

# Building 'You Inc.' - Getting Started With TweetDeck

Getting Started with TweetDeck - The How-To Guide

---

@paulmaiero



## What is Twitter?

Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent messages. People write short updates, often called "tweets," of 140 characters or less. These messages are posted to your profile and sent to your followers, and are searchable through Twitter search.

## Getting Started

### Step 1: Signing Up

Head to [twitter.com](http://twitter.com) and click the 'Sign up now' button. The sign up process is very simple and straightforward.

#### For example:

Full name	<input type="text" value="John Doe"/>	✔ ok
Username	<input type="text" value="johndoe454"/>	✔ ok

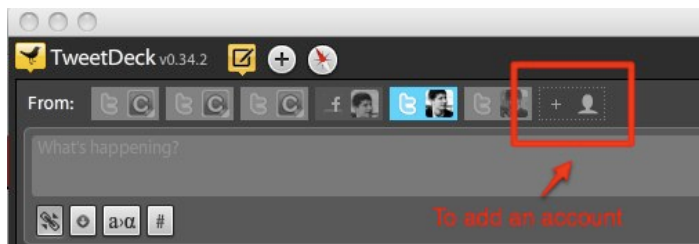
Your URL: <http://twitter.com/johndoe454>

### Step 2: TweetDeck, an easy to use Twitter client

TweetDeck is a third-party program that allows anyone to use Twitter through a desktop client. TweetDeck will streamline your use of Twitter, while providing improved usability and customizable features.

1. Download TweetDeck at [tweetdeck.com](http://tweetdeck.com)
2. When TweetDeck opens, select Twitter, and log in with the credentials you created in Step 1.
3. Now you're ready to go!

### Adding Your Social Accounts (i.e. Twitter)



Click the 'Add Account' Button as outlined below. Once you do that you'll be taken to a screen that allows you to select which social accounts you want TweetDeck to add. From there you type in your log-in credentials and TweetDeck will add that column!

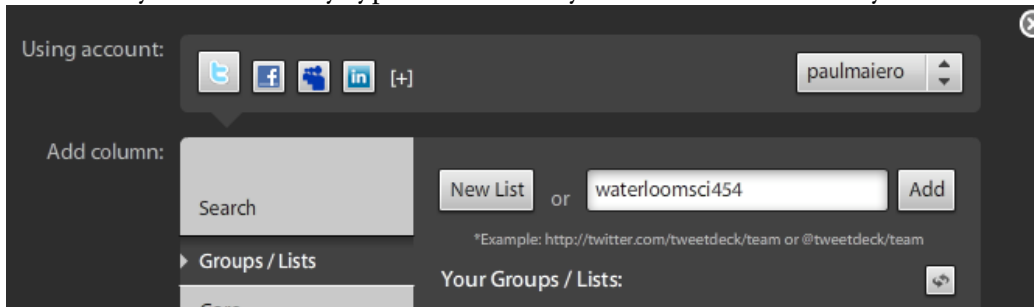
### Step 3: Setting up TweetDeck

You can also select the Add Column button to add any stream from any of your social accounts, it allows you to easily navigate and get a view of the action that occurs on any of your social services.

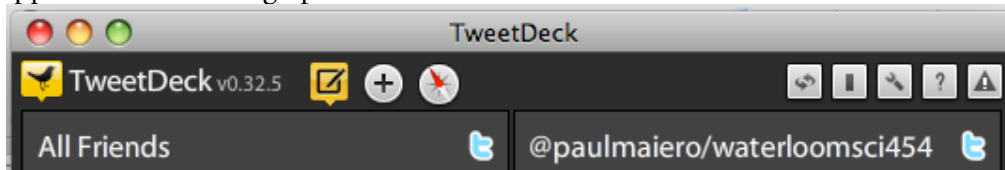
1. Select the 'Add Column'  button from the top of the TweetDeck Bar.



2. From here you can add any type of feed from your social account that you would like.



3. Your TweetDeck will now have the feed you've chosen to add in a TweetDeck column, and should appear similar to the graphic below.

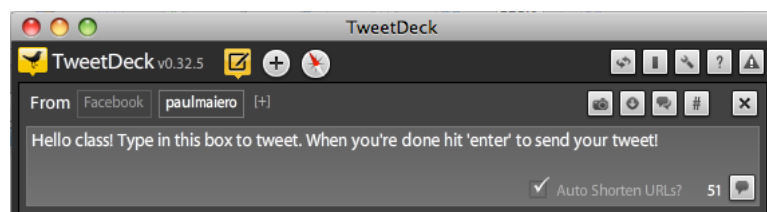



### Step 4: Using TweetDeck

For those of us who have used Twitter before, TweetDeck incorporates all the features found on the web-based version of Twitter into a much easier format.

Below are the features that you will find useful as you navigate TweetDeck.

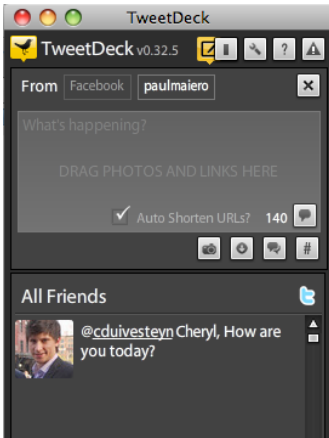
#### How can I send updates to Twitter using TweetDeck?



In TweetDeck, select the yellow 'Compose Update'  button from the TweetDeck bar. You can begin by typing your tweets in the grey box that opens below.

