

twitter 101

**Online Training Sessions
for WaterBrook Multnomah Authors**



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WEB BASICS

Downloading images or pictures from the web – Right click on the image and choose “Save File As” – then save the image on your desktop or elsewhere on your computer’s hard drive.

Shortening Links – Use <http://j.mp> (also known as <http://bit.ly> - they’re one and the same) - Create an account. This allows you to shorten and track how many times your link was clicked on, where it was clicked on and when.



HELPFUL APPLICATIONS

TweetDeck – Use this free program on your computer or iPhone as a way to quickly make posts to your Facebook and Twitter profiles. You can also use it as a way to track all tweets being made by a certain keyword. Download it at www.TweetDeck.com

TweetAdder – Use this program to search for tweets by keyword and follow people that are tweeting about a certain topic. You can follow those people en masse and also automatically respond to those that follow you or DM you. www.TweetAdder.com - Free to try. Cost is \$55 per profile for extended use.

Sendible.com – Use this program to schedule and make updates to your Facebook friend or fan page, blog, email, MySpace, LinkedIn profile and/or your Twitter page. Schedule your profile updates to go only once or recur as many times as you like. www.Sendible.com - Free to try. Regular use is \$3-9 per month.



TWITTER BASICS

Setting Up a Twitter Page

- Go to: www.Twitter.com and set up a new account
- Try to choose a profile name that is basically your name. I'd avoid doing one just for a specific title as this pigeon holes your Twitter page to just that book and minimizes your ability to extend yourself as a "brand" outside of each of your individual titles.
- To set up your background click on "Settings" and then click on the "Design" tab. You can use a templated background, but I highly encourage you to include a copy of your book in the background. To do this, click on "Change Background Image" and then choose your book cover. It's best to have a professional designer incorporate your book cover into a PSD file that also has text links to your web site or other info about previous titles. Here are links to some good Twitter background designs:
 - <http://twitter.com/JesusNeedsNewPR>
 - <http://twitter.com/KarenKingsbury>
 - <http://twitter.com/JohnPiper>
 - (not to toot our own horn, but...) <http://twitter.com/WaterBrookPress>
 - <http://twitter.com/stevenfurtick>
 - <http://twitter.com/LisaBevere>
- In your "Account" tab, be sure to include a link to your web site and include a one line bio. This will help people find you faster and engage with you once they do find you.
- Notices: Be sure to check to receive emails when someone starts following you and when you receive a new direct message. You can set this up by clicking on "Settings" and then clicking on the "Notices" tab.

Tweet Suggestions

Here are some things **TO** tweet about:

- Book launch with link to buy the book
- New web site with link to site
- New blog entry with link to site
- Anniversaries, birthdays, holidays, etc.
- Link to other peoples blogs or news you find interesting
- Book release anniversary date (with link to site to order)
- When you're traveling (where you're going, who you're seeing, etc.)
- When you're going to be on the air (tv, radio, etc) with a link to the media site covering you
- After you do an interview or get any kind of news coverage (with link)
- Tweet about a passage of Scripture that moved you
- Tweet famous quotes you like



- Tweet about the sermon you listened to (or gave) on Sunday
- Tweet about the books you're reading (as opposed to writing!)
- Tweet about the books you're writing (as opposed to reading)

Here are things **TO NOT** tweet about

- What you had for breakfast
- Anything illegal or immoral you just did
- As a general guideline, avoid political chatter
- Never say anything on twitter you wouldn't share with someone directly
- Never bash anyone (especially your publisher ☺) openly
- Don't have a marketing-heavy type conversation on Twitter – think of it as a relational tool more than a marketing tool and you'll accomplish both.

Twitter Limits

As you'll quickly learn, Twitter isn't bashful about limiting how much you use their program. Here are a few of the limits they set:

- 1,000 total updates per day, on any and all devices (web, mobile web, phone, API, etc.)
- 250 total direct messages per day, on any and all devices
- 150 API requests per hour (includes searches)

For more info on Twitter limits visit: <http://help.twitter.com/forums/10711/entries/15364>

Texting With Twitter

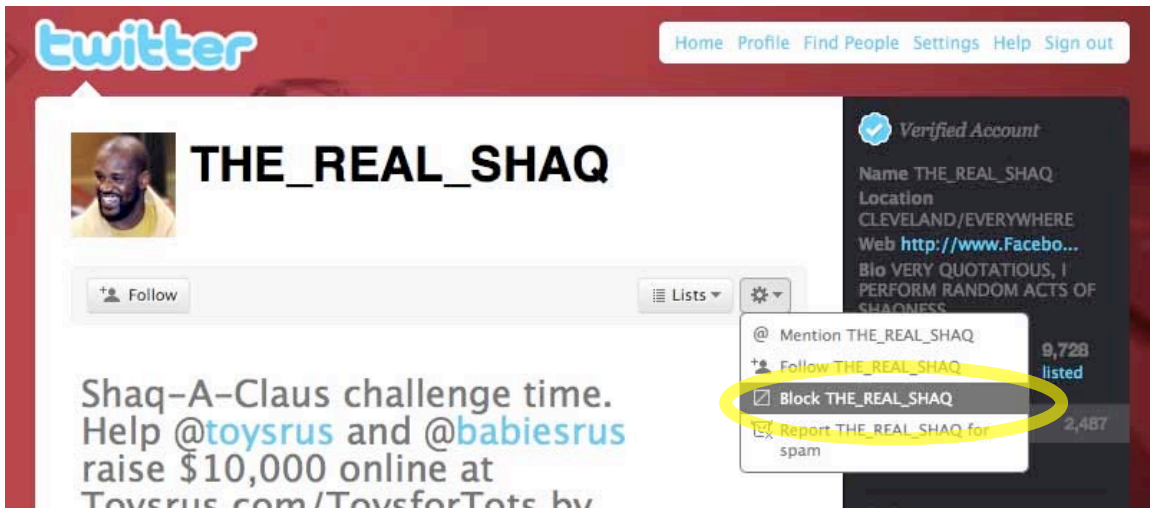
- If you love to text, then you can easily Tweet from your phone. To do so login and go to your "Settings" page. Then click on the "mobile" tab. Follow the instructions provided.
- Tweeting from your phone is cool, but limits you in the sense that it's hard to shorten links and paste links into your Tweet.
- iPhone users: Use Tweetdeck to send and manage tweets on your iPhone. It's a fantastic app and will make your Tweeting life a breeze.



