

# Twitter Bible: All You Need To Know About Twitter

C.G. Lynch

May 11, 2009 ([CIO](#)) [How \(and Why\) to Get Started on Twitter](#)

[Twitter: How to Get Started Guide for Business People](#)

Don't understand what all the Twitter fuss is about or why you might want to use this social networking tool? You're not alone, but you may be missing out on useful information and professional connections. Check out our guide on how and why to get started with Twitter.

[How and Why to Launch a Business Presence on Twitter](#)

From an upstart airline to the cable company some people love to hate, organizations big and small have reaped success in improving customer service, receiving R&D tips, and marketing their products on Twitter. Here's expert advice on how and why your business should tap into Twitter.

Twitter Tips: Etiquette, Job Hunting and More

[Twitter Etiquette: Five Dos and Don'ts](#)

Twitter beginners need to understand the rules of etiquette for the service. So before you stick a foot measuring 140-characters-or-less in your mouth, check out our advice on how to follow and un-follow, share politely, direct message appropriately, and more.

[How to Safely Blend the Personal and the Professional on Twitter](#)

Twitter can enhance your personal and professional lives, helping you connect more with friends and learn more from colleagues, customers and peers. But can you tweet to both crowds without getting in trouble or offending someone? Here are some good strategies to ensure a smart balance.

[Twitter Etiquette: The Polite Way to Take a Break, Ignore or Unfollow](#)

From those who tweet too much to those who tweet too much information, Twitter friends can become trouble. Here are some useful tips on how to manage problem Tweeters without offending them.

[How to Use Twitter to Job Hunt](#)

If you're just using LinkedIn to job hunt, you're missing out on the power of Twitter. Here's expert advice on how to tweet your way to new contacts and opportunities.

[Twitter Tips: How to Write Better Tweets](#)

Twitter's 140-character message format demands concise, engaging writing, and that's a skill that a lot of people just don't have. Here's advice to help you engage your followers and avoid common tweet writing blunders.

[Twitter Tips: How And Why To Use Hashtags \(#\)](#)

Hashtags, a shorthand system developed by Twitter users to help categorize Tweets, can save you time and keep your tweets organized. Here's a quick guide for finding and using hashtags.

Search Tips and Twitter Add-Ons for Better Organization

[How To Search Twitter Smarter](#)

Once you're actively using Twitter, you may feel unable to keep up with all the messages of value. But you can learn to search them. From hashtags to smiley faces, here are our tips on how to search Twitter to get more value from it.

[TweetDeck App Gets You Organized, Automated](#)

The handy, free TweetDeck app will help you organize personal and business Tweets, automate coordination with Facebook, and more. Here are instructions on how and why to get started with TweetDeck.

## Twitter for Marketing Pros

### [Salesforce.com Integrates Twitter to Cloud Services Offering](#)

When it comes to social media, Salesforce.com leads rivals like Oracle and SAP and its success could help your company reach customers. Case in point: Salesforce.com apps now work with social networking services like Twitter and Facebook.

### [Twitter for Business: Four Ways Companies Use Microblogging](#)

Having a good dialogue with users of Twitter, the microblogging service, requires being personable and avoiding too much corporate marketing jargon.

## Twitter Alternatives in the Enterprise

### [Socialtext 3.0: Bringing Twitter-Like Experience to Enterprise](#)

Socialtext, a Palo Alto company that made its mark building wikis for the enterprise, has added a social networking application for businesses and a microblogging tool akin to Twitter.

### [Case Study: Bringing the Twitter-like Experience to the Enterprise](#)

Learning from the success people have had on Twitter, the short messaging service, a public affairs firm has begun using enterprise microblogging technology from Socialtext. It mirrors the Twitter experience, but for the purposes of internal, enterprise collaboration.

## Twitter on Your Mobile Device

### [Best \(Free\) Mobile Twitter Apps for BlackBerry, iPhone, Windows Mobile](#)

Twitter lets you share details on whatever you're doing. But how many truly interesting activities happen in front of a PC? Thanks to these seven mobile Twitter apps for BlackBerry, iPhone and Windows Mobile devices, wherever your smartphone goes, Twitter can follow.

## The Origins of Twitter

### [Interview with Twitter Co-Founder Jack Dorsey](#)

How Jack Dorsey figured out that short is sweet, flexibility is essential and applications should work so that people don't have to be at their computers all day long.

### [Twitter's Potential for Business Users](#)

Watching the emergence of Twitter, a microblogging tool that allows people to post updates in 140 characters or less, business and technology leaders are beginning to think about how the Twitter could be used in their organizations.

## Analysis of Twitter, the Company

### [Twitter: Making Money Takes Back Seat to Growth Even in Economic Recession](#)

An executive Twitter told Web 2.0 Summit attendees they were focused on growth and helping their users-- rather than making money, despite the faltering economy.

### [Would Twitter Have a Better Home at Google or Facebook?](#)

The speculation that Google is likely in talks to acquire Twitter shouldn't be surprising. The Twitter founders already entertained offers from Facebook as well. As a result, Twitter will have a choice: sell to a company that connects people to information, or to one that connects people with people. Based on the nature of Twitter, the choice might not be so straightforward.

### [Twitter's User Base: Why Nerds Are Losing Control of Twitter](#)

Twitter has gone mainstream. Who would have thought it?