

Twitter Etiquette

Remember that Twitter is Public

- ✓ The first rule of Twitter is that it is *more permanent than the internet*. Unless you lock your profile, all of your tweets are public record and searchable, forever.

Avoid Banal Food Updates

- ✓ Unless you narrowly avoided death by *eating a puffer fish*, nobody really wants to know about what you are eating today. If you ate at a cool restaurant and want to recommend it, that is fine. Just ask yourself if this is interesting to your followers – if the answer is “yes”, then it’s OK to tweet.

Tweet Accomplishments Sparingly

- ✓ If you went live with a new site or posted an article on a blog, that is exactly what Twitter is for. If you have over twenty new posts a day on your site, tweet only the more interesting ones.

Tweet Really Interesting Stuff Only

- ✓ If you read an article that completely rocks your world, tweet it. If articles are rocking your world a number of times a day, pick only the few that rock your world the most.

Don't Tweet Confidential Stuff

- ✓ Tell someone that you'll go “off-Twitter” if you need to talk about something that you *don't want the world to know about*. Remember that your tweets are searchable unless you have locked your account. Even then, it isn't a good idea as we all know **privacy is never guaranteed** online.