Extend the reach of your news releases with direct-connect to your Twitter account.

How to Use TwitterFeed.com to Connect Your News Releases to Your Twitter Account with RSS.

How-to Video for ExpertClick Members.

February 8, 2011

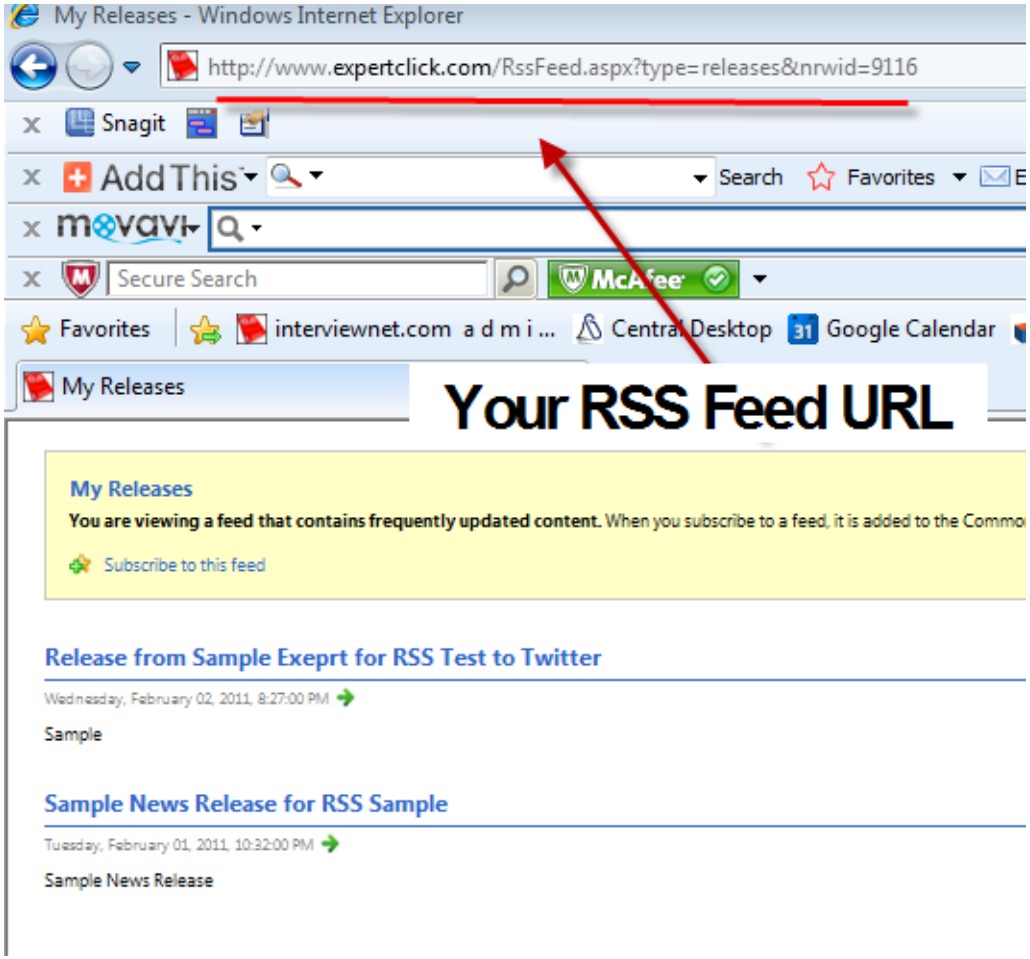
What's RSS?
Real Simple Syndication.

Well maybe not so simple, but here goes:

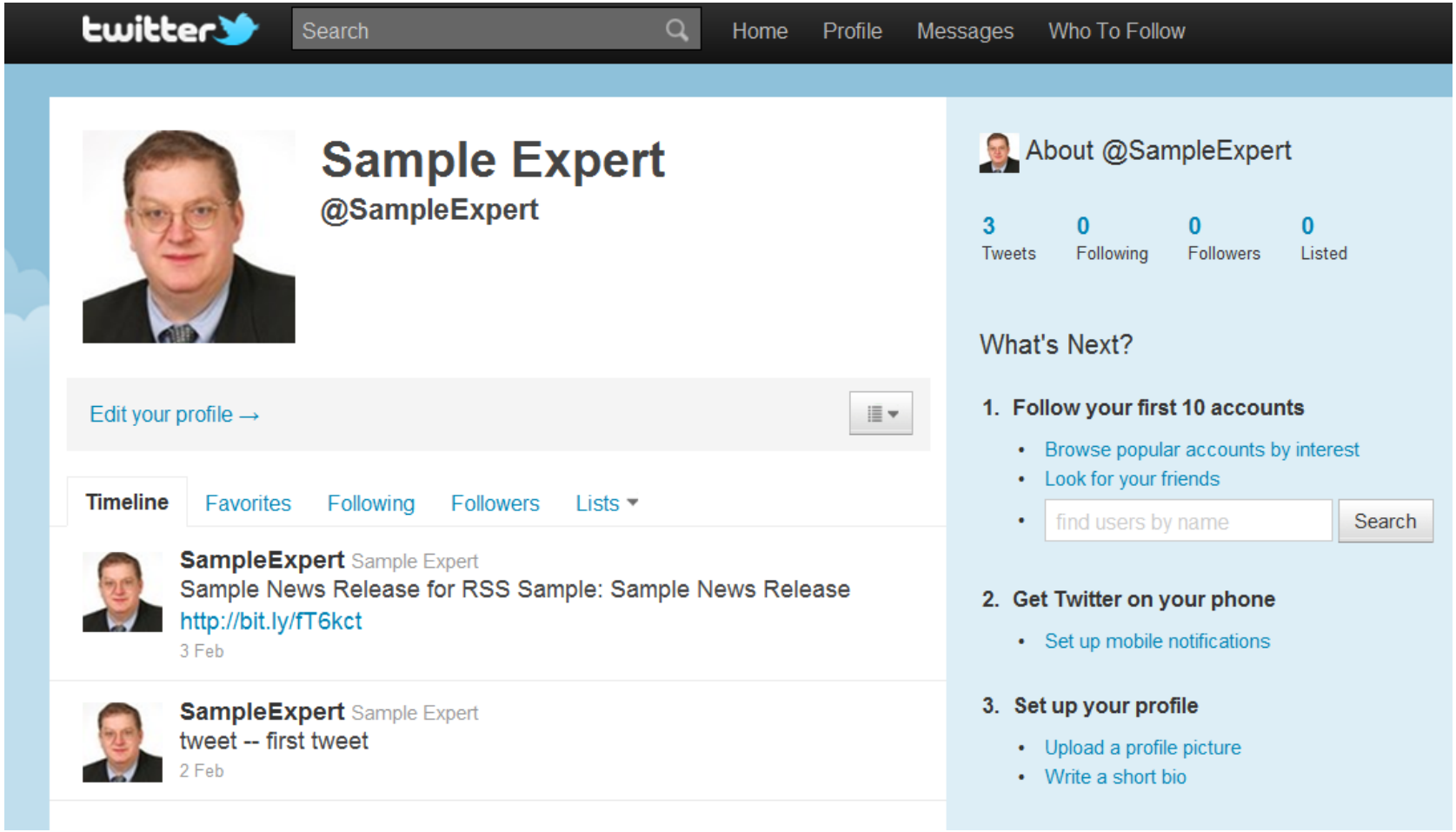
- First: Here is a PowerPoint that shows the relevant screens.
- Second: A narrated video to walk through the steps.
- Third: Free video training sessions with Go To Meeting.

Here's what you need to have to start:
An ExpertClick account where you've already send a new release, so we've activated your RSS Button.

When you click on the orange button, you see the RSS screen – your personal RSS feed that shows only your news releases. (this RSS Feed URL is only available when you have send news releases.)



