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Twitter

- What is it?
  - Brand building
  - Relationship building
  - Information sharing
  - Conversations
  - News distribution
- How do you begin to use Twitter?
  - Getting an account
  - Your name
  - Multiple accounts?
  - Approve followers?
- Who do I follow?
  - How do I find people?
    - Organically
    - Search
    - Sites
  - Follow bots
  - Follow everyone?
- Twitter as search tool
  - Your network
  - Subjects
  - Local
- Future
- How do you use it?
  - Intelligence agent
  - Atta boy's
  - Personal
  - MSM
  - Local

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