



# contents

Acknowledgments .....	ix
Foreword .....	xi
Introduction .....	xviii

## Chapter 1: How Do I Get Started with Twitter? ..... 2

Setting Up Your Very Own Twitter Account .....	4
Signing In to Your Twitter Account .....	6
Viewing Twitter's Current Status .....	6
Changing Your Twitter Password .....	9
Resetting Your Twitter Password .....	10
Deleting Your Twitter Account .....	10

## Chapter 2: What Can I Do to Customize My Twitter Profile? ..... 12

Filling In Your Profile Details .....	14
Setting Your Twitter Picture .....	16
Applying a Theme to Your Profile .....	17
Selecting a Background Image .....	18
Using a solid color background .....	19
Selecting a custom background image .....	20
Background photo challenges .....	21
Using a background image to tell people more about yourself .....	25
Overcoming background problems with tiling images .....	27
Choosing Your Profile's Colors .....	27
Stopping Twitter from Sending New Follower Messages .....	29

## Chapter 3: How Do I Send Twitter Updates? ..... 30

Sending an Update .....	32
Sending an update using the Twitter site .....	33
Tips for managing the 140-character limit .....	34
Typing non-standard characters in Twitter .....	35



Notes on tweet etiquette .....	36
Adding hashtags to create a tweet topic .....	37
Working with Your Updates .....	38
Deleting an update.....	38
Adding an update to your favorites .....	40
Making your updates private .....	40
Downloading All Your Updates.....	42
Working with Replies and Direct Messages Sent to You.....	45
Viewing replies sent to you .....	45
Viewing direct messages sent to you.....	46
Getting an e-mail when you receive a direct message .....	47
<b>Chapter 4: How Do I Follow Other Twitter Users?.....</b>	<b>48</b>
Finding People.....	50
Finding people with Twitter accounts.....	50
Finding someone on another network .....	50
Inviting someone to join Twitter .....	52
Tracking FollowFriday recommendations .....	53
Following People .....	54
Following someone on Twitter .....	54
Following Twitter’s suggested users .....	55
Following a person’s updates via RSS .....	56
Following people who follow you.....	57
Following someone who is following you .....	58
Automatically following someone who follows you.....	58
Downloading your friends’ tweets .....	59
Stopping following someone on Twitter .....	60
Replying, Retweeting, and Direct Messaging.....	60
Replying to an update.....	61
Retweeting an update.....	62
Sending a direct message to someone .....	64
Configuring direct message e-mails.....	66
Configuring your reply settings.....	66
Working with the People You Follow .....	68
Checking out a person’s updates .....	68
Nudging a tweeter .....	68
Blocking a tweeter .....	69



Working with Twitter Bots .....	70
Receiving a reminder message .....	71
Querying the Internet Movie Database .....	71
Getting a map .....	73
Translating text into another language .....	73
Getting a weather forecast .....	73
Returning Amazon data .....	74
Keeping up with the bots .....	75

## **Chapter 5: Can I Use Twitter on My Mobile Phone? ..... 76**

Understanding Twitter's Mobile Phone Feature .....	78
Considering text message fees .....	78
Non-SMS Twitter alternatives .....	79
Twitter's phone numbers .....	79
Activating Your Mobile Phone .....	80
Sending an Update from Your Mobile Phone .....	82
Sending an update from your mobile phone as text .....	82
Sending an update using Twitter's mobile Web site .....	83
Sending an update from your mobile phone as e-mail .....	84
Configuring Twitter to nudge you for updates .....	87
Sending a reply from your mobile phone .....	88
Sending a direct message from your mobile phone .....	89
Protecting your updates with a PIN number .....	90
Following Twitterers on Your Mobile Phone .....	91
Following a person from your mobile phone .....	91
Receiving a person's updates on your mobile phone .....	92
Nudging a person from your mobile phone .....	93
Marking an update as a favorite from your mobile phone .....	94
Retrieving a profile on your mobile phone .....	94
Stopping a person's updates on your mobile phone .....	95
Receiving only direct messages on your mobile phone .....	95
Stopping all updates on your mobile phone .....	96
Sending a Twitter invitation from your mobile phone .....	97
Getting your Twitter stats on your mobile phone .....	98
A Summary of Twitter's Text Commands .....	98
Tools for Managing Twitter from Your Mobile Phone .....	99
Mobile phone applications for Twitter .....	100
TwitterBerry .....	100
TinyTwitter .....	101



