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www.microupdate.co.uk
Twitter Checklist

Brief checklist for Twitter integration

Open an account on Twitter – you may need several twitter accounts depending on your profile and business reach	www.twitter.com	☐
Create a shortcut in your browser to multi-posting tool – shareaholic. Allows you to multi-post to many social networking sites with a single click plus uses bit.ly as an automatic URL shortener…	www.shareaholic.com	☐
Sign up for a Bit.Ly URL shortener – this will enable you to track your clicks to your links	bit.ly	☐
Sign up for a FREE Evernote account to keep track of notes within browsers and the desktop	www.evernote.com	☐
Sign up for a FREE dropbox account to store files and other information that you would like to share with your followers	www.dropbox.com	☐
Secure other twitter names that are similar to yours		☐
Sign up for a delicious bookmarking account to share bookmarks and research interesting bookmarks created by others	www.delicious.com	☐
Complete your bio – ensure you enter the purpose of what you are tweeting – you may need several twitter accounts		☐
Create and upload an Avatar or photo – this needs to be inline with your brand image and persona with other social media		☐
Create a Twitter background that fits in	www.twitbacks.com	☐

with your brand image and other social media		
Download and install the relevant Twitter client for your PC platform and preference. Tweetdeck is a desktop client that runs within the Adobe Air environment that can post to multiple accounts, hootsuite is a browser based client that can post to multiple social networking accounts. Hootsuite allows you to track clicks and links.	www.tweetdeck.com / www.hootsuite.com	☐
Create a tweeting strategy to assign times and "what you are going to tweet"		☐
Create your goals and metrics to measure your tweeting and KPI's (key performance indicators)		☐
Email contacts giving them your Twitter details		☐
Link your Tweeting to other social networks such as LinkedIn, Facebook, etc.		☐
Register with Twitterfeed and setup your blogs to tweet automatically to your social networks. Can include other RSS feeds and Blogs. Variable posting times and frequency with lots of options for filtering.	www.twitterfeed.com	☐
Register with Tweetlater and understand how this system works Update: This is now Socialoomph.com and contains a full dashboard of options for managing your social voice.	www.tweetlater.com	☐
Create and use Twellow and Twitter Search to find who you should be following based on your brand / niche and industry. Twellow is an easy way to search for people who you should be following. Twellow can also find local people for you to follow.	www.twellow.com search.twitter.com	☐
Register with Just Tweet so that people can find you. Find other Twitter users just like YOU! Useful information on all aspects of Twitter with comprehensive cateogories and search.	www.twellow.com www.justtweetit.com	☐
Register with Mr Tweet so that your business can be recommended to other people automatically	www.mrtweet.net	☐
Recommend someone on Mr Tweet to get the ball rolling with your account	www.mrtweet.com	☐

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Update / Create your social networking signature for all emails (you may need several email signatures depending on your business)		☐
Register with Twitpwr to keep track of how many people click on your links plus promotion	www.twitpwr.com	☐
Post a minimum of 3-5 tweets per day		☐
Retweet a followers message every day – this ensures loyalty		☐
Post at least 2 tweets per day that are not promoting your business		☐
Ask yourself and your business customers what they would like you to tweet about		☐
If you have a blog (and you should have a blog) then loudtwitter will automatically create a blog entry for you of all your tweets for the day as a posting – works with most blog platforms.	www.loudtwitter.com/	☐
Tweet useful tips and tricks relative to your business at least once per day		☐
Use # hashtags properly	www.hashtags.org	☐
Add a follow me on your website / blog	Justtweetit.com/twitter-graphics	☐
Install the Twitthat toolbar extension	www.twitthat.com	☐
Use Tweetake to back up your followers on a regular basis	www.tweetake.com	☐
Reply to tweets on a regular basis		☐
Create an auto follow and auto reply for new followers asking them something interesting and a call to action statement		☐
Use Twitter Search to monitor people tweeting in your industry / business	Search.twitter.com	☐
Check @ messages regularly and reply		☐
Use the Find People link at the top of the Twitter homepage to find other people to follow		☐
Remember to think about keywords and phrases when posting / tweeting to keep it relevant to your industry		☐
Include your various twitter streams in your blogs and other web related products	www.wordpress.com www.blogger.com	☐
Mark interesting tweets as favourites		☐
Use Twitter Explore to look at the new exploratory stuff that Twitter is producing and use the BLOCKS option.	twitter.com/Explore	☐

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Search for terms and keywords within the actual tweet (rather than then bio) by using this tool	www.tweetscan.com	☐
Track and review your followers and clicks on a weekly basis from bit.ly, hootsuite and other tracking systems.		☐
Browse all the applications that have been created to help you use Twitter in a more productive way for business.	twitter.pbworks.com/w/page/1779796/FrontPage	☐
If all else fails – read the official help documentation ☺	support.twitter.com/	☐
Remember to ask your followers where they found out about your business and why they are following you		☐

If you would like more information about using Social Media and Networking to help improve your businesses voice and audience please contact us:

e: enquiries@microupdate.co.uk
w: www.microupdate.co.uk