

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.



The screenshot shows the ExpertClick website interface. At the top, there is a dark blue header with the ExpertClick logo and a navigation menu: Home | Join as an Expert | Join as a Journalist | Login | About ExpertClick | Site Map | Contact ExpertClick. Below the header, the main content area is light blue. On the left, there is a circular logo for the 'Yearbook of Experts' with the URL 'WWW.EXPERTCLICK.COM' and 'FOUNDED 1984'. To the right of the logo is a red 'ADD THIS' button with social media icons. The main title is 'Sample Expert' and the subtitle is 'Yearbook of Experts - Member Profile'. A white box on the right contains the text 'Orange RSS Button'. Below this, there are two columns: 'Participant Information' and 'Contact Information'. The 'Participant Information' column includes the name 'Sample Expert', location 'Washington, DC United States', a 'Jump To Sample Expert' link with a globe icon, and a 'View Releases' link with an RSS icon. A red arrow points from the 'View Releases' link to the 'Orange RSS Button' box. The 'Contact Information' column includes the name 'Name', location 'City, DC United States', contact phone '202-333-5000', and two buttons: 'Contact Name' and 'Ask a question'.

ExpertClick®

Home | Join as an Expert | Join as a Journalist | Login | About ExpertClick | Site Map | Contact ExpertClick

Yearbook of Experts

WWW.EXPERTCLICK.COM

FOUNDED 1984

ADD THIS

Sample Expert

Yearbook of Experts - Member Profile

Orange RSS Button

Participant Information

Contact Information

Sample Expert

Washington, DC United States

Jump To Sample Expert

View Releases

Name

City, DC

United States

Contact Phone: 202-333-5000

Contact Name

Ask a question



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.)

My Releases - Windows Internet Explorer

http://www.expertclick.com/RssFeed.aspx?type=releases&nwid=9116

My Releases

## Your RSS Feed URL

**My Releases**  
You are viewing a feed that contains frequently updated content. When you subscribe to a feed, it is added to the Common  
[Subscribe to this feed](#)

**Release from Sample Exeprt for RSS Test to Twitter**  
Wednesday, February 02, 2011, 8:27:00 PM →  
Sample

**Sample News Release for RSS Sample**  
Tuesday, February 01, 2011, 10:32:00 PM →  
Sample News Release



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



The image shows a screenshot of a Twitter profile page for the account @SampleExpert. The profile picture is a man with glasses and a suit. The name is "Sample Expert" and the handle is "@SampleExpert". The page shows a timeline of two tweets. The first tweet is from 3 Feb and says "Sample News Release for RSS Sample: Sample News Release" with a link to "http://bit.ly/ft6kct". The second tweet is from 2 Feb and says "tweet -- first tweet". On the right side, there is an "About @SampleExpert" section showing 3 Tweets, 0 Following, 0 Followers, and 0 Listed. Below that is a "What's Next?" section with three numbered steps: 1. Follow your first 10 accounts, 2. Get Twitter on your phone, and 3. Set up your profile. Each step has sub-points and a search box for finding users by name.

twitter  Home Profile Messages Who To Follow

 **Sample Expert**  
@SampleExpert

[Edit your profile →](#)

**Timeline** Favorites Following Followers Lists ▾

 **SampleExpert** Sample Expert  
Sample News Release for RSS Sample: Sample News Release  
<http://bit.ly/ft6kct>  
3 Feb

 **SampleExpert** Sample Expert  
tweet -- first tweet  
2 Feb

 About @SampleExpert

3 Tweets 0 Following 0 Followers 0 Listed

What's Next?

1. Follow your first 10 accounts
  - Browse popular accounts by interest
  - Look for your friends
  -
2. Get Twitter on your phone
  - Set up mobile notifications
3. Set up your profile
  - Upload a profile picture
  - Write a short bio



You need to set up an account at [www.TwitterFeed.com](http://www.TwitterFeed.com)  
...and I'm going to do this step by step.

