

Chapter 4: Using Twitter with Other Social Media Marketing

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- ✓ Drawing Twitter followers to your Web site
- ✓ Linking Twitter to Facebook

If you're on Twitter for more than just fun and entertainment, you have other social media. You most likely also have a Web site, a blog, and a presence on Facebook. You can use your social media outlets to feed off each other. You can use Twitter to draw attention to your Facebook fan page, your blog, and your Web site.

In this chapter, we show you how to accomplish these tasks and seamlessly dovetail Twitter into your other forms of social media.

Combining Your Blog with Twitter

You have a blog and you tweet. Ain't that tweet? (Sorry — we couldn't resist.) When you have a combination of the two, you can use your Twitter messages to feed your blog, as we show you in the next section, and you can also augment your WordPress blog with your tweets by using WordPress plug-ins.



The plug-ins we cover are up-to-date and work with the latest version of WordPress (3.0 as of this writing). A newer version of WordPress will most likely be available by the time you read this book. Make sure that any plug-in you use is still compatible with the current version of WordPress. Follow the developer's instructions to install and use the plug-in.

Here are some Twitter WordPress plug-ins you may find useful:

- ◆ **Elitwee MyTwitter:** Displays your recent Twitter posts in the sidebar and has its own section in the Settings area of the dashboard. After configuring the plug-in, you add it from the Widget section of the dashboard. Find it at <http://calvinf.com/projects/elitwee/mytwitter>.

- ◆ **Tweet This:** Adds to every post a Twitter icon that lets blog visitors retweet the post URL. You can find more information and download the plug-in at <http://richardxthripp.thripp.com/tweet-this>.
- ◆ **Wickett:** Displays your latest Twitter post in the sidebar of your blog. You can download the plug-in and find additional information at <http://wordpress.org/extend/plugins/wickett-twitter-widget>.

You should also have an easy way for people to connect with your Twitter account and other social media outlets. You can set up text links in your blogroll, for example, and, if you're adept at using HTML code, add a Twitter icon that's a hyperlink to your Twitter page.

Using Twitter to Draw Traffic to Your Blog

If you maintain a blog, you work hard to write useful information in a timely manner. You also tweet regularly. It's perfectly okay to combine the two, as long as your Twitter posts are informative and not thinly disguised advertisements for your business. Of course, your blog posts also need to be timely and informative with the goal of establishing yourself as an expert in your field. If you do your work well on Twitter and write good blog posts, the rest will follow.

Here are a few different ways to use Twitter in conjunction with your blog or podcast:

- ◆ **Announce a new blog post or podcast episode.** Tell your followers what the blog post or podcast episode is about.



Time your tweets when your followers are active. Sending the information about your new blog post a couple of times is also a good idea, as long as you don't broadcast it every hour on the hour. Your followers will quickly lose faith and perhaps unfollow you.

- ◆ **Solicit suggestions for your blog or podcast.** If you have loyal followers who also visit your blog site, send select followers (the ones who know you well) a direct message asking what they want to see in your next blog post.



- ◆ **Create a Twitter poll at www.twtpoll.com to find information.** You can also set up a column in TweetDeck to monitor a specific topic. In no time, you have fodder for quite a few blog posts, as shown in Figure 4-1.

twtpoll :: feedback tool for creating online polls and surveys - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://twtpoll.com/new.php?top=1

twtpoll

home | branded polls | follow the founder | follow @twtpoll | contact us
Create a poll / survey | Find polls | Pricing | Support/FAQ

Sign in

Create a Poll

Click here to create a survey instead.

Did you know you can now collect **demographics** from the people answering your Twtpolls?

- Filter results by gender, age, education, ethnicity, marital status, income.
- Collect the name, email, phone number or twitter handlers of your responders.

Click here to learn more or sign in! See an example

To create a poll, simply fill in the following form.

Twitter name? @your_twitter_name

Type of question? Essay Comment See examples

Question? What would you like to see for my next photography blog post? 79

Question about an Image / Video? Click here to add a link!

Add a closing date/time?

Allow multiple votes per IP address
Choose this only if you're conducting a poll to people on the same network.

Figure 4-1:
Using a
Twitter poll
to solicit
suggestions
for your next
blog post.

Using Twitter to Draw Traffic to Your Web Site

If you have no blog but maintain a Web site, you can use Twitter to draw traffic to the site. And we don't mean that you can send a tweet saying, "Check out my Web site at www.mywebsite.com."

When you post new information about your services or products on your site, you send a tweet whenever you

- ◆ **Update your FAQ page or tips page.**
- ◆ **Run a promotion or sale.**



Sweeten your offer for Twitter followers. Offer to all your followers or to the next ten followers who send you a direct message, for example, a discount code through Twitter. Word will get out and you'll end up with more followers, and perhaps more business.

- ◆ **Answer questions from a follower with information from your Web site.**

If you have the answer to the follower's question in a Web page or a blog post, tell the follower that the answer can be found at a specific blog post or Web page.



When you send tweets about your Web site, follow these suggestions:

- ◆ **Make sure your initial tweet contains fewer than 120 characters.** This length gives loyal followers room to retweet your tweet with their own message to their followers. When lots of your tweets about a blog post or Web site page are retweeted, you end up with more traffic on your Web site. The more, the merrier.
- ◆ **Make sure your link works.** Use TinyURL (www.tinyurl.com) or bit.ly (www.bit.ly) to shrink the URL into something that fits easily into a Twitter message. If you use TweetDeck (see Book IV, Chapter 3) to send tweets, your URL is automatically shortened. Always go the extra mile, though, and copy and paste the shortened URL into a browser to ensure that it's functional and leads followers to the right page. If you use bit.ly to shorten your URL, you can track the number of click-throughs.
- ◆ **Tweet when your followers are online.** If you tweet about your Web site several times a day, make sure that each tweet has new and relevant information. If you don't, your followers quickly become bored and unfollow you.