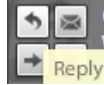
## Twitter Features:

### Using @replies to send a message to a specific user:



An @reply is a public message sent from one person to another, distinguished from normal updates by the @username prefix. If a message begins with @username, it is collected as a reply. Reply **publicly** to any update on Twitter by using the @username format.


1. Move your mouse over any users picture to obtain additional Twitter features, such as the reply feature.

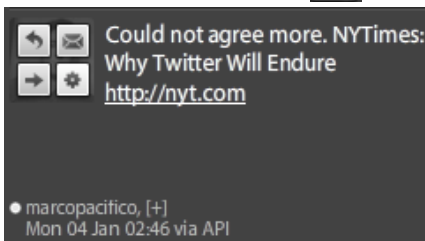


2. Click the reply arrow  to reply to a followers tweet.

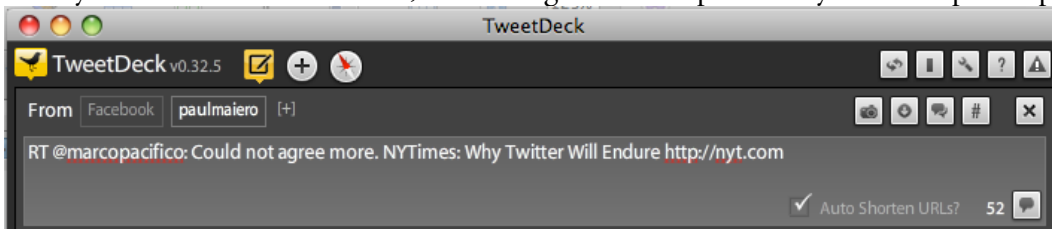
### Voicing support for a tweet: Using the retweet (RT) feature

RT is short for retweet, and indicates a re-posting of someone else's tweet. People add RT somewhere in a tweet to indicate that part of their tweet includes something they're re-posting from another person's tweet, sometimes with a comment of their own. This feature is often used to display your support for another user's Tweet.

1. Move your mouse over your classmate's picture to obtain additional Twitter features, such as the retweet feature.
2. Click the retweet arrow  to copy a tweet into your message box.



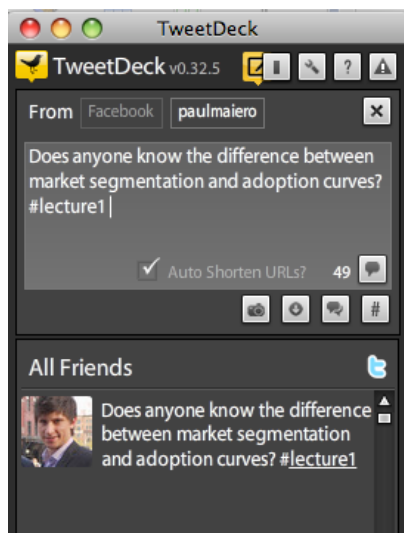
3. Once you click the retweet arrow, the message will be copied into your 'Compose Update' box.



## Organizing Topics: Using hashtags (the # symbol)

Hashtags organize tweets into categories, for instance, by lecture or guest speaker. The use of hashtags also provides an easy way to search for discussion surrounding any topic.

**For example:**  
**#lecture1**



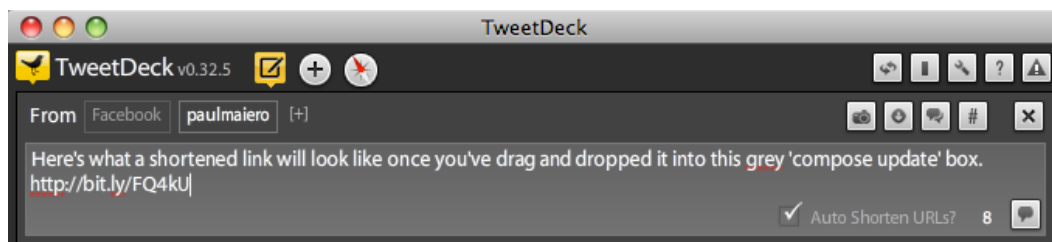
## Incorporating links into your tweet

Providing a link to a website or resource can often improve the quality of your Tweet. TweetDeck makes it very easy to incorporate links into your tweet.

1. Simply drag and drop the url into TweetDecks 'compose update' box. **OR**
2. Copy and paste the url into TweetDeck's 'compose update' box.

Due to twitter's 140 character limit, TweetDeck will automatically shorten the link for you.

**For example:**



## Using Twitter on a Smartphone

In addition to the web and TweetDeck, Twitter can be accessed on any smartphone device. I recommend the following free mobile applications for both the BlackBerry and iPhone.

### BlackBerry: UberTwitter



UberTwitter is a free, full-featured, location-aware Twitter client which supports all of the features of Twitter as well as additional advanced capabilities.

## iPhone: TweetDeck



TweetDeck is a free mobile application for the iPhone, which has the same look and feel of the desktop client. If you sign up for a TweetDeck account, you can also have the TweetDeck desktop client and mobile application synchronized.

## Using Twitter via Text (SMS)



Twitter also supports the ability to text via your mobile phone. Not only can you receive Tweets via SMS when people you've specified update, you can also send updates to Twitter while you're on the go. Twitter charges you nothing, but how much it costs to use Twitter with text messaging depends on your text

messaging plan. Standard text messaging rates (such as international text messaging fees) do apply. Consult your service provider to ensure that your text plan covers your Twitter usage.

To use Twitter via text, just send a message with the word **START** to Twitter's Canadian short code 21212. For more information regarding Twitter text go to [help.twitter.com/forums/10711/entries/14020](http://help.twitter.com/forums/10711/entries/14020)