



## Twitter Set-up

### Choosing a username:

- 15 Characters
- Short username (longer post)
- Official business name
- Use industry terms: CVB, Travel, Tourism, Visit, Explore

### Settings: Account: Real Name

- 20 Characters
- Enter real name (CVB name)
- Use title/personal name (Anne, Chicago Plus)

### Settings: Account: More info URL

- Official business website

### Settings: Account: One Line Bio

- 160 Characters
- Consider using the real name of the person tweeting.

### Settings: Account: Protect my updates

- Do NOT check this box (followers must request approval)

### Settings: Notices

- Email when someone starts following me
  - Yes! (at least at the beginning)
- Email when I receive new direct message
  - Yes! (easy to follow)

### Settings: Picture

- Picture = icon (displays on follower's feed)
- Maximum size of 700k. JPG, GIF, PNG
- Use logo if appropriate

### Settings: Design

- Images must be smaller than 800k. GIF, JPG, PNG
- Adjust Color Scheme

## Twitter Basics/Lingo

### **Tweet = Message on Twitter**

140 Characters

### **Followers = People who see your tweets**

#### **@username = Reply**

Start your replied message with this.

Do not place it in the middle of the tweet.

@(your username) tab picks up tweets with your @(username).

#### **DM = Direct Message**

Private message between two people

#### **RT = Retweet**

Similar to an email forward

#### **#subject = Hashtag**

Keeps track of special subjects

ie: #ILGovConf could be used to keep track of tweets about/during the Governor's Conference

#### **Tw + any other word**

Tworld = Twitter world

Tweeples = Those who use Twitter

## Twitter Don'ts

- Don't be too sales-pitchy / sound like a commercial
- Don't tweet info that is not relevant for your followers
- Don't abuse hashtags (#subject)
- Don't use auto tweets from an RSS that posts A LOT of messages at the same time
- Don't not follow people back
- Don't ever be upset if people say something negative about your area

## Twitter Do's

- Tweet more than just tourism info: other news, fun facts
- Be helpful & courteous
- Interact with your followers
- Use Twitterfeed / auto tweets via RSS but set it to post only a few tweets at the same time
- Follow most people back (you'll be able to identify those who are following you just to gain followers)
- Offer special discounts to your twitter followers

## Follow these Twitterers:

[@VisitChicago](#)  
[@enjoyillinois](#)  
[@explorechicago](#)  
[@choosechicago](#)  
[@discoverdupage](#)  
[@visitlakecounty](#)  
[@visitoakpark](#)  
[@CSCVB](#)  
[@chicagonw](#)  
[@ChicagoNShore](#)  
[@chicagonorthsub](#)  
[@HeritageCVB](#)  
[@LMICanal](#)

[@CityofGeneva](#)  
[@Lislecvb](#)  
[@eacvb](#)  
[@AuroraAreaCVB](#)  
[@gorockford](#)  
[@visitnorthernIL](#)  
[@VisitGalena](#)  
[@centralillinois](#)  
[@VisitAlton](#)  
[@abe66](#)  
[@VisitPeoria](#)  
[@VisitEffingham](#)  
[@MacombAreaCVB](#)

## Twitter Links / Helpful Sites

**TinyURL** <http://www.tinyurl.com>

Make a long URL tiny (approx 25 characters)

Every character counts when you only have 140 characters available

**Twitterfeed** <http://www.twitterfeed.com>

Set up RSS feed for an automatic tweets

**Monitter** <http://www.monitter.com>

This site lets you "monitter" twitter for a set of 3 keywords and watch what people are saying

Enter your own name to keep track of RT's (retweets) and replies

**TwitterGrader** <http://twitter.grader.com/index.php>

TwitterGrader measures the relative power and authority of a Twitter user by calculating the number of followers, the power of the network of followers, updates and more.

**Twellow** <http://www.twellow.com>

Connect with people who matter

Search by categories for targeted results

Search profiles for specific people (ie: Chicago foodie)

**Search.Twitter** <http://search.twitter.com>

Search tweets

**We Follow (A User Powered Twitter Directory)** <http://wefollow.com>

Each user is asked to submit three tags for their listing. Search by tags.

**TwitPic** <http://twitpic.com>

Share photos on Twitter

**TweetDeck** <http://www.tweetdeck.com/beta>

Desktop application that aims to evolve existing functionality of Twitter by breaking down Twitter feeds into more manageable bite sized pieces

**TwitterBerry** <http://www.orangatame.com/products/twitterberry>

Mobile application for using twitter on your blackberry



## Facebook: Social Networking Site

Connect with friends, coworkers and classmates.

### Create an Account

Use your full name, not your CVB name

### Become a Fan

Go to <http://www.facebook.com/pages/Visit-Chicagoland/32197332201> or <http://www.facebook.com/pages/DuPage-Convention-Visitors-Bureau/41778691916>

Click on “Become a Fan” near the top of the page

### Create a Page

At the bottom of Visit Chicagoland page (or any page), click on “Create a Page for My Business” or go to <http://www.facebook.com/pages/create.php>

Select “Brand or Product” and then “Travel”

Choose a name for your page (CVB name)  
Watch for spelling errors. This name cannot be changed!