The screenshot shows the TwitterFeed.com website. At the top left is the logo "twitter feed" with a bird icon. To the right are links for "sign up", "help", "blog", "careers", "sign in", and a "follow us on twitter: @twfeed" button. The main banner features a yellow bird with a white RSS symbol, the text "Feed your blog to twitter, facebook and more...", a counter showing "currently feeding 2 5 3 5 0 3 5 feeds to twitter and facebook. yum!", and a "Register Now" button. Below the banner is a "Sign In" section with fields for "Email Address" and "Password", a "Forgot your password?" link, a "Login" button, and links for "Sign In with OpenID" and "Don't have an account yet?". To the right is a "Getting Started" section with the text "Getting setup is easy and takes just minutes!" and three numbered steps: 1. "Create My Account." with a stopwatch icon, 2. "Add My Feeds" with the text "Easily add your existing feeds" and icons for Facebook, RSS, and Twitter, and 3. "Track My Feeds" with the text "Real-time Stats" and a bar chart icon.



# 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](http://www.TwitterFeed.com).

The image shows a screenshot of the TwitterFeed.com website. At the top left is the logo "twitter feed" with a bird icon. To the right are links for "sign up", "help", "blog", "careers", "sign in", and a button "follow us on twitter: @twfeed". The main content area has an orange background with a large yellow bird icon and a white RSS symbol. Text reads "Feed your blog to twitter, facebook and more...". A white callout box with a red arrow pointing to a "Register Now" button contains the text "Click on the Register Now button". Below this, a counter shows "25 feeds to twitter and facebook. yum!".

**Register Now**

Feed your blog to twitter, facebook and more...

Click on the Register Now button

25 feeds to twitter and facebook. yum!

**Getting Started**  
Getting setup is easy and takes just minutes!

**1 Create My Account.** (Icon: stopwatch)

**2 Add My Feeds**  
Easily add your existing feeds. (Icons: RSS, Facebook, Twitter)


**3 Track My Feeds**  
Real-time Stats. (Icon: bar chart)

**Sign In**  
Email Address:   
Password:   
Forgot your password?  
**Login**  
Sign In with OpenID  
Don't have an account yet?





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

**twitter feed** 

[sign up](#) [help](#) [blog](#) [careers](#) [sign in](#) [follow us on twitter: @twfeed](#)

## Twitterfeed Sign Up

You'll be up and running in no time!

**Sign Up Form** [Sign Up with OpenID](#)

Email Address

Password Confirm Password

Please include me on important updates and information that affect my Twitterfeed account.


[Create Account](#)

You're just moments away from knowing exactly what your blogs and tweets are doing...

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

twitter  feed

dashboard account help blog careers sign out follow us on twitter: @twfeed

## New Feed


Step 1: Create Feed Step 2: Configure Publishing Services Step 3: Done

Thanks for signing up!

### Step 1: Name Feed & Add Source URL

## Name your feed

Feed Name  
ExpertRSS

Blog URL or RSS Feed URL (help)  
  test rss feed

Active

► Advanced Settings

Continue to Step 2 Cancel

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# Then I go to my ExpertClick profile:

ExpertClick®

Home | Join as an Expert | Join as a Journalist | Login | About ExpertClick | Site Map | Contact

