

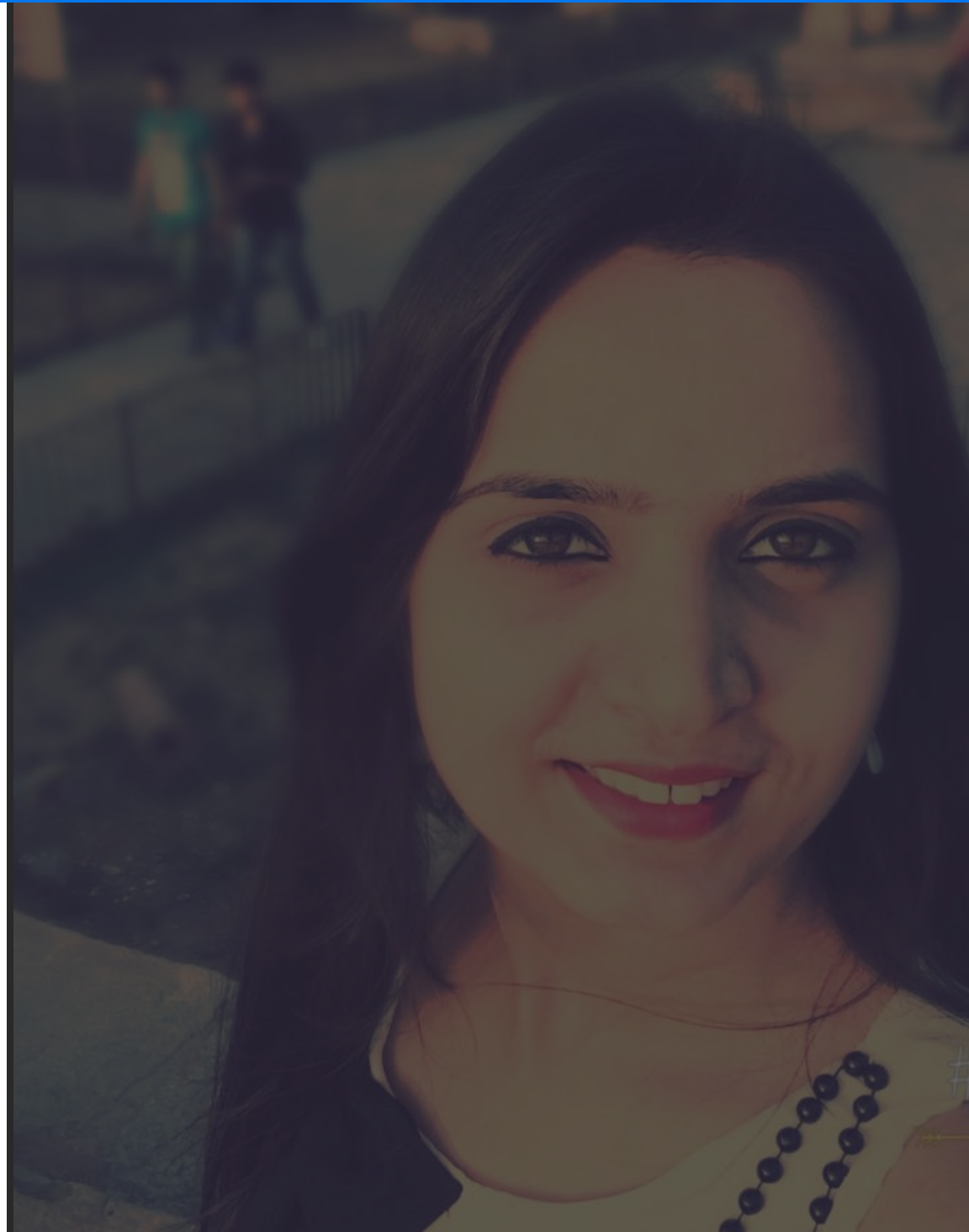
The background of the slide is a solid blue color. In the center, there is a large, faint, light blue Twitter bird logo. At the bottom of the slide, the word "twitter" is written in a light blue, lowercase, sans-serif font. Two horizontal white lines are present: one in the top right corner and one in the bottom left corner.

