

MEQUODA PRO LIVE

Twitter for Editors

Discover the tricks and techniques that the top twenty publishers on Twitter all have in common

#meqtwit

Today's Host



Kim Mateus

Educational Services Director

Mequoda Group

Kim@Mequoda.com

Today's Speaker



Amanda MacArthur
Social Media Specialist
Mequoda Group
Amanda@Mequoda.com

Twitter = Reality Show



Your Core Goals














- Send more traffic back to your website
- Create more leads, sales and email signups
- Solicit and join conversations
- Establish yourself as an expert in your niche
- Discover what your competitors are doing
- Use the right “netiquette” when interacting













How to Make It Happen

Step #1:
Do a Twitter Audit

Twitter Audit

wefollow

Knitter		456 Users
Most Influential		Most Followers
#1	 knitgrri Author, Editor, Designer, Snarky.	4,638 followers + 48 NEW
#2	 SpunkyEclectic omg. you guys just would not believe.... All you nice people, I adore yo...	1,558 followers + 8 NEW
#3	 ShepherdSusie Former network news producer turned shepherd.	1,670 followers + 8 NEW
#4	 PhatFiber Organizer of Phat Fiber, a monthly sampler box full of goodies!	1,229 followers + 1 NEW
#5	 insubordknit Half is really quite a bit of (knit)wit.	1,071 followers + 11 NEW
#6	 Beaniebanks a spinning knitting addict	1,211 followers
#7	 MarnieMacLean Domestic goddess, semi-nerd and knitwear designer, suffering from early...	1,676 followers + 9 NEW
#8	 fyberspates Hand dyer and yarn queen	898 followers + 6 NEW
#9	 Chic_Knits I love clothes and design knitwear!	1,009 followers + 9 NEW
#10	 laylock Knitter, writer, photographer, designer. Betimes I tweet knitting patter...	546 followers + 1 NEW
#11	 SusanBAnderson Author of Itty-Bitty Hats, Itty-Bitty Nursery and Itty-Bitty Toys, mothe...	1,290 followers + 20 NEW
#12	 theknittingyarn Self-taught knitter who first learned multitasking while knitting, readi...	881 followers + 24 NEW
#13	 AnnieKints	1,272 followers

Hr		578 Users
Most Influential		Most Followers
#1	 hrbartender Workplace tips and advice served up in a friendly place.	9,609 followers + 53 NEW
#2	 lruettimmann Career Advisor. Human Resources Chick. Pixie of the Apocalypse.	12,714 followers + 110 NEW
#3	 steizner Deep voiced HR and careers warbler. Puppy father of two and husband to @...	8,056 followers + 124 NEW
#4	 TrishMcFarlane HR strategist & practitioner/ HR Blogger, HR & new Media speaker & consu...	5,806 followers + 105 NEW
#5	 thelance Community and Writer for ERE Media and Blogger at Rehaul.com. Loves bein...	3,589 followers
#6	 CIPD The Chartered Institute of Personnel and Development (CIPD) is Europe's...	9,572 followers + 85 NEW
#7	 theredrecruiter My... Passion = Creativity, Background = Recruiting, Work = Culture Br...	20,870 followers + 202 NEW
#8	 ChinaGorman Business leader, public speaker, free agent and supporter of all things...	4,944 followers + 61 NEW
#9	 SteveBoese HR Technology Instructor, Co-Host of HR Happy Hour Show on BlogTalkRadio...	5,924 followers + 42 NEW
#10	 HRConnector Helping HR connect on Twitter and bringing you key HR news.	4,215 followers + 42 NEW
#11	 sharilyn_lauby Author @HRBartender blog, Contributing Writer at Mashable, President @IT...	6,802 followers + 43 NEW
#12	 jimstroud I train. I speak. I blog a lot. My focus? Recruiters and Job Seekers. Le...	10,177 followers + 18 NEW

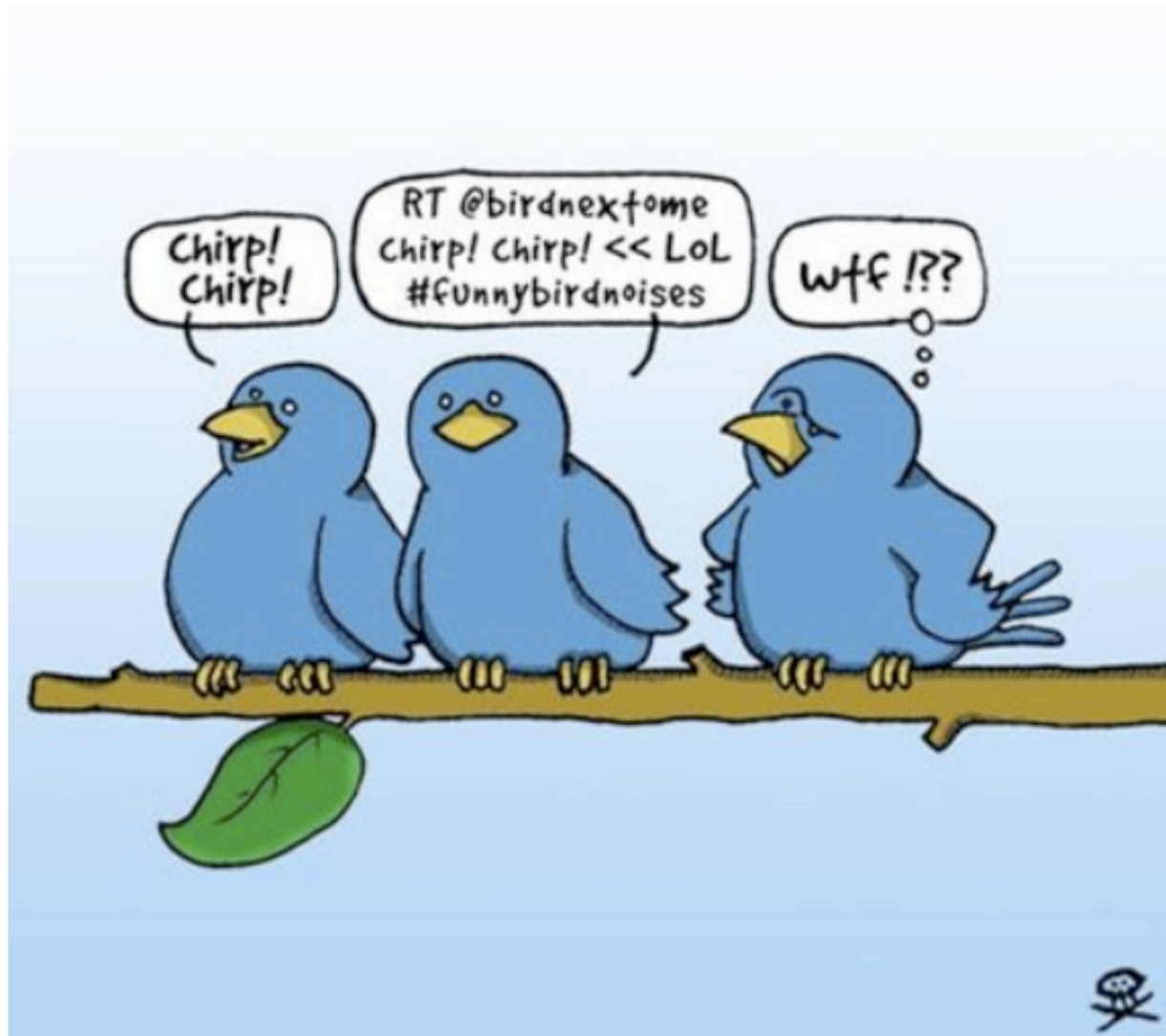
Take a Look Around

RANK	NAME	HANDLE (@)	FOLLOWER COUNT 10/10	FOLLOWER COUNT 01/11	%CHNG
1	People	PeopleMag	2,209,969	2,318,166	4.67%
2	Time	Time	2,208,819	2,315,393	4.60%
3	InStyle	InStyle	1,788,266	1,866,412	4.19%
4	Women's Wear Daily	WomensWearDaily	1,667,169	1,698,075	1.82%
5	Entertainment Weekly	EW	1,445,083	1,485,837	2.74%
6	Newsweek	Newsweek	1,277,589	1,319,277	3.16%
7	Life	Life	1,281,178	1,297,140	1.23%
8	Health	GoodHealth	1,265,981	1,288,508	1.75%
9	Wired	Wired	632,791	727,072	12.97%
10	TV Guide	TVGuide	616,311	654,137	5.78%
11	The Economist	TheEconomist	425,733	577,396	26.27%
12	People Style Watch	StyleWatchMag	518,607	563,063	7.90%
13	Elle	ElleMagazine	429,343	559,453	23.26%
14	The New Yorker	NewYorker	373,155	526,763	29.16%
15	Good	Good	449,040	497,450	9.73%
16	National Geographic	NatGeoSociety	367,866	480,628	23.46%
17	Teen Vogue	TeenVogue	376,699	478,513	21.28%
18	Harvard Business	HarvardBiz	295,293	385,985	23.50%
19	Us Weekly	UsWeekly	274,911	329,050	16.45%
20	Marie Claire	MarieClaire	245,526	314,375	21.90%
21	Nylon	NylonMag	252,964	303,224	16.58%
22	Sports Illustrated	SI_24seven	286,957	292,197	1.79%
23	W	WMag	213,151	261,631	18.53%
24	Fortune	FortuneMagazine	N/A	256,755	N/A
25	Rolling Stone	RollingStone	178,864	255,740	30.06%

Source: FOLIO: 2/2011

Step #2:
Learn Your Lingo

Learn to Interpret the Lingo



Does This Make Sense to You?