Banning a User

To ban a user simply go to that users page (ex: http://www.twitter.com/the_real_shaq)

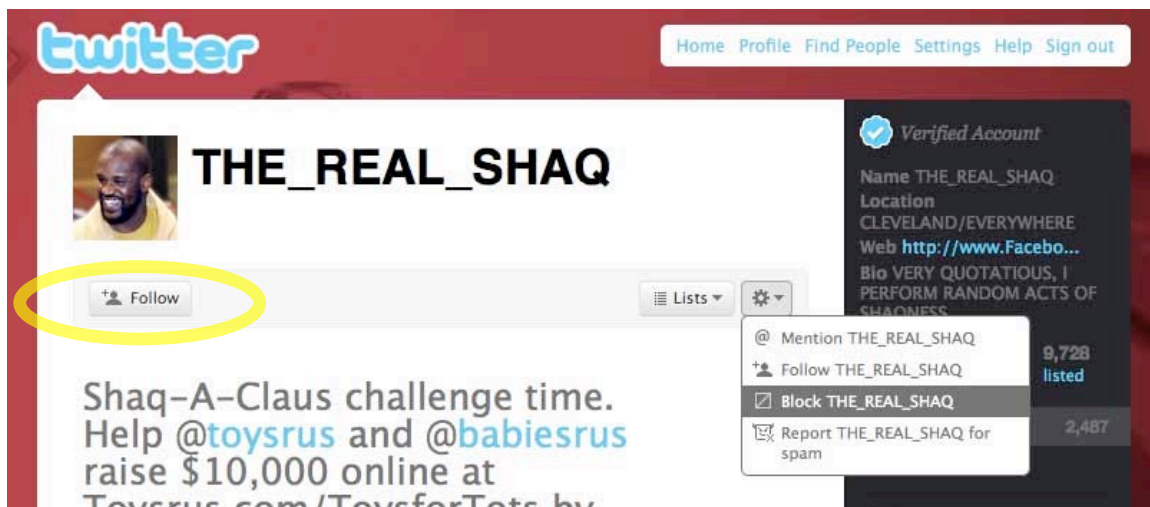
In the top part of their profile click on the cog wheel looking button and then select “Block So and So” (see yellow highlighte in image below).



Following a User

To follow a user simply go to that users page (ex: http://www.twitter.com/the_real_shaq)

Then click the “Follow” button below their profile picture.



Connections

You can connect your Twitter account with a variety of different apps and programs. The most common being Facebook.

To see which connections you have in place click on “Settings” and then click on “Connections”

Link Your Twitter Page to Your Facebook Page

Every time you Tweet you can also update your Facebook page. To do so you’ll need to go here: <http://www.facebook.com/apps/application.php?id=2231777543>

Then click on “Go to Application” and then choose to install the application. Follow the instructions provided on the page.

Link Your Facebook Page to Twitter

When activated, every time you post something on your Facebook page it will also update your Twitter page automatically.

Keep in mind that Facebook allows 420 characters per post while Twitter only allows for 144 characters. This means that when you go over 144 characters on your Facebook post, your Twitter post that is automatically being created based on your Facebook post will be truncated with an ellipses and a link to view your post on your Facebook page. If you’ve added a link in your Facebook post you might want to see how Twitter translated it...it may take people *just* back to your Facebook page and not to the link you’re trying to *really* direct them to.

Go here to link your Facebook to Twitter: <http://www.facebook.com/twitter/>

Then follow the instructions provided for you on that page.



