



Basic Twitter Guidelines

- Twitter is a social networking tool designed to send instant messages/updates to the world and your followers (followers is a term for people you request to connect with, similar to adding as a friend)
- Twitter **is not** an outlet to spam the world on your event/company
- **It is** an outlet for interaction and going above and beyond traditional forms of media and customer interaction
- The aim of Twitter for an event/company is to gain followers who are possible attendees/customers by following relevant users
- You can then reach more people by talking to and interacting with these users who could recommend your services and resend your messages/competitions (ReTweeting)
- Under no circumstances should you ask to have a message ReTweeted, this is simply bad etiquette and is a definite way to lose followers and destroy the relevance and point of a Twitter account.
- The entire point of Twitter is interaction, and people on Twitter like the familiarity of a single person managing a Twitter account, they also enjoy someone with a personality who is good to interact with.

To sign up to Twitter visit www.twitter.com/signup and enter your details, you will need to have a usable email address, a short 160 character bio and have decided upon a username for your event/company. One idea could be to start an account as yourself using your own name just to get a general idea of how Twitter works, what the atmosphere is like and get a general feel of the network before starting as your company/event.

If you need to contact Alan Costello for further information, help, or training feel free to email me at alancostello@me.com or through Twitter by going to www.Twitter.com/AlanCostello or alternatively email info@science.ie and title it F.A.O. Alan.