

How To Manage Your Connections on Twitter: Follow & Following

Growing and managing your Twitter followers is very important.

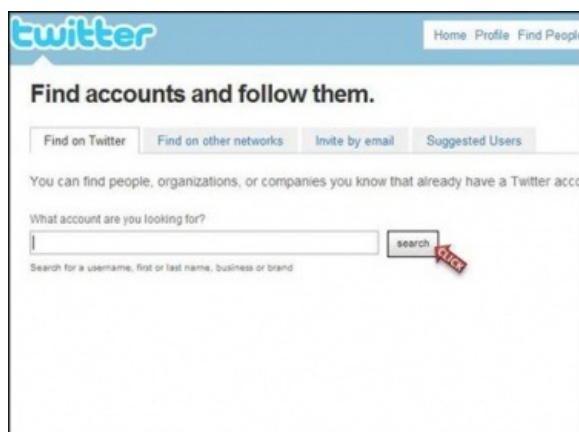
Step 1: Step1: Identify Who to Follow

Once you are signed into your Twitter account, click on “Find People”. This will take to a page where there are several options to find people or organizations that you would want to follow.



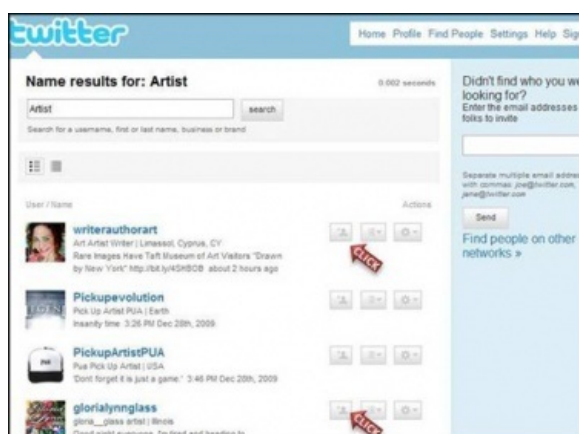
Step 2: Search the Twitter Database

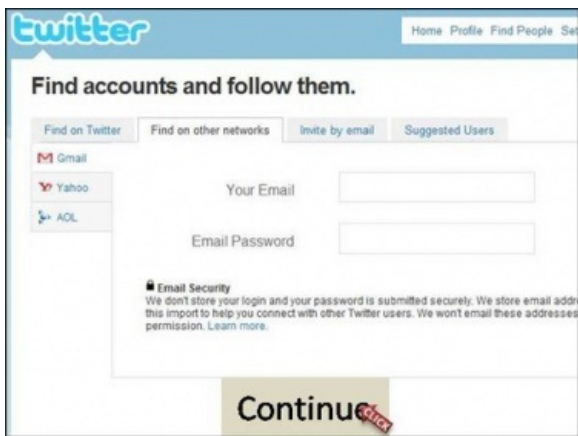
Start to find interesting people or organizations by searching with keywords. Some keywords for an art related area would be “Artist”, “Fine Arts”, “Painting”, “Art Organizations” and so on. Explore with any keyword and click on Search.



Step 3: Follow Anyone You Choose

Your results will give you a list of people or organizations from the keyword search. Spend some time to learn about each search result by clicking on each User/Name. Once you like somebody that you want to follow click on the follow button as shown. Now you are following this person or individual and you are able to see their tweets (messages).





Step 4: Find People You Know from Your E-mail Accounts

This is an easy way to find all the people you already know who have Twitter accounts. Click on the e-mail account you have and fill in your e-mail address and the password associated with this e-mail address and click on “continue”. This will result in a list of Twitter account holders whom you already know.



Step 5: Select Who to Follow From Your Friends List

This screen will list all the people you know who have a Twitter account. Select the little box next their name if you want to follow them and click on “Follow”. Now you are following them with one click. Let’s find other ways to follow.



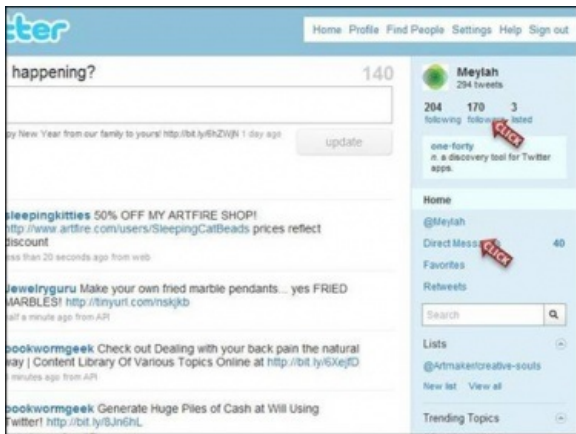
Step 6: Find Others by E-mail Address

Many times our contact list on an external e-mail service may not be complete. This step will help in finding people who you know but could not find through Steps 4 & 5. Click on “Invite by email” tab. In this step, enter all the e-mail addresses you have in the box and click on “Invite”. This will list the ones who are already on Twitter and sent an invitation e-mail to the ones who are not on Twitter yet.