Win a trip to ARIA Resort & Casino in
#Vegas! Follow @Orbitz & RT this msg
to enter. <http://ow.ly/3M9XN> - Erin
#giveaway

How About Now?



Step #3:
Write Better Tweets


Use @ When Referring to Someone



usweekly Us Weekly >
According to [@KhloeKardashian](#), her sister [@KimKardashian](#) is "always" complaining "about her cellulite." <http://bit.ly/fAThQR>
5 hours ago



EW Entertainment Weekly >
'The Host's Leaderboard': [@EWAnnieBarrett](#) chats with DWTS'
[@Tom_Bergeron](#) in new weekly series <http://bit.ly/liiiiiiiiive>
8 hours ago ☆ Favorite ↻ Retweet ↩ Reply

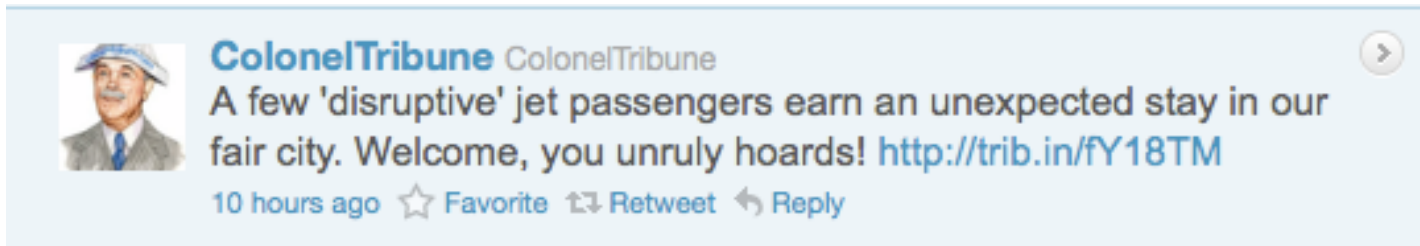


SI_24Seven Sports Illustrated >
Today on SI.com: [@SI_MLB](#)'s 2011 preview, [@Andy_Staples](#) reacts to the Fiesta Bowl, [@LukeWinn](#)'s Final 4 scouting report & [@donbanks](#) Mock Draft

Write Better Headlines

Article title: Plane diverted to O'Hare for 'disruptive' passengers

Tweet:



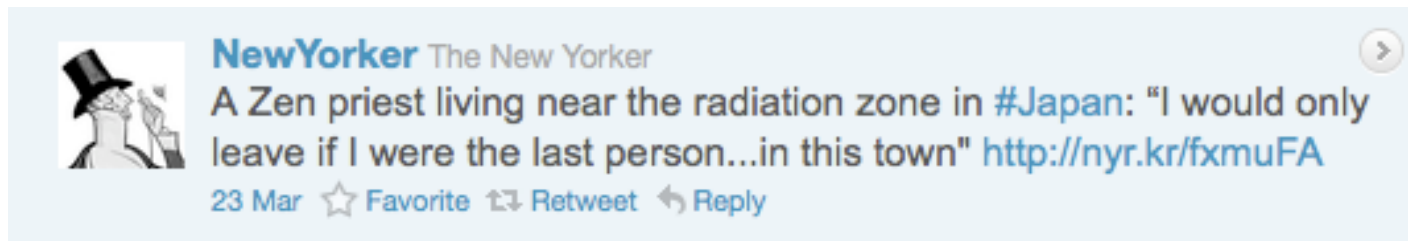
Article title: The Morality of Mealtime

Tweet:



Article title: Japan: The Reactors and The Temple

Tweet:



Use Hashtags



TVGuide TV Guide

#NCISLA: Will Kensi's undercover mission draw Deeks closer?
@DanielaRuah offers some hints: <http://bit.ly/hBAGVB> (by @adam_bryant)

29 Mar ☆ Favorite ↻ Retweet ↩ Reply



wired Wired

While #Libya Rages, Navy Sends Its Newest Warship to... San Diego?!? bit.ly/ig55tR

11 hours ago ☆ Favorite ↻ Retweet ↩ Reply



HarvardBiz Harvard Biz Review

Following the #Walmart case? Check out our slideshow exploring the pay gap and the reasons women get less. <http://s.hbr.org/dRcZNK>



goodhealth Health magazine

Not all low-carb, low-sugar meals have to be tasteless. Check out this collection of #diabetes-friendly recipes: <http://bit.ly/fOYcsQ>

7 hours ago ☆ Favorite ↻ Retweet ↩ Reply

It's OK to Be Personal



NylonMag Nylon Magazine

So excited to see @thesartorialist shooting by our office today. Spring wardrobes, get ready!!!

8 hours ago ☆ Favorite ↻ Retweet ↩ Reply



TIME TIME.com

RT @bryanwalsh: #Obama has been talking nearly an hour and hasn't touched on the most important issue facing U.S.: the delay of #MadMen



NatGeoSociety National Geographic

Another day at #NatGeo HQ. Coffee? Check. Photos? Check. Giant sea monster in the courtyard? ...Check. <http://yfrog.com/h4ar7vxj>




Step #4:
Use Twitter Search


Using Search.Twitter.com


The screenshot shows the Twitter search interface. At the top, the Twitter logo is on the left, followed by a search input field containing the text "knitting daily". To the right of the input field is a "Search" button and a link to "Advanced Search". Below the search bar, the results are displayed for the query "knitting daily", which took 0.06 seconds to process. The results list several tweets, each with a profile picture, the user's name, the tweet text, and the time it was posted. The tweets include announcements from Craftgate, a link to a craft directory, and mentions of a knitting contest and a giveaway. On the right side of the search results, there are three panels: "Feed for this query" with a RSS icon, "Show tweets written in:" with a dropdown menu set to "Any Language", "Trending topics:" listing various hashtags and names like #honestly, #thingsblackfolksscaredof, and Robert Bunsen, and "Nifty queries:" listing search terms like cool filter:links, "is down", and "happy hour" near:SF.


twitter "knitting daily" Search Advanced Search


Results for "knitting daily" 0.06 seconds


 **UretweetbyME:** RT @Craftgate We welcome the Doll Street Dreamers, Wicker Bead Co.& **Knitting Daily** to Craftgate Craft Directory.... <http://bit.ly/eyxqmW> (expand) about 2 hours ago via *twitterfeed* · Reply · View Tweet


 **Craftgate:** We welcome the Doll Street Dreamers, Wicker Bead Co.& **Knitting Daily** to Craftgate Craft Directory. <http://www.craftgate.com> about 2 hours ago via *web* · Reply · View Tweet

 **colltony39:** **Knitting Daily** > <http://ping.fm/KcoPe> about 5 hours ago via *Ping.fm* · Reply · View Tweet

 **unicornbook:** Blossom Street Yarn Giveaway! Plus, More from Debbie Macomber on **Knitting Daily** <http://ow.ly/4pVxg> (Debbie treasures: <http://ow.ly/4pVlI>) about 8 hours ago via *web* · Reply · View Tweet

 **labelleavenue:** RT @KnittingDaily: Some free sock patterns to go along with the free sock yarn contest that's going on this week on **Knitting Daily**:... <http://fb.me/NMiRmgsf> about 13 hours ago via *Facebook* · Reply · View Tweet

