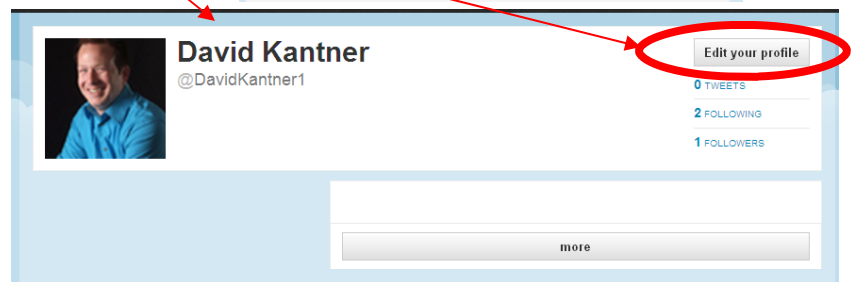


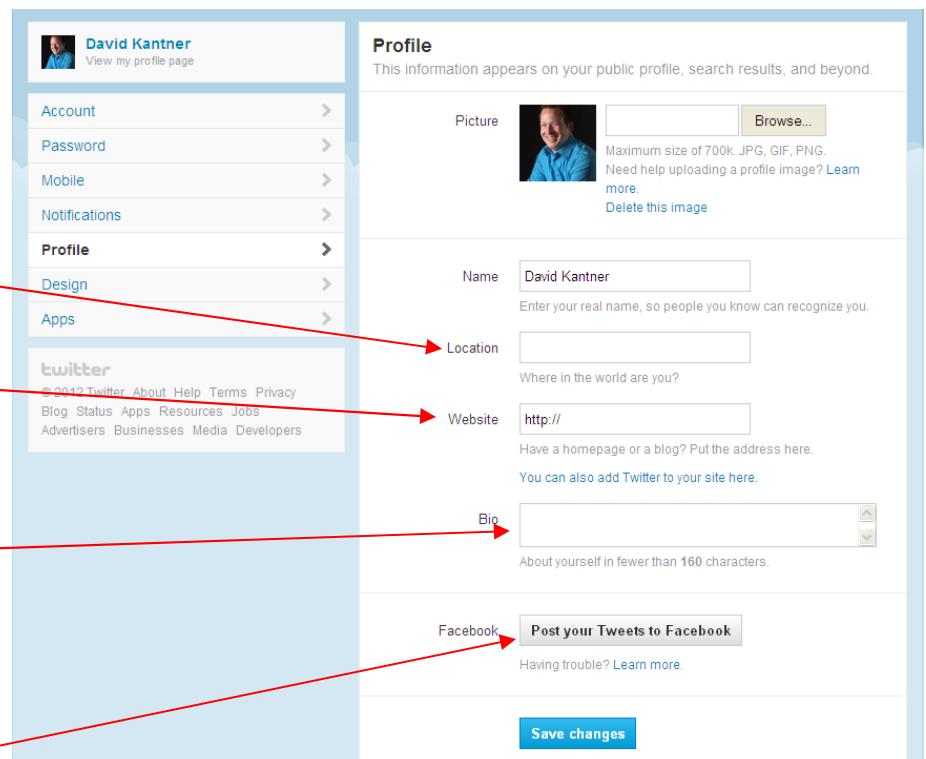
Editing Your Twitter Account

When you signed up for Twitter, you entered some basic information and started following some other users. Before you go live with your profile and advertising your name, it is time to fine-tune your profile and brand it for your business. This tutorial will walk you through these steps!

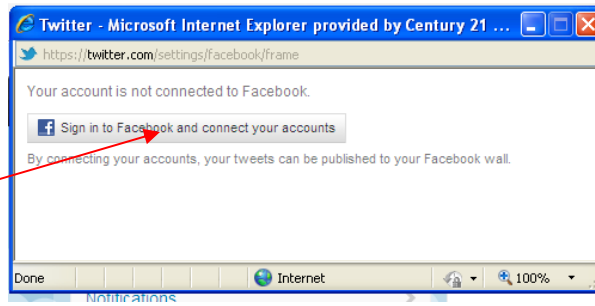
- 1) Once you sign into Twitter, you will see a block like the one to the right in the top left hand corner of your screen.
- 2) Click on “View my profile page”
- 3) Your screen will change similar to this
- 4) Click on “Edit your profile”



