

# Twitter-ific

## Your Guide to the Best Sites, Services & Tools Supporting Twitter (but fewer than 140)

Including updated list of Twitter search operators  
and the 5 keys to effective tweeting.

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HOT TIP – Check out the site <http://twitteressentials.com/tips> for a great list of simple Twitter tips and suggestion. It includes a number of great videos to help make Twitter more useful to you.

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## Twitter Search Operators

A search operator is a word or symbol that is added to a search to help refine your results. Most search engines use operators such as plus (+) and minus (–) to include or exclude results. This list of operators and explanations comes directly from the search.twitter.com page (January 2010).

Operator	Finds tweets...
<a href="#">twitter search</a>	containing both "twitter" and "search". This is the default operator.
<a href="#">"happy hour"</a>	containing the exact phrase "happy hour".
<a href="#">love OR hate</a>	containing either "love" or "hate" (or both).
<a href="#">beer -root</a>	containing "beer" but not "root".
<a href="#">#haiku</a>	containing the hashtag "haiku".
<a href="#">from:alexiskold</a>	sent from person "alexiskold".
<a href="#">to:techcrunch</a>	sent to person "techcrunch".
<a href="#">@mashable</a>	referencing person "mashable".
<a href="#">"happy hour" near:"san francisco"</a>	containing the exact phrase "happy hour" and sent near "san francisco".
<a href="#">near:NYC within:15mi</a>	sent within 15 miles of "NYC".
<a href="#">superhero since:2010-01-08</a>	containing "superhero" and sent since date "2010-01-08" (year-month-day).

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<a href="#"><u>ftw</u></a> <a href="#"><u>until:2010-01-08</u></a>	containing "ftw" and sent up to date "2010-01-08".
<a href="#"><u>movie -scary :)</u></a>	containing "movie", but not "scary", and with a positive attitude.
<a href="#"><u>flight :(</u></a>	containing "flight" and with a negative attitude.
<a href="#"><u>traffic ?</u></a>	containing "traffic" and asking a question.
<a href="#"><u>hilarious</u></a> <a href="#"><u>filter:links</u></a>	containing "hilarious" and linking to URLs.
<a href="#"><u>news</u></a> <a href="#"><u>source:twitterfeed</u></a>	containing "news" and entered via TwitterFeed

HOT TIP – On the Twitter search page, you can always click on the “Advanced Search” link. This provides you with an easy to use template to assist with these more advanced searching tools.

HOT TIP – Searching on Twitter? While major search engines index most tweets, your best bet may be using Twitter’s own search site - <http://search.twitter.com>.

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## 5 Keys to Effective Tweeting

For those new or struggling with Twitter Lingo, there are only a few critical things to understand to be able to tweet with the best of them. Here are my 5 essential tools to make you a top-notch tweeter.

Twitter Tool	What's It All About...
#	The hashtag (#) is perhaps the most important concept in Twitter. A hashtag is, at its core, a threaded conversation. By creating a unique name preceded by a #, people can follow a conversation like a chat. Tools like Tweetchat allow a hashtag conversation to be turned into a chat room.
@<username>	When you want to mention or reference a person (by their Twitter name) in a tweet, you precede their user name with the @ sign. This is not a direct or private conversation.
D <username>	The D, followed by the username, is the vehicle for having a private (direct) conversation with another Twitter user. There is a space between the D and the <username>.
RT	A Retweet (RT) is when you share another person's Tweets with your friends. Frequently used with the @ sign (such as RT @jspellos), this viral approach allows you to share and give credit properly for a tweet you like.
URL Shorteners	Since tweets are limited to 140 characters, a long link can take away all of your space. URL shortening tools (see list below) will turn a long link into a more reasonable sized one for you to use in your tweet.

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## Section Headings

- Cleaners – Helps pare down your list by identifying those who aren't tweeting.
- Clients – Web-based & Downloadable – Access & update Twitter from your desktop or web.
- Cool Tools – Just want it should be.
- Mobile Twitter – Twitter from your phone.
- Multiple Social Media Updating – Services that allow you to update multiple services with one click.
- Stats & Info – Um, stats & info, I guess.
- URL Shorteners – Reduces link length using these tools.
- Visualization Tools – A more fun view of tweets.

While each site is only listed within a single category, many sites serve multiple functions. For example, some Twitter clients also allow the user to update other of their social media apps. In order to not show preference to any single site, each one is listed within the category deemed as most useful.

**HOT TIP** – In the following list, if you see an @<username> next to a URL, it means they have a twitter account you can follow.

