHangout** @socialhangout 1d  
@MRMadarasz @GerberNavarro17 @aroseharris @rogerhamilton Join our #SocialHangout chat today at 2pm ET. ow.ly/JDuHG

**SocialHangout** @socialhangout 3d  
@MRMadarasz @GerberNavarro17 @aroseharris @rogerhamilton Join our Monday #SocialHangout event at 2pm ET. ow.ly/JtFr2

**SocialHangout** @socialhangout 5d  
@GerberNavarro17 Thanks, Jan, for your follow!

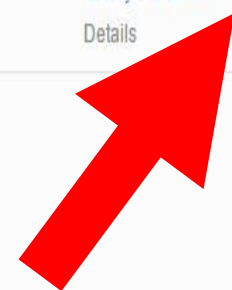
**AffiliateNews** @AffMarketNews 5d  
@GerberNavarro17 Thanks for following! Get more news, tips and advice on affiliate marketing and social media at [affiliatemarketingnews.ca](http://affiliatemarketingnews.ca)

**Jaymar Villamor** @Jaymar008 6d

**Team Productive** @GerberNavarro17

**bruceadammina** @BruceadamM... 6d  
Dreams don't work unless you do. #Dreams #achievement #goals ow.ly/i/8lo4B

Details



**Done! you  
know how to  
use tweetdeck  
easily.**

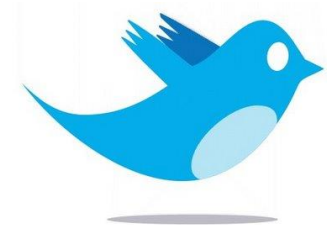
# TweetChat

## Definition:

It is discussion on single topic at a particular time and time on twitter using single Hashtag.

## Benefits:

- Generate Leads and followers
- Branding
- Might results in trends






# Steps To Create TweetChat

- Select one HashTag
- Select Date and Time
- Market the tweetchat through email, banner, twitter influencers, etc.
- Make the team to manage the tweetchat.

# Twitter Ads Campaigns: A Simple Setup Guide



Step 1: Choose Promoted Tweets vs. Promoted Accounts

Step 2: Select Primary Targeting Criteria

Step 3: Choose From Additional Targeting Options

Step 4: Create Your Tweets

# Twitter Analysis

- Campaigns
  - Impressions
  - Clicks
  - Retweets
  - Like
  - Leads
  - ROI
- Organic
  - Impressions
  - Clicks
  - Retweets
  - Like
  - Leads