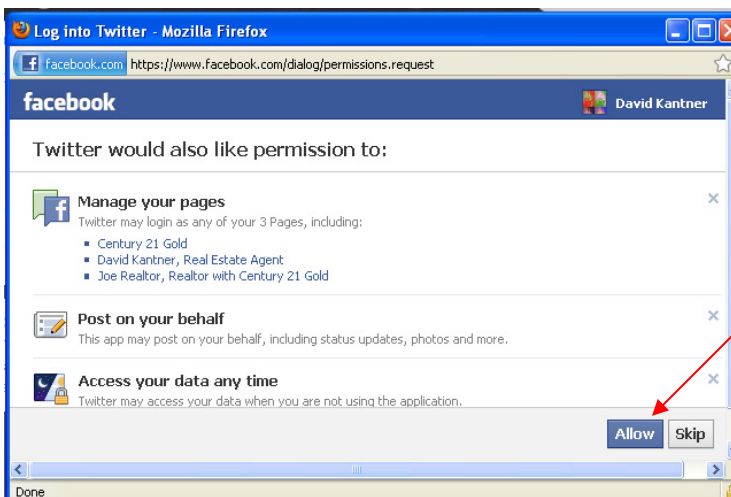
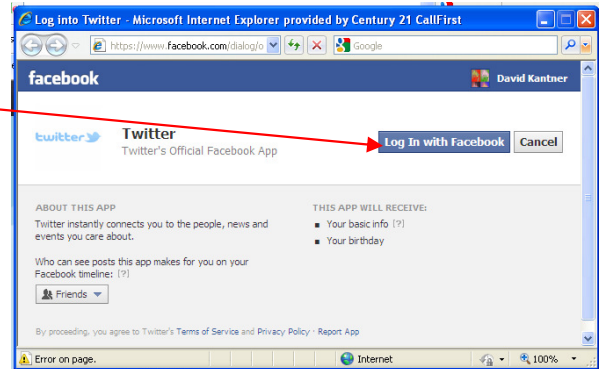
- 5) Your screen will change once again to the one on the right. You are automatically taken to the “Profile” part of the setup. Your picture, name, and bio will pull in from when you setup your Twitter Account originally
- 6) Type in a “Location” of where you are. I suggest using whichever office you work out of (Exeter or Temple)
- 7) If you have a website, enter it in the box behind “Website” or feel free to use the Company site (www.c21gold.com) if you don't have one.
- 8) If you didn't previously enter a bio do so in the “Bio” box (up to 160 characters including letters, spaces, and punctuation)
- 9) If you have a Facebook, you can setup your Twitter account to post any Tweets you make automatically to your Facebook page by clicking the button “Post your Tweets to Facebook”



10) If you click the Facebook button, the window shown to the right will pop up on your screen letting you know that you have to sign into your Facebook account. Click “Sign in to Facebook and connect your accounts”

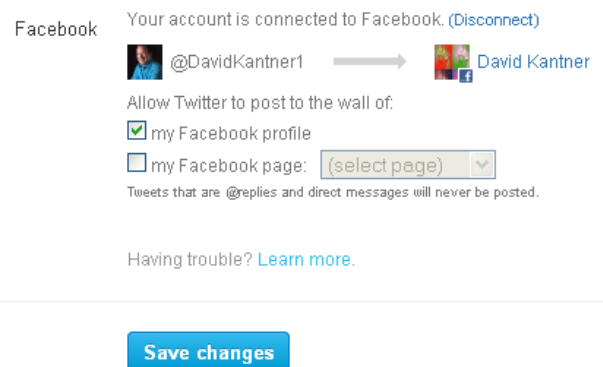


11) Once you sign into Facebook on this pop up window, you will see the pop up window to the right appear. Click on “Log In with Facebook” and follow the on-screen directions to do so



12) Click “Allow” on the next pop up window which grants Twitter permission to post on your behalf (which means you authorize Twitter to send your Tweets to your Facebook)

13) That pop-up window will close out and the bottom of your Twitter Profile screen will look like the one to the right at the Facebook area. It automatically sets up your Twitter to post to your PERSONAL Facebook page and not your Business Page. If you want to change it to your Business Page, uncheck “my Facebook profile” and check “my Facebook page”. If you have more than one Facebook page, you can select the one to use.