You need to have a Twitter Account: (Like this one I set up with the handle @SampleExpert



You need to set up an account at www.TwitterFeed.com

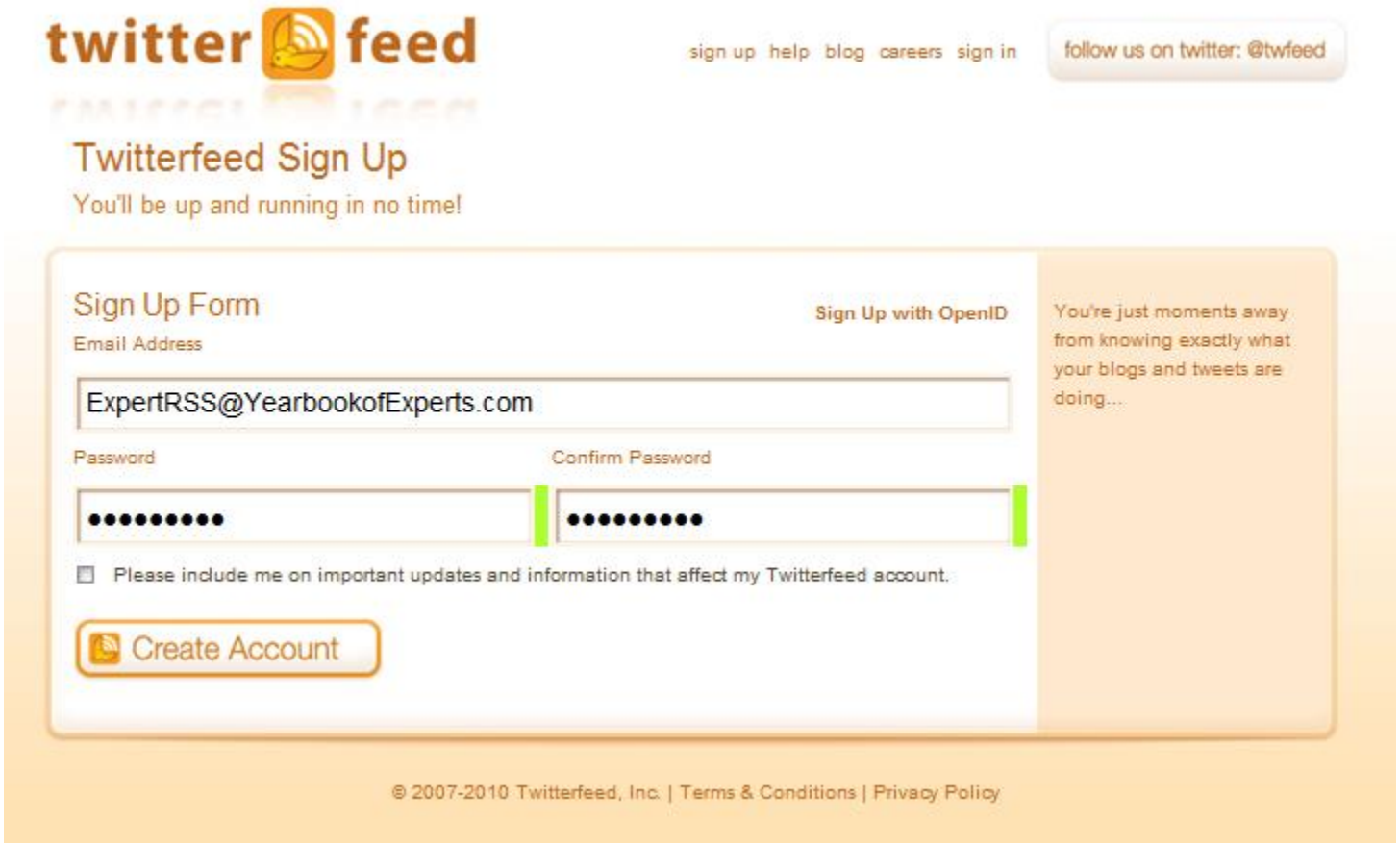
…and I'm going to do this step by step.

Ok, now you've got the parts:

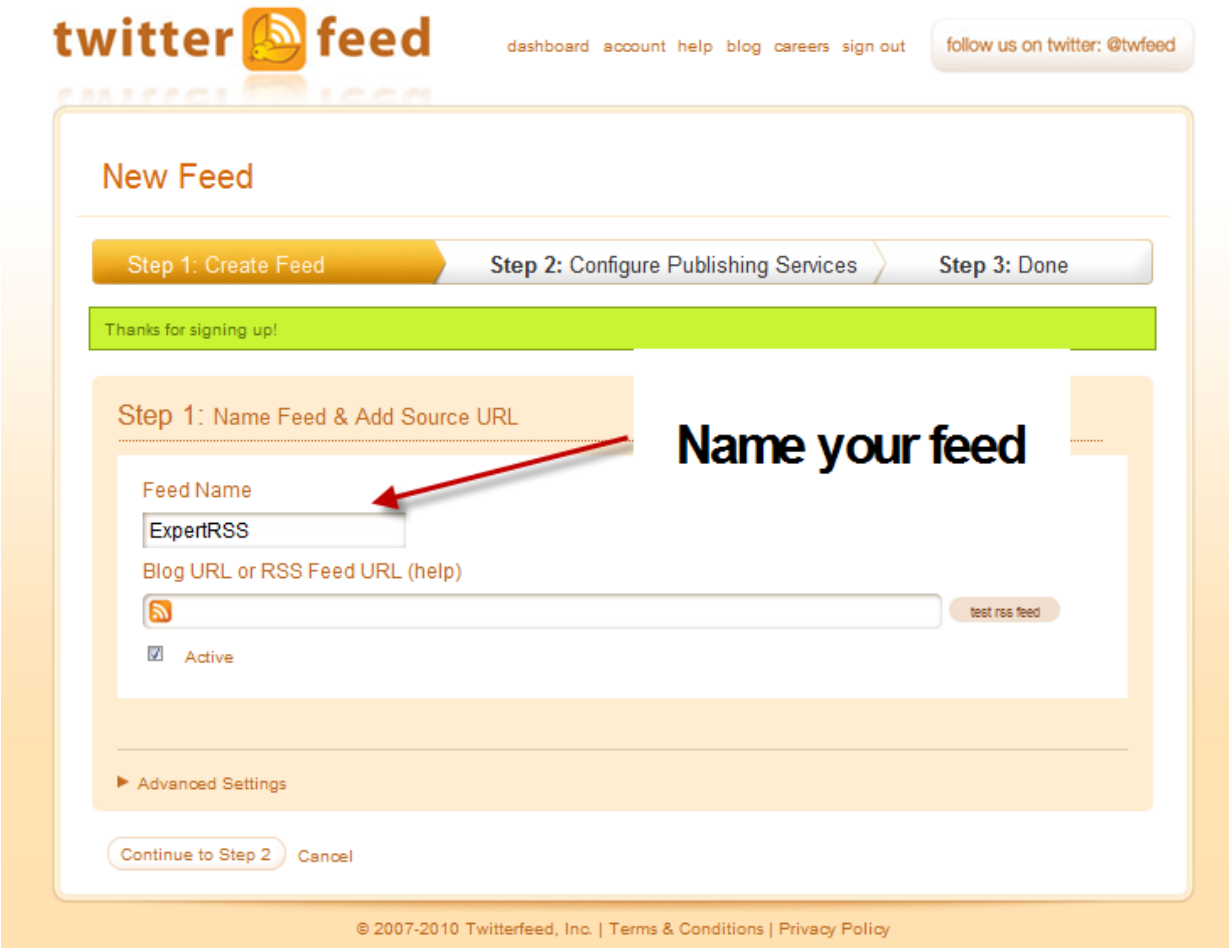
- The RSS Feed URL from your ExpertClick profile that shows your news releases.
- Your Twitter account that is the target you want to connect to.
- And you've set up a new TwitterFeed.com account.
- So, here goes: I'm going to walk through all the screens to set up the TwitterFeed Account and make the RSS Connections.

Write down the E-mail you are going to use as your Handle at www.TwitterFeed.com.

Enter your e-mail and password, then click the: “create account” button.



