

Twitter links

(Note: to see more links, join my Delicious network—<http://delicious.com/wordworker>—and follow me on Twitter @Fritinancy.)

The basics

1. The Why of Twitter <http://is.gd/pKPY>

– Clear, concise, conversational explanation by an excellent writer who uses Twitter for personal and business purposes.

2. The How of Twitter <http://is.gd/pKQ8>

– Better alternatives to Twitter.com.

3. Twitter was designed by deer <http://is.gd/pKRm>

From a post on a LinkedIn group: “LinkedIn was designed by park rangers trying to tell the deer where to walk. When the deer step outside the lines set down by the park rangers, the rangers yell at them. ... Twitter has no lines. Deer walk in any direction they want, but only 140 steps at a time.”

4. Twitter is what you make it (by David Pogue, New York Times technology columnist): <http://is.gd/jfSt>

5. How to use Twitter like a pro, or at least better than David Pogue: <http://is.gd/pLa6>

6. How Twitter can make you a better (and happier) person (by Zappos CEO Tony Hsieh) <http://is.gd/hcZ0>

7. Twitter in plain English (video): <http://www.commoncraft.com/twitter>

For more advanced Twitter users

8. Twenty Twitter applications everyone should be using: <http://is.gd/pG7G>

9. Ultimate guide for everything Twitter: <http://is.gd/oF6o>

- Alphabetized glossary of applications; instructions for incorporating Twitter into your website and blogs.

Twitter for business

10. Get Ready! Social Media for B2B Companies: <http://is.gd/pL1m>
11. Ten ways Twitter can boost your online business <http://is.gd/pKUB>
12. How to find a job on Twitter (from Mashable): <http://is.gd/ndja>
13. Yes, CEOs should Facebook and Twitter (Forbes.com):
<http://is.gd/mY5O>
14. Using Twitter for job search: <http://is.gd/fUpr>
15. Twitter: The how to get started guide for businesspeople:
<http://is.gd/iQ6k>
16. The Online Watering Hole: If You're Not on Twitter You're Missing Out on a Chance to Help Your Career: <http://is.gd/hjhv>

- Aimed at Millennials in advertising but pertinent for everyone in business.

17. Building a Twitter community, one follower at a time:
<http://ioncorporation.com/blog/?p=923>

Twitter for nonprofits

18. How some nonprofits use Twitter (by Betsy Harman, expert in online fundraising and email marketing): <http://is.gd/eeC2>
19. Twitter is my village (includes examples of fundraising):
<http://is.gd/gb4m>
20. Ten Creative Uses for Twitter (fundraising, locating missing children, more): <http://is.gd/cRDg>

Twitter for writers and editors

21. Twitter tips + 25 good follows for writers (Maria Schneider, Editor Unleashed): <http://is.gd/mryx>

22. Twitter tips + 25 good follows for freelancers (Maria Schneider) <http://is.gd/gCbm>

23. How to build your Twitter cred (valuable for non-writers, too!): <http://is.gd/pLOg>

TIP: Check out these alternatives to Twitter.com for posting, reading, and organizing updates:

<http://twhirl.org>

<http://tweetdeck.com>

<http://itweet.net>

All run unobtrusively in the background while you're working on something else; automatically refresh; and have built-in retweeting and link-shortening tools (which Twitter.com lacks). Twhirl and TweetDeck give you audio cues when new updates arrive; TweetDeck allows you to group your followers: for example, people in government, marketing contacts, people in EBWIBR.

For phones:

Tweetberry (for BlackBerry)

Hahlo, Twitterlator, or Twitterrific (for iPhone)

If you use Firefox:

Download Power Twitter: adds helpful features, like link-shortening, photo upload. When you mouse over followers' avatars, a short recent history of their tweets pops up. <https://addons.mozilla.org/en-US/firefox/addon/9591>