14) Once you select your Business Page, a pop up window will appear again asking permission to post your Business Page. Click Allow again and that window will close.

15) Your Twitter profile will now look like the one to the left. Click Save Changes when done.

Save changes

16) There is still more to setup with your profile. You can click on any word on the left side of the screen (Account, Password, Mobile, Notifications, Design, and Apps) to further setup your profile

17) If you click on "Account", the main screen will change to the one on the right. You will see your pre-set username, your email address (and make sure that the box is checked next to "Let others find me by my email address") as well as Language

18) Change your time zone to Eastern Time zone (Twitter defaulted to Hawaii)

19) If you want your followers to know about where you are (basically it will give the name of the town, so Reading, Wyoming, Pottstown) - check "Add a location to my Tweets"

20) You can have Twitter display media that may contain sensitive content from your followers

21) You can Mark your media as containing sensitive content (DO NOT DO!)

22) Make sure that "Protect my Tweets" is Unchecked - you want new people to discover you and read your Tweets.

23) Make sure the next 2 boxes are checked

24) Make sure your Country is correct

25) Click "Save Changes"

The screenshot shows the Twitter account settings page for David Kantner. The left sidebar contains a menu with options: Account, Password, Mobile, Notifications, Profile, Design, and Apps. The main content area is titled "Account" and includes the following settings:

- Username:** DavidKantner1
- Email:** dkantner@c21callfirst.com (checked "Let others find me by my email address")
- Language:** English
- Time zone:** (GMT-10:00) Hawaii
- Tweet location:** Unchecked "Add a location to my Tweets"
- Tweet media:** Unchecked "Display media that may contain sensitive content" and "Mark my media as containing sensitive content"
- Tweet privacy:** Unchecked "Protect my Tweets"
- Personalization:** Checked "Tailor Twitter based on my recent website visits"
- HTTPS only:** Checked "Always use HTTPS"
- Country:** United States

At the bottom, there is a "Save changes" button and a "Deactivate my account" link.

To Change your Password

- 26) Click on Password on the left side of the screen
- 27) Enter your current password, then a new password, then retype that new password and click Save Changes
- 28) Your password will now be changed.

The screenshot shows the Twitter 'Password' settings page for user David Kantner. The left sidebar contains a menu with 'Account', 'Password', 'Mobile', 'Notifications', 'Profile', 'Design', and 'Apps'. The main content area is titled 'Password' and includes a yellow banner: 'Associate your mobile phone with your Twitter account for enhanced security. Learn more.' Below this are three input fields: 'Current password', 'New password', and 'Verify password'. A 'Forgot your password?' link is positioned below the 'Current password' field. A blue 'Save changes' button is at the bottom right. The footer contains the Twitter logo and copyright information: '© 2012 Twitter About Help Terms Privacy Blog Status Apps Resources Jobs Advertisers Businesses Media Developers'.

To Add Your Phone

The easiest way to add your phone to your Twitter Account is simply by downloading the Twitter app from iTunes or Google Play but you can also do so here by entering your phone number and activating your Phone when you click on the word "Mobile" on the left hand side of the screen.

The screenshot shows the Twitter 'Mobile' settings page for user David Kantner. The left sidebar menu has 'Mobile' selected. The main content area is titled 'Add your mobile phone to your account' with the subtitle 'Expand your experience, get closer, and stay current.' It features a link to 'Download Twitter mobile app' (available for iPhone, iPad, Android, BlackBerry, and Windows Phone 7) and a section for 'Activate Twitter text messaging' (It's fast and easy. Get new features and help protect your account.). Below this is a 'Country/region' dropdown menu set to 'United States' and a 'Phone number' input field with a '+1' country code. A blue 'Activate phone' button is at the bottom. The footer is identical to the previous screenshot.