Tweet Adder

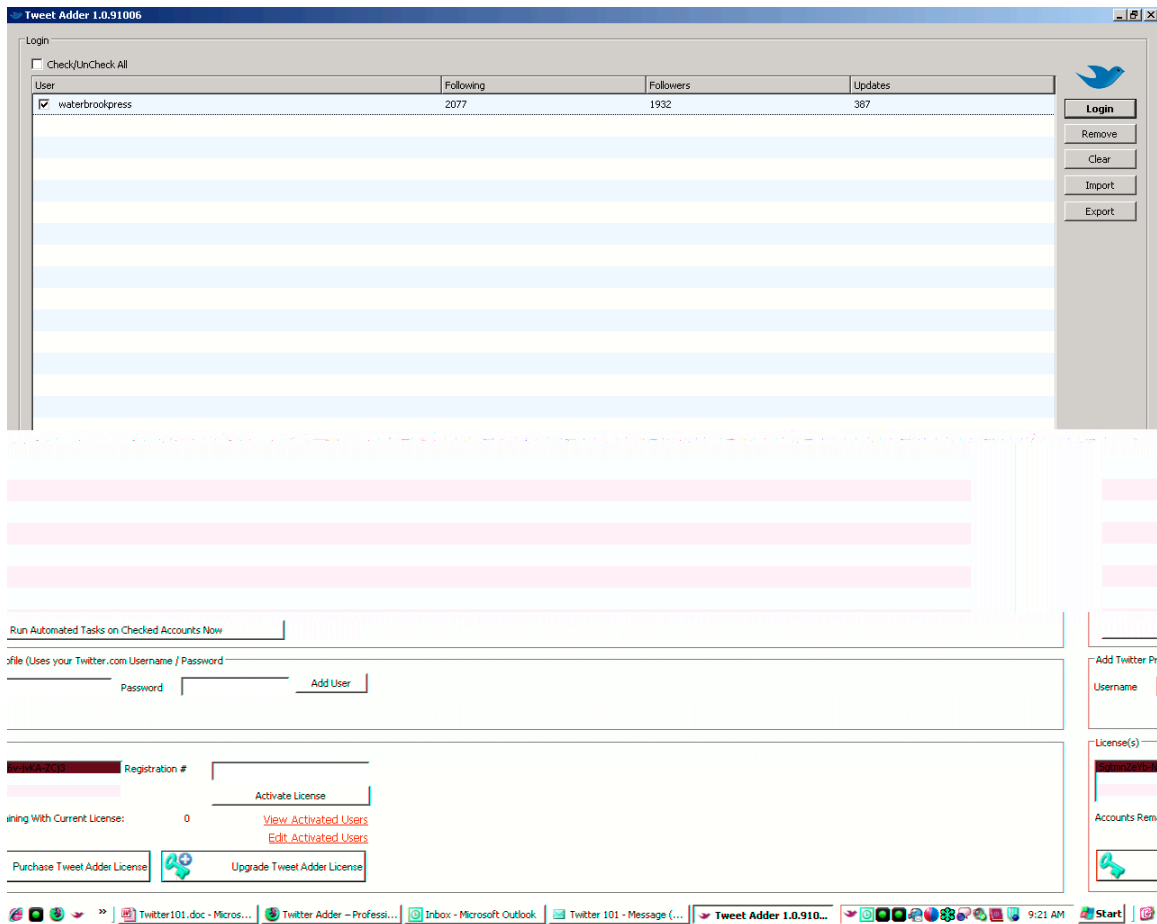
Tweet Adder is an software program that allows you to quickly manage and build up your following on Twitter through a series of automated tasks based on your specific directive.

To download and try Tweet Adder for free go to www.tweetadder.com

If you like Tweet Adder, you pay a one time expense of \$55 for one profile. If you have more than one profile it's \$74 for up to 5 profile names, \$110 for up to 10 profiles, and \$188 for unlimited profiles.

