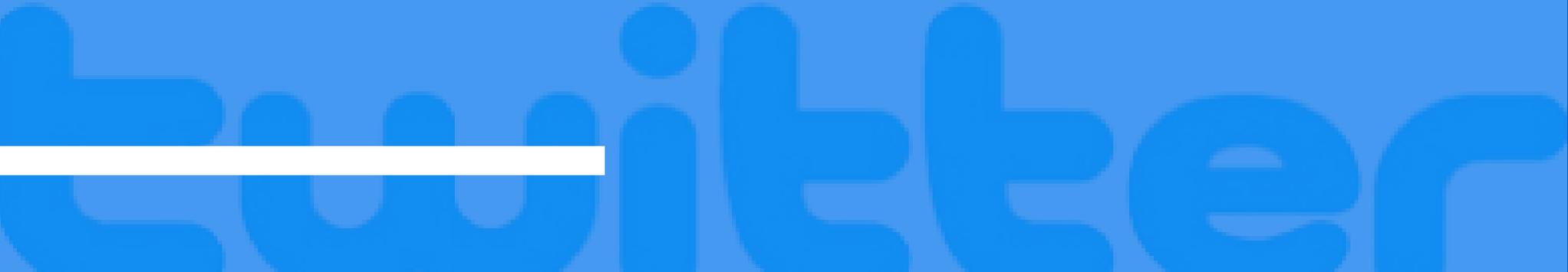


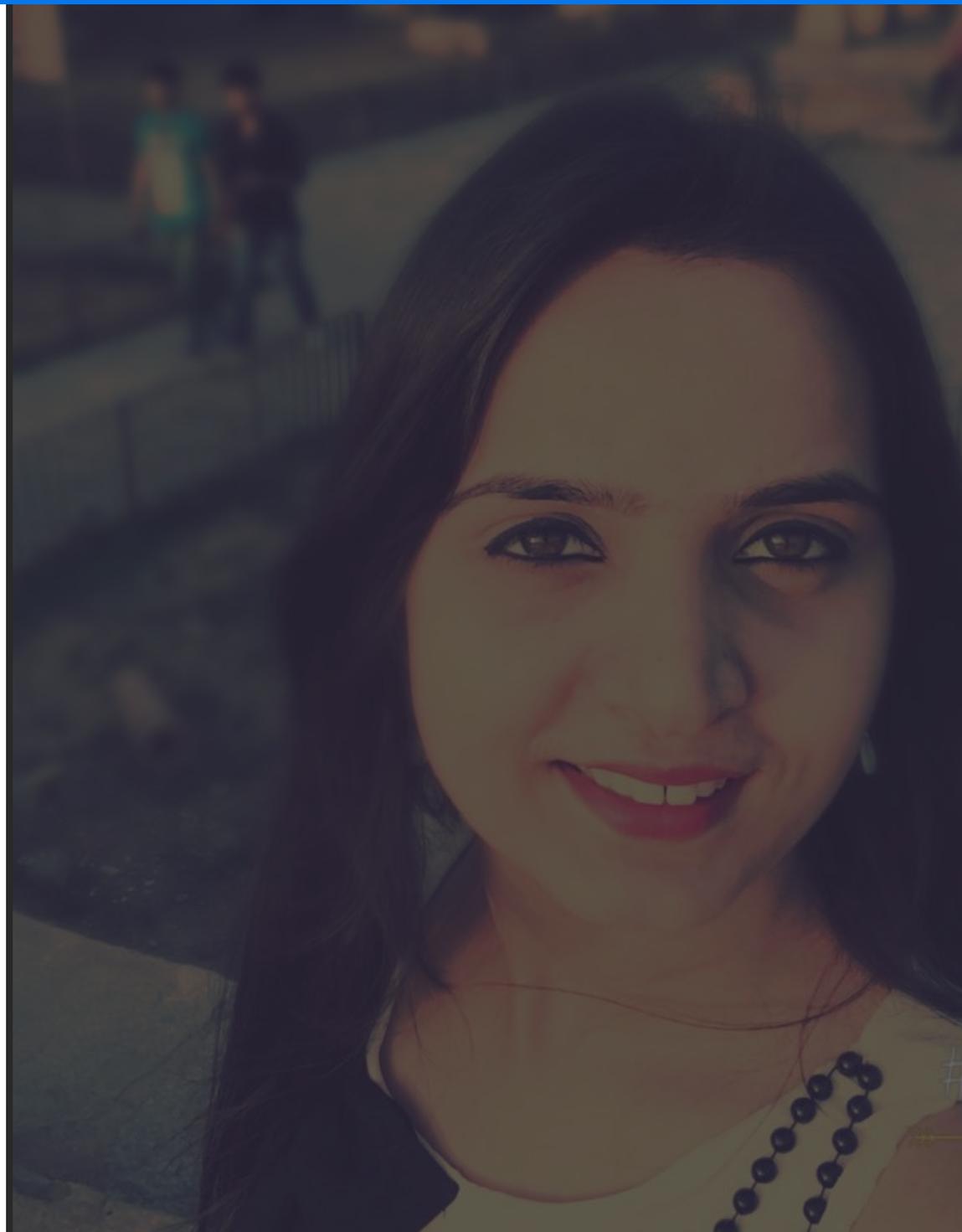
**INTRODUCTION TO
TWITTER**



SUDIPTI DHAWAN

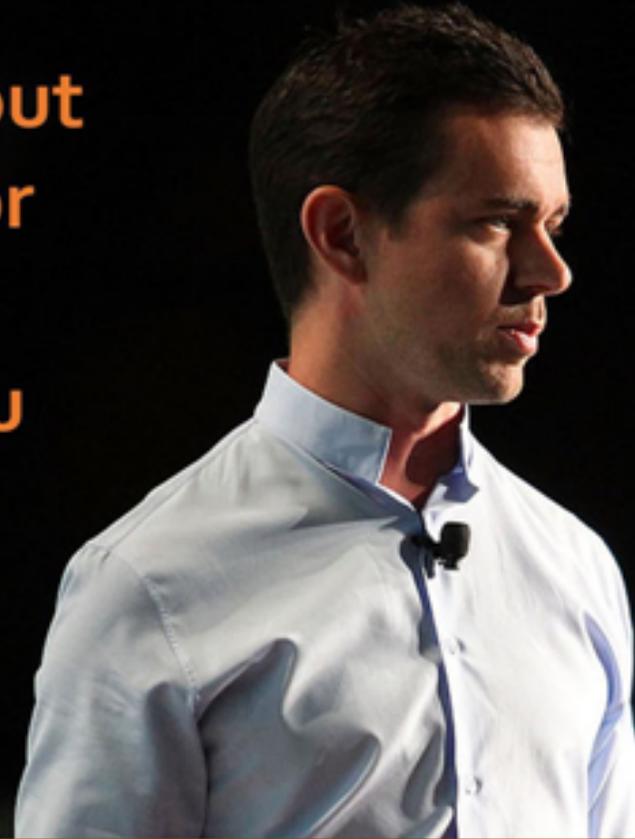
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**“You can worry about
the competition...or
you can focus on
what's ahead of you
and drive fast”**

- Jack Dorsey, CEO, Twitter





Understanding Twitter Trends:

Trending topics get people's attention easily. Trending topic means most talked about topic from the web.

You can see the trends for any location. Just click on Change from your homepage Trends, and write your location. See image on right for your easy understanding. So tweet on trending topics.



TWITTER THIRD- PARTY APPS:

SocialOomph

Unfollowspy

Manageflitter

TweetDeck

Crowdfire



TWEET LENGTH

Keep your tweet shorter. The shorter the better, this is the tweet theory. Although 160 characters is tweet limit but try to tweet within 100-125 characters. Just make your content for tweet, retweet and favorite, and not only for tweet.

USE INTERESTING PICTURE

**A picture is worth more than
thousand words.**

**Just tweet some interesting
pictures.**

MANAGE FOLLOWERS

- Engage followers.
 - Do not follow too many people. No one wants to follow someone following thousands of people with only 10 followers.
 - Retweet interesting posts.
 - Retweet and participate in conversations with people with lots of followers.
 - Realize it is impossible for anyone to read every tweet.
 - When you first join, do not follow hundreds of people, doing this may mark you as a bot.
-

HOW TO MANAGE FOLLOWERS?

If you are following lots of people but don't get follow back? No worry, just unfollow them who are not following you back. Check out the image on right.





CREATE USEFUL AND INTERESTING TWEETS

- **Informative, useful or funny**
 - **Do not post mundane posts**
 - **Add hashtags to your tweets**
 - **Tweet a few times a week or daily**
 - **valuable tweets during the times people will most likely see them**
 - **Use special characters in your tweets.**
- 

USE # TAG:

Using # tag, you can easily find out your keyword related tweets in twitter. If your keyword is Blogging Tips, then just search with #BloggingTips. Thus you can easily find the tweets in which you are interested.