Upload your logo or another photo  
Add your contact information & descriptive copy

You can continue to create & edit your page before publishing.

**Page Items** (Click & drag to move)  
Mini-feed: lists your recent activity

Information: contact info & copy

The Wall: where Page Admin (you) & fans can post messages or thoughts

Discussion Board: discussions, similar to wall but in an organized manner

Favorite Pages: pages that are your favorites

Fans: people who like your page

Photos/Videos: posted by Page Admin (you) or by fans

### Page Updates

You can access your page through the Page Manager  
Send an update (events, new attractions, contests...) to all fans or target by location, sex or age

Create New Facebook Page

Category:

Local

**Brand or Product:**

Products

Consumer Product

Fashion

Film

Financial Service

Food and Beverage

Game

Home Living

Hotel / Lodging

Non-Profit

Online Store

Pharmaceutical

Professional Service

Religious Organization

Rental Cars

Retail

Sports / Athletics

TV Show

Technology Product / Service

**Travel**

Website

Note: Facebook may be used if you are a U.S. resident.





## You Tube: Broadcast Yourself

Hosts user-generated videos. Includes network and professional content

### Create an account

Username, Password

### Upload

Upload videos directly from your computer ([http://www.youtube.com/my\\_videos\\_upload](http://www.youtube.com/my_videos_upload))

About Uploading

- Upload up to 10 videos at a time
- Any [video format](#)
  - YouTube accepts a wide range of video file formats such as .WMV, .AVI, .MOV, and .MPG transferred from most digital cameras, camcorders, and cell phones.
- Uploads usually take 1-5 minutes per MB on a high-speed connection and converting the video takes a few minutes
- **Your video is limited to 10 minutes and 1024 MB/ 1 GB.**

For each video, users must enter: Title, Description; Video Category; Tags (keywords), Broadcast Options; Date & Map

Sharing allows any users to Comment, Respond, Rate, Embed your video into external website, and Syndicate for mobile phones and tv

Once the video is uploaded, the code for embedding is given to you. This code is also on your video's "home page." Your website developer can handle this.

### Embed this video on your website.

Copy and paste the code to embed your video.

### Subscriptions

Click the "Subscribe" button on any video watch page or channel page, and when your favorite channels upload new videos, they'll show up here.

### Share

Automatic links created to post video to:

- Facebook
- MySpace
- Digg
- Mixx

### You Tube Community

- Join Groups
- Contests
- Forums/Blogs



## **Flickr: Photo Sharing Website**

Upload photos for free (100 MB limit per month) or purchase a Pro Account (\$24.95 / year) for unlimited uploads, unlimited sets and detailed stats.

### **Create an Account**

Username / YahooID

Create Profile

    Edit Profile; Edit Buddy Icon; Create Screen Name

Create specific flickr web address ([www.flickr.com/visitchicagoland](http://www.flickr.com/visitchicagoland)) (go to You: Your Account)

### **Upload**

Upload photos from [www.flickr.com](http://www.flickr.com) or a Flickr Uploadr (downloadable desktop program)

Flickr Uploadr (<http://www.flickr.com/tools/uploadr>) allows you to enter photo title, description, tags, set information BEFORE loading the photo on flickr. Free to download. Saves a ton of time!

    Photo Title: Name of attraction

    Description: Copy & website (makes it easy for viewers to find more info on attraction)

    Tags: Keywords that help in searches (city, Illinois, attraction name, type of attraction...)

### **Organize**

Sets are a grouping of photos & videos organized around a certain theme/location.

Collections are a grouping of Sets. When in doubt, use sets.

The Organize Tab allows you to batch organize your photos/videos on their tags, privacy permissions and more. Also organize your sets & collections here.

### **Share**

Groups are a way for people to come together around a common interest/location.

Groups can either be public, public (invite only), or completely private. Every group has a pool for sharing photos and videos and a discussion board for talking.

### **Geotag**

Share *where* your photos and videos were taken, and see photos and videos taken near you.

Geotagging your photos, with the proper privacy permission, also allows other sites to display your photos.

ie: [www.GoSeeChicago.com](http://www.GoSeeChicago.com); <http://local.mapquest.com>; [www.squidoo.com](http://www.squidoo.com); Google; Yahoo images search; and through Flickr searches

### **Permissions / Privacy Settings**

A photo licensing is required on all photos. See [www.creativecommons.org](http://www.creativecommons.org) for details on the attribution settings.

### **Chicago Plus Flickr Photostream**

<http://www.flickr.com/photos/visitchicagoland>

### **Visit Chicagoland Flickr Groups**

<http://www.flickr.com/groups/visitchicagoland>