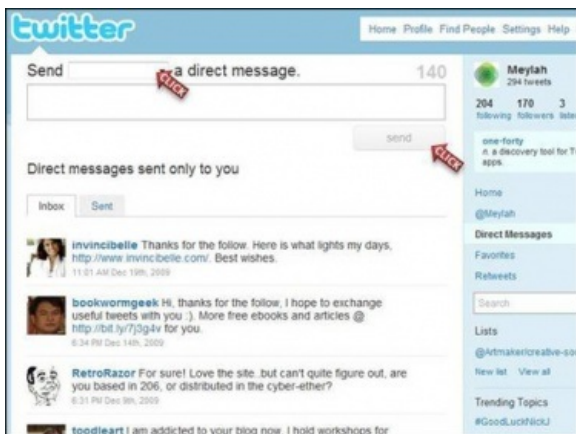
Step 7: Suggested Users

The "Suggested Users" tab is useful to find the most popular people or sites that we may not have thought about. Scroll through the list and check on the little box if you want to follow them and click on "Follow". Now you are following them. This is a great start on following people and organizations. This will also result in people and organizations following you. The next step is how to manage those who are following you.



Step 8: Manage Your Followers

There are simple steps to follow in order to connect with all the people who have decided to follow you. In order to get started, see who is following you, click on "Followers". This will list all who are following you. You can learn more about them by clicking on their image or highlighted name. The first thing that you can do is thank them for following you. This can be done by clicking on "Direct Messages". This will lead to a page where you can see all the direct messages that you have sent or received.



Step 9: Send a "Thank You" Message for Following

One of the first things to do in terms of proper Twitter etiquette is the thank everyone who has decided to follow you. To do this click on the list of followers as shown and select the name. Type in a short message of less than 140 characters which is personal and click on "Send". You made a good friend who knows that you appreciate the follow.



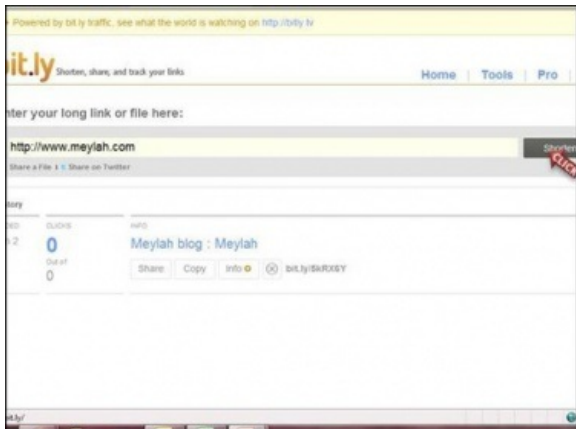
Step 10: Replying and Retweeting

Another way to build relationships is to "Reply" to a tweet. Replying to a tweet is a direct response to the person who sent the tweet. If you want to share this information with everyone who follows you, you can click on "Retweet". This establishes a relationship with the person who you are following and you are sharing good information or resources with everyone who is following you.



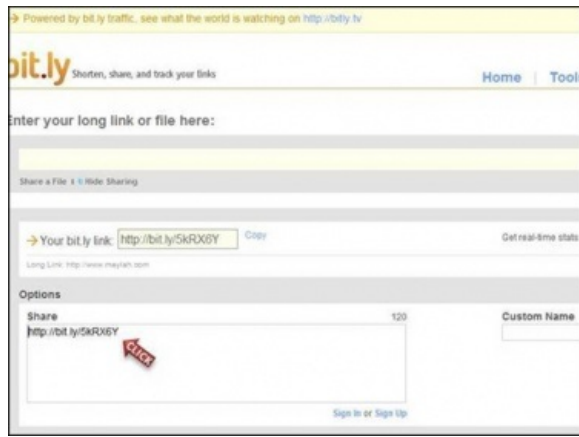
Step 11: Knowing Who is Retweeting What You are Sharing

To see who is retweeting your tweets is important. This gives you an idea of what information is useful. Click on "Retweets" and click on the "Your tweets, retweeted" tab. This is another way to build stronger connections by sharing good information with your community.



Step 12: Sharing Information from the Web on Twitter

Another way to build strong relationships and increase followers is to find good information online and share it on Twitter. Let's say you found a great resource online and want to share it on Twitter. You can copy the URL of the site and paste it on Twitter. Since the messages are limited to 140 characters, we need to shorten the URL to leave some room for you to include a message. One way to do this is to go to bit.ly and type in the URL or paste the URL that you want to shorten and click on "Shorten".



Step 13: Shortened URL to Share

Now you have a short URL (~20 characters) which leaves you with about 120 characters to say something about what you are sharing. Copy the shortened URL and paste it into your Twitter message box. You can use the same process to share shortened URLs in your e-mail as well.