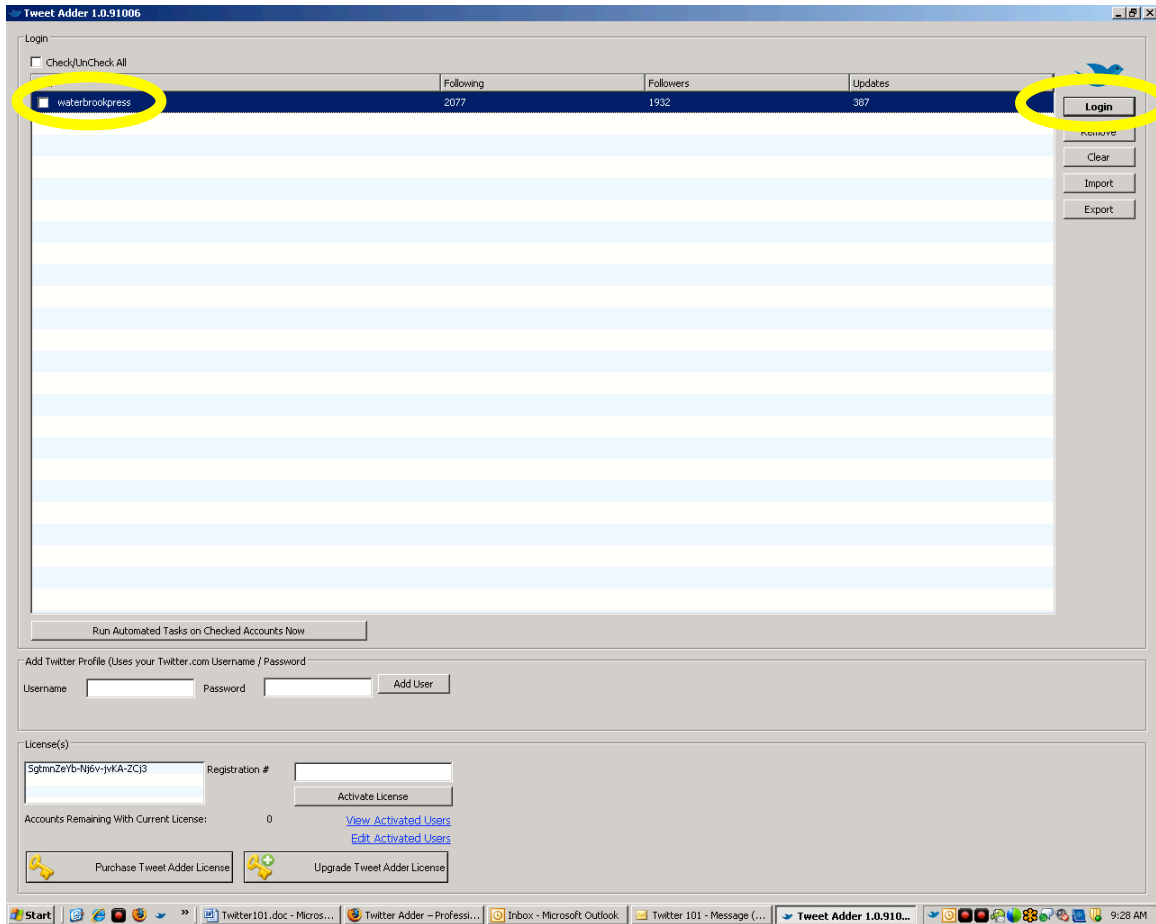
Tweet Adder at a Glance

Once you open up Tweet Adder you'll see a variety of things going on. I'll walk through the main features of Tweet Adder here. This is a screen shot of what you see when you open the program:



Logging In to Tweet Adder

To login to the account you want to manage simply click on the name of the account and then click “login” (see yellow highlights)



Using TweetAdder

The point of TweetAdder is to find people like you and follow them in order to get them to follow you back.

“Searching” in Tweet Adder

To find Twitterers who are like you or interested in similar things. There are a few different ways to do this:

- a. **Search by Tweet Keywords** – This will allow you to search through all the Tweets out in cyberspace for keywords mentioned in the Tweets themselves. For instance, if I want to find everyone who has Tweeted about me I would enter “Chris Sigfrids”
- b. **Search by Profile Data** – Remember when you set up your account and you filled in your profile info? This search will look through all Twitterers profile data to see what they are most interested in. This search will yield fewer but more potent searches. For example, you might search for keywords like, “Christian Fiction,” “evangelism,” “small group,” “Sunday school,” “Christian books,” or other keywords specific to who you are as an author and what you write about.
- c. **Search by Location** – You can find Twitterers by region or geographic location.
- d. **Search by Followers of Another User** – You can follow everyone who is following an author similar to you. A good example might be someone like Randy Alcorn. If I were managing his Twitter page I would be following everyone who is following @JohnPiper, @MarkBatterson and @LeeStrobel because I think there are similarities between those authors and everyone who follows those other authors would like to follow Randy too.
- e. **Search by Users Followed by Another User** – Sounds similar to the one above. The difference in this one is that you are following those that the author is following instead of those that are following the author. (It’s confusing, I know!).

Be sure to use quotations in your searches, it will help you hone in on specifics rather than a combination of words.

For example, if I search for “john piper” in quotes I’ll get what I’m after, but if I search for john piper without quotes I will get a broader search result and a Tweets that have john and piper mentioned in the tweet (but maybe not together).



When you start your search you will see a box pop up. You can thumb through each post and check each one you want or you can click “save all” to enter all the keywords in at once. Since you’ll be searching using quotations I recommend simply adding all.

For instance, below I searched for “Romans 12” and I was given 554 results. I will “save all” of these profiles to my “users to follow” list under my “to do” section of the program. We’ll talk next about how to follow these people en masse.

The screenshot shows the Tweet Adder software interface. On the left, there are statistics for 'waterbrookpress' and a 'To Do' list. The main area is a search results window for the keyword 'romans 12'. The search results table has columns for Numeric ID, User ID, Tweet, and Date/Time. A yellow circle highlights the '594 Results' count in the top right of the search results window. Another yellow circle highlights the 'Save All' button at the bottom right of the search results window. The status bar at the bottom shows the current time as 9:55 AM.