 **oraxia:** RT @lornaslaces: The new @InterweaveNews emag Sockupied looks great! And the LL giveaway is on April Fool's Day. ;-) <http://tinyurl.com/4az5pka> (expand) about 13 hours ago via *web* · Reply · View Tweet

 **Joanna Johnson:** RT @lornaslaces: The new @InterweaveNews emag Sockupied looks great! And the LL giveaway is on April Fool's Day. ;-) <http://tinyurl.com/4az5pka> (expand) about 13 hours ago via *web* · Reply · View Tweet

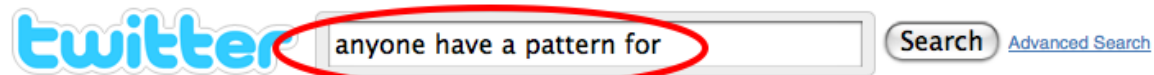
Feed for this query

Show tweets written in: Any Language

Trending topics:
· #honestly
· #thingsblackfolksscaredof
· #disneypickuplines
· Single Taken
· Robert Bunsen
· Operation Repo
· Constanza
· THEY SLEEP
· Andrea
· DMX

Nifty queries:
· cool filter:links
· "is down"
· movie :)
· "happy hour" near:SF
· #haiku
· "listening to"
· love OR hate
· flight :(


Using Search.Twitter.com




Results for anyone have a pattern for 0.76 seconds

 [MadPiglet](#): Looking for **Union Jack #knitting pattern** does anyone have one handy?
about 16 hours ago via [web](#) · [Reply](#) · [View Tweet](#)

 [MelJD46](#): RT [@knotjustjigs](#): Does anyone have or know of a tutorial for a soft toy rugby ball ? I desperately need a pattern please :)
about 19 hours ago via [web](#) · [Reply](#) · [View Tweet](#)

 [missjanehopkins](#): RT [@knotjustjigs](#): Does anyone have or know of a tutorial for a soft toy rugby ball ? I desperately need a pattern please :)
about 20 hours ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#)

 [knotjustjigs](#): Does anyone have or know of a tutorial for a soft toy rugby ball ? I desperately need a pattern please :)
about 20 hours ago via [web](#) · [Reply](#) · [View Tweet](#)

 [Krystina85](#): <http://bit.ly/fdYK4E> (expand) ribbon magnets Does anyone have a **crochet pattern for an Autism Afghan?** .
about 22 hours ago via [web](#) · [Reply](#) · [View Tweet](#)

 [Feed for this query](#)

Show tweets written in:

Any Language

[Translate](#) to English

Trending topics:

- [#honestly](#)
- [#thingsblackfolksscaredof](#)
- [#disneypickuplines](#)
- Single Taken
- [Robert Bunsen](#)
- [Operation Repo](#)
- [Constanza](#)
- [THEY SLEEP](#)
- [Andrea](#)
- [DMX](#)

Using Search.Twitter.com



#knitting

Search

[Advanced Search](#)

Results for #knitting

0.05 seconds

[Feed for this query](#)



[knithacker](#): Wool Mark tattoo, "I went out and got myself certified as 100% pure new wool on Thursday" <http://bit.ly/fWM2Az> (expand) [#wool](#) [#knitting](#) [#tattoo](#) [#knit](#) about 11 hours ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#)

[10+ recent retweets](#)



[millarca](#): Photo: Beginnings. [#knitting](#) (Taken with instagram) <http://tumblr.com/xkr1xpx18> 4 minutes ago via [Tumblr](#) · [Reply](#) · [View Tweet](#)



[onlyz](#): [@BaffymidMashie](#) I seem to have walked into a [#knitting](#) universe by accident <http://bit.ly/h6Yhxw> (expand) 9 minutes ago via [Echofon](#) · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

___-1_n

[yagarden](#): <http://www.yagarden.net/red-line-circular-knitting-needles-40quot-size-1.html> [#circular](#) [#knitting](#) [#needles](#) [#steel](#) Red Line Circular Knit 11 minutes ago via [YaGarden](#) · [Reply](#) · [View Tweet](#)



[jencorbett](#): RT [@kiwiseabreeze](#): [@1littlebird](#) [@jencorbett](#) [@kimmillwood](#) it's practically the same thing, really... [#knitting](#) IS coding 16 minutes ago via [Twitter for iPhone](#) · [Reply](#) · [View Tweet](#)



[knitting](#): Lastest "regia Yarn" auctions <http://knittingmart.com/8z> [#knitting](#) 31 minutes ago via [Pretty Link Pro](#) · [Reply](#) · [View Tweet](#)



[kiwiseabreeze](#): [@1littlebird](#) [@jencorbett](#) [@kimmillwood](#) it's practically the same thing, really... [#knitting](#) IS coding 32 minutes ago via [Twitter for iPhone](#) · [Reply](#) · [View Tweet](#)

Show tweets written in:

Any Language

[Translate](#) to English

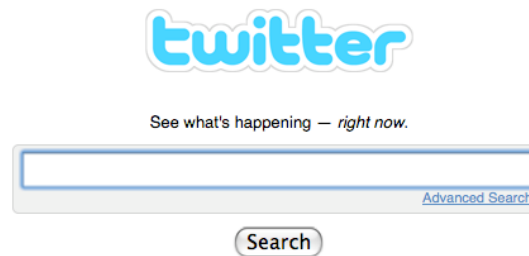
Trending topics:

- [#honestly](#)
- [#thingsblackfolksscaredof](#)
- [#disneypickuplines](#)
- Single Taken
- [Robert Bunsen](#)
- [Operation Repo](#)
- [Constanza](#)
- [THEY SLEEP](#)
- [Andrea](#)
- [DMX](#)

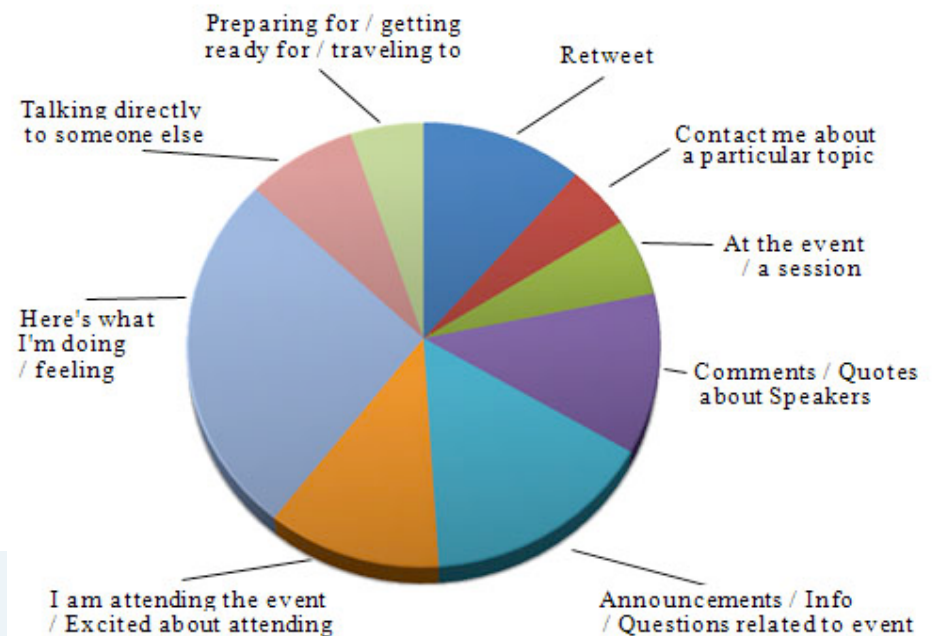
Nifty queries:


- [cool filter:links](#)
- ["is down"](#)
- [movie :\)](#)
- ["happy hour" near:SF](#)
- [#haiku](#)
- ["listening to"](#)
- [love OR hate](#)
- [flight :\(](#)

Use Twitter Search



1. See who's talking about you
2. Hashtag your events
3. Pay attention to other event hashtags
4. Come up with topic ideas
5. Create new contacts
6. Answer questions



 **SESConf** SES Conference
Only 4 days left til #sesny. If u havnt signed up yet - time is running out. Save 15% w/ our twitter code: 15TWTR <http://bit.ly/eqnqGz>

Step #5:
Participate

Use Twitter Search

- Respond to every @
- Use Search.Twitter.com to respond to questions
- Participate in chats

