

# **Twitter and Wordpress**

## **Multiply the power of each**

To generate more traffic



By Mike Paetzold

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## What is Twitter?

Lets start with a definition from [Wikipedia](#).

“**Twitter** is a [social networking](#) and [micro-blogging](#) service that allows its users to send and read other users' updates (known as **tweets**), which are text-based posts of up to 140 characters in length.”

Now a bit of a disclaimer here. There are hundreds of manuals about Twitter and how best to use it and no one agrees on what is best. Here I am looking only at how you can use this to improve and leverage your blogging efforts.

Twitter can be used for much more than that but that is not our topic here.

So we have the Wikipedia definition and here is my take on it and what a blogger needs to know and use.

Twitter is a micro blog platform. You are limited to 140 characters per post. This forces you to be concise and keep each tweet (Twitter post) to just one topic.

The key to effectively using Twitter is to understand that it is a conversation between people. It is about sharing information. It is not a sales platform although some will disagree with that. I am not saying that you can't use it to sell but you need to do it the right way.

If all you are planning to use Twitter just as a platform to send out your links forget it now. Just like a blog you need to supply valuable information and build your reputation as a valuable resource.

Do that and when you occasionally recommend something people will be interested. Just send links and very few will continue to follow you.

It works like any type of networking. It is most valuable when you are sorting information about your niche for others. Just like a blog if you find valuable resources from others and let people know about what is valuable to your readers on your blog or followers on Twitter.

Just like off line networking you don't go to the local Chamber meeting and introduce your business. You talk to people there and ask about theirs. Have an idea that can help them - share it. Do that and you develop relationships that will help your business not because you pitched your business but because you became a valuable resource that others will recommend.

Twitter works the same way.

Twitter can also be very powerful in keeping in touch with what is new in your marketplace. Some of the tools can allow you to follow any topic easily.

## **Twitter Tools For Your Blog**

Today I will discuss some of the tools I have found to improve your use of Twitter in relation to your blog and a couple that have been helpful for using Twitter.

First to integrate your Twitter feed on to your blog there are a couple items you can use. [Tweet My Blog](#) will allow you to easily add your latest tweets to your sidebar. It will also send your latest blog post out as a tweet to your Twitter account automatically.

A similar plugin with a few more features is [Twitter Tools](#),. This will also allow you to use your tweets as blog posts. Either of these will allow you to automate the process and send tweets when you update your blog along with showing your tweets on your blog.

## Twitter and WordPress

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