Numeric ID	User ID	Tweet	Date/Time
n/a	hear/ret/chr	In view of God's mercy, giving my all is REASONABLE NOT RADICAL...	2009-11-18T16:46:58Z
n/a	totalvector	In view of God's mercy, giving my all is REASONABLE NOT RADICAL...	2009-11-18T16:38:08Z
n/a	Sandytables	#prayerforannisa & Family RT @loranimal Annisa's verse:"Romans 12:12: Rejoice...	2009-11-18T16:31:35Z
n/a	gregchapman	Steve Murrell at Nashville Every Nation staff meeting: Romans 12:1, "Reasonable Servi...	2009-11-18T16:29:55Z
n/a	Church303val	RT @dougbarrette: "Rejoice with those who rejoice, and weep with those who weep."...	2009-11-18T16:16:59Z
n/a	dougbarrette	"Rejoice with those who rejoice, and weep with those who weep." - Romans 12:15	2009-11-18T16:15:26Z
n/a	RevJoVonna	My devotional this a.m. Don't just pretend to love others. Really love them. Hate what is wro...	2009-11-18T15:58:33Z
n/a	lawrencem	@nicolasdR Romans 12 ought to help with that.	2009-11-18T15:53:46Z
n/a	loranimal	Annisa's verse:"Romans 12:12: Rejoice in hope, be patient in tribulation, be constant in...	2009-11-18T15:27:23Z
n/a	kellyburks	Love must be sincere. Hate what is evil; cling to what is good. Romans 12:7-9 NIV	2009-11-18T15:26:41Z
n/a	smontanez71	#8220;Rejoice with those who rejoice, and weep with those who weep.#8221; Romans 1...	2009-11-18T15:21:18Z
n/a	HookingStic...	I Have a Thinking Problem - Romans 12:2 http://bit.ly/1KlnR8	2009-11-18T15:04:46Z
n/a	jiskakar	is determined to "be joyful in hope, patient in affliction, faithful in prayer." Roma...	2009-11-18T14:50:02Z
n/a	unicornteebks	@lensweet you mean likein romans 12:2 - not political as such but more non-conformist?	2009-11-18T14:47:40Z
n/a	pstriay	Recompense to no man evil for evil. Provide things honest in the sight of all men.Romans 12:17	2009-11-18T14:42:09Z
n/a	youthpunk	Don't just pretend to love others. Really love them. Hate what is wrong. Hold tightly to what ...	2009-11-18T14:29:33Z
n/a	dianis	RT @daveyblackburn Romans 12:9-21 absolutely rocked my soul this morning! A great HEAR...	2009-11-18T14:10:09Z
n/a	daveyblackb...	Romans 12:9-21 absolutely rocked my soul this morning! A great HEART-check for the follow...	2009-11-18T14:04:28Z
n/a	plondon	Romans 12:12 Rejoice in hope, be patient in tribulation, be constant in prayer.@iamthemvmt	2009-11-18T14:02:15Z
n/a	GraceChuang	#8220;Rejoice with those who rejoice, and weep with those who weep.#8221; Romans 1...	2009-11-18T13:40:02Z
n/a	weglyer	@missarlene Having then gifts differing according to the grace that is given to us, let us us...	2009-11-18T13:34:12Z
n/a	missarlene	Having then gifts differing according to the grace that is given to us, let us use them. --Roma...	2009-11-18T13:18:26Z
n/a	AaronTPStone	Romans 12:3 For I say, through	2009-11-18T11:32:30Z
n/a	recessionviews	"Love must be completely sincere. Hate what is evil, hold on to what is good."	2009-11-18T10:24:57Z
n/a	felcares	RT @K_Love: Don't just pretend to love others.	2009-11-18T10:04:04Z



Following in Bulk Using Tweet Adder

Once you have searched for a nice list of names to follow (around 1,000 is a good number to start with) you'll want to begin following those Twitterers. Following people in bulk is a snap with Tweet Adder. To do so, simply click on the "follow" tab and choose how many people you want to "follow now." You'll see a variety of other settings on this page including:

- **# of users to follow back** – You can follow back people who are following you in bulk. Enter the number to follow and click start.
- **Minimum follows to send per day** – You can automate Tweet Adder to work every day (we'll talk about setting this up a bit later) – this setting tells Tweet Adder how many follows you want to do each day.
- **Time Delay Between Follows** – This allows you add a delay between each follow (in case you don't want to try to mask the fact that you're following people in bulk).
- **Stop adding follows when following to follow ratio reaches** – this allows you to set limits on how many people you follow (in case you don't want to look like someone who is trying to build up your followers by following others).

The screenshot displays the Tweet Adder application window. The interface includes a menu bar (File, Edit, Accounts, Settings, Search Trends, Automation, Help) and a toolbar with buttons for Search, Follow, Unfollow, Messages, Tweets, Replies, Automation, and Misc. The main window is divided into several sections:

- Statistics:** Shows account metrics for 'waterbrookpress', including 1932 Followers, 2077 Following, and a 1.08:1 Follower Ratio.
- Send Follows Now:** A section with a '# to send:' input field set to 50 and 'Start' and 'Stop' buttons.
- Follow Back Users Who Are Following Me:** A section with a '# of Users to Follow Back:' input field set to 1000 and 'Start' and 'Stop' buttons.
- Follow Settings:** Contains several configuration options:
 - 'Maximum Follows to send per day:' set to 9999.
 - 'Time Delay Between Follows:' set to 10 to 12 seconds.
 - A checked checkbox for 'Stop adding follows when following to follower ratio reaches:' with a ratio of 1.5 to 1.
- Status:** A log window showing the progress of the following process, including search results and ID extraction for various search terms like 'the treasure principle', 'randy alcorn', and 'john piper'.
- Notifications:** A section for receiving alerts.

The Windows taskbar at the bottom shows the system time as 11:11 AM and several open applications, including Tweet Adder.



Unfollowing in Bulk Using Tweet Adder

Since Twitter sets limits on how many people you can follow, you'll want to unfollow people who decided not to follow you back. This allows you to move on to follow more people.

To unfollow people in bulk go to the "Unfollow" tab and choose from the following:

- **Unfollow users who aren't following you back** – Enter the number of users to unfollow and click start.
- **Maximum # of unfollows per day** – Self explanatory
- **Time Delay Between unfollows** – Allows you to mask the fact that you're "dumping" a bunch of followers all at once.
- **Stop unfollowing when following to follower ratio reaches** – Again, this helps you try to keep your following to follower ratio close to each other so it doesn't look like you're lurking (which you kind of are...)
- **Only Unfollow users that were followed using Tweet adder** – I highly recommend checking this. If you don't you will unfollow people that you probably definitely wanted to follow in the first place.
- **Wait "X" days before unfollowing a user** – Definitely use this. Set it to 3 days. That gives people ample opportunity to follow you back. If after 3 days they aren't following you back, they get unfollowed.
- **Unfollow everyone except for safelist** – Wouldn't mess with this. It allows you to create a list of twitterers that you will always follow no matter what. It's a time consuming process and one more thing to manage. I'd skip creating a safe list