Twitter Chats

- Highly retweetable posts
- Be an expert in your niche
- More common in the B2B circle (but 200+ chats)
- <http://bit.ly/ChatSched>

Google docs Twitter Chat Schedule Anyone with the link Updated 11 hours ago by WBMontague Saved Share

File Edit View Insert Format Form Tools Help Anonymous user 2326 and 4 others


Formula: =IF(A274<>"",HYPERLINK(CONCATENATE("http://webevent.com",MID(A274,2,20)),"Click to view chat") Show all formulas


	A	B	C	D	E	F	G	H	I	J	K	L	
1		Twitter Chat Schedule	298 chats...and growing		Hosts:	Set-up a landing page and count visitors to your chat by clicking the link in "Chat" column (E) and follow prompts						CTRL+Z (Undo) . something unint	
2		Follow @twchat for tweets about new chats added											
3		Please note: this list is for chats taking place at a certain time on a certain day. If you have a hashtag open for tweets throughout the day, this is not the right list.				Tweet link to help --> all the chats grow -->		http://bit.ly/ChatSched				CTRL+F (Find) spreadsheet	
4		Some chats may no longer be active. If you find one, please tweet to @twchat											
5		This spreadsheet saves automatically every time you leave a cell. Just close the window when you are finished.											
	Name	Description	Founded / Moderated by	More Info	Chat	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
273	#tnl	Chat is for an audience of recruiters, sourcers, researchers and other HR professionals interested in social media for recruiting and branding.	@fishdogs @pinkolivefamily	Click for info Click to view chat				Last Wed of mth 8-10pm CST					http://wahashtag
274	#tourismchat	#tourismchat is a bimonthly chat that focuses on social media in the tourism industry.	@WhosYourAnnie @decelis	Click for info Click to view chat									http://wahashtag
275	#treechat	Weekly discussion based on tree care related topics. Participants include leading industry experts & arborists who are on hand to answer questions about tree care.	@coronatools	Click for info Click to view chat	Go to link: http://webevent.com/tourismchat/ - Remove			(weekly)					http://www.twibe/treechat?id=37
276	#TweetDiner	A weekly Saturday Night chat for chatting! Have fun, ask questions, get used to chats, get used to twitter - whatever you want! Most of all, have fun!	@pushingsocial @RLNedMan	Click for info Click to view chat							9PM EST		http://realifemag/2010/09/15/open-diner/
277	#TweetJam	A monthly conversation with a featured Berrett-Koehler author and the staff at Berrett-Koehler publishers	@berrettkoehler	Click for info Click to view chat				11 am - 12 pm PST (second Tuesday of month)					http://wahashtag
278	#u30pro	The chat that focuses on issues and trends surrounding young professionals. All ages welcome and encouraged to join.	@DavidSprinks @cubana1af @sjhalstorm	Click for info Click to view chat				8pm est.					http://www.laure/blog/?page_id=
279	#unGeeked	The chat extends the #unGeeked e'lite Retreat discussions online through increased interaction with the "e'lites". Topics vary week to week depending on the speaker but always focus on managing your internal and external brand through online and offline channels.	@samforella @thatwoman_js	Click for info Click to view chat				8-9 PM (EST)					http://www.unge
280	#UsGuys	Originating from the ongoing #UsGuys "24/7 chat" about social media, marketing, advertising, PR & technology, each defined #UsGuys chat will tackle a specific topic in these fields. All are welcome to join the defined chats or the ongoing, 24/7 #UsGuys community.	@Galactic @Mikulaja @REALChaseAdams @TommasoDpour @pprothe	Click for info Click to view chat						Every other Thurs starting 11/18, 6-8p (EST)			http://wahashtag
281	#VAint	A social networking night when Virtual Assistants come together as business colleagues/friends to connect, share and discuss our accomplishments the past week. An evening to JOT down everything on our minds, from introducing new	@VANetworking	Click for info Click to view chat				7PM ET 1st and 3rd					http://wahashtag


Twitter Chats


M TweetChat #


Message to #cookchat: 130


 [pelkey](#) Sesame tuna, sauté spinach with sliced almonds, quinoa with Swiss chard and parmesan black lava sea salt [#cookchat](#) <http://twitpic.com/4es96h> -8:15 PM Mar 29th, 2011

 [aurorameyer](#) It wasn't perfect [@cynthiasass](#) but it was still really good! Lemon Thyme Scallops <http://wp.me/pOLQ5-mE> A [#recipe](#) I'll have again! [#cookchat](#) -11:07 AM Mar 29th, 2011

 [blueberry411](#) What emotional experience would u get from a chilled soup of spring lettuces, blueberries & creme fraiche? <http://n.pr/dMMzAw> [#cookchat](#) -8:35 PM Mar 28th, 2011

 [aurorameyer](#) A [#Lent](#) appropriate recipe: J's Fish Fry Not as good as [@44stone](#), but still tasty! <http://wp.me/pOLQ5-mw> [#cookchat](#) [#fish](#) [#recipe](#) -11:45 AM Mar 28th, 2011

 [blueberry411](#) Some fresh ideas for energizing your [#breakfast](#): <http://t.co/rTtpJKR> [#littlebluedynamos](#) [#cookchat](#) -10:50 PM Mar 27th, 2011

 [blueberry411](#) Innovative chef Grant Achatz has a unique take on flavor bursts. Learn more in this Fresh Air podcast <http://n.pr/dMMzAw> [#cookchat](#) -8:33 PM Mar 27th, 2011

Step #6:
Make a List

Twitter Lists

- **Create a group of people you like to retweet**
- **Create a list you can recommend to your readers**
- **LinkedIn “Tweets” App creates a list of contacts**

- **Builds a valuable resource**
- **Gives you a filtered list**
- **Let’s you befriend more people than you want to watch**

Get Listed

Have an account? [Sign In](#)

Twibes
Twitter Groups

Find a twibe or list to join: or...

Active Twibes

- [Filmakers](#) (442 members)
- [photography](#) (4476 members)
- [wine](#) (463 members)
- [EcoFriendlyPets](#) (14 members)
- [Travel](#) (1107 members)
- [bloggerchicks](#) (187 members)
- [internet-marketing](#) (31 members)
- [BoutiqueCustom](#) (8 members)
- [apple](#) (96 members)
- [xbri](#) (18 members)
- [synth](#) (23 members)
- [MMAIndustry](#) (78 members)
- [NewsJunkie](#) (192 members)
- [Palin](#) (835 members)
- [ArchitecturalBloggers](#) (33 members)
- [UFO4U-Daily-News](#) (5 members)

Twibe Topics

- Art (performing, visual)
- Business/E-commerce
- Career/Career Aspirations
- Certifications
- Education
- Entertainment
- Geographic Area
- Hobbies and Interests
- Home and Garden
- Internet
- Lifestyle
- Medicine and Health
- Mind Body Spirit
- Pets/Animals
- Politics
- Recreation
- Religion and Beliefs
- Sports
- Technology
- Travel
- World

Twitter Lists

- [socialnetworking](#) - Add Yourself, Make List
- [onlinemarketing](#) - Add Yourself, Make List
- [socialmediamarketing](#) - Add Yourself, Make List

Active Twibe Threads

- I really really want to watch dorama, wh...
10 replies in zomguverx3
- Red pills and finally red #later DAWB

What is Twibes?

@hagios: "Twibes makes it easy to keep track of communities, it's a very nice tool."

As seen on...

- Mashable
The Social Media Guide
- Majalo
- TechCrunch
- SFGate
- twi5.com

Get Listed

Twibes Find People Picks Help Feedback Sign in

Twitter Groups » Hobbies and Interests » Craft_Professionals Twibe

Craft Professionals Twibe

All Invite Add Sign in to Make List | Follow All

66 Members

Web <http://www.createfor...>
Description
 A group of professionals working in the art and craft industry as designers, professional crafters, teachers, consultants, writers, authors, and talent.

Short URL twib.es/3DJ

Already a member?
 → Sign in
 → Create your own Twibe

Tweet Box: What would you like to say? 120 ?

Post to Twibe page only (not Twitter) ? Update

Twibes Find People Picks Help Feedback Sign in

Twitter Groups » Art (performing, visual) » Pro-Photographers Twibe

Pro-Photographers Twibe

All Invite Add Sign in to Make List | Follow All

249 Members

Web <http://www.visualrese...>
Description
 A Twibe for those who are part-time or full-time professional photographers.