Twitterific .....103

Twittelator Pro .....104

More mobile phone applications .....105

Mobile phone Web sites for Twitter .....105

    Dabr .....106

    Hahlo .....106

    PocketTweets .....108

    More mobile phone sites for Twitter .....109

**Chapter 6: How Do I Find Stuff in Twitter? ..... 110**

Running a Basic Search .....112

    Searching with the new Twitter interface .....113

    Searching with the old Twitter interface .....115

    Realtime search results .....116

Performing Advanced Searches .....118

    Performing an advanced word search .....120

        Searching for tweets that include a phrase .....120

        Searching for tweets that include multiple words .....121

        Searching for tweets that include one word or another .....121

        Searching for tweets that exclude a word .....122

    Running an advanced people search .....123

        Searching for tweets from a person .....123

        Searching for replies to a person .....124

        Searching for tweets that mention a person .....126

    Filtering tweets by hashtag .....127

    Searching for tweets by location .....128

    Finding tweets by date .....129

    Locating tweets that contain links .....131

Adding Twitter Search to Your Web Browser .....132

    Adding Twitter Search to Internet Explorer .....132

    Adding Twitter Search to Firefox .....134

Working with Search Results .....135

    Marking a search result as a favorite .....136

    Using a feed to monitor search results .....137

    Sending your search results as a tweet .....138

    Translating a search result to English .....139

Twitter Search Engines and Tools .....141

    Tweet Scan .....142

    Twitterfall .....142



TweetGrid .....	144
Monitter .....	145
TweetBeep.....	146
Twemes .....	147
AskTwiR.....	148
BackTweets .....	149
TweetVolume.....	149

### Chapter 7: Where Can I Display My Twitter Feed? ..... 152

Adding Twitter Bling to Your Web Site .....	154
Adding a Twitter link to your Web site .....	154
Creating a text link .....	154
Creating a Twitter badge link .....	154
Displaying a badge that shows your total followers.....	156
Adding a “Tweet This” link to your Web site .....	158
Adding the Twitter Application to Your Facebook Profile .....	160
Inserting the Twitter Flash Widget on Your MySpace Page.....	163
Displaying Your Twitter Updates on Your Blogger Site .....	167
Including Your Tweets on Your TypePad Blog .....	170
Adding the Twitter widget automatically .....	170
Adding the Twitter widget by hand .....	172
Adding a Twitter Widget to Your Site .....	173
Adding Twitter’s Flash widget to your site.....	174
Adding Twitter’s HTML widget to your site .....	175

### Chapter 8: How Can I Take Twitter to the Next Level?..... 178

Twittering on the Desktop: Twitter Clients .....	180
Raising your Twitter game with TweetDeck .....	180
Getting started with TweetDeck .....	181
Configuring the TweetDeck window .....	184
Filtering tweets.....	185
Monitoring a search .....	186
Creating a TweetDeck group.....	187
Controlling Twitter with twhirl.....	189
Giving twhirl a whirl .....	189
Setting up your Twitter accounts.....	189
Working with tweets .....	191



Posting a tweet.....	191
Navigating twhirl.....	192
Twittering on the Web: Twitter Web Sites.....	193
iTweet.....	194
Tweetree.....	196
Tweetvisor.....	198
Working with Twitter Gadgets and Widgets.....	200
Adding a Twitter gadget to your Windows Sidebar or desktop.....	200
Adding a Twitter widget to your Mac dashboard.....	202
Adding a Twitter gadget to your iGoogle page.....	203
Displaying tweets in Firefox.....	204
<b>Chapter 9: What Tools Can I Use to Extend Twitter? .....</b>	<b>208</b>
Shortening URLs.....	210
Sharing Photos, Videos, and Music.....	214
Sharing photos.....	214
Using TwitPic.....	215
Other photo sharing services.....	216
Sharing videos.....	218
Sharing music.....	219
Posting to Multiple Social Networks.....	221
Getting started with Ping.fm.....	222
Getting your Ping.fm application key.....	223
Configuring twhirl to use Ping.fm.....	224
Posting with Ping.fm.....	224
More Twitter Tools to Play With.....	225
Scheduling tweets.....	225
Following Twitter trends.....	226
Tracking total tweets.....	228
Tracking tweets by location.....	229
Getting your Twitter account ranking.....	230
Displaying your latest tweet on a photo.....	231
Tweeting events to your Google calendar.....	232
Using LinkedIn to track tweets about your company.....	233
Send your blog feed to Twitter.....	233
Glossary.....	236
Index.....	239