The screenshot displays the Tweet Adder software interface. The top menu bar includes File, Edit, Accounts, Settings, Search Trends, Re, and Help. The main window is titled "UnFollow Users who aren't Following You Back". It features a "# to UnFollow:" field set to 50, with "Start" and "Stop" buttons. Below this, the "UnFollow Settings" section includes a "Maximum # to UnFollow per day:" field set to 1000, a "Time Delay Between UnFollows:" field set to 0 to 5 seconds, and checkboxes for "Stop UnFollowing when following to follower ratio reaches:" (set to 1.5 to 1), "Only UnFollow users that were followed using TweetAdder" (checked), and "Wait 2 Days Before UnFollowing a User" (checked). There is also an "Unfollow everyone except for Safelist" checkbox and an "Edit Safelist" button. The "Statistics" section on the left shows "waterbrookpress" as the account, with 1932 Followers, 2077 Following, and a 1.08:1 Follower Ratio. The "Status" section at the bottom shows a log of activities, including "Search Complete", "IDs saved to database", "duplicate IDs were ignored", and "Checking for tweets @Me in 6 minutes".



Automated Responses/Messages Using Tweet Adder

This is a great tool to use if you want to send Direct Messages out to your followers in bulk. I typically send out the same one, "Tweet, "@WaterBrookPress – I want to read BOOK NAME by AUTHOR NAME" to be entered to win a free book.

For us, it's all about getting people to Re-Tweet something about our authors and their books – this little contest works great because people love winning free books and we love having them Tweet to their followers (sometimes in the thousands) that they want to read your book!

We also send out Direct Messages about upcoming titles as well. It's a great way to message people in bulk with just a little bit of set up!

Here are the basics on the "Messages" tab:

- Add the message you want to send
- You can send them now or use the automation process to manage sending them (remember there are a 150 max Direct Messages you can send per day)
- Use the Message Settings area to manage how you want to send your messages
- If you want to have pre-written Tweets ready to go, use the "Save to File" feature on the right hand side. It will make sure you can quickly grab and send out messages.

The screenshot displays the Tweet Adder software interface. The main window is titled "Messages" and contains the following elements:

- Message Input:** A text area containing the message: "CONTEST: Enter to win an Amish Christmas Basket of goodies! - Enter here: http://btk.ly/DDHF".
- Buttons:** "Load from File", "Save to File", "Clear List", and "Remove Item" are on the right. "Send Messages Now" is a prominent button in the center.
- Message Settings:** Includes "Maximum Messages to send per day: 150", "Time Delay Between Messages: 0 to 5 seconds", and "Send Messages to Newest Followers First".
- Statistics:** A sidebar on the left shows "Twitter Stats" for "waterbrookpress", including 1932 Followers, 2077 Following, and 1.08:1 Follower Ratio.
- Status Window:** A scrollable list at the bottom shows a log of sent messages, such as "Sent 1 of 50 - Message sent to user: 52172514 - 10:32:23 AM 11/18/2009".



Scheduling Tweets Using Tweet Adder

You can use Tweet Adder to schedule Tweets in bulk. It's a handy feature, but I would recommend using Sendible.com instead. Sendible.com will let you schedule Tweets, Facebook posts, emails, blog entries and anything else you want all at the same time. Sendible.com also lets you set recurring posts (in other words I can make a post go up every 3 weeks, 2 days, 4 months, etc, etc.) which allows you to maintain activity on your Twitter and Facebook pages with less time and effort.

That said, check out the Tweet Adder scheduling option. It might work great for you!

The screenshot shows the Tweet Adder application window. The 'Tweets' menu item in the top navigation bar is highlighted with a yellow circle. The interface includes a sidebar with 'Twitter Stats' and 'To Do' lists, a main area for 'Pre-Set Tweets to Post' and 'Tweet Settings', and a bottom section for 'Status' and 'Notifications'. The 'Status' section displays a log of activities such as 'Message sent to user' and 'Unfollowed user' with timestamps. The Windows taskbar at the bottom shows the Start button and several open applications including 'Twitter101.doc...', 'YouTube - If God...', 'Inbox - Microsoft...', 'Twitter 101 - Mes...', and 'Tweet Adder'.



Setting Automated Direct Message Replies With Tweet Adder

When someone follows you or sends you a direct message, you can automatically reply with a direct message of your own using the “replies” tab in Tweet Adder.

We send out this reply to everyone who follows us or DM’s us:

Tweet, “@WaterBrookPress – I want to read BOOK NAME by AUTHOR NAME” to be entered to win a free book.

To set this up, simply enter one or more pre-set messages you want to reply with and how often you want Tweet Adder to check for direct messages or replies sent to you. As long as Tweet Adder is open and running it will do this for you automatically based on your preferences. Again – using the “Save to File” feature will make managing adding Tweets to this area a breeze.

The screenshot displays the Tweet Adder application window. The 'Pre-Set Messages to Randomly Reply With:' section contains two identical messages: "Tweet: @WaterBrookPress - I want to read BOOK NAME by AUTHOR NAME: http://j.mp/DDHSP to win a free book!". The 'Replies' tab is highlighted in yellow. Below this, a list of users is shown with their IDs and timestamps, such as "now following user: 87093005 - 10:37:27 AM 11/18/2009". On the right side, there is a 'Status' section with a list of actions like "Sent 1 of 50 - You are n" and "UnFollowed 1 of 4 - UnF". The bottom of the window shows a Windows taskbar with various open applications.