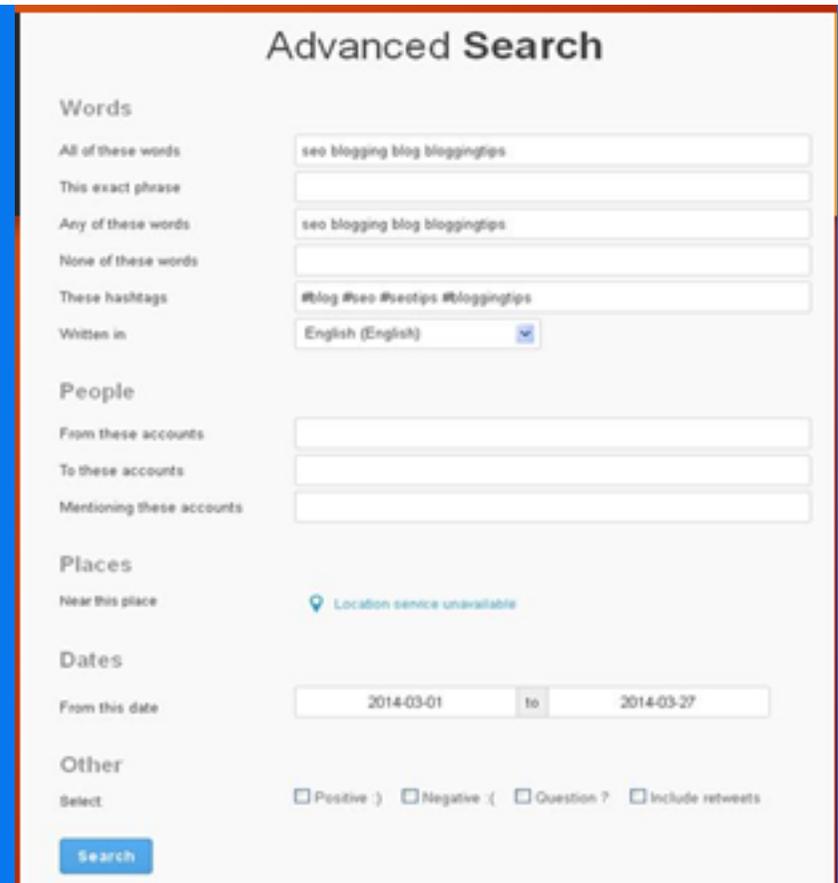


FAVORITE RELATED TWEETS

Do you want to get more followers? So, favorite some tweets everyday which are related to your keywords. When the other guy see you make favorite his tweets, that means you are interested in his/her tweets and the person will surely follow back you.

UTILIZE ADVANCE SEARCH

Using twitter advanced search you can find out a specific topic from twitter. You also can find topics from the specific location. Advanced Search will help you if you want to promote your business in a specific location. See the image on right.



The image shows a screenshot of the Twitter Advanced Search interface. The title is "Advanced Search". The form is organized into several sections:

- Words:** Includes radio buttons for "All of these words", "This exact phrase", "Any of these words", and "None of these words". There are input fields containing "seo blogging blog bloggingtips".
- These hashtags:** An input field containing "#blog #seo #seotips #bloggingtips".
- Written in:** A dropdown menu set to "English (English)".
- People:** Includes radio buttons for "From these accounts", "To these accounts", and "Mentioning these accounts". There are empty input fields for each.
- Places:** A section titled "Near this place" with a location pin icon and the text "Location service unavailable".
- Dates:** Includes a radio button for "From this date". There are date pickers for "2014-03-01" and "2014-03-27" with a "to" separator.
- Other:** Includes a "Select" label and four checkboxes: "Positive :)", "Negative :(", "Question ? ", and "Include retweets".

A blue "Search" button is located at the bottom left of the form.



TWITTER STATISTICS FOR INDIA

NARENDRA MODI
(@NARENDRAMODI)
AMITABH BACHCHAN
(@SRBACHCHAN)
SHAH RUKH KHAN
(@IAMSRK)
SALMAN KHAN
(@BEINGSALMANKHAN)
AAMIR KHAN
(@AAMIR_KHAN)
DEEPIKA PADUKONE
(@DEEPIKAPADUKONE)
PRIYANKA
(@PRIYANKACHOPRA)
HRITHIK ROSHAN
(@IHRITHIK)
AKSHAY KUMAR
(@AKSHAYKUMAR)
PMO INDIA (@PMOINDIA)

THANK YOU!

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