202-333-5000 • WWW.EXPERTCLICK.COM  
Yearbook of Experts®  
FOUNDED 1984

ADD THIS

**Mitchell P. Davis -- Editor and Publisher of  
www.ExpertClick.com**  
Yearbook of Experts

**Click on RSS  
Button**

**Participant Information**

**Mitchell P. Davis -- Editor and Publisher of  
www.ExpertClick.com**  
Washington, DC United States

**LINK** Jump To Mitchell P. Davis - Editor and Publisher of  
www.ExpertClick.com

**View Releases**

**RA** Click here to listen to Mitchell P. Davis -- Editor and  
Publisher of www.ExpertClick.com

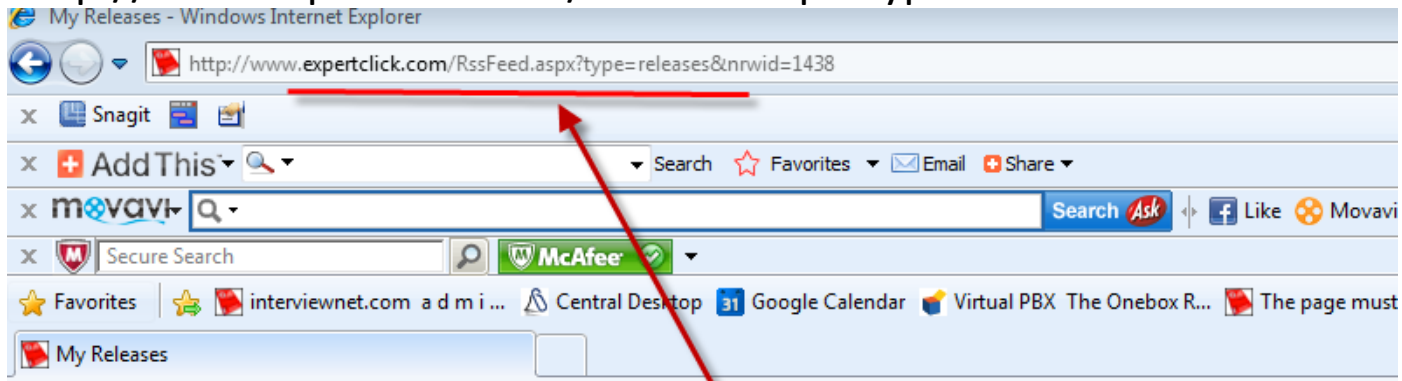
**Welcomes paid invitations to speak.**

**USA HOT**



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>



**My Releases**  
You are viewing a feed that contains frequently updated content. When you subscribe to this feed, you will be notified when new content is automatically downloaded to your device.

**Your RSS feed URL**

[Subscribe to this feed](#)

**Test News Release to link RSS to [www.Twitter.com/ExpertRSS](http://www.Twitter.com/ExpertRSS)**

Yesterday, February 08, 2011, 6:24:00 PM →

Test News Release to link RSS to [www.Twitter.com/ExpertRSS](http://www.Twitter.com/ExpertRSS)

**ExpertClick Brochure --Full Brochure with News Release Wire**

Monday, January 24, 2011, 5:58:00 AM →

**ExpertClick 2011 Rate Card with Basic, Signature and Classic Membership Levels**

Monday, December 27, 2010, 8:38:00 PM →



# Then copy the RSS link into Twitter Feed.

twitter  feed

dashboard account help blog careers sign out follow us on twitter: @twfeed

## New Feed

Step 1: Create Feed Step 2: Configure Publishing Services Step 3: Done

Thanks for signing up!

### Step 1: Name Feed & Add Source URL

Feed Name  
ExpertRSS

Blog URL or RSS Feed URL (help)  
 <http://www.expertclick.com/RssFeed.aspx?type=releases&nrwid=1438> test rss feed

Active

► Advanced Settings

Continue to Step 2 Cancel

**The copy RSS Here**

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

twitter feed dashboard account help blog careers sign out follow us on twitter: @twfeed

### New Feed

Step 1: Create Feed Step 2: Configure Publishing Services Step 3: Done

Thanks for signing up!

#### Step 1: Name Feed & Add Source URL

Feed Name  
ExpertRSS

Blog URL or RSS Feed URL (help)  
 http://www.expertclick.com/RssFeed.aspx?type=releases&nrwid=1438 test rss feed

Active  
✔ Feed parsed OK

▶ Advanced Settings

Continue to Step 2 Cancel

**When you click the test button  
you should get the Green OK**

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# Then go to step Two

**twitter feed** [dashboard](#) [account](#) [help](#) [blog](#) [careers](#) [sign out](#) [follow us on twitter: @twfeed](#)

## New Feed

Step 1: Create Feed   Step 2: Configure Publishing Services   Step 3: Done

### Step 1: Name Feed & Add Source URL

Feed Name

Blog URL or RSS Feed URL (help)  
 [test rss feed](#)

Active  
✓ Feed parsed OK

▶ Advanced Settings

**Then go to Step Two**

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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

twitter feed dashboard account help blog careers sign out follow us on twitter: @twfeed

### Feed Publishing

<http://www.expertclick.com/RssFeed.aspx?type=releases&nwid=1438>

Step 1: Create Feed / Step 2: Configure Publishing Services / Step 3: Done

Feed was successfully created.

