

Twitter in an Hour

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Twitter is one option in the world of social networking. It can help you build your reputation as an expert, raise brand awareness and help you connect to potential business and resources. **Twitter should be part of your personal and professional marketing plan.** There is a Risk of Ignoring (ROI) the social media and your place in it. It is worth an hour of your time to learn to use Twitter effectively and efficiently.

Are you using Twitter? Wondering how to get started? How to use it more effectively? Want to keep up but don't have the time? How can you use Twitter to build your brand and find and follow the right people? Do you have a social media policy for your company?

Barbara Talisman has been using the social media to promote her business and her expertise. She has learned to effectively engage her clients and colleagues and found a new network connecting Twitter, Facebook, LinkedIn, her website, blog and newsletter.

Call Barbara to book an hour at your office or any WiFi enabled location before or after work, over lunch, at your convenience. You may also schedule time with Barbara by phone. \$100/hour minimum of one hour.

Group training: Barbara can also facilitate Twitter training for your department, office or select team members. This can be done in your WiFi conference room with an LCD projector or an off-site location.

Hour One – The Basics

In an hour, Barbara can help you use Twitter effectively to:

- 🕒 Brand yourself in the media – learn to be a R.A.T.
- 🕒 Setting up your Twitter profile effectively
- 🕒 Creating a Tweet schedule and plan
- 🕒 Communicate your message using the media – what's your strategy?
- 🕒 Determine who to follow
- 🕒 Invite, find and gain followers
- 🕒 Write and respond to your network using the media

Barbara will take you through the basics of Twitter:

- 🕒 What is it to follow and being followed?
- 🕒 How to communicate in 140 characters or less?
- 🕒 Searching for tweets
- 🕒 Tools that make keeping up effective and easy
- 🕒 Shrinking URLs to share
- 🕒 Creating your Twitter business card

What are:

- 🕒 Retweets - RT
- 🕒 Replies - R
- 🕒 Direct Messages - DMs
- 🕒 Hashtags - #

Tools and Tips:

- 🕒 Scheduling your tweets – no you don't have to tweet all day!
- 🕒 Using Twitter on your Blackberry or iPhone
- 🕒 Connecting to sources and becoming an expert – effectively sharing your knowledge

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Hour Two – Optional and at your request

After the basics or when you want to evaluate where you are and what next steps might be, Barbara can work with you for another hour to increase your Twitter strategy.

- 🕒 Sending messages across your social network – LinkedIn, Plaxo, Facebook – there is a connector!
- 🕒 Using Tweetchat
- 🕒 Tweeting during a conference
- 🕒 Linking back to your website, blog, Facebook
- 🕒 Useful tweet apps of the moment – new ones appear every day, how to find them
- 🕒 How to get recommended and noticed
- 🕒 Measuring your participation
- 🕒 Getting recommended and noticed
- 🕒 Alternate Twitter profiles and why
- 🕒 Reviewing your strategy