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## A Twitter-ific List

URL/Follow on Twitter	A Few Words...
<b>Cleaners</b>	
<a href="http://mycleenr.com">http://mycleenr.com</a> (@mycleenr)	Tool to sort friends by their last tweets, to help eliminate inactive accounts you are following.
<a href="http://thetwitcleaner.com">http://thetwitcleaner.com</a> (@thetwitcleaner)	Website to help clean your Twitter account by analyzing Twitter behavior, such as friends not talking, too many posts, posting same link, etc.
<a href="http://twitblock.org">http://twitblock.org</a>	Analyzes your Twitter account for signs of spam, as well as seeing which of your followers are junk
<a href="http://twitoria.com">http://twitoria.com</a>	Lists which of your friends haven't tweeted in a long time (and how long).

COOL TOOL – Cleaner services such as these are a good way to pare down your list of friends to only include the more active tweeters. However, you shouldn't block someone just for being inactive...blocking can give the user an unfavorable rating.

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## Clients – Web Based & Downloadable

<a href="http://hootsuite.com">http://hootsuite.com</a> (@hootsuite)	Web-based client to assist users manager multiple Twitter accounts, schedule tweets, and other tools for power users.
<a href="http://refollow.com">http://refollow.com</a> (@refollow)	Web-based client to help manage, group, sort and tag friends & followers.
<a href="http://tweetchat.com">http://tweetchat.com</a> (@tweetchat)	Follow specific subjects by selecting hashtag you want to follow. Automatically puts that tag in any posts. Doubles as a chat room for twitter chats
<a href="http://www.tweetdeck.com">www.tweetdeck.com</a> (@tweetdeck)	Downloadable client to manage Tweets. Website includes TweetDeck directory of Twitter lists, organized by various categories
<a href="http://www.twhirl.org">http://www.twhirl.org</a> (@twhirl)	Client (using Adobe Air) for PC & Mac to post to Twitter and other social media services.

COOL TOOL – Wanna learn about more Twitter tools and resources? Check out the Twitter Fan Wiki, at <http://twitter.pbworks.com/>

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Cool Tools	
<a href="http://echofon.com">http://echofon.com</a> (@echofon)	Suite of tools, including TwitterFox (Firefox integration), Echofon for Mac, as well as for Facebook updates.
<a href="http://listorious.com">http://listorious.com</a> (@listorious)	Directory of Twitter lists
<a href="http://oneforty.com">http://oneforty.com</a> (@oneforty)	Apps resource for Twitter, with over 2,000 apps identified and talked about. Plans to open e-commerce store in January 2010 to sell third party Twitter apps.
<a href="http://stocktips.com">http://stocktips.com</a> (@stocktwits)	Open community for investors and stock traders to discuss market & trading.
<a href="http://twalk.in">http://twalk.in</a> (@twalkin)	Free service which allows you to create phone "twalks", or conversations with Twitter friends.
<a href="http://tweetbeep.com">http://tweetbeep.com</a> (@tweetbeep)	Google Alerts meets Twitter. Sign up and track any word/phrase/person mentioned on Twitter. Both free & premium services available.
<a href="http://tweetpsych.com">http://tweetpsych.com</a>	Creates a psychological profile of Twitter user, comparing it to thousands of others, identifying traits used more/less frequently.
<a href="http://twellow.com">http://twellow.com</a> (@twellow)	The Twitter Yellow Pages. Organizes & categorizes tweets based on topic, then allowing you to search by subject of user & their tweets.
<a href="http://twistory.com">http://twistory.com</a> (@twistory)	Mashup which adds your Twitter feeds to your

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	calendar (e.g. Google Calendar, Outlook)
<a href="http://twithire.com">http://twithire.com</a> (@twithire)	Twitter-based job board allowing employer to add a listing by tweeting.
<a href="http://twitip.com">http://twitip.com</a>	Site dedicated to improving your knowledge and use of Twitter. Includes section where you can add your own Twitter tips to the site.
<a href="http://twitpic.com">http://twitpic.com</a> (@twitpic)	Service allowing you to share pictures on Twitter. Works directly from Twitter, as well as from certain clients.
<a href="http://twitter.com/myflightinfo">http://twitter.com/myflightinfo</a> (@myflightinfo)	Use Twitter to track status of your flight (through FlightStats data).
<a href="http://twitter-digest.appspot.com/">http://twitter-digest.appspot.com/</a>	Great tool that takes tweets from those you want to follow & creates a daily digest, which can be either read via a webpage the service creates, or within your RSS reader (such as iGoogle).
<a href="http://twitthat.com">http://twitthat.com</a> (@tzangms)	Bookmarklet (Browser button) that helps you quickly send a link from the web page you are currently visiting.
<a href="http://twtpoll.com/">http://twtpoll.com/</a> (@twtpoll)	Create polls and surveys and conduct them on Twitter. Both free and premium services.
<a href="http://www.usetrackthis.com">http://www.usetrackthis.com</a> (@trackthis)	Tracks packages for UPS, FedEx and other services via Twitter (as well as by email, text & Facebook).