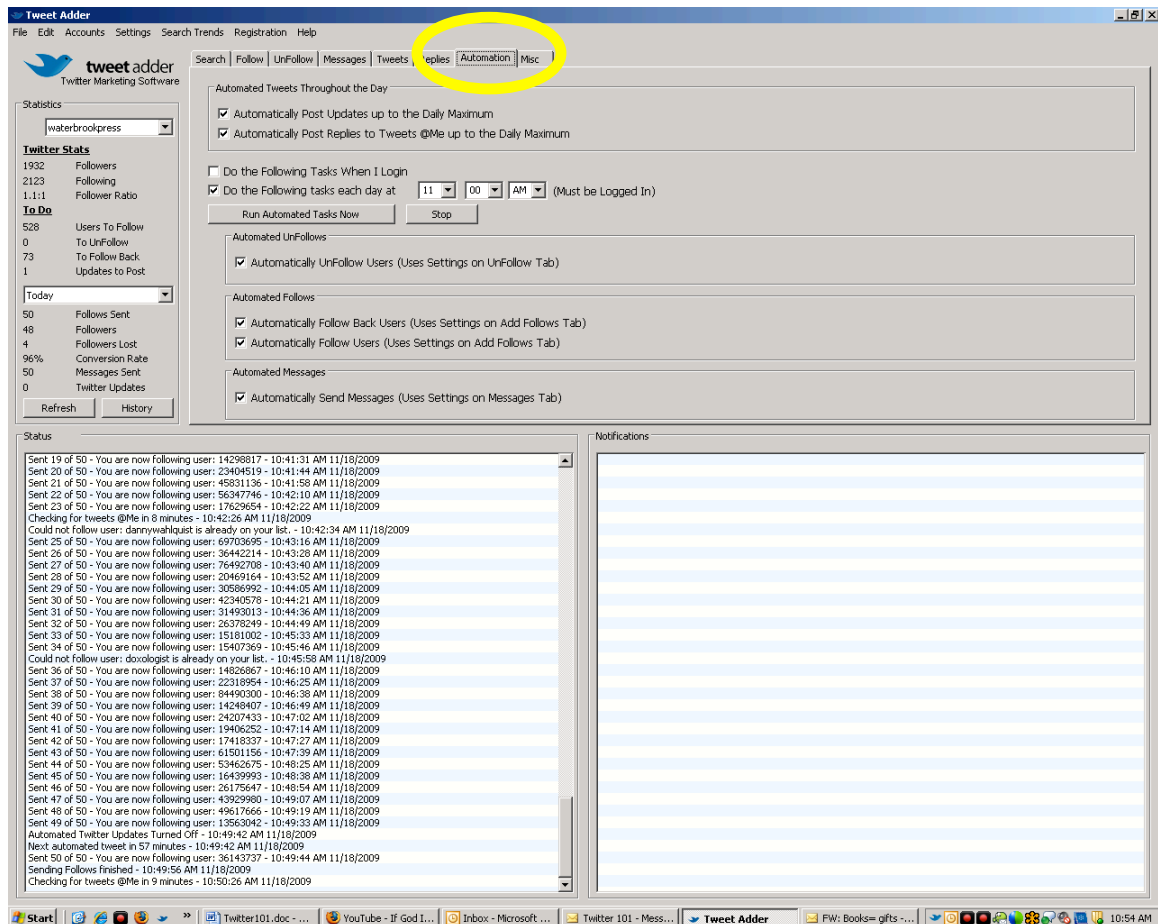
Using the Automation Feature in Tweet Adder

You can use the “Automation” feature to run all your tasks once each day. This allows you to set everything up and then let it run without having to babysit it each day. In order to do this though, you need to keep the program open and running on your computer all the time. That said, I use the automation – it works great and greatly reduces the amount of time I have to pour into Twitter.

Here are the things you can automate:

- **Automatically post updates up to the Daily Maximum** – Tweet Adder will send out any tweets you set up/scheduled in the “Tweets” tab
- **Automatically post replies to @me up to the Daily Maximum** – Tweet Adder will send out your automated direct message responses based on what you have loaded in the “Replies” tab
- **Do the following tasks when I log in** – Tweet Adder will automatically go to work when you open the program
- **Do the following tasks when each day** – This is the one I prefer to use. I set mine to run at 11am each day (best to do it during the day time as that’s when most people are active on Twitter)
- **Automated Follows, Unfollows & Messages** – These will all run if checked based on what you have set up on the subsequent tabs.

Here is what my Automation page looks like:



The screenshot displays the Tweet Adder software interface. The top menu bar includes File, Edit, Accounts, Settings, Search Trends, Registration, and Help. The main navigation tabs are Search, Follow, UnFollow, Messages, Tweets, replies, Automation, and Misc. The 'Automation' tab is selected and highlighted with a yellow circle. The interface is divided into several sections:

- Statistics:** Shows account details for 'waterbrookpress', including 1932 Followers, 2123 Following, and a 1.1:1 Follower Ratio.
- Automated Tweets Throughout the Day:** Contains checkboxes for 'Automatically Post Updates up to the Daily Maximum' and 'Automatically Post Replies to Tweets @Me up to the Daily Maximum', both of which are checked.
- Task Scheduling:** Includes options for 'Do the Following Tasks When I Log In' (unchecked) and 'Do the Following tasks each day at' (checked and set to 11:00 AM). Buttons for 'Run Automated Tasks Now' and 'Stop' are present.
- Automated UnFollows:** 'Automatically UnFollow Users (Uses Settings on UnFollow Tab)' is checked.
- Automated Follows:** 'Automatically Follow Back Users (Uses Settings on Add Follows Tab)' and 'Automatically Follow Users (Uses Settings on Add Follows Tab)' are checked.
- Automated Messages:** 'Automatically Send Messages (Uses Settings on Messages Tab)' is checked.
- Status:** A scrollable log of activities, such as 'Sent 19 of 50 - You are now following user: 14298817 - 10:41:31 AM 11/18/2009'.
- Notifications:** An empty area for receiving alerts.