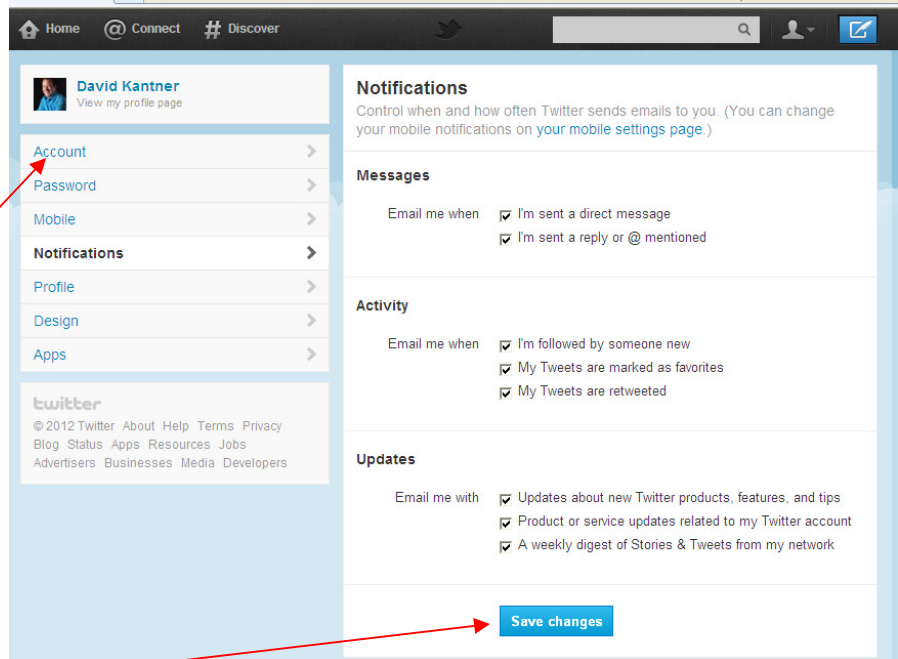
Setting Up Notifications

Twitter can be setup to notify you when any activity happens on your account. This is useful especially if you don't have the Twitter app on your mobile device. That way you don't have to constantly sign in to your Twitter to look for updates. If you have the mobile app, you can control what messages pop up on your phone within the phone app itself. To setup your email notifications here:

29) Click Notifications on the left side

30) Select when you want to be notified by placing a check mark in each box (Since this is for your business, I suggest making sure the top 5 are checked as that will show activity on your account. The last 3 under updates will just email you updates about Twitter—see the explanation below of the different types of activity)

31) Click Save Changes when complete.



Definitions

Direct Message - a private message between 2 users on Twitter. This is much like an email. The only people who can view what is said are you and the person who sent the message. When you reply to a Direct Message, only the person who sent the original message will be able to read your response.

Reply - When you Tweet a message, your followers can Reply to your Tweets (it will show up in your activity log/timeline as well as the person who replied to it).

@ Mentioned - In Twitter, you can mention other people if you know their user name (C21 Gold's Twitter account is @c21gold_berks). When you are mentioned it will show up in your activity log/timeline as well as the person who mentioned you. For example, if you wanted to ask Century 21 Gold a question, when you make your Tweet you would say @c21gold_berks Are homes selling in Exeter Township currently? - Since Gold was mentioned in this Tweet, we would receive a notification and we could reply to that Tweet with an answer. So anyone that would look at the Gold profile, or the person who mentioned us profile - that Tweet and response would show up.