Available Services

Twitter

Statusnet

HelloBt

Facebook

**Click on Twitter**

All Done! Back to Step 1

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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.

twitter feed

dashboard account help blog careers sign out

### New Twitter Service

Step 1: Create Feed / Step 2: Configure Publishing Services / Step 3: Done

Choose existing Twitter Account or Authenticate a new account

1. Authenticated Twitter Account  
--Twitter Account--
2. Authenticate new Twitter Account  
**Authenticate Twitter**  
Using OAuth  
Authenticate with Username & Password

UTM Tags

Source: twitterfeed

Medium: twitter

Campaign:

Optional Tags

Term:

Content:

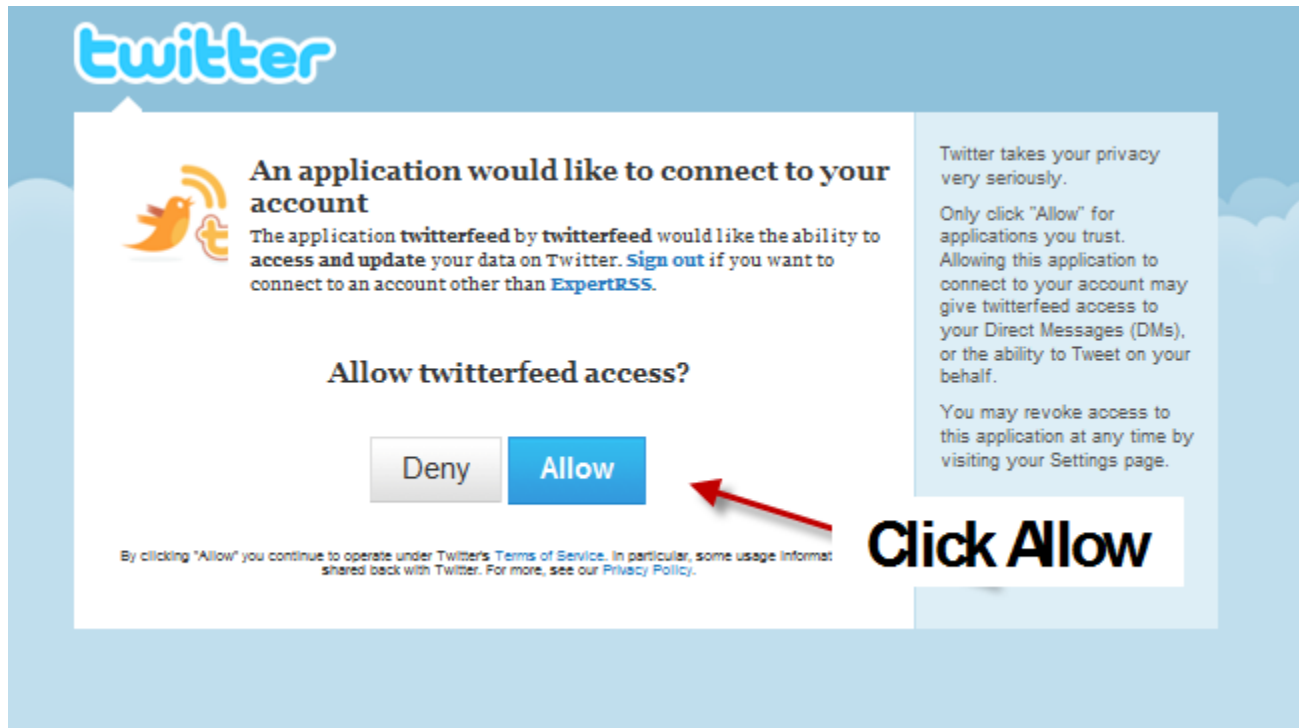
Create Service Cancel

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**Click on the Blue button**



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.)



The image shows a screenshot of a Twitter authorization dialog box. At the top left is the Twitter logo. The main heading is "An application would like to connect to your account". Below this, it says "The application **twitterfeed** by **twitterfeed** would like the ability to **access and update** your data on Twitter. [Sign out](#) if you want to connect to an account other than **ExpertRSS**".

