

Set up a business account on Twitter, Facebook, YouTube .

Twitter Success: Beginner's guide to setting up a business account on Twitter, Facebook and YouTube

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# **Twitter for Success**

Beginner's guide to setting up a  
business account on Twitter, Facebook  
and YouTube

By Shelly Cone

# Twitter for Success

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# Twitter for Success

## The World of Social Networking

You already know the Internet is a world wide way to get in touch with just about anyone. The benefits are plentiful. You have a question at 2 a.m. you can log on to the Internet and get the answer. You are debating with friends on a subject—what's the one way to put an end to the debate definitively? Check the Internet.

Increasingly people are finding other ways to use the Internet to their advantage. Socially, the Internet has proven to be not only an interesting way to pass the time but also beneficial. Businesses too have tapped into the wonders of the net and its social media.

The internet has brought people together in ways never imagined and even now someone is developing a new way for people to use the internet to get information, to discuss ideas, make money, and interface. Welcome to the world of Social Media. Social media is a term that is hard to define specifically. Social Media is made up of all the different tools we use online to communicate, regardless of what our intent is for that communication.

On the other hand, Social Networking is what we do with Social Media. It's just like networking in person only you are doing it online. It's all the groups that you interact with or reach online. And increasingly everyone is doing it.

If you are interested in social networking you are making an important step in reaching your audience in what is becoming a preferred and convenient way to communicate. For instance take these stats from Facebook.com:

Facebook has more than 200 million active users with 100 million of them logging on at least once a day. The average user has 120 Facebook "Friends". More than 8 million users become "Fans" of business, celebrity or band pages each day.

This eBook was designed to help anyone—from the Twitter Tewbie or Facebook Freshy—learn the basics of setting up an account and incorporating these tools into your overall marketing plan. By the time you are finished reading this you should have been able to set up an account on each of these sites and learned your way around. You will also be able to integrate these accounts in the most basic way.

There are certainly more advanced ways to use these tools, but this book will be a guide to get you started and feeling comfortable entering the world of Social Networking.

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## Why Twitter?

For some time now Twitter has been an interesting study in that it has quickly gained popularity yet its founders have struggled to find a profitable business model. Yet, businesses have been able to use Twitter to boost their bottom lines.

Most recently the civil unrest in Iran has shown us how powerful a tool the Internet can be and specifically Twitter. The power is certainly obvious and has become more so when Iranian officials attempted to shut down communication with the outside world and reporters and bloggers used Twitter to get the message out about what was really going on in Iran.

If Twitter can be used to get the message out about unrest in another country, what can it do for your business? The truth is, a lot. Twitter is a social networking site that allows you to convey a thought in 140 characters or less. The limit tests your master of brevity for sure but there is still a lot that can be said in that small bite whether you are a business announcing you've started a new website and inviting people to check it out or whether you are an individual communicating to your friends that you just landed at Newark airport.

## How to Set Up a Twitter Account

Setting up an account is a fairly straight forward process and takes just a few minutes. In your web browser go to [www.Twitter.com](http://www.Twitter.com). You will see the Twitter homepage which looks like this:



Click on the green button on the bottom center of the page that says Get Started—Join!

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