Followed by someone new - When someone starts following you

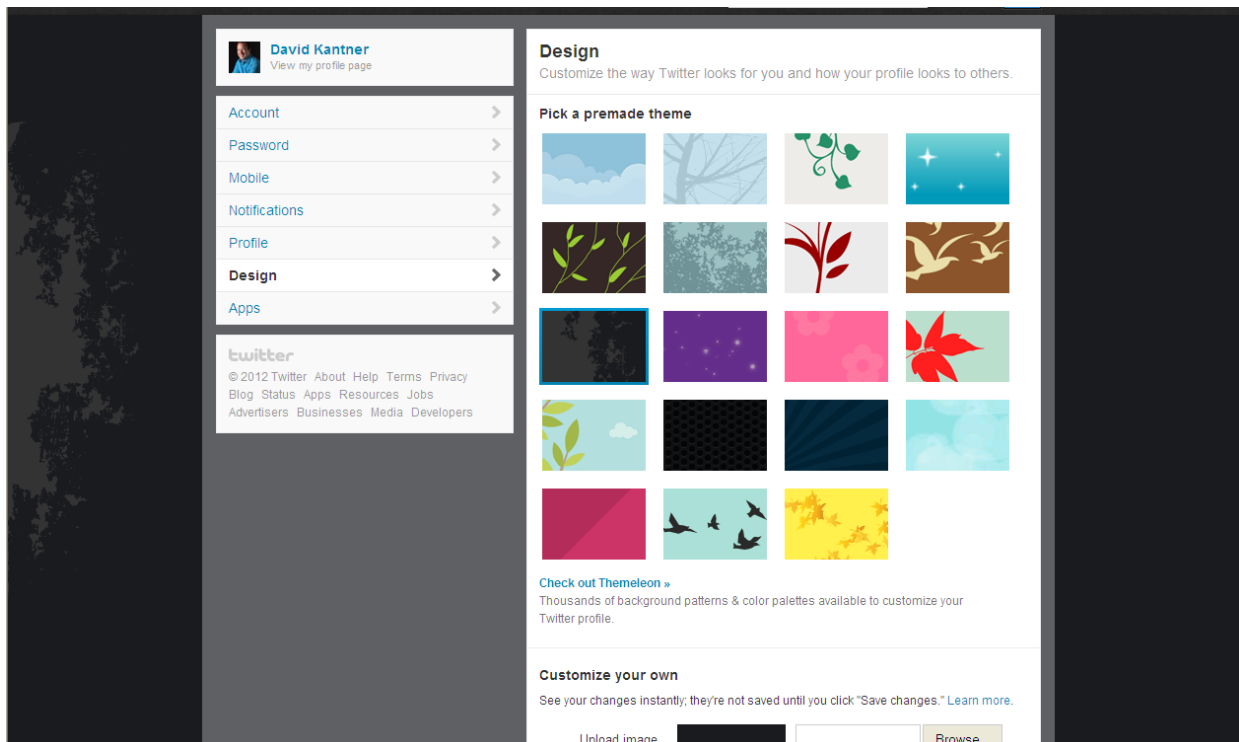
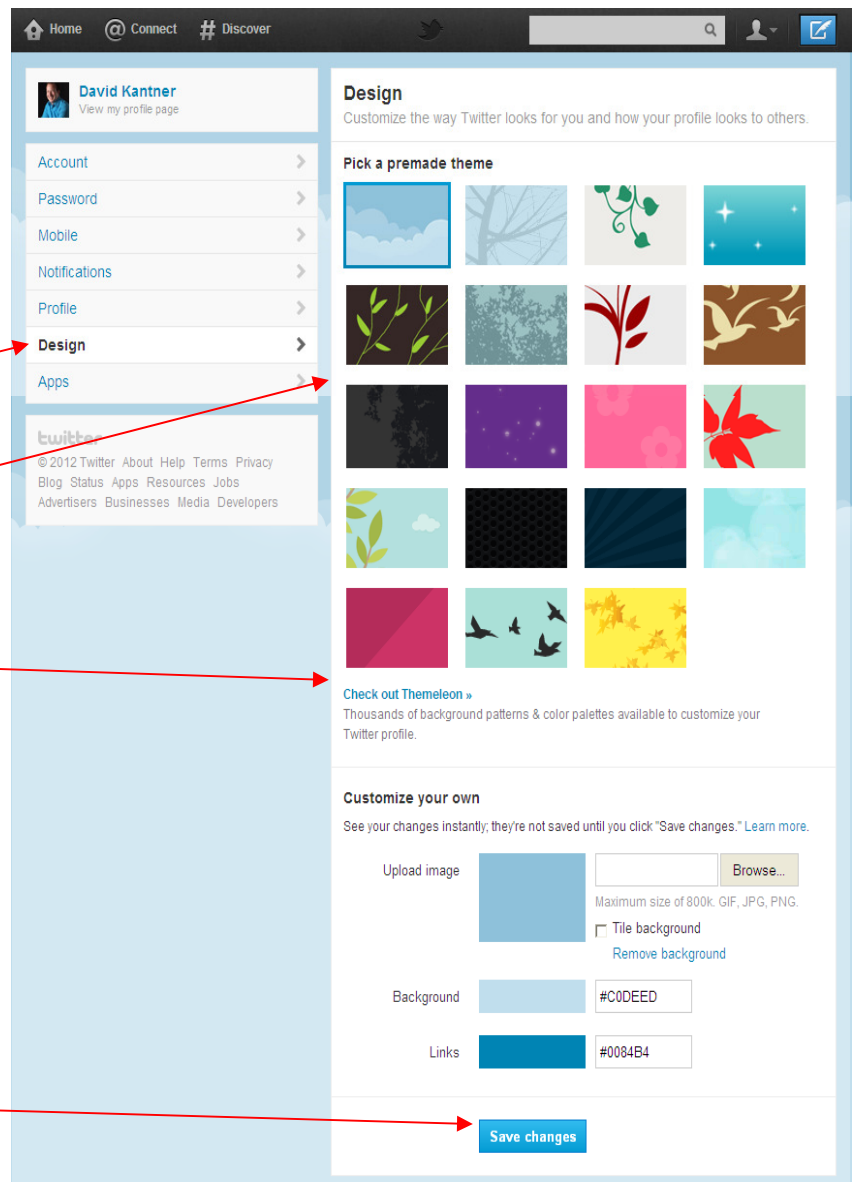
Tweets are marked as favorites - When you see Tweets from someone that you like, or if you are mentioned in Tweets that you like, you can Favorite a Tweet. This will save that specific Tweet on your profile under "Favorites" (This is explained in another tutorial which covers how to Tweet, how to Retweet etc). Don't go overboard in marking too many as Favorites as you don't want that to be cluttered with too many Tweets

