



# Getting Started with Twitter at Emerson Exchange

## Twitter—What and Why

Twitter is a way to share your 140 characters or less thoughts (or “tweets” in Twitter vernacular) with those who choose to follow you. You, in turn, choose who you want to follow. Twitter is integrated with mobile phone text messaging, mobile web, smart phone clients to provide an easy way to quickly communicate with others when you’re at events such as the Emerson Exchange.

As you follow people you find interesting, you’ll discover the interesting links and ideas they share. It’s like having your personal editors deliver the news to you. And in turn, you can share your ideas and interesting finds with your followers.

If you have 30 minutes to spare, we have a **Twitter 101—What, Why, How?** video to help get you jump-started.

- Recorded Video - <http://emrsn.co/Twitter101Recording>
- PowerPoint Slides - <http://emrsn.co/Twitter101Slides>

Emerson Exchange is the perfect place to give it a try and share the things you discover with others.

## How Do I Get Started?

Getting started on Twitter is really easy. There are four main steps:

1. Set Up An Account and Profile
2. Sync to Your Mobile Phone
3. Find People, Follow Them
4. Get Posting

## Set Up and Account and Profile

Visit the Emerson Exchange Twitter station for assistance, or go to [Twitter.com](http://Twitter.com) and click "**Sign Up**". For best results, use your real name and location (city, state, country) when signing up; you'll be more likely to turn up in a Twitter search, and your friends can find you more easily.

It’s best to provide a descriptive bio, picture, as well as anything else you’d care to share.


You can even select the "Protect my tweets" box, to allow only people you approve to read your tweets.

**Tweet Privacy**  **Protect my tweets**

Only let people whom I approve follow my tweets. If this is checked, your future tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places.

**Jim Cahill's settings**

Account Password Mobile Notices **Profile** Design Connections

Picture   
[Change image](#)  
[Delete this image](#)

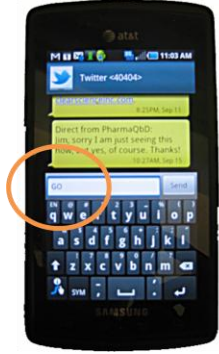
Name   
Enter your real name, so people you know can recognize you.

Location   
Where in the world are you?

Web   
Have a homepage or a blog? Put the address here. (You can also add Twitter to your site [here](#) )

Bio   
About yourself in fewer than 0 chars.

## Sync to Your Mobile Phone



In Twitter, go to the “Mobile” tab and connect your account to your cell phone number. You complete the synchronization by typing **GO** from your phone’s text messaging to the Twitter text message receiving

address (40404 in the US and

<http://support.twitter.com/entries/14226-how-to-find-your-twitter-short-long-code> for a list of other countries.)

That’s it! You’re connected and ready to tweet.

## Find People, Follow Them

Some of the active people and brands you may want to follow include [@EmersonExchange](#), [@EmersonProcess](#), [@JimCahill](#), [@MikeBoudreaux](#), [@AaronCrews](#), [@WaltBoyes](#), [@KeithLarson](#), [@GaryMintchell](#), [@DeltaV](#), [@DeltaVSIS](#), and [@RAIhome](#). Stop by the Twitter booth and we can help connect you with a list of Emerson, Emerson local business partner, Emerson customers, trade press members, and 3<sup>rd</sup> party automation suppliers. Every person you visit has their list of followers and people they follow. These may give you ideas of others to follow.

## Get Posting

The official “hashtag” (tag with a hash symbol—“#” preceding it) for the Emerson Exchange is **#EMRex** (not case sensitive). Use this anywhere in your 140 character tweet to share your thoughts and ideas of conference. We’ll have monitors all around the convention center, which display tweets that include the #EMRex hashtag.

If your phone is mobile web-enabled or you have a Twitter client application installed on your phone, you want to set up a search on #EMRex to see what others are saying. Twitter search is at <http://search.twitter.com>. See the slides at <http://emrsn.co/Twitter101Slides> for some of the recommended Twitter clients for the various smart phones—iPhone, Blackberry, Android, etc.

Some ways to post include responding to questions and comments, asking questions, posting links to things others would find interesting, and “retweeting” interesting messages you would like to share with your followers.

We’ll be announcing meetups, live-streamed presentations, and other interesting news during the week. Have you peers who can’t join us follow the action at: <http://search.twitter.com/search?q=%23EMRex>

Most of all have fun and ask us if we can help you in any way!