Short URL twib.es/56M

Already a member?
 → Sign in
 → Create your own Twibe

Tweet Box: What would you like to say? 120 ?

Post to Twibe page only (not Twitter) ? Update

Twibes Find People Picks Help Feedback Sign in

Twitter Groups » Travel » Green-Travel Twibe

Green-Travel Twibe

All Invite Add Sign in to Make List | Follow All

12 Members

Web <http://greentravelgr...>
Description
 You got that travel bug. But you also got the very important gotta-go-green bug (and you got it bad). So your journey finds and supports eco-friendly, sustainable, responsible places to sleep, eat, shop and experience

Short URL twib.es/JPO

Already a member?
 → Sign in

Tweet Box: What would you like to say? 120 ?

Post to Twibe page only (not Twitter) ? Update

Twibes Find People Picks Help Feedback Sign in

Twitter Groups » Business/E-commerce » CEO Twibe

CEO Twibe

All Invite Add Sign in to Make List | Follow All

79 Members

Web <http://tinyurl.com/...>
Description
 CEOs who want to share practices, network, and build a community.

Short URL twib.es/1W0

Already a member?
 → Sign in
 → Create your own Twibe

Tweet Box: What would you like to say? 120 ?

Post to Twibe page only (not Twitter) ? Update

Find Lists

Listorious

Find experts on Twitter

Search

[Home](#) | [Tags](#) | [About](#) | [Settings](#) | [Inbox](#)
[Sign in with Twitter](#)

Science People & Lists

[Tweet](#) 0

TOP PEOPLE TAGGED SCIENCE



National Science Fdn
where discoveries begin [administered by @pffll]
105,685 FOLLOWERS | FOLLOW



Brookhaven Nat'l Lab
BNL delivers science-based solutions for the nation's energy, environmental and security needs.
3,725 FOLLOWERS | FOLLOW



Brian Krueger
Science news site and Blog Network masquerading as a social network for the sciences. Enjoy the news and our science rants.
4,901 FOLLOWERS | FOLLOW



Science So What
So let's look at science: what is it doing for us already? How is it going to drive us to a better future?
8,508 FOLLOWERS | FOLLOW



Science News
Daily news of science advancements from physics to medicine. Published by Society for Science & the Public (@society4science).
136,163 FOLLOWERS | FOLLOW



Telegraph Science
Science news from Telegraph.co.uk
3,879 FOLLOWERS | FOLLOW

TRENDING IN SCIENCE

Links

HTTP Error 403
[savingspecies.org]

Shorty Awards - live streaming video powered by Livestream
[livestream.com]

ACSLive on USTREAM: Welcome the ACS Live 241st National Meeting Press Conference Briefing, Mar. 27-31, 2011 in Anaheim, CA. .
[ustream.tv]

Ben Krasnow: DIY scanning electron microscope - Overview video
[benkrasnow.blogspot.com]

YouTube - IcarusInterstellar's Channel
[youtube.com]

Virus-eating virus identified in Antarctic lake
[physorg.com]

URI scientist discovers 54 beneficial compounds in pure maple syrup
[physorg.com]

People

@BronxZoosCobra
@absolutspacegrl
@RealKrisAbel
@appcentraltv
@ericmjohnson
@icarus_project
@leonidkrugiyak

Terms

STS-134
Mercury
Icarus Interstellar YouTube
UBC

One Line Press Releases

(what's this?)

#Share the #Wealth Society is an #Exciting New Club <http://tinyurl.com/4tkprh2>
Monday, March 28th

[All](#) [Submit](#)



Top Tags

activism	environment	socialjustice
activists	green	socialmedia
art	humanrights	socialmediamarketing
artists	indigenous	socialnetworking
arts	liberal	sustainable
children	music	twitter
climate	news	women
eco	progressive	writers

[More top tags →](#)

The Listorious 140

[The Top 140 Lists on Twitter →](#)
[The Top 140 Most Listed People on Twitter →](#)
[The 140 Oldest Accounts on Twitter →](#)
[The 140 Most Followed People on Twitter →](#)