The Windows taskbar at the bottom shows the Start button and several open applications, including Tweet Adder, which is the active window.



Using TweetDeck

Download the free software for your Mac or PC at www.TweetDeck.com or to add it to your iPhone, search for Tweet Deck in the iPhone app store.

TweetDeck is a great software and iPhone app that allows you to monitor Twitter (and Facebook too if you desire) for daily activity. You can do the following with Tweet Deck

- 1) Monitor "Mentions" - when people mention you by your profile name (Ex: @waterbrookpress)
- 2) Monitor "Direct Messages" - direct messages sent to you from other people on Twitter.
- 3) Set up keyword searches to look for specific keywords people are Tweeting about (ex: "WaterBrook Multnomah," "Christian Publishing," "Shaunti Feldhahn," etc.) – I search for dozens of keywords and then retweet interesting posts. It's also a great way to keep up to speed on things happening in the news, etc.
- 4) You can direct message, retweet, follow, unfollow and more directly out of Tweet Deck
- 5) You can monitor your Facebook news feed and make posts to your Facebook page from Tweet Deck
- 6) You can monitor all the people you're following on Twitter and what they're tweeting about.

The screenshot displays the TweetDeck application interface, which is designed for monitoring Twitter activity across multiple columns. The interface is dark-themed and includes a top navigation bar with the TweetDeck logo and version information (v0.30.1). The main area is divided into several columns:

- All Friends:** A column showing tweets from friends, including a tweet about Cranberry Candles and another about a conference call.
- Mentions:** A column showing tweets that mention the user, such as "@waterbrookpress - I want to read SUMMERTIME by J.M. COETZEE" and "@waterbrookpress - I want to read shadow Government by Grant R. Jeffrey".
- Direct Messages:** A column showing direct messages, including one from DeanaBender786 and another from AmazonKindleInc.
- Search:** A column showing search results for the query "you were born for ...", featuring tweets about a contest to win a free book and a contest to win an Amish Christmas Basket of goodies.

The interface also includes a top status bar showing "Remaining API: 124/150 Resets: 11:30" and a bottom navigation bar with icons for home, search, and other functions.



Using Sendible.com for Scheduling Tweets (and more!)

Sendible.com is an amazing resource that allows you to schedule Twitter, Facebook, Blog, Email and many more RSS-type posts.

Through Sendible.com you can schedule Tweets to post once or recur as many times as you'd like into the future (daily, weekly, monthly, etc.)

Sendible.com is free, but it's best to pay for the \$3/month service to upgrade to allow you to post more updates to Twitter and Facebook.

To get started visit www.Sendible.com.

The screenshot displays the Sendible.com interface. At the top, the browser window shows the URL <http://sendible.com/status>. The main content area is titled "Status Updates" and features a scheduling form. The form includes a dropdown menu for "2 social network(s) selected", a "When" field set to "26 November 2009 at 15:38", and a "Recurs" dropdown set to "Once Only". The text area contains a tweet: "RT @PegPhifer: @HeatherTipton Like suspense? Read The Night Watchman by Mark Mynheir - http://j.mp/2bMgU8". Below the text area is a "URL" field with "http://bit.ly/3cs2ca" and a "Shorten Url" button. The "Attach" section shows a file icon and a "Save" button. A note states: "34 Note: Updates to services that have a character limit will be split into multiple messages automatically." To the right of the form is a "Compose New" sidebar with options for "Multi Message", "Email", "SMS (50)", "Status Update", and "Reminder". Below the form is a "Pending Updates" section listing several scheduled posts. The first entry is for "Twitter - waterbrookpress" on "26 November 2009 at 15:49" with the text "Powerful video closely related to Randy Alcorn's new book - If God Is Good: http://bit.ly/2CrC87". The second entry is for "Facebook page - WaterBrook Fan Page" and "Twitter - waterbrookpress" on "23 October 2011 at 13:33" with the text "Churche" by Matthew Paul Turner - Start Reading today. Download chap. 1 here: http://j.mp/2ABEX3". The third entry is for "Facebook page - WaterBrook Fan Page" on "30 November 2009 at 10:22" and "every 1 month(s) until Friday, 31 October 2014 at 10:22" with the text "Follow @WaterBrookPress on Twitter tool www.Twitter.com/WaterBrookPress". The fourth entry is for "Facebook page - WaterBrook Fan Page" on "1 December 2009 at 13:27" and "every 3 week(s) until Sunday, 26 October 2014 at 13:27" with the text "Win a free WaterBrook Multnomah book of your choice! Simply post 'I want to read BOOK-NAME by". The right sidebar also contains "Ads by Google" with links for "Sign Up Hotmail", "Free Gmail from Google", "Msn Hotmail Sign In", "Sign Up for GMX Mail", and "Create Your Own Layouts".