In the center, the question "Allow twitterfeed access?" is displayed above two buttons: "Deny" and "Allow". A red arrow points from the "Allow" button to a white box on the right that says "Click Allow".

On the right side of the dialog, there is a text box with the following content:  
Twitter takes your privacy very seriously.  
Only click "Allow" for applications you trust.  
Allowing this application to connect to your account may give twitterfeed access to your Direct Messages (DMs), or the ability to Tweet on your behalf.  
You may revoke access to this application at any time by visiting your Settings page.

At the bottom left, there is a small disclaimer: "By clicking 'Allow' you continue to operate under Twitter's Terms of Service. In particular, some usage information is shared back with Twitter. For more, see our Privacy Policy."



Then your Twitter account will be authenticated.  
**You must remove the UTM tags.**

The screenshot shows the 'New Twitter - ExpertRSS Service' setup page. At the top, there's a navigation bar with 'twitter feed' logo and links for 'dashboard', 'account', 'help', 'blog', 'careers', and 'sign out'. Below the navigation bar, the page title is 'New Twitter - ExpertRSS Service'. A progress bar indicates three steps: 'Step 1: Create Feed', 'Step 2: Configure Publishing Services', and 'Step 3: Done'. A green notification bar says 'Twitter auth successful.'. The main content area is titled 'Choose existing Twitter Account or Authent'. It lists two options: '1. Authenticated Twitter Account' and '2. Authenticate new Twitter Account'. Under the first option, there is a dropdown menu with 'ExpertRSS' selected. A red arrow points from a text box to this dropdown. Below the options is a blue button labeled 'Authenticate Twitter Using OAuth'. Underneath the button, it says 'Authenticate with Username & Password' and provides a note: 'Twitter no longer allows third parties such as Twitterfeed to use your username and password. To log in, please click Authenticate button above to authenticate your account'. Below this is a section for 'UTM Tags' with input fields for 'Source', 'Medium', 'Campaign', 'Optional Tags', 'Term', and 'Content'. The 'Source' field contains 'twitterfeed' and the 'Medium' field contains 'twitter'. Red arrows point from a text box to these two fields. At the bottom of the page, there are 'Create Service' and 'Cancel' buttons, and a copyright notice: '© 2007-2010 Twitterfeed, Inc. | Terms & Conditions | Privacy Policy'.

twitter feed dashboard account help blog careers sign out

New Twitter - ExpertRSS Service

Step 1: Create Feed / Step 2: Configure Publishing Services / Step 3: Done

Twitter auth successful.

Choose existing Twitter Account or Authent

1. Authenticated Twitter Account  
ExpertRSS
2. Authenticate new Twitter Account

**Authenticate Twitter**  
Using OAuth

Authenticate with Username & Password

Twitter no longer allows third parties such as Twitterfeed to use your username and password. To log in, please click Authenticate button above to authenticate your account

UTM Tags

Source: twitterfeed

Medium: twitter

Campaign:

Optional Tags

Term:

Content:

Create Service Cancel

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**Then your Twitter account will be in the authenticated list.**

**Again, remove the UTM tags.**



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

twitter feed dashboard account help blog careers sign out

### New Twitter - ExpertRSS Service

Step 1: Create Feed / Step 2: Configure Publishing Services / Step 3: Done

Twitter auth successful.

Choose existing Twitter Account or Authenticate a new account

- Authenticated Twitter Account  
ExpertRSS
- Authenticate new Twitter Account

**Authenticate Twitter**  
Using OAuth

Authenticate with Username & Password

Twitter no longer allows third parties such as Twitterfeed to use your username and password. To log in, please click Authenticate button above to authenticate your account

UTM Tags

Source:

Medium:

Campaign:

Optional Tags

Term:

Content:

Create Service Cancel

© 2007-2010 Twitterfeed, Inc. | Terms

**With UTM tags removed.**

**Then click the Create Service button**



# Now you see: "all done"

The screenshot displays the Twitterfeed 'Feed Publishing' interface. At the top, the 'twitter feed' logo is visible, along with navigation links for 'dashboard', 'account', 'help', 'blog', 'careers', and 'sign out'. A button on the right says 'follow us on twitter: @twfeed'. The main