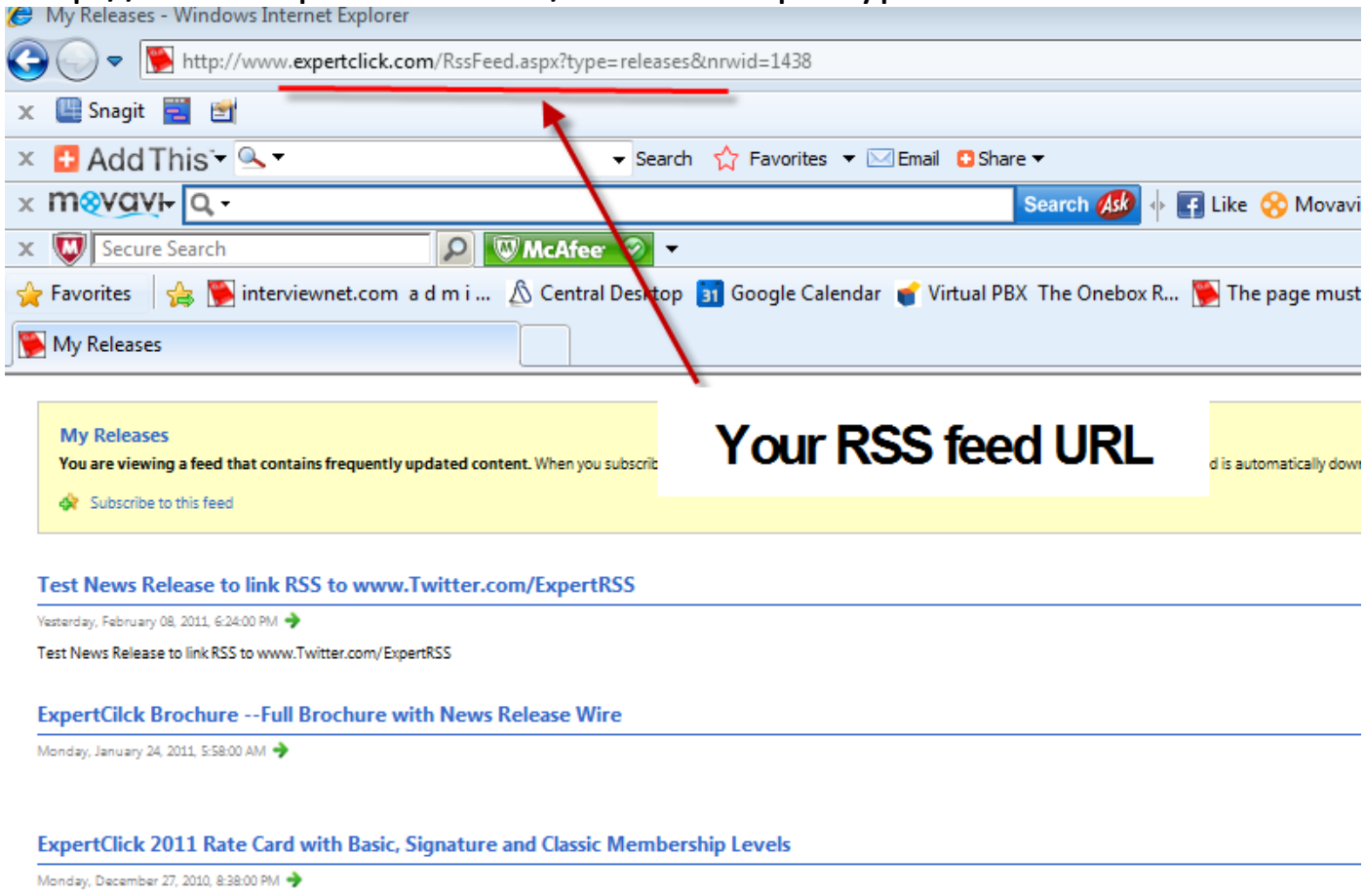
Then your need to name your Feed – You make this up.
I'll call mine: ExpertRSS



Then I go to my ExpertClick profile:

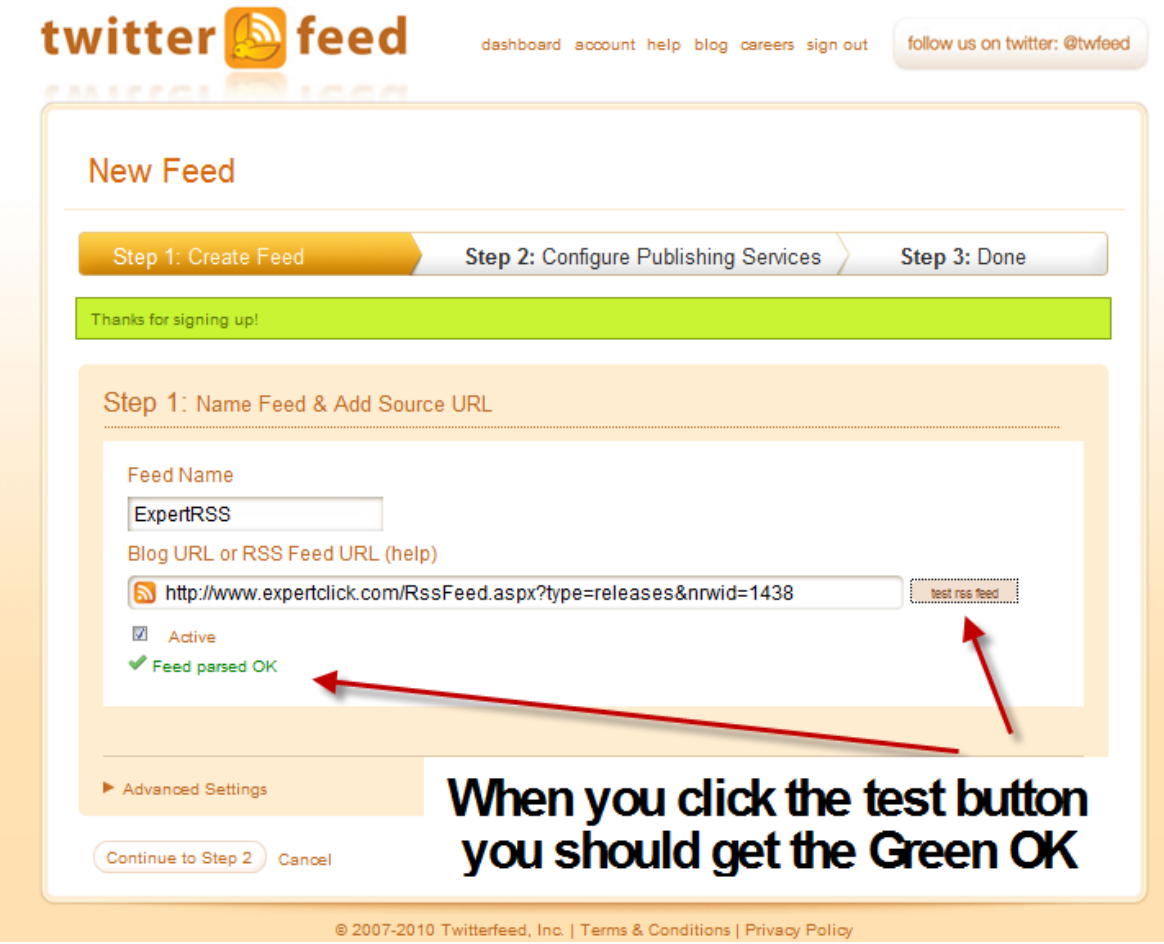
Where I click on the RSS Button, and go to the RSS feed that only shows my news releases.