Retweets - When one of your followers repost one of your Tweets. When someone Retweets one of your Tweets, anyone that follows that person will see your Tweet (with your profile picture) as well as what you Tweeted. Then under your Tweet it shows who retweeted you (so that way their followers will know why your Tweet is showing up in their news feed)

Design of Your Profile

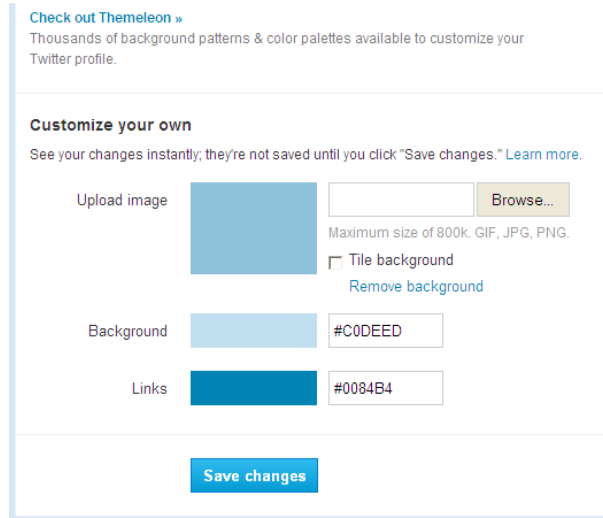
By default, Twitter shows up with a light blue sky and clouds. Everyone looks like this when they first sign up for Twitter. This is how you can personalize how your profile appears to others:

- 32) Click Design on the left side
- 33) You can pick a pre-made design at the top portion of the screen. If you plan to use your Twitter mainly for business, you might want to consider the 2 black backgrounds as this helps you brand with Century 21
- 34) If you don't like any of the pre-made themes, you can click on "Check Out Themeleon" which will offer 1,000's of pre-made themes you can choose from created by a partner of Twitter
- 35) Once you click on one of the pre-made designs, your background will change to the one you pick and a blue box will appear around the one you clicked on (In my example here, I selected one of the black background ones and you can see that one below).
- 36) If you are happy with your selection, click "Save Changes"