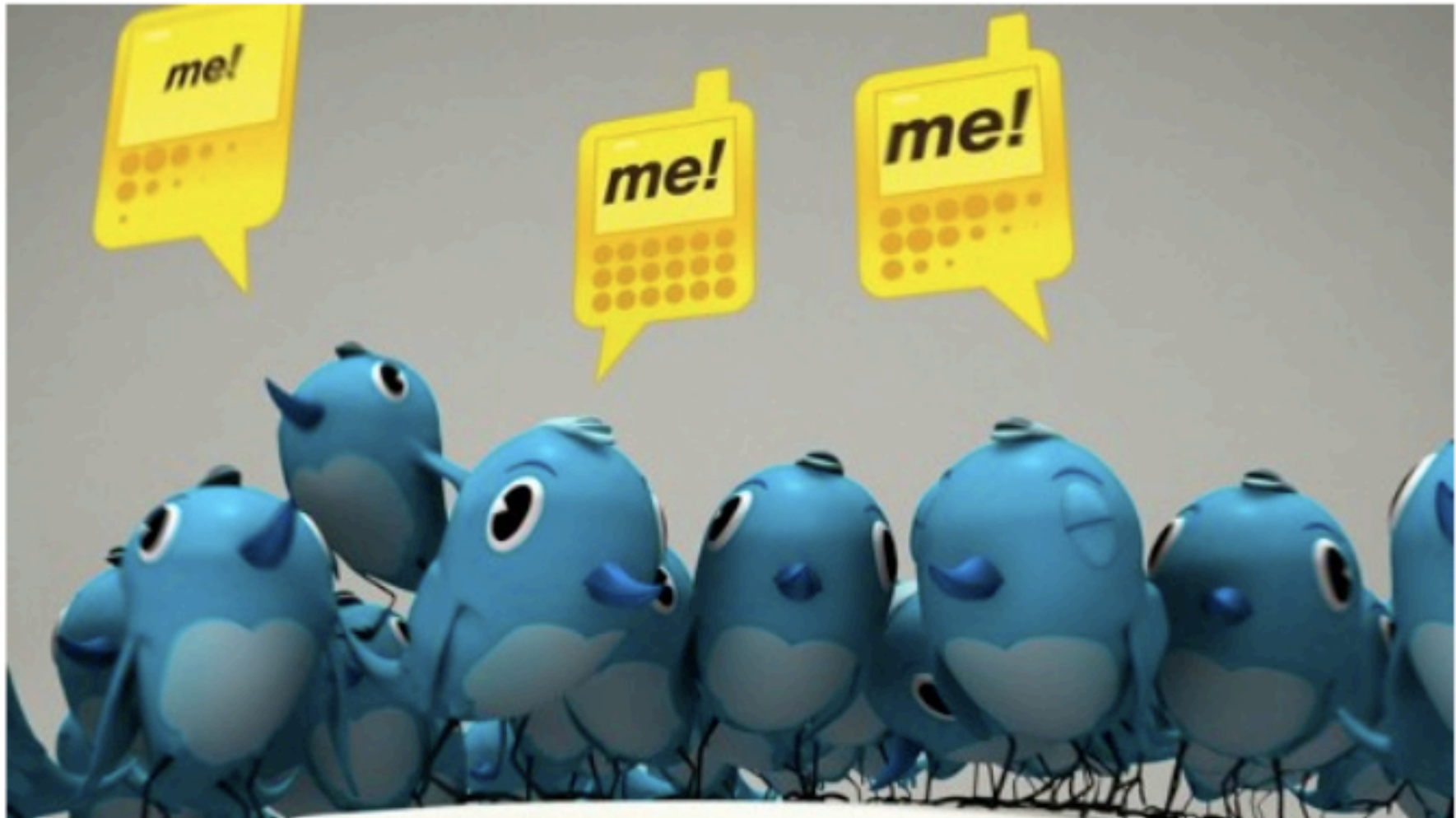
Email Updates

Get updates about new lists on Twitter and news about Listorious

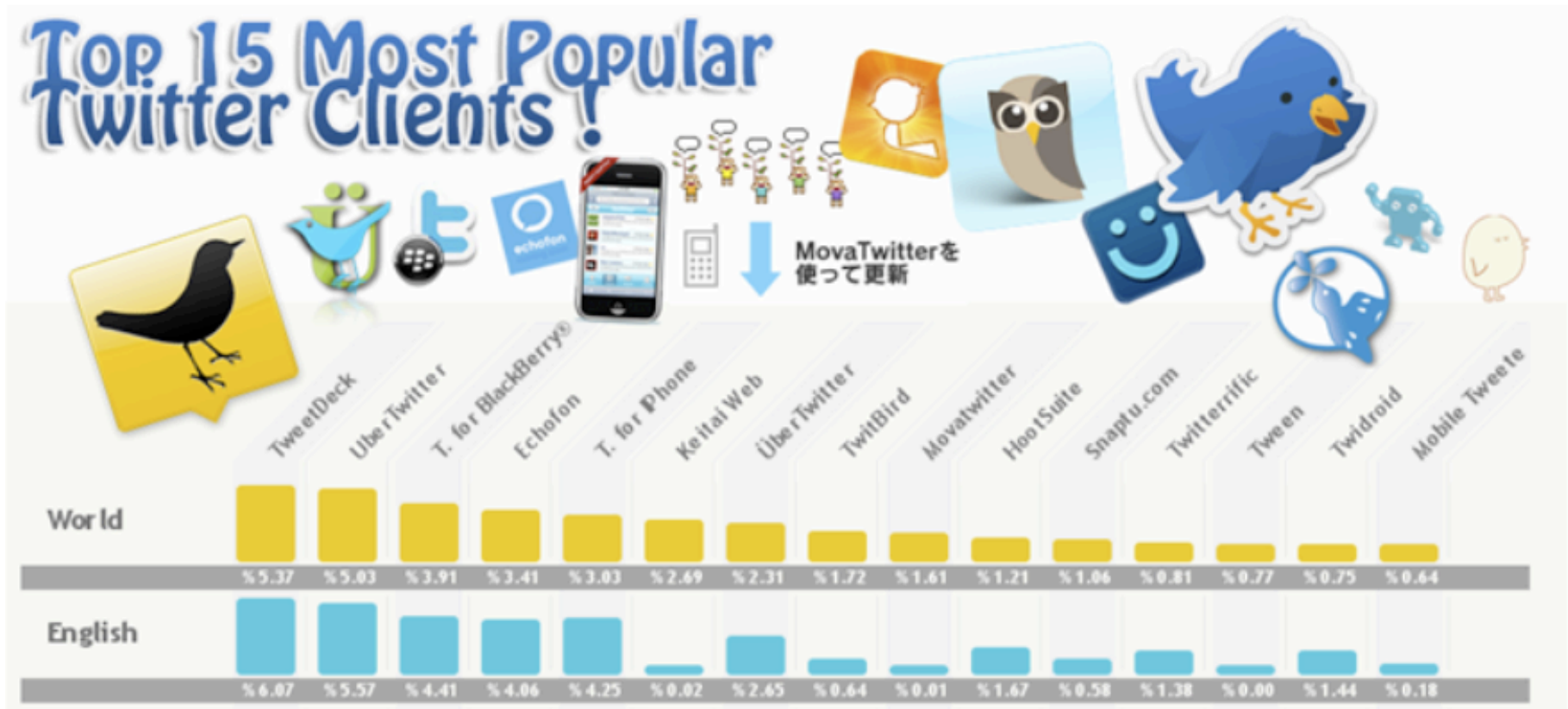
Subscribe

Step #7:
Organize

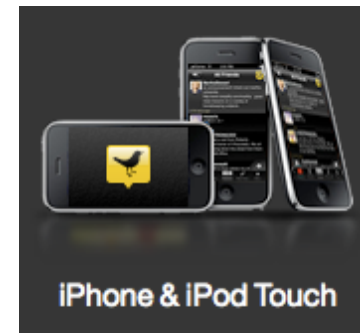
It's All About Them



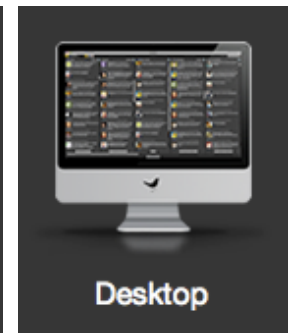
Twitter Clients



TweetDeck



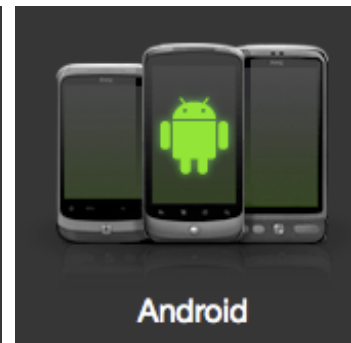
iPhone & iPod Touch



Desktop



iPad



Android

TweetDeck

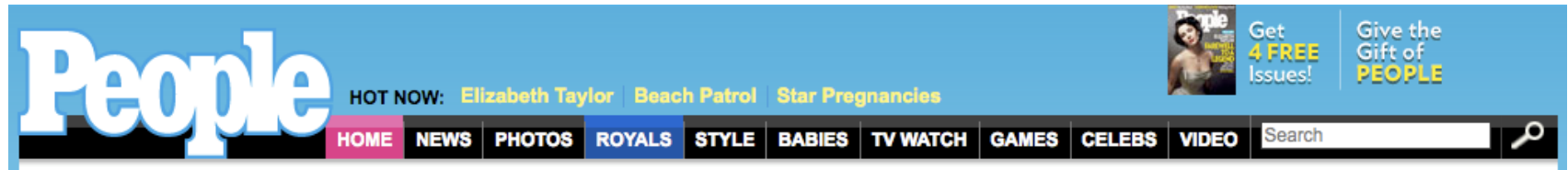


- Create, read and send all tweets
- Schedule Tweets
- Manage lists
- Track Keywords
- Participate in chats
- Create shortlinks
- Upload photos

Step #8:
Get More Followers

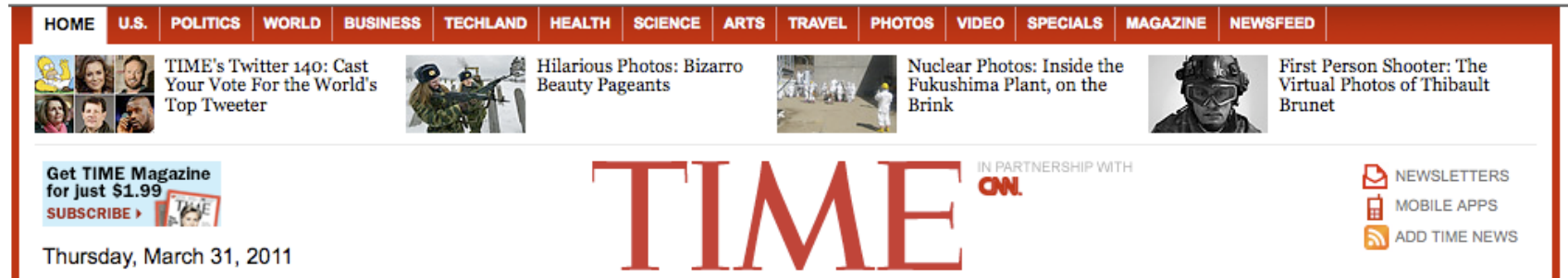
The Top Three Accounts

#1



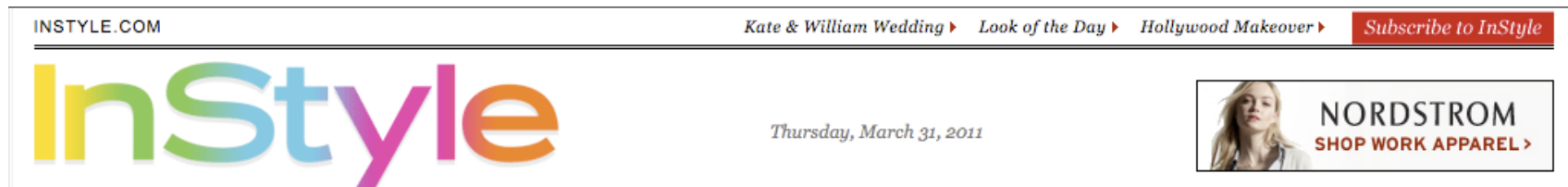
People.com: 6,970,618 UV/mo | @PeopleMag: 2,466,108 followers | **35% Retention**

#2



Time.com: 3,511,114 UV/mo | @Time: 2,436,484 followers | **69% Retention**

#3



InStyle.com: 1,140,719 UV/mo | @InStyle: 1,943,661 followers | **170% Retention**