http://www.expertclick.com/RssFeed.aspx?type=releases&nrwid=1438

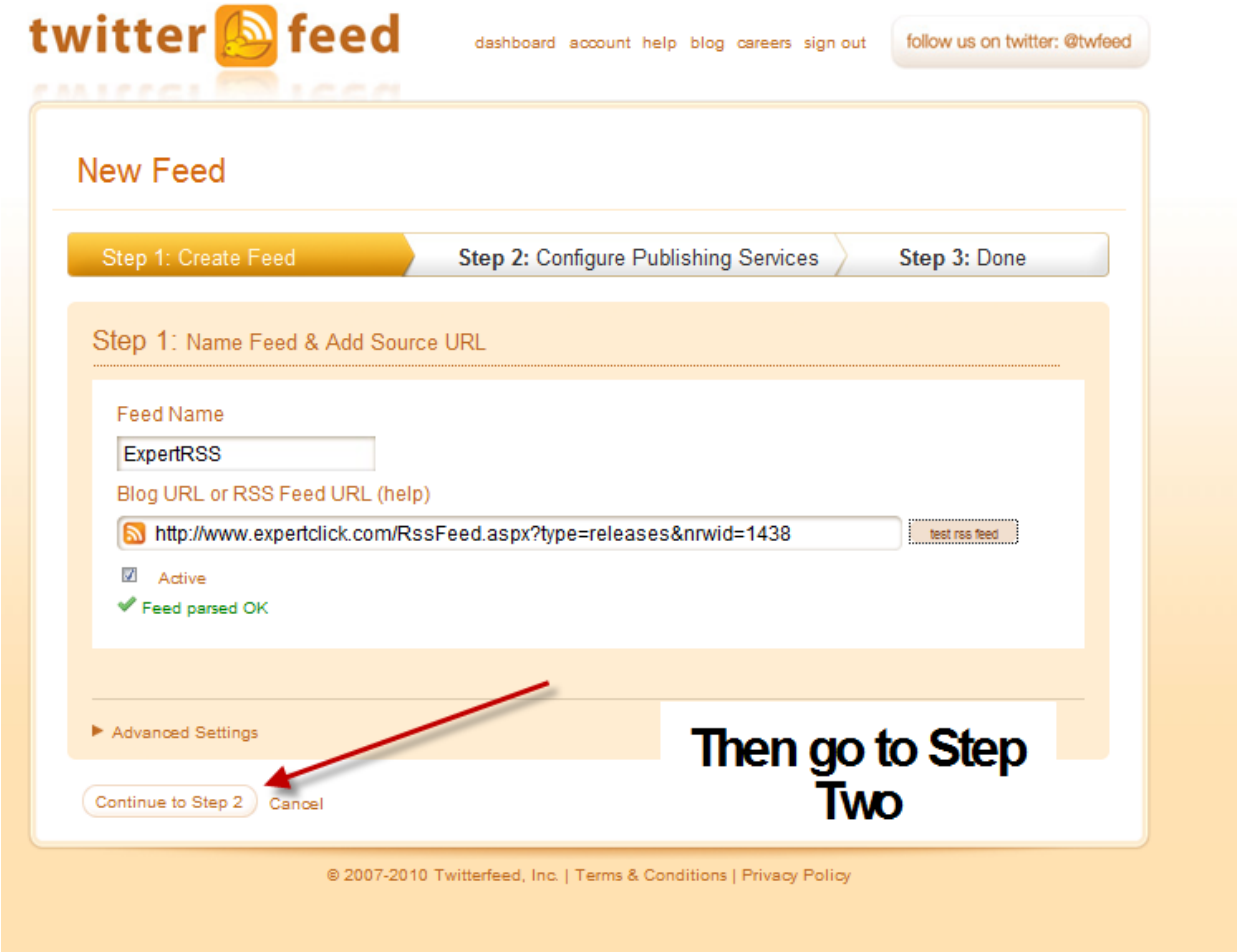


Then copy the RSS link into Twitter Feed.

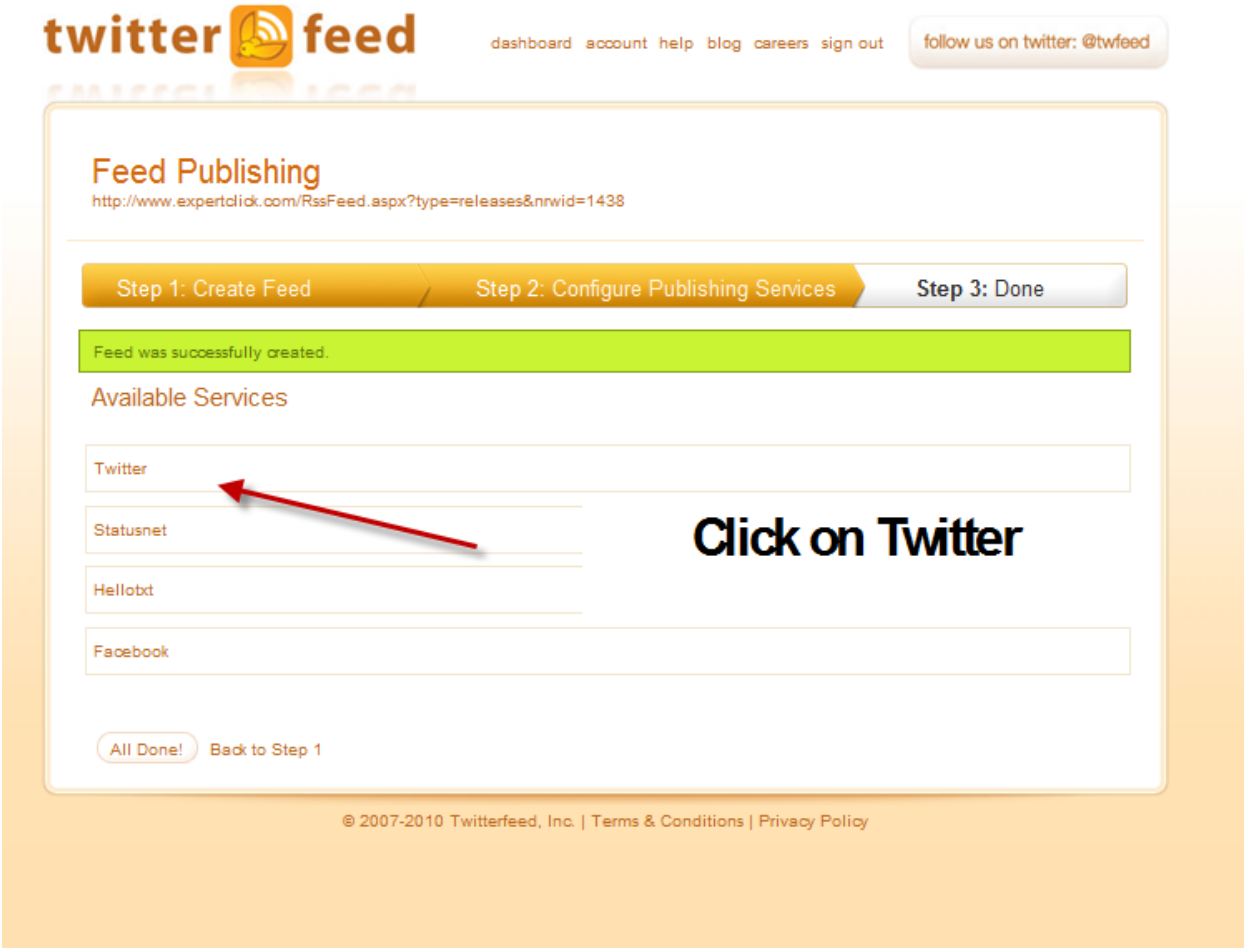
You can test to see if you did it correctly on the test button. You should get the Green OK.



Then go to step Two

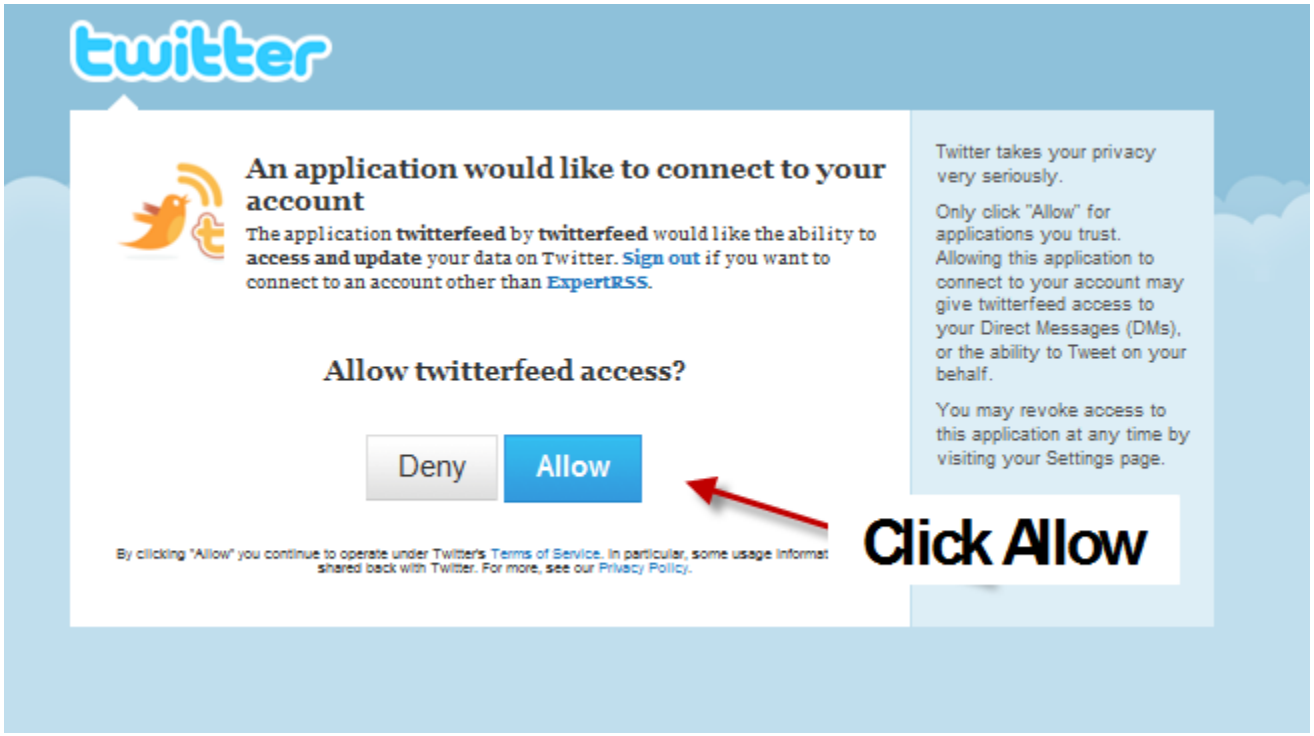


Make sure you are logged into the Twitter account you want to connect to now, so when you connect TwitterFeed will connect to the right account



