

# PIG Learns Twitter is Nothing to Fear

by Shirley Lee



A beginner's tutorial on Twitter titled "Who's Afraid to Tweet" was explored in the March pre-meeting Professional Interest Group (a.k.a PIG) that meets on the same date as ASTD dinner meetings from 4:30-5:30 PM. This PIG is coordinated by Pauline Shirley, [www.paulineshirley.com](http://www.paulineshirley.com), who may be contacted with questions about future topics.

During the Twitter presentation, it was stressed that you need to understand what your purpose for Twitter is going to be before signing-up and sending Tweets. People who don't determine their purpose and exercise patience often end up abandoning their accounts because they did not properly plan.

Everyone present got to see the main Twitter screens for setting-up and using an account for professional public use and how that differs from a personal or private account. Group members asked questions about Twitter etiquette, best usage for business including: internal communications, virtual teaming, sending announcements, and as a way to promote and market a business or blog. During the meeting, the group was provided with a few resources for getting started and understanding the environment and typical users.

The presentation was based on a journey taken with Twitter by the [meetingwizard](#) and [2bproductive](#) accounts starting in 2009. This was when the functions were mostly sending updates as Tweets and finding people to follow and hoping they follow you back. The journey then continued through 2010 with the multiple functionality enhancements to Twitter as well as applications that interface with it to provide automation that is not part of the tool. Also touched upon was the capability to link Twitter with other social networking resources like LinkedIn, Facebook, and MySpace.

After the meeting, the group attendees were sent hyperlinks to informative on-line articles on using Twitter for business. Most of these web links can be found in the various blog posts below.

If you missed this meeting, check out the "social networks" link on the business productivity blog at <http://2bproductive.blogspot.com/>. There the journey will be detailed in various posts from creating an account, getting started with Tweets, Twitter etiquette, and advanced user tools

**About the Author:** Shirley Fine Lee is the author of "[R.A!R.A! A Meeting Wizard's Approach](#)", a guide to planning and conducting meetings for efficiency and effectiveness. She has a long background in training and has been a member of Dallas ASTD since 2000. Sign-up for her newsletter, read her blog, or find more about her at [www.ShirleyFineLee.com](http://www.ShirleyFineLee.com).

## 2010 Dallas ASTD Membership Drive and Contest

April 20, 2010 through December 7, 2010  
Person With the Most Referrals Will Win:

**First Prize:** One Free Annual Membership  
(Our Chapter)

**Second Prize:** \$75.00 cash

**Third Prize:** \$50.00 cash

### RULES

1. Sign up as many new members as you can.
2. Fill in the section that says, "Referred by," on the application.
3. Collect your prize December 7, 2010.