The Top Three Accounts

People.com: 6,970,618 UV/mo | @PeopleMag: 2,466,108 followers | 35% Retention

The screenshot shows the People.com homepage. At the top, there is a banner for 'Suave Professionals' hair products. Below the banner is the 'People' logo and a navigation menu with categories like HOME, NEWS, PHOTOS, ROYALS, STYLE, BABIES, TV WATCH, GAMES, CELEBS, and VIDEO. A search bar is located on the right side of the navigation menu. The main content area features a 'Top Stories' section on the left with headlines such as 'Donald Trump Will Be a Grandfather Again' and '5 Things to Know About Kevin Federline's Pregnant Girlfriend'. The central article is titled 'Meet Rachel Zoe's Baby Boy' by Dahvi Shira, dated Wednesday March 30, 2011. To the right of the article is a social media sharing section with icons for subscribe, mobile, rss, daily email, twitter, and facebook. The Twitter icon is circled in red. Below the article is an advertisement for 'Buy One. Get One FREE*'. On the left side, there are more headlines including 'Sara Ramirez Is 'Amazing' in Grey's Musical Episode, Says Costar' and 'Mike Catherwood Prefers Never to Dance Again'. A 'Most Read Stories This Week' section is at the bottom left. On the right side, there are sections for 'Dentist' (with a photo of a woman), 'GAMES' (with a game titled 'Match the Divas on Diaper Duty!'), and 'Fashion Faceoff' (with a photo of two women). At the bottom right, there is a banner for 'A ROYAL WEDDING' with '30 Days to the Altar!'. The Twitter icon in the social media sharing section is also circled in red.

The Top Three Accounts

Time.com: 3,511,114 UV/mo | @Time: 2,436,484 followers | 69% Retention

HOME U.S. POLITICS WORLD BUSINESS TECHLAND HEALTH SCIENCE ARTS TRAVEL PHOTOS VIDEO SPECIALS MAGAZINE NEWSFEED

TIME Partners with **ON**

SEARCH TIME.COM **Health & Science** ADD TIME NEWS MOBILE APPS NEWSLETTERS

Main • Ecocentric Blog • Going Green • Environment • Oceans • Videos

Ecocentric Ecocentric Feed Daily E-mail Updates

A blog about all things green, from conservation to Capitol Hill

« PREVIOUS Fukushima's Radiation Round-Up: How Bad Is It? NEXT » Silence the Cows and Save the Planet

Has Fukushima's Reactor No. 1 Gone Critical?

Posted by **EDEN HARRELL** Wednesday, March 30, 2011 at 7:37 am

Submit a Comment • Related Topics: criticality, ferenc dalnoki-veress, fukushima, radiation

Tweet 237 Like 212

On March 23, Dr. **Ferenc Dalnoki-Veress**, a Research Scientist at the Monterey Institute of International Studies gave a report by *Kyodo news agency* that caught his eye. It reported that Tokyo Electric Power

poses minimal danger to Japanese citizens outside of the 20km exclusion zone, it means the emergency workers at Fukushima are operating in even more dangerous conditions than anyone realized. "It is important for TEPCO to be aware of the possibility of transient criticalities when work is being done; otherwise workers would be in considerably greater danger," the paper concludes. "This analysis is not definitive proof but it does mean that we cannot rule out localized criticality."

The paper is now open for comments at the ArmsControlWonk website and can be found [here](#).

Update: Edwin Lyman, a nuclear safety expert at the Union of Concerned Scientists, told Ecocentric that he is skeptical of Dalnoki-Veress's thesis, not because the math or physics was faulty but because he does not trust the accuracy of TEPCO's reporting of high levels of CL-38. In an email, he wrote, "I think, given the error they committed in Unit 2 (first reporting a huge concentration of I-134, which wasn't actually there), I'd be wary of attributing too much significance to a single anomalous measurement."

Update 2: The IAEA has said that the Fukushima nuclear power plant may have achieved re-criticality. "There is no final assessment," IAEA nuclear safety director Denis Flory said at a press conference on Wednesday, according to Bloomberg News. "This may happen locally and possibly increase the releases."

Print E-mail digg it Twitter LinkedIn Comment Facebook MORE

rolWonk. The paper makes clear

and while such a possibility poses minimal danger to Japanese citizens outside of the 20km exclusion zone, it means the emergency workers at Fukushima are operating in even more dangerous conditions than anyone realized. "It is important for TEPCO to be aware of the possibility of transient criticalities when work is being done; otherwise workers would be in considerably greater danger," the paper concludes. "This analysis is not definitive proof but it does mean that we cannot rule out localized criticality."

The paper is now open for comments at the ArmsControlWonk website and can be found [here](#).

Update: Edwin Lyman, a nuclear safety expert at the Union of Concerned Scientists, told Ecocentric that he is skeptical of Dalnoki-Veress's thesis, not because the math or physics was faulty but because he does not trust the accuracy of TEPCO's reporting of high levels of CL-38. In an email, he wrote, "I think, given the error they committed in Unit 2 (first reporting a huge concentration of I-134, which wasn't actually there), I'd be wary of attributing too much significance to a single anomalous measurement."

Update 2: The IAEA has said that the Fukushima nuclear power plant may have achieved re-criticality. "There is no final assessment," IAEA nuclear safety director Denis Flory said at a press conference on Wednesday, according to Bloomberg News. "This may happen locally and possibly increase the releases."

On Twitter: TIME.com

TIME Have a Samsung laptop? Your passwords could be jeopardy | <http://ti.me/h5nFCU> (via @Techland) - 3 hours ago

TIME The president who cried "Al-Qaeda!" | <http://ti.me/h8a4Qj> - 4 hours ago

TIME Three songs you have to download this week | <http://ti.me/fNnhm> (via @Techland) - 5 hours ago

Follow TIME.com on Twitter

Most Popular

ON TIME.COM ON BLOGS ON ECOCENTRIC

1. Arlington's Burial Mix-Ups: Will the Army Fix the Problem?
2. Freedom Is Too Good for Hincekley
3. Why Exercise Won't Make You Thin
4. Charlie Sheen and 'Apocalypse Now': A Lasting Obsession
5. Plagued by Prostitution. California's Vallejo Fights

The Top Three Accounts

InStyle.com: 1,140,719 UV/mo | @InStyle: 1,943,661 followers | 170% Retention

INSTYLE.COM

[Kate & William Wedding](#) ▶ [Look of the Day](#) ▶ [Hollywood Makeover](#) ▶

[Subscribe to InStyle](#)

InStyle

Thursday, March 31, 2011



CELEBRITY

FASHION

BEAUTY

SHOPPING

HOLLYWOOD MAKEOVER

DESIGNER CENTRAL

SEARCH

Today's To-Do List

1.

Check out Lady Gaga's most outrageous hairstyles ▶



2.

Click through photos of the Glee cast in high school! ▶



InStyle Like 117K



TODAY'S COLOR: YELLOW Road-test one of spring's hottest beauty trends for only \$10! ▶

GET INSTYLE EVERYWHERE:



RSS

FACEBOOK

TWITTER

MOBILE

▶ SUBSCRIBE
▶ GIVE A GIFT

NORDSTROM

THINK LESS
BUTTONED-UP.
IT'S A NEW 9 TO 5.



The Top Three Accounts

#4 Needs to work their Twitter feed better

WWD.com: 95,575 UV/mo | @WomensWearDaily: 1,726,301 followers | 1806% Retention

WWD

SUBSCRIBE TO WWD.COM
Introductory rate only \$99/year. **SUBSCRIBE**

VIDEO BLOGS CALENDAR

HOME FASHION RETAIL BUSINESS BEAUTY MEN'S MARKETS FOOTWEAR NEWS MEDIA FASHION SHOWS EYESCOOP WWDCAREERS

TODAY'S PAPER Past Issues PEOPLE & COMPANIES THE GLOBE RESOURCES SUMMITS CLASSIFIEDS

Search WWD.com GO Articles Images

March 31, 2011 JUST POSTED At Baselworld, Men's Timepieces Rev Up the Market

MARKETS
Introducing Mr Porter
It looks as though Net-a-Porter's new men's wear Web site is going to be a popular guy.

FASHION
J. Crew RTW Fall 2011
This season, girlish cool meets rugged classics.

BUSINESS
Burt Tansky Joins Traub Associates
The former chairman and ceo of the Neiman Marcus Group is back from retirement.

NORTH AMERICA
Men's Accessories: Time Traveling
The continuation of traditional gentlemen's timepieces was one of the leading trends at the Baselworld watch fair.

