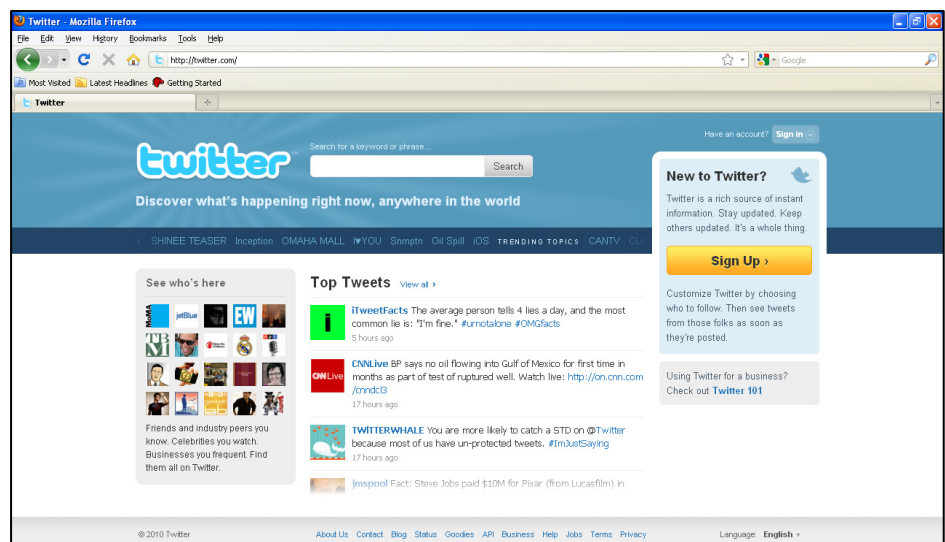


How-To Guide -- Twitter



3. Create an account by going to the Twitter homepage (<http://twitter.com/>) and clicking on “Give it a try” on the right-hand side. Insert your organization’s information including the user name and password. The “full name” section should also be the name of your organization, not an individual, since this is what will appear in your public profile. After entering the required four pieces of information and reading the Terms of Service, click “Create my account.”

2. Once your account is created, you will be given the opportunity to immediately fill in brief details about your organization for your profile such as the location, a short bio and the organization’s Web address. You may also upload your company’s logo or image of choice at this time.



1. You’re ready to tweet! Remember that you must keep the tweet to 140 characters or less, and it should be something catching and informative to your audience. You can search for others by clicking the “Find People” link at the top of the page. Here you can search for groups or individuals already on Twitter, or you can invite others to follow you by importing your e-mail contacts under “Find Friends” or “Invite by Email.” You’ll have instant connection to your audience in no time.