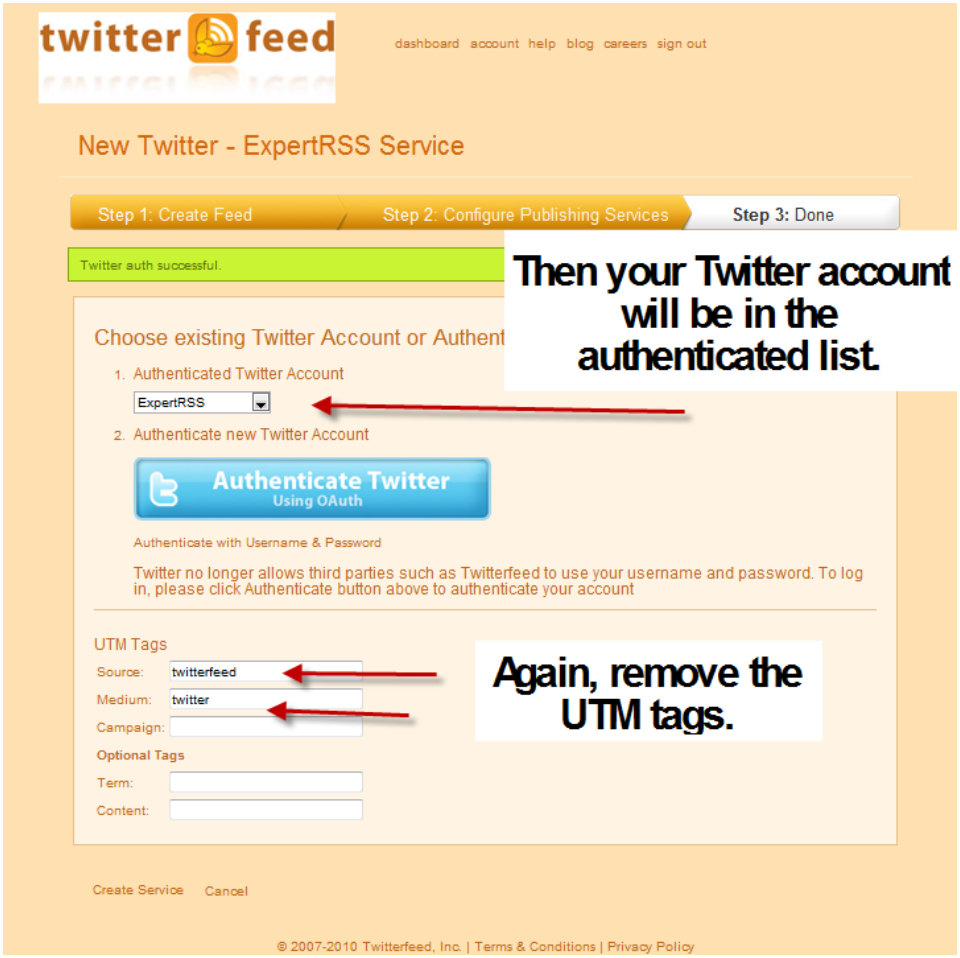
Then click on Blue Button as this is the first time you are connecting to a Twitter account and you do not have any Twitter Accounts already authenticated.

Then Twitter will ask if you want to allow TwitterFeed to connect. (this is why you want to be logged into the account you want to connect to.)

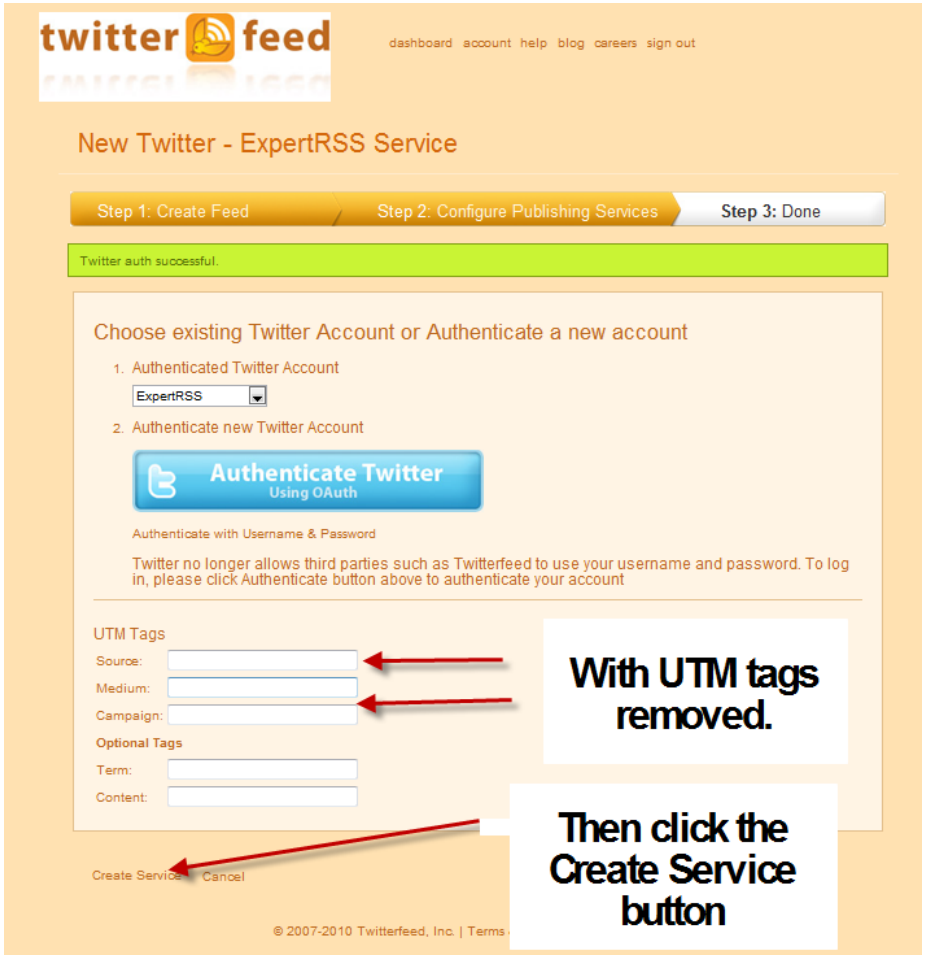


Then your Twitter account will be authenticated.