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COOL TOOL – Have you created a list in Twitter? Lists are groups of people you follow. You can see an aggregate of what the group is discussing by following the tweets from a list.

Mobile Twitter	
<a href="http://www.atebits.com/tweetie-iphone">www.atebits.com/tweetie-iphone</a> (@tweetie)	Tweetie – Twitter client for iPhone or iPod touch
<a href="http://getspaz.com">http://getspaz.com</a> (@spaz)	Spaz - Twitter client for Palm Pre (also for desktop via Adobe Air)
<a href="http://www.orangatame.com/products/openbeak/">http://www.orangatame.com/products/openbeak/</a>	Formerly Twitterberry, OpenBeak is a mobile Twitter client for Blackberry users.
<a href="http://twitterrific.com">http://twitterrific.com</a>	Mobile client for iPhone. Also a desktop Mac client.
<a href="http://twitroid.com">http://twitroid.com</a>	Twitter client for Android.

HOT TIP – Almost every mobile device has more than one option (with dozens for the major phones. Check out the marketplace and apps store of your phone provider for many additional options.

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## Multiple Social Media Updating

<a href="http://apps.facebook.com/selectivetwitter/">http://apps.facebook.com/selectivetwitter/</a>	Facebook app which lets you update Facebook status from Twitter (through use of #FB hashtag)
<a href="http://www.digsby.com">www.digsby.com</a> (@digsby)	Client & customized widget to help integrate email, IM & social networking (including Twitter) posts
<a href="http://hellotxt.com">http://hellotxt.com</a>	Update all social media through single interface, as well as aggregating your friends feeds.
<a href="http://ping.fm">http://ping.fm</a> (@pingfm)	Website which allows you to post your updates to most social networks simultaneously.
<a href="http://twitterfeed.com">http://twitterfeed.com</a> (@twfeed)	Link your RSS feed (blogs & others) to Twitter and Facebook.

COOL TOOL – Use your RSS reader (such as iGoogle or Google Reader) to follow your favorite tweeters. All Twitter pages have a link (right column) to follow the RSS feed from that user.

## Stats & Info

<a href="http://tweetburner.com">http://tweetburner.com</a> (@tweetburner)	Tracks the links shared on Twitter (and FriendFeed).
<a href="http://tweetmeme.com">http://tweetmeme.com</a> (@tweetmeme)	Aggregates Twitter links to determine which ones have highest popularity, organized into categories.
<a href="http://twitter-friends.com">http://twitter-friends.com</a>	Service allowing you to track & get stats about those

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	following you and your account
<a href="http://twitterholic.com">http://twitterholic.com</a>	Who are the most followed Tweeters? This site will tell you, along with where (and if) you rank.
<a href="http://twittorati.com/">http://twittorati.com/</a> (@twittoratinews)	Tracks tweets from highest authority bloggers. Service by same company providing Technorati.com.
<a href="http://twitturly.com">http://twitturly.com</a> (@twitturly)	Tracking/ranking of what people are talking about on Twitter.

HOT TIP – Find new people to follow, or share your fave tweeters, by referencing them on Fridays along with the #followfriday hashtag. And yes, there are actually a #traveltuesday and #woofwednesday, too.

## URL Shortening Tools

<a href="http://bit.ly">http://bit.ly</a> (@bitly)	Service allowing you to shorten, share and track your links, including your link history.
<a href="http://ow.ly">http://ow.ly</a>	URL shortener, owned by HootSuite.
<a href="http://tinyurl.com">http://tinyurl.com</a> (@tinyurl)	Perhaps most established URL shortener. Doesn't track links, but provides a number of useful tools.
<a href="http://twitthis.com">http://twitthis.com</a>	Not only a URL shortener, but also web-based service that allows you to easily share links to your Twitter followers.

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Visualization	
<a href="http://www.twitterfountain.com">http://www.twitterfountain.com</a>	Customizable visual approach to viewing tweets. New version updated in January 2010, providing more tools. <a href="http://www.blog.twitterfountain.com">www.blog.twitterfountain.com</a> offers more info on new tools.
<a href="http://visibletweets.com/">http://visibletweets.com/</a> (@visibletweets)	Offers varied visualization of a person's Twitter feed (also uses all search operators)

COOL TOOL – Visualization tools such as these are great to use at events (coupled with following a specific hashtag) and display in registration or in the general session (before it starts, of course).