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Here's a quick marketing question for you: How often do you tweet? If you don't know what I'm talking about, you're missing out on one of the hottest marketing tools on the Internet today - Twitter. What is Twitter? Twitter is a micro-blogging site - meaning you can state your thoughts, views, opinions and links, but in a super-compact way. In fact, with Twitter, you only get to use 140 characters for each post, affectionately known as a tweet. At first glance, you may think 140 characters can't possibly give you enough room to say anything of value, but once you jump into the flow, you'll be amazed at the way Twitter can change your social media marketing world. How Does it Work? Twitter works as a real-time social media platform for users to update their followers with tidbits of information, chitchat, tips and tricks and other short messages that are broadcast to a group of users who have chosen to stay updated to your messages. While there are over 6 million users on Twitter, according to the latest statistics, individuals choose who they want to interact with by "following" them. Every user gets a profile page, with room for a short bio, a photo and a link to the site of your choice. Your profile page also includes a button people can click on to begin "following" you - which means they will have access to all of your updates. The more followers you acquire the stronger your networking capabilities become on Twitter. Twitter functions as an ever increasing network as each person interacts with their following, who then connects them to their own group of followers and on and on it grows. Let's break it down a bit. When you create your user account and choose some people to follow, they have the opportunity to follow you back. As your followers start to get to know you, they will look to you to promote other people on Twitter and when they find people they relate to, they will begin following them as well. This "tell two friends who tell two friends who tell two friends" networking will expand your network faster than you can possibly imagine. Who Uses

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