BUSINESS
Macy's Terry Lundgren Sees 2010 Pay Cut
A marked increase in ceo's stock awards wasn't enough to offset reductions in his options, cash bonus and car use.

fall 2011 collections
WWD.COM
HOTELS

Free WWD Email Newsletters
Enter your email GO

FOLLOW WWD

Twitter Facebook LinkedIn RSS

Step #9:
Try Automation

Automate More



- Send DMs to new followers — Automated
 - Follow those who follow you — Automated
 - Track keywords — Automated
 - Free
-
- For \$30/mo they'll publish blogs for you, help you find more followers, etc.

Automate More



- Post new blogs to your feed — Automated
- Post blogs from other feeds — Automated
- Schedule messages in advance — Automated

Automate More



- Post new blogs to your feed — Automated

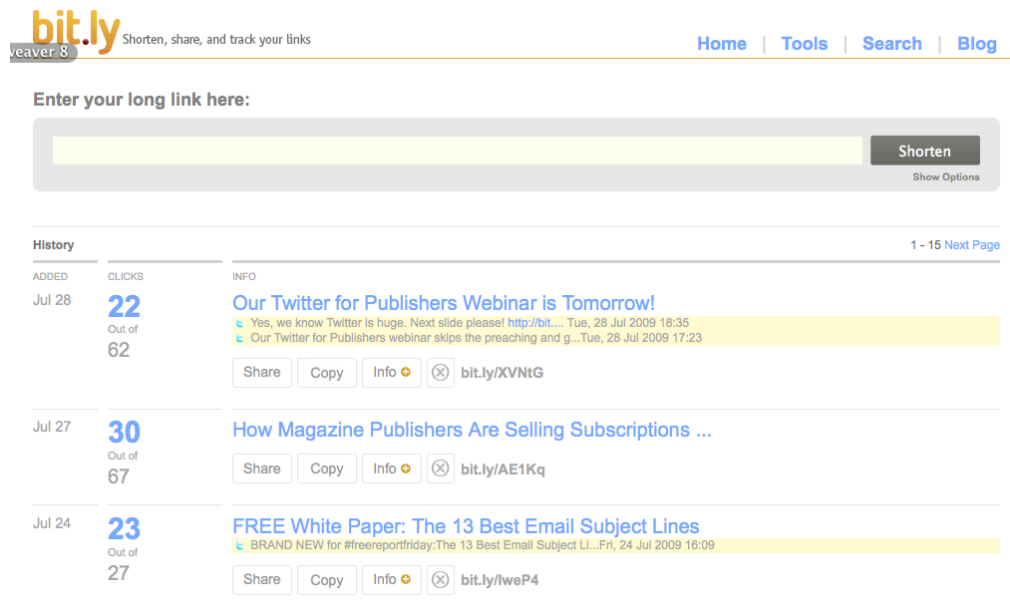
Step #10:
Track Everything

Track Everything

- Think of Twitter like Email Marketing
- Tracking clicks will tell you what headlines work and which ones fail
- Tracking retweets will tell you how relevant you are to the community
- The more programs you use to automate, the less control you have over your analytics.

What's Bit.ly?

- A URL shortener
- A link tracker



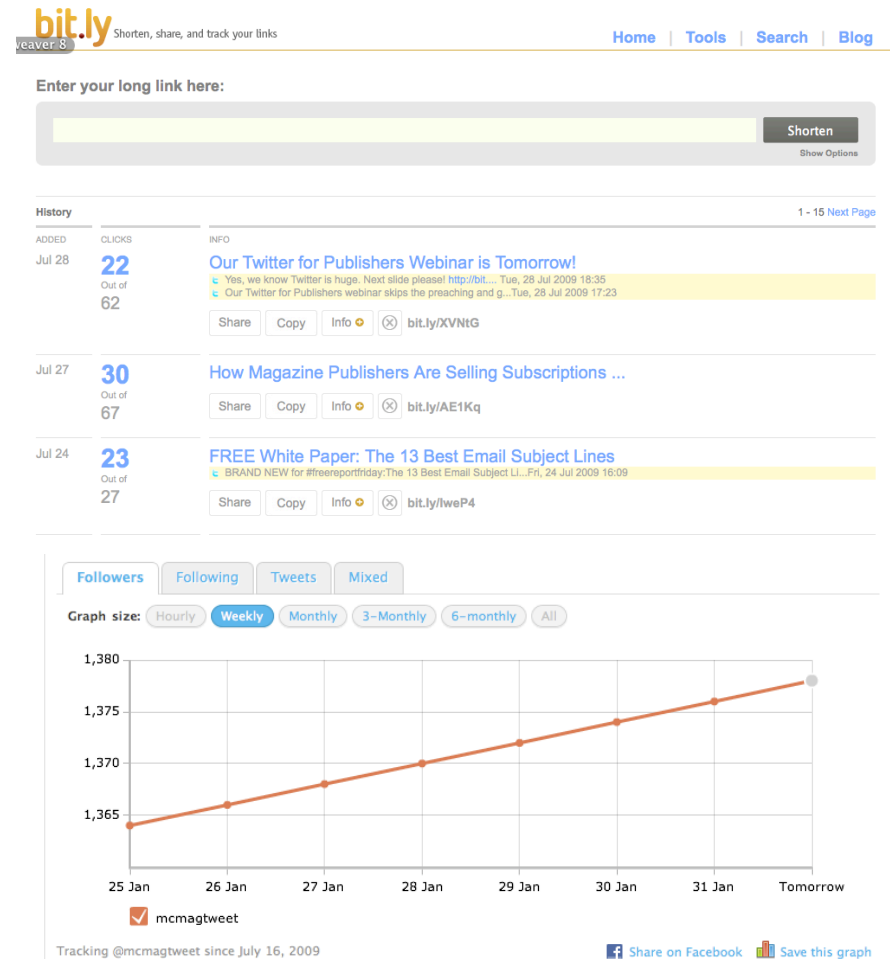
The screenshot shows the Bit.ly website interface. At the top, the logo "bit.ly" is displayed with the tagline "Shorten, share, and track your links". Navigation links for "Home", "Tools", "Search", and "Blog" are visible. Below the navigation is a form labeled "Enter your long link here:" with a text input field and a "Shorten" button. A "Show Options" link is located below the "Shorten" button. Below the form is a "History" section with a table of shortened links. The table has columns for "ADDED", "CLICKS", and "INFO". The first entry is dated Jul 28, has 22 clicks (out of 62), and is titled "Our Twitter for Publishers Webinar is Tomorrow!". The second entry is dated Jul 27, has 30 clicks (out of 67), and is titled "How Magazine Publishers Are Selling Subscriptions ...". The third entry is dated Jul 24, has 23 clicks (out of 27), and is titled "FREE White Paper: The 13 Best Email Subject Lines". Each entry includes "Share", "Copy", "Info", and "bit.ly/[shortened link]" buttons.

ADDED	CLICKS	INFO
Jul 28	22 Out of 62	Our Twitter for Publishers Webinar is Tomorrow! <small>Yes, we know Twitter is huge. Next slide please! http://bit.ly/XVNTG Tue, 28 Jul 2009 18:35 Our Twitter for Publishers webinar skips the preaching and g...Tue, 28 Jul 2009 17:23</small>
Jul 27	30 Out of 67	How Magazine Publishers Are Selling Subscriptions ... <small>Share Copy Info bit.ly/AE1Kq</small>
Jul 24	23 Out of 27	FREE White Paper: The 13 Best Email Subject Lines <small>BRAND NEW for #freereportfriday.The 13 Best Email Subject LI...Fri, 24 Jul 2009 16:09</small>

Things to Track

- @ replies
- @ mentions
- Retweets
- Followers
- Click-through rate
- Subscribes
- Sales

- Social media is a long-tail approach.



Daily Goals

Everyday Goals

- Promote your content
 - Respond to @ replies
 - Thank frequent re-tweeters
 - Retweet your competitors
 - Look for conversations to be a part of
 - Follow your target audience
 - Maintain hashtags
-
- Social media isn't a "you come to me" environment.
 - Spend 1 hour a day in conversation. Then... maintain.

More Tools

- **Klout.com** – Ranks your Twitter profile, gives suggestions
- **Refollow.com** – Manage who you're following/follows you
- **TwitterCounter.com** – Shows you your Twitter usage
- **OneForty.com** – Giant suite of free Twitter applications with reviews

Thank You



Amanda MacArthur
Social Media Specialist
Mequoda Group
Amanda@Mequoda.com