Your Web site is viewed by people who may not be on Twitter. Or, perhaps they are on Twitter and aren't aware that *you're* on it. You can easily remedy this problem by including icons to all your social media outlets with direct links to your social media pages, as shown in Figure 4-2. If you aren't a Web guru or you aren't conversant with HTML, tell your Web designer what you want to do.



Figure 4-2:
Add social media icons to your Web site.

Getting Goodies from Twitter

In Book IV, Chapter 3, we mentioned cool stuff you can do with third-party applications and Web sites. But wait — there's more! Twitter has a bunch of cool goodies that you can use in conjunction with your other social media that come in two flavors: button and widget.

The buttons are something you tackle if you're conversant with Web design. Widgets give you the capability of displaying your Twitter updates on your Web site and are fairly easy to integrate on your Web site.

Adding widgets to your Web site

When you want to display your tweets on your Web site, you use a widget.

To add a Twitter widget to your Web site, follow these steps:

1. **Log in to Twitter.**
2. **Click Settings.**
The Settings page appears.
3. **Click the Connections link on the right side of the page**

The Goodies page appears, as shown in Figure 4-3.



Figure 4-3:
Get your
red-hot
goodies.

4. Click the Widgets link.

The Select Your Widget page appears.

5. Click the My Website link.

The page refreshes to show you the options available for your Web site, as shown in Figure 4-4.



Figure 4-4:
A widget
for my Web
site.

Here are your options:

- *Profile*: Lets you display your most recent tweets on your Web site
- *Search*: Lets you keep Web site visitors informed about current events by displaying Twitter search results for five events or conferences
- *Faves*: Lets you show off your favorite tweets
- *List*: Lets you put a list of your favorite tweets on your Web site.

Everything except the Profile widget directs your Web site visitors to someone else's tweets, so we let you explore them at your leisure. The following steps show you how to add a Profile widget.

If you aren't familiar with cutting and pasting HTML code into a Web page, consult your favorite Web designer for help.



6. Click Profile Widget.

The Settings section for the Profile widget appears. If you're logged in, your username should appear.

7. Click Preferences.

The Preferences section for the Profile widget appears, as shown in Figure 4-5.



Figure 4-5:
Setting preferences for the Profile widget.

8. Set these preferences:

- *Poll for new results:* Your widget can poll for new tweets. We recommend not using this option unless you tweet 24/7.
- *Include scrollbar:* Include a scrollbar with the widget if you're displaying lots of tweets. A scrollbar on the side of the widget lets users scroll and view all displayed tweets.
- *Behavior:* Load all tweets and then choose the number to display or choose a timed *interval* — the number of tweets that occur before the display refreshes. If you choose the latter, you have the option to poll tweets and choose the interval between displayed tweets.

- **Number of tweets:** Choose the number of tweets to display from the drop-down list. This option isn't available if you choose a timed interval.
- **Display Avatars:** Choose whether to display an avatar next to each tweet.
- **Show Timestamps:** The timestamp shows when the tweet was created (the default setting). Disable this option if you tweet infrequently.
- **Show Hashtags:** Display hashtags that are in a tweet. Disable this default option if you don't want to display hashtags.

9. Click Appearance.

The appearance options for your Profile widget appear, as shown in Figure 4-6.



Figure 4-6:
Choose colors for your Profile widget.

10. Choose color options.

You can enter the hexadecimal code for the color, if you know it. If you don't know hexadecimal code, ask your Web designer to do it, or click the color swatch and mix your own color.

11. Click Dimensions.

The dimensions options for the widget appear, as shown in Figure 4-7.



Figure 4-7:
Setting
widget
dimensions.

12. Accept the default measurements or enter your own.

This task may be another one for your Web designer to handle. If you try to stick a big widget into a small space, you blow out your Web design (and your Web designer won't be happy).

Choose Auto Width to resize the widget to the space in which you place it.

13. Click Test Settings.

The widget refreshes to show you what it will look like with the current settings applied. If you don't like what you see, click the applicable option to change the settings.

14. Click Finish & Grab Code.

The code to enable the widget in your Web site appears in a window, shown in Figure 4-8. Alternatively, you can click the Add to Blogger button if you have a blog hosted by Blogger.

15. Copy and paste the code into a section of your Web page.

You have a widget, as shown in Figure 4-9.





Figure 4-8:
Grab the code, dude.



Figure 4-9:
Displaying tweets on a Web page.

Display your tweets on your Web site.

Linking Twitter to your Facebook page

If you have fans on Facebook who aren't Twitter users, you can post your updates on your Facebook wall for your fans to see. After you do this, every public message you send on Twitter shows up on your Facebook wall.

You can add your tweets to your Facebook wall by following these steps:

1. **Log in to Twitter.**
2. **Click Settings.**

The Settings page appears.

3. **Click Goodies at the bottom of the page.**

The Twitter goodies appear.

4. **Click Facebook.**

The Facebook options appear. As of this writing, the only option is Facebook Application.

5. **Click Facebook Application.**

The Facebook application options appear, shown in Figure 4-10. As of this writing, only one option is available.



Figure 4-10: Adding Twitter to your Facebook page.

6. Click Install Twitter in Facebook.

Your tweets now appear on your wall, as shown in Figure 4-11.

Figure 4-11:
Your Twitter
tweets
appear on
Facebook.