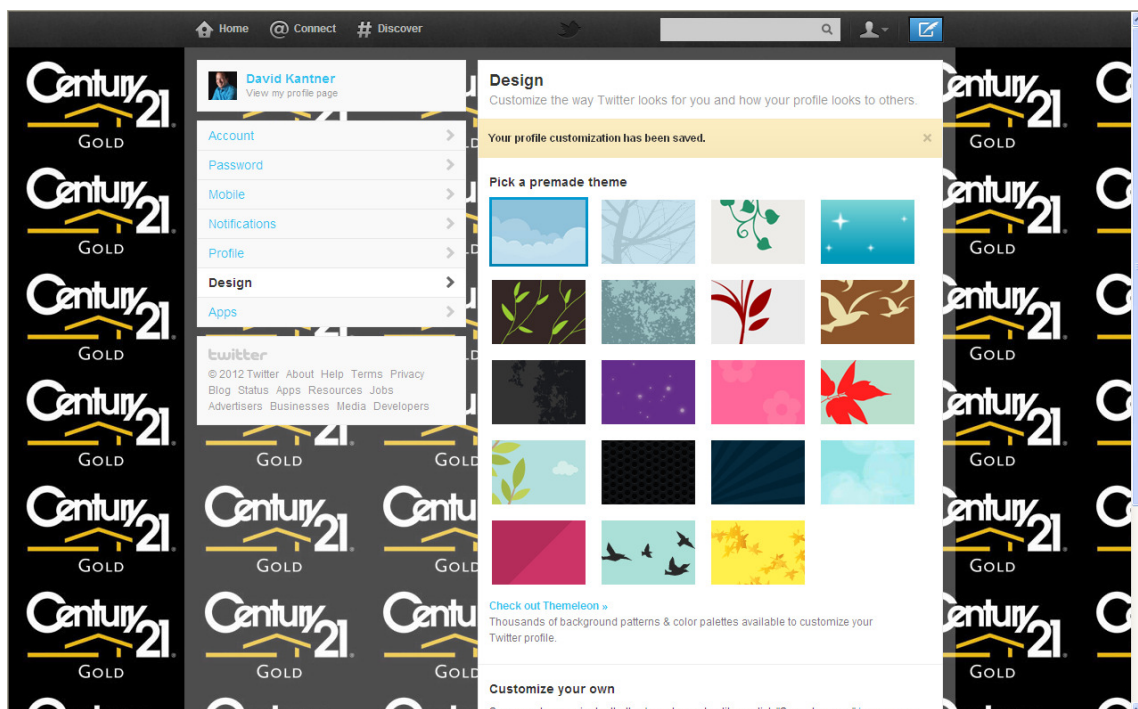
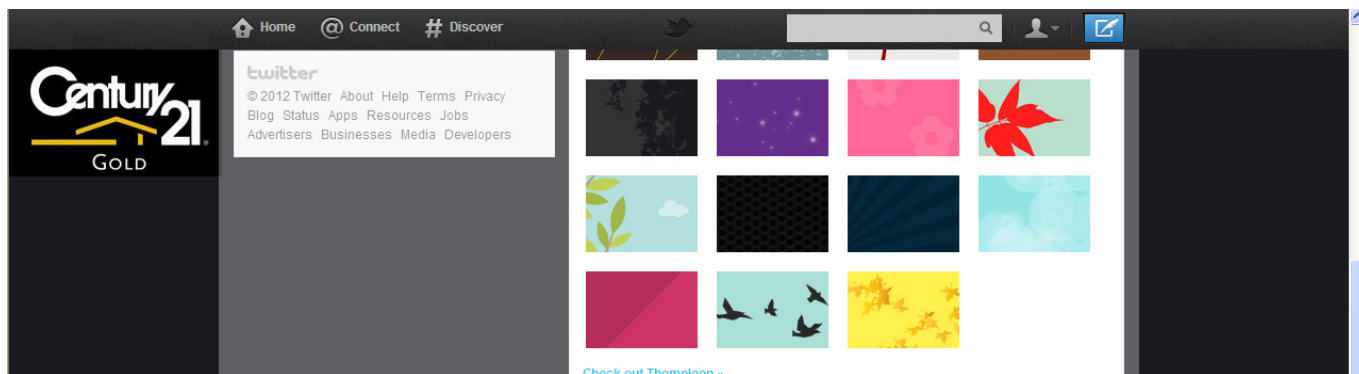


Twitter also allows you to get real creative with your profile by allowing you to “Customize your own”. At the bottom of the screen you see the area similar to the one on the right. You can add images, choose a custom background color and also change the Links color (For when a Tweet contains a web link). To customize your own profile:

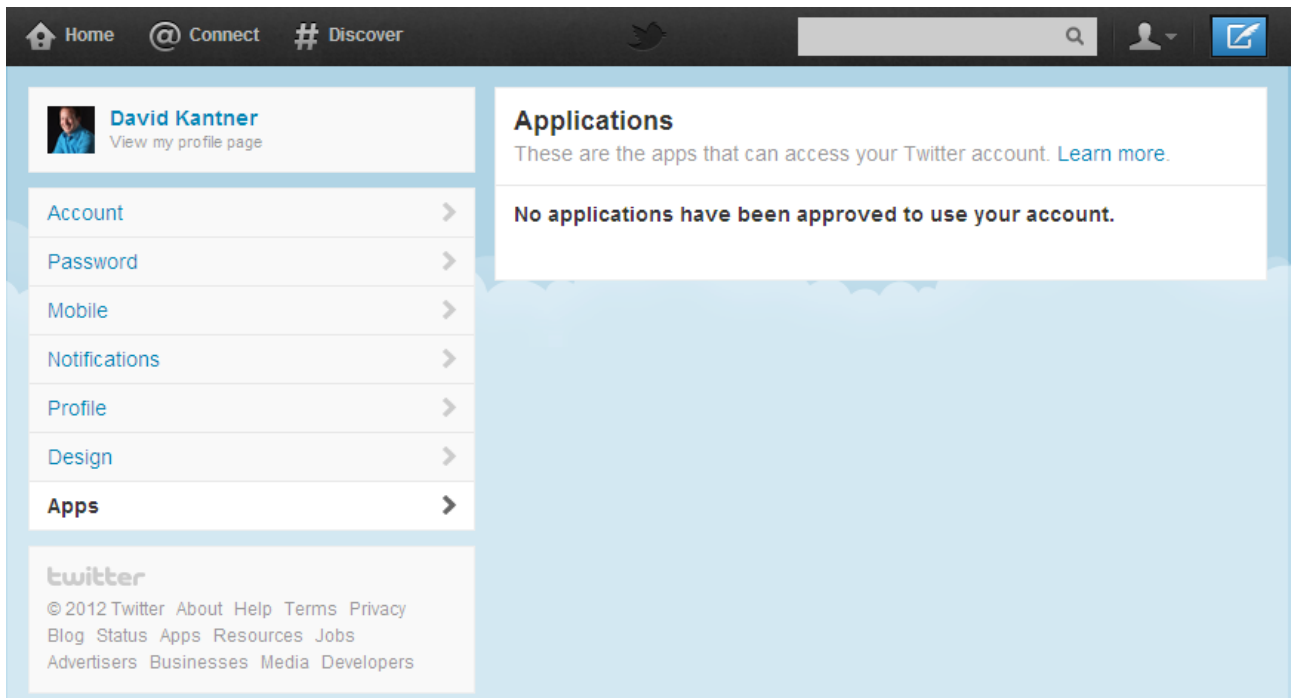
- 37) Click the “Browse” box to choose an image. A pop up box will load which allows you to search your computer for the image you want to use (as it did when you uploaded your profile picture)
- 38) Once you select a photo, it will show up in the box next to “Browse”.
- 39) If you click “Save Changes” your image will show up starting in the top left hand corner (as in the example directly below). If you want to tile the images (as the one at the bottom of the screen), click on the box that says “Tile Background” and click “Save Changes”.
- 40) If you have a dark image you uploaded you can click on the color next to “Background” and choose any color available (there are tons). When you are happy with your background color, Click “Save Changes”



*****If you are going to customize your profile, keep in mind it might take several tries to get it to where you want it. You can always go back to this section after you click Save Changes and edit your color and photo choices. Always remember you can click “Remove Background” (Under Tile background) to remove a previously used premade theme.*****



*****Be careful if you are tiling a background as it can make your profile look too busy like the one to the left!*****



Applications

Applications to other social media sites as well as other phone apps and computer programs can be added to your Twitter Account to help share information around.

If you click on Apps on the left side of the screen you will see a list of Applications associated with your Twitter Account.

At this time you probably don't have any applications (Even if you signed up to have Twitter post to Facebook for you).

As applications come out for Twitter, we will explore the ones that make sense for our industry and how to utilize them. This is where you would go to manage them.

We will explore this in greater detail later on. For now, just keep in mind where you go to manage these applications we add.