INTRODUCTION TO T W I T T E R

SUDIPTI DHAWAN

Web Developer
Android Developer
Graphic Designer
SEO / SMM

SudiptiDhawan@gmail.com
+91 9999722117
dynamisers.com



**"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.

The background of the slide is a blue gradient with a collage of newspaper clippings. The clippings are in various languages, including English and Spanish. Visible headlines include "LE VOCI DI DENTRO", "TRAHIS", and "XXXI FESTIVAL".

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.

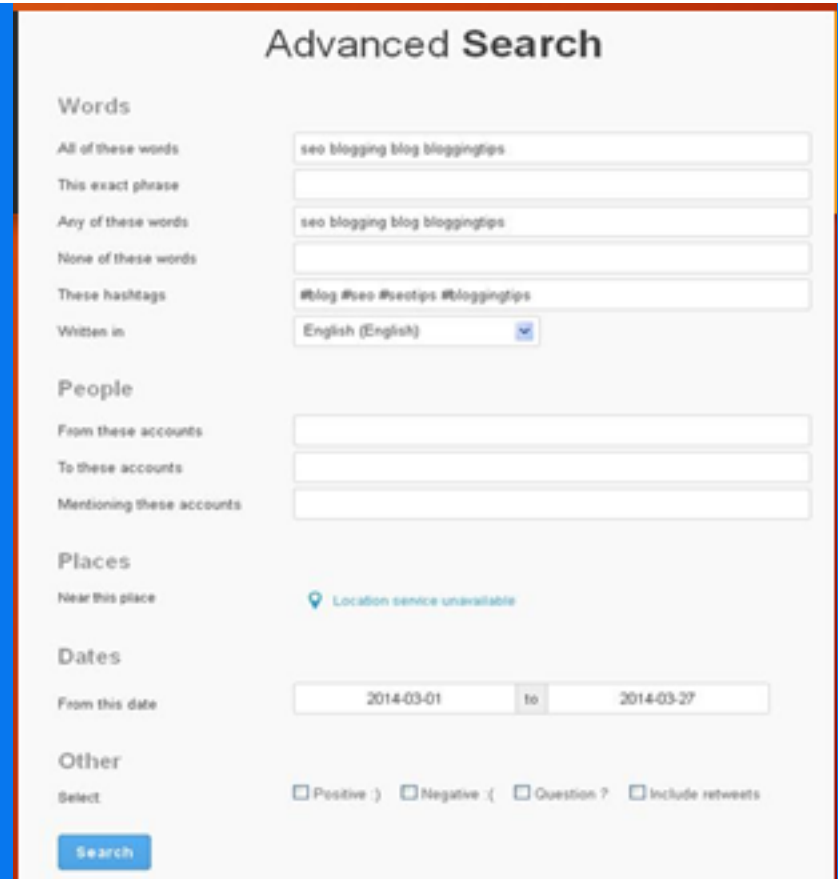


FAVORITE RELATED TWEETS

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 the Twitter Advanced Search interface. It is titled "Advanced Search" and is divided into several sections for filtering search results:

- Words:** Includes options for "All of these words", "This exact phrase", "Any of these words", and "None of these words". The "Any of these words" option is selected, and the text "seo blogging blog bloggingtips" is entered in the input field. There is also a field for "These hashtags" containing "#blog #seo #seotips #bloggingtips" and a "Written in" dropdown menu set to "English (English)".
- People:** Includes fields for "From these accounts", "To these accounts", and "Mentioning these accounts".
- Places:** Includes a "Near this place" field with a location pin icon and the text "Location service unavailable".
- Dates:** Includes a "From this date" field with a date range from "2014-03-01" to "2014-03-27".
- Other:** Includes a "Select" field with checkboxes for "Positive :)", "Negative :(", "Question ?", and "Include retweets".

A blue "Search" button is located at the bottom 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!

SudiptiDhawan@gmail.com

+91 9999722117

dynamisers.com
