# Twitter©:

Developed in 2006, Twitter took AOL's original Instant Messaging to a whole new level. Based on SMS (short message service) texts on cell phones, Twitter users are able to update their followers (those people who subscribe to their updates) at any time, from anywhere. Limited to 140 character-length posts called *tweets*, Twitter has gained enormous popularity since the beginning of 2009.

You must create a profile to use Twitter, like this one:
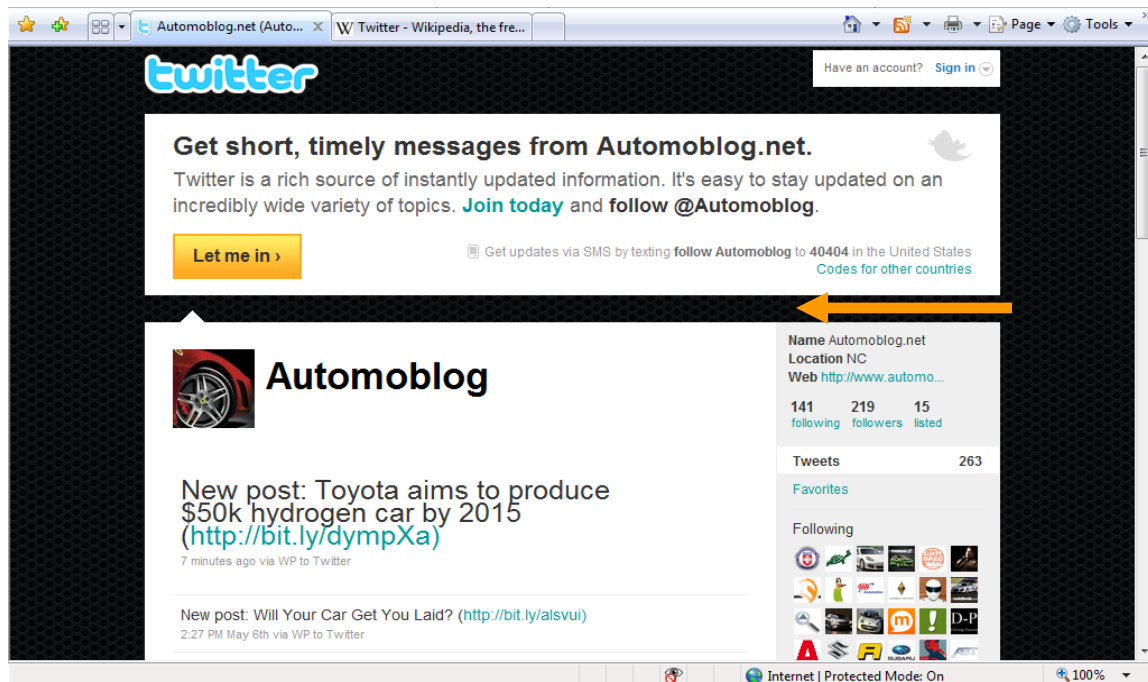
Automoblog, a car enthusiast's profile, *tweeted* a story about Toyota's new hydrogen car project, as you can see in the screenshot above. You can also see that the name of the user is actually Automoblog.net, they're located in North Carolina, and they're web site is located at http://www.automoblog.net. It is very easy to become a follower of Automoblog's tweets, as you can see on the upper part of the screenshot. The interested party simply has to click on "Let me in".

Tweets can be received via email or cell phone, and they can be tied into one's Facebook page as well. You can use it, like Automoblog has done above, to direct people to your web site for new information, or you can use it to simply tell people what's going on at any given time.

As an example, say you break the land speed record with your advanced electric drive vehicle. You could log-on to Twitter via your cell phone's SMS service or the nearest laptop and type in, "Andy Green eat my dust! Advanced electric drive vehicle, 764mph!" And just like that, everyone who follows your profile and/or Twitter in general, has received the first news that your vehicle has broken the land speed record. *This is also particularly helpful since many news agencies now follow Twitter in order to stay on top of World events!* Twitter is the ultimate tool for front line reporting.