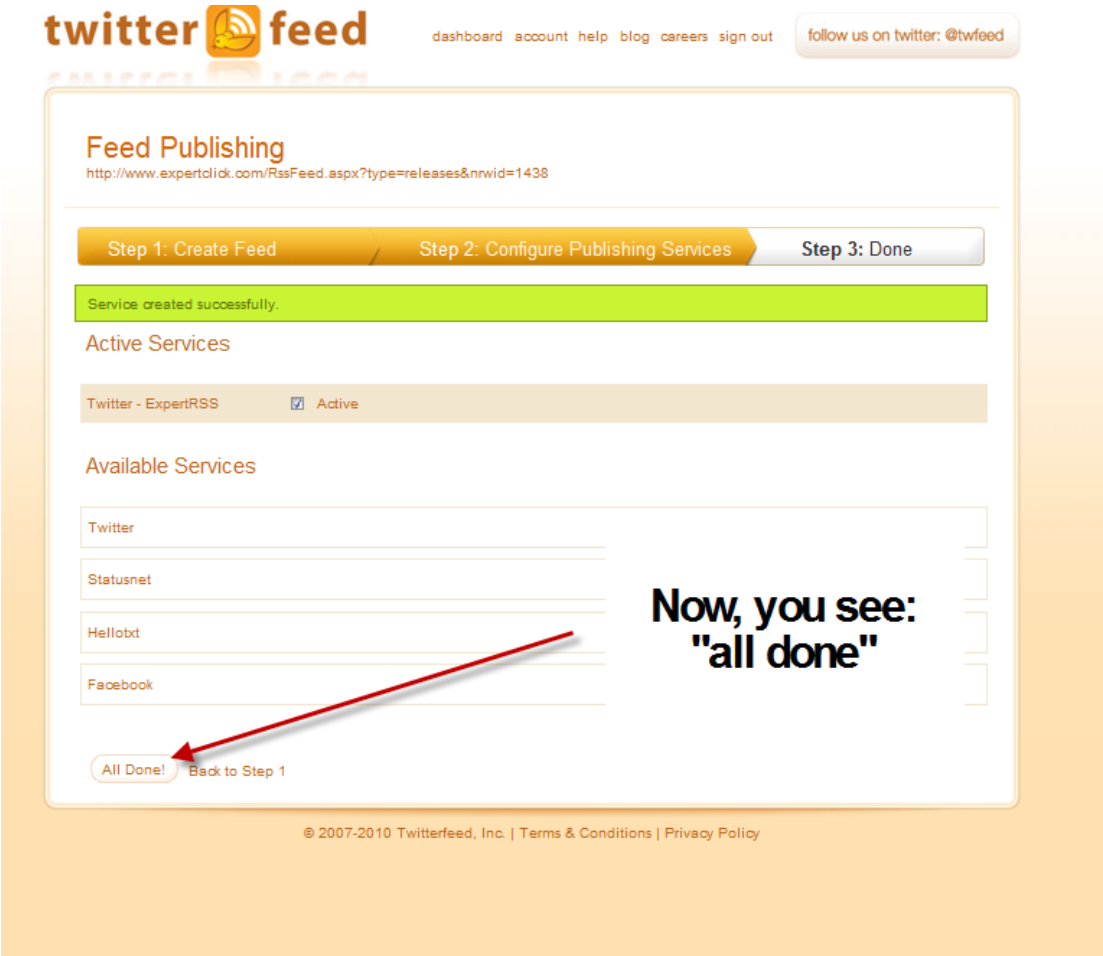
You must remove the UTM tags.



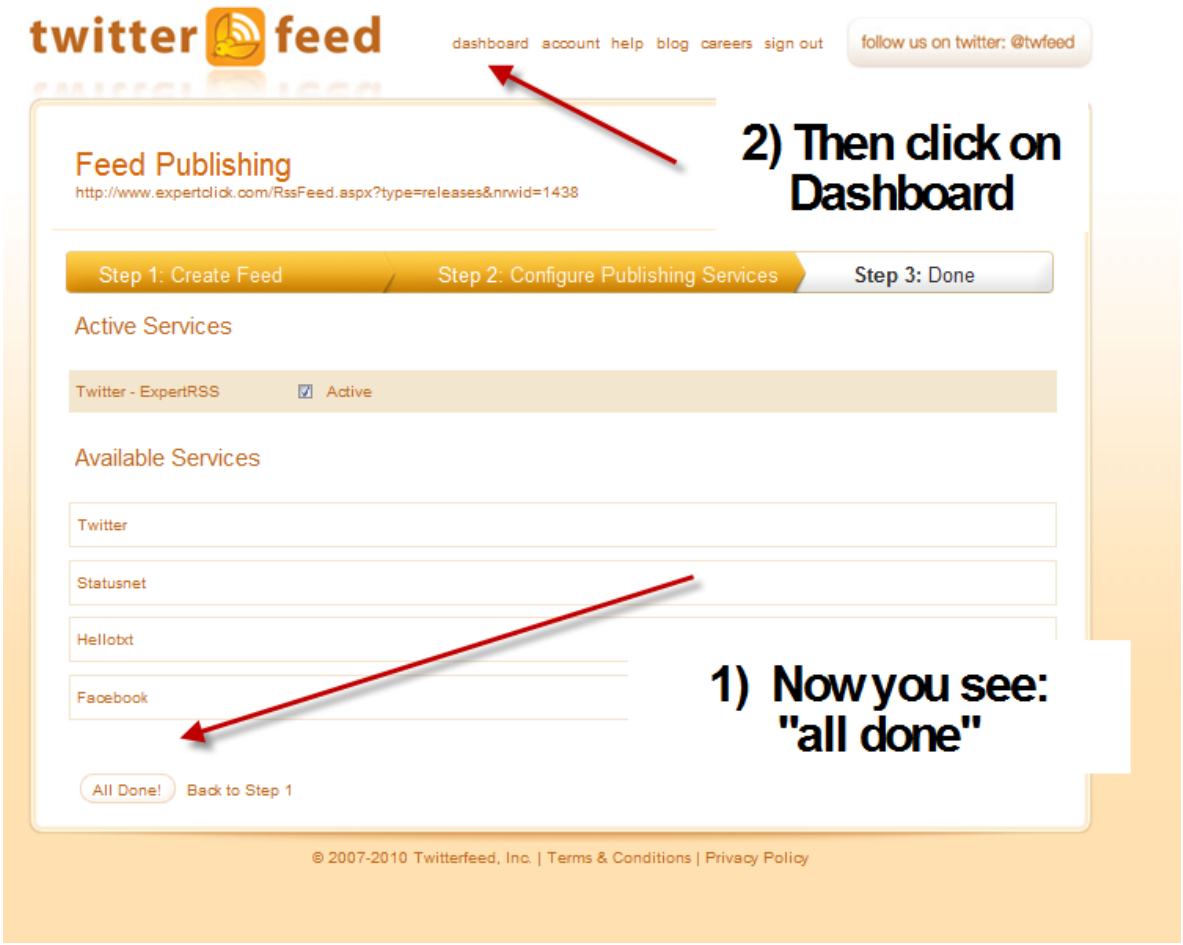
Then verify the UTM tags are removed. Then click the Create Service



Now you see: “all done”

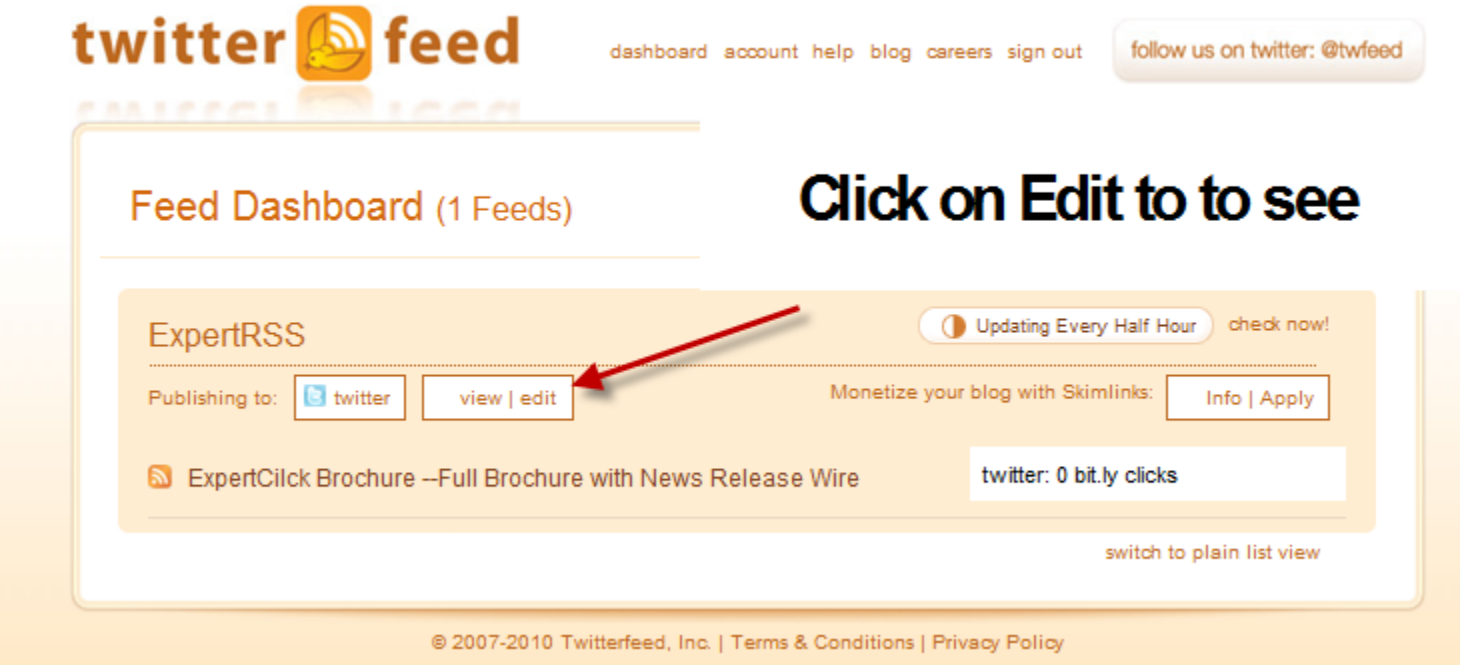


Then click on Dashboard to see the set up:

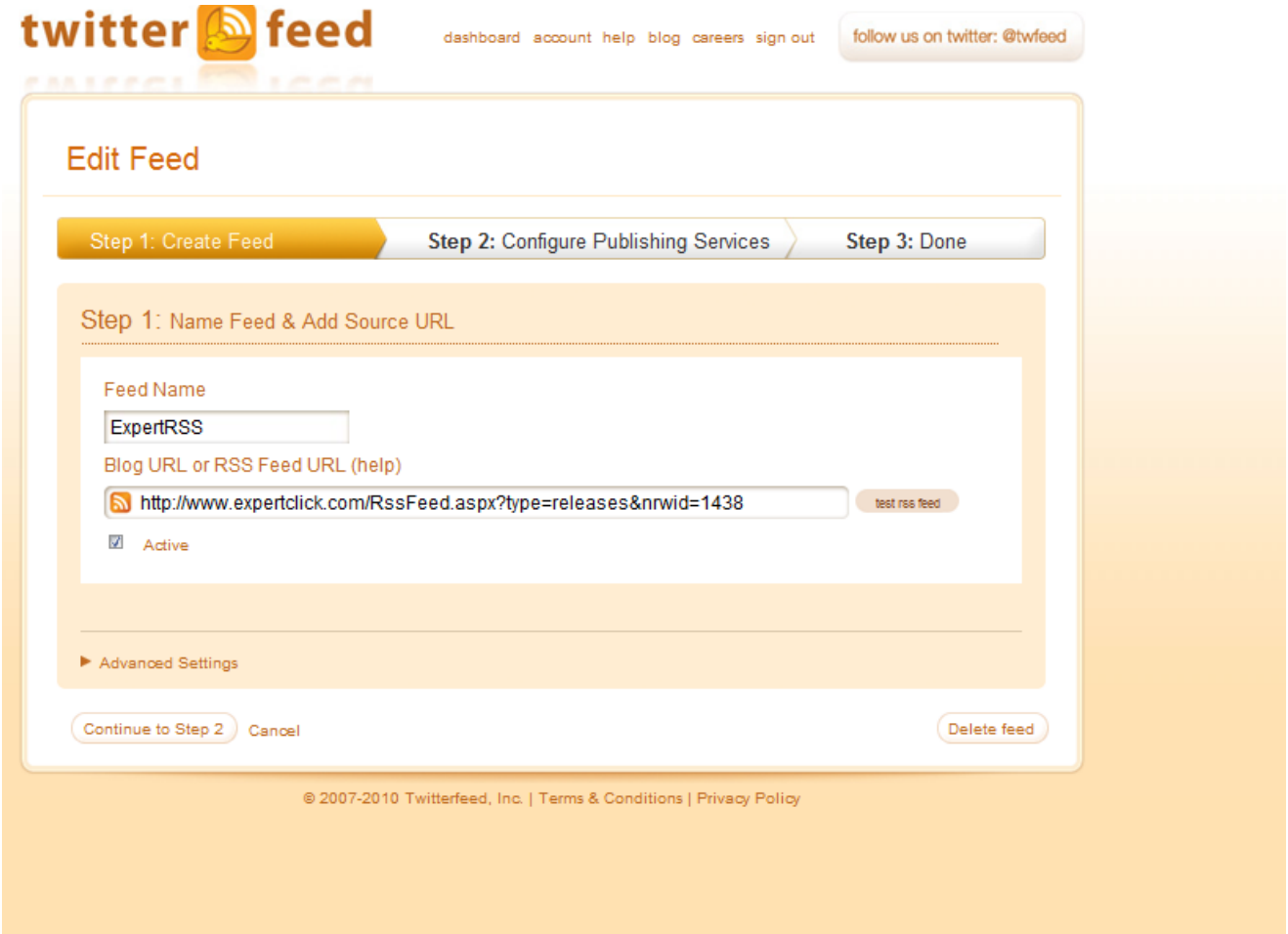


Here's your Dashboard:

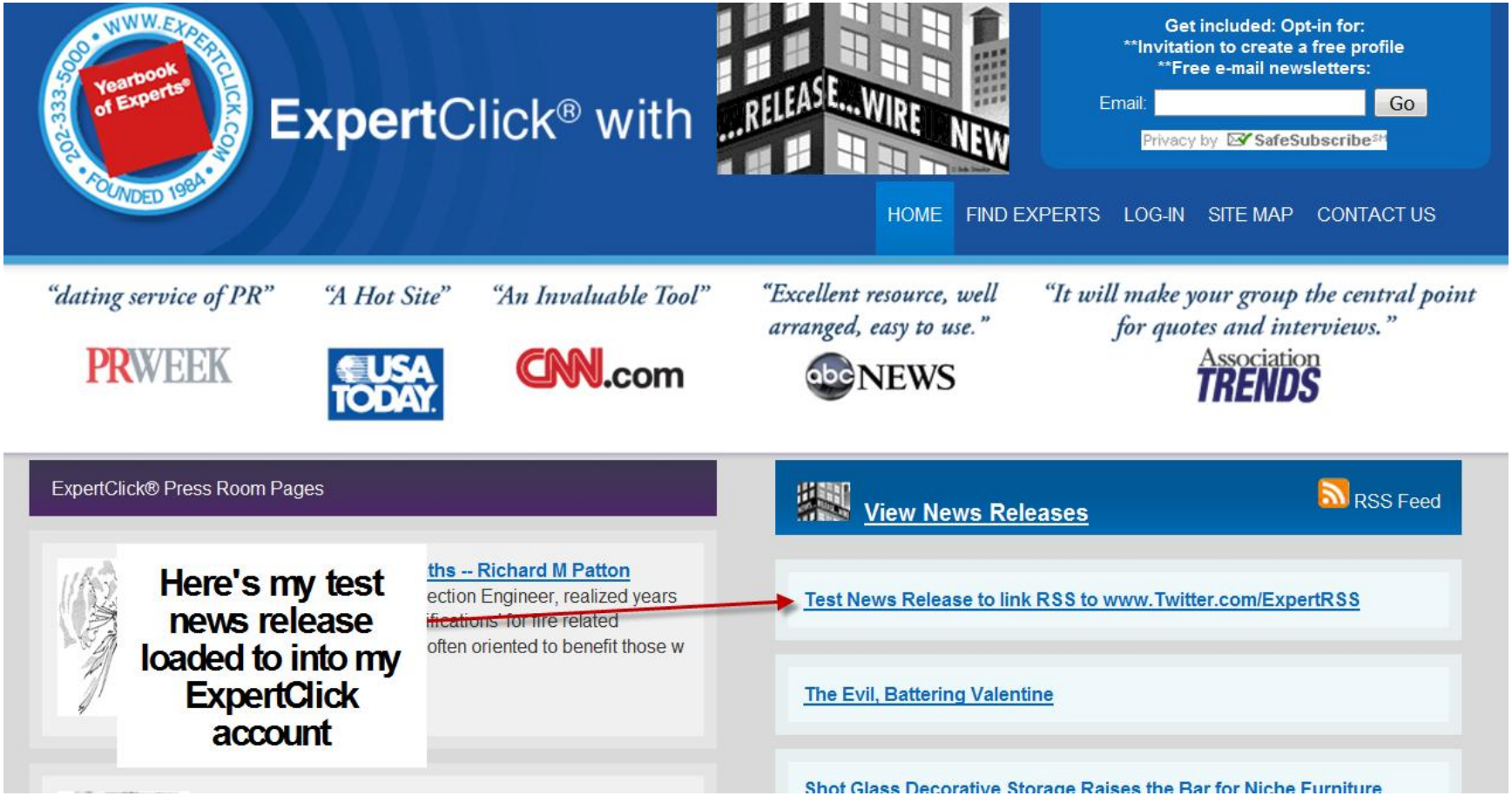
Click edit to see…



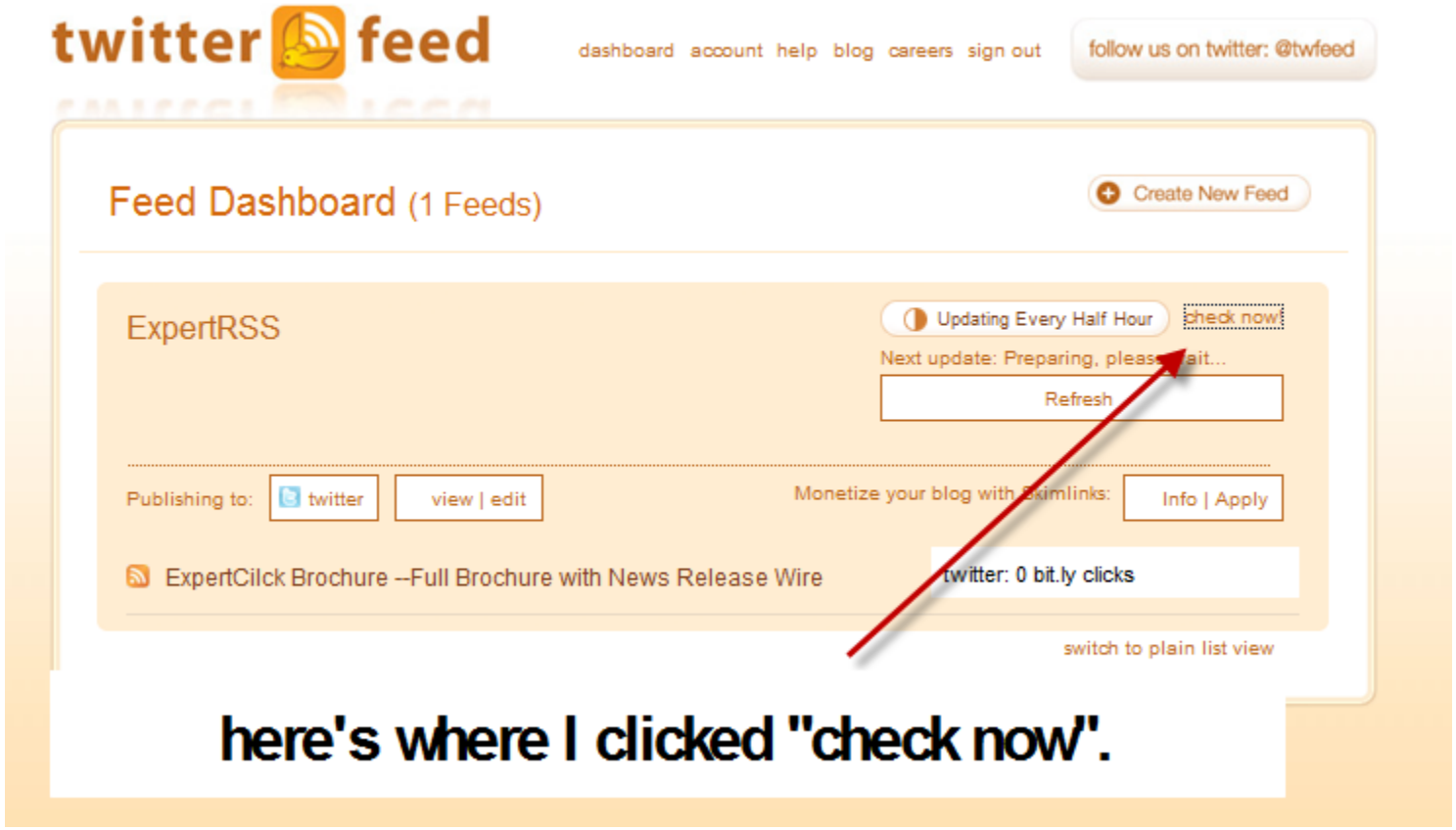
Then you are back to edit…



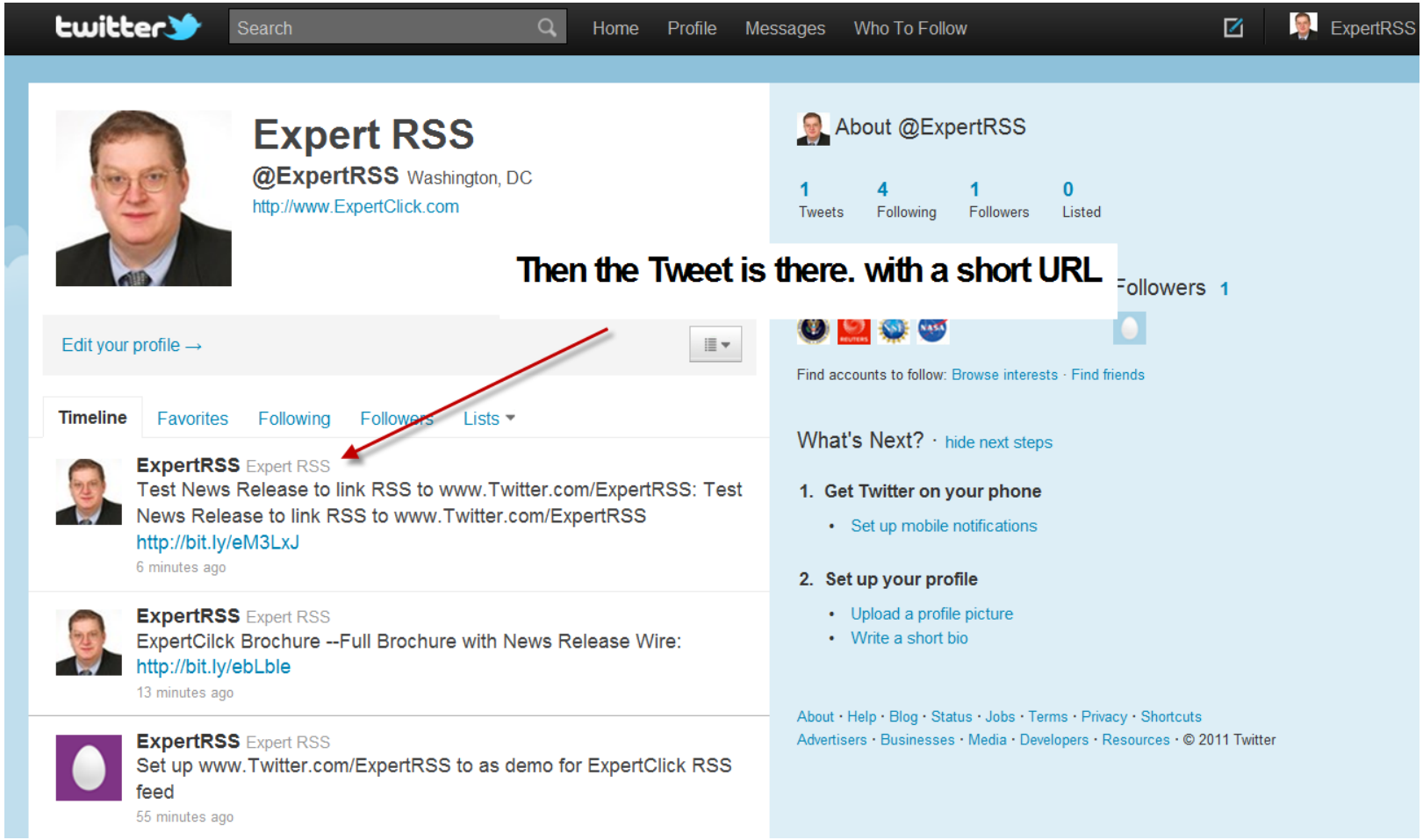
Ok, so we did all of that. Does it work? Here's a new release…



Then from the TwitterFeed Dashboard I clicked “check now” so I would not have to wait for the system to do three regular 30 minute scan.



Then the Tweet is live at the www.Twitter.com/ExpertRSS page.



The link is a shortened URL from Bit.ly that goes to your news release.

Yes, and presto, up comes your news release.

Our Web Sites:

- www.ExpertClick.com – Experts for interview.
- www.Daybook.com – Future Events.
- www.SpeakerBank – Interactive Speaker Bureau
- www.SpeakerLeads.com – Future Events Seeking Speakers.

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