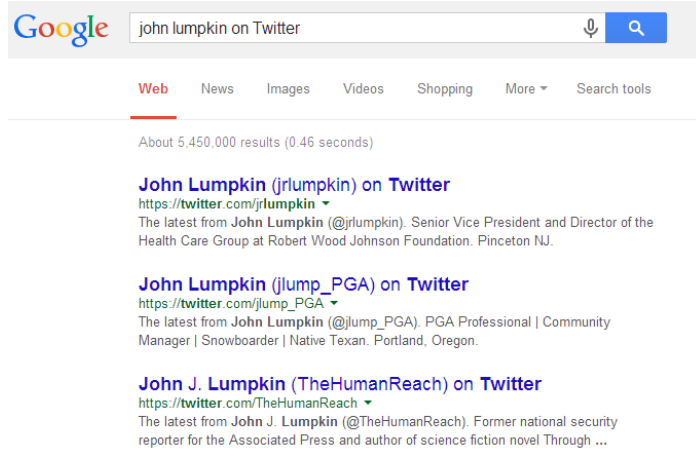


Building Your Network

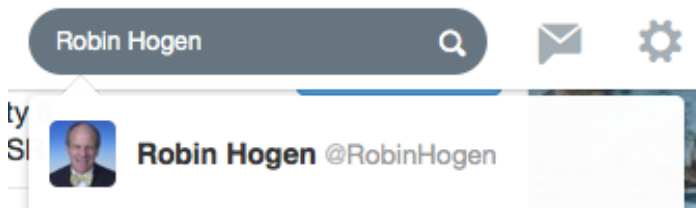
Connecting with people on Twitter is very similar to connecting offline: Find people who have common interests, express interest in what they think, and be gracious when they are helpful to you. Twitter makes it easy to find people to follow.

Find Someone You Know (Even If You Don't Know If They Are) On Twitter:

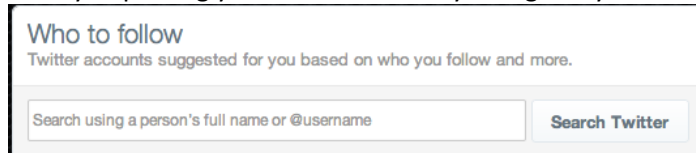
1. Search someone's name on Google. For instance, key in "John Lumpkin on Twitter."



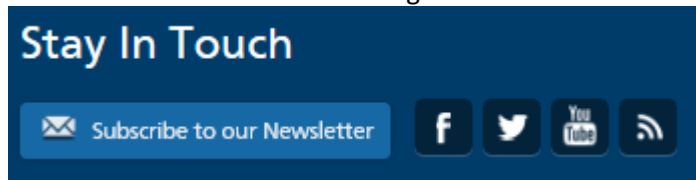
2. Search for users by their names or their @handles on Twitter.



3. By importing your contacts and by doing a keyword search.



4. Visit their web site or their organization's website and look for Larry the bird or a blue Twitter icon.



Once you find someone you want to follow you can click the "follow" button next to their name on their profile. These steps are helpful in connecting with someone at a conference or networking event, or want to find out if a grantee or program director is on Twitter.

I Don't Know WHO Yet, But I Want To Find Someone Relevant To Follow:

If you think a person's or organization's Twitter stream will have content you want to read, learn from, or share with your followers, follow them. Remember: You don't have to ask permission to follow a user; so don't be afraid to follow people you don't know.

- Follow the usernames of speakers at conferences and other events of relevance or interest.
- Look at who your colleagues follow to help find new connections you can follow.
- Review relevant Twitter lists of accounts that have been created by users you admire or already follow
- Monitor relevant [hashtags](#) to see who the consistent, credible, and influential participants are.
- Note users who are regularly being retweeted by users you follow and consider following those users.
- Note the usernames of traditional or social media (i.e., journalists, bloggers) who express interest in or cover the Foundation's or a grantee's work.

Continue to search for new followers. Make a note in your calendar to look for new users every couple of weeks. (You should also look at unfollowing users you no longer find relevant.)

Do I Have to Follow Everyone Who Follows Me?

- Of course not! If you see you have a new follower, read their profile, and scan tweets they have shared. If you like the content or are interested in the type of work they do, then follow them or add them to a list.

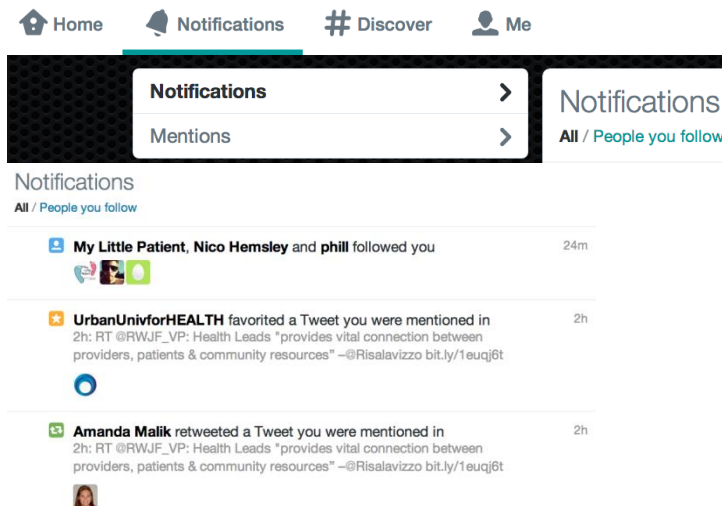


TIP: The more followers you have on Twitter does not mean you are more successful at using Twitter. So never be intimidated by other people's follower counts. It's more important to have high-quality followers that you engage with than a large number of followers who never share or engage with your content.

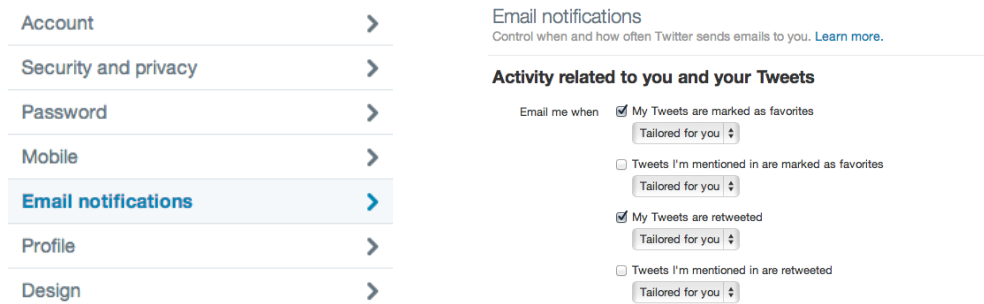
Stay Up-To-Date With Your Growing Network

Now that you started following people, you should customize your notifications.

- In-Twitter Notifications- You can see what people are flagging for you, saying to you and about you via your notifications in Twitter. You can also see your new followers.



- Email Notifications- If you prefer to get alerts via email you can sign up for email notifications. Go to settings and then click on email notifications. You can then choose what activity you want emailed to you. This includes when your tweets are retweeted, favorite, and when you have new followers. You can also sign up for a weekly digest.



- Mobile Notifications- If you already have a phone number attached to your account you can also set up your account to receive Twitter notifications in the form of [text messages](#).

No matter which option you choose it's important to check your mentions with regular frequency so that you don't miss someone connecting with you.