Like Facebook, you will have a photo associated with your profile and as mentioned previously, the photo or logo you have on Facebook and on your print advertisements, should be the same one you have on Twitter. There is a lot of information out there, and the more opportunities you have to tie your information together with a similar look and sound (consistent messaging), the better. There is less of a chance for people to

confuse you with another project if everything you publish looks the same…that includes the color, tone, and vision.

In addition to following your project tweets via cell phone and email, the general public, if they happen to find your "Find us on Twitter" note from another source, can do a search for your project using your username with the ampersand symbol before it. For example, if your Twitter name is _____ *AFV Odyssey Event YEAR*, folks can go to www.twitter.com type in @_____ *AFV Odyssey Event YEAR* in the search box and find your profile. One can also do a topical search such as the one shown below for "hydrogen vehicle":
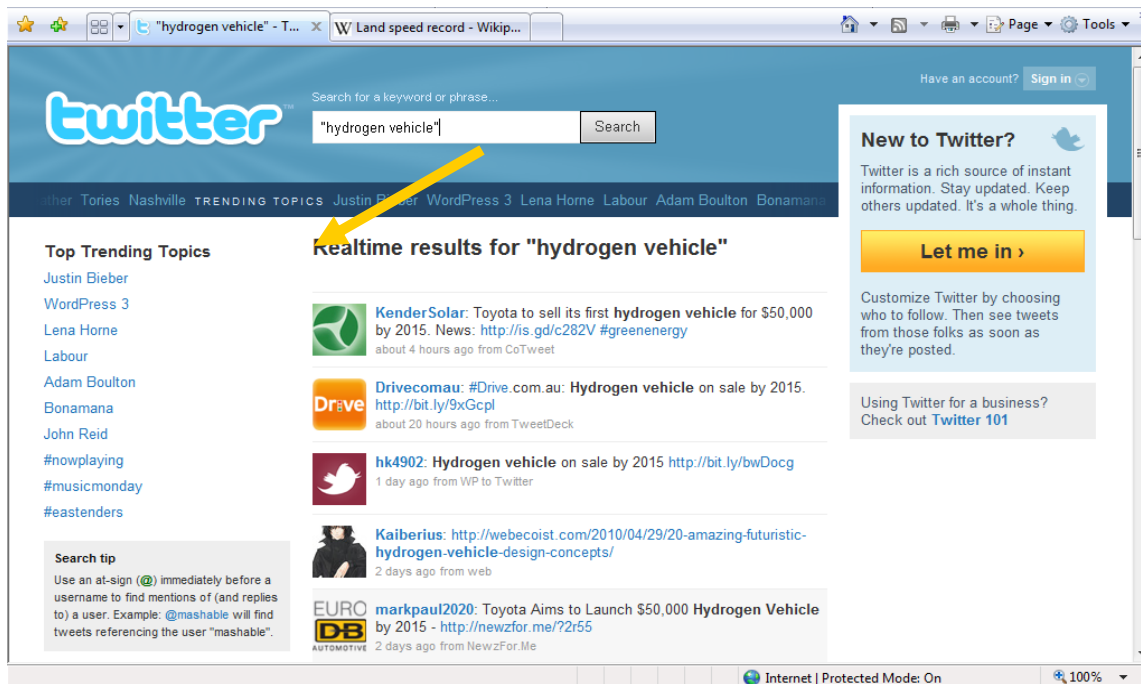
As with Facebook, a Twitter user can restrict his/her information only to those people who are followers, or a user can open their profile and tweets up to the general populace for perusal. Since your goal is to gain as much interest as possible in your AFV Day Odyssey event, make sure your privacy settings are set appropriately! As a default, Twitter almost always makes the information you provide public. To set your privacy settings, and therefore control what is made public and what is not, visit your Twitter Account page and click "Settings". As a corporation seeking fans, being public is a good thing, but keep in mind that everything you post and publish is broadly and instantly disseminated; is searchable by many search engines; and is immediately delivered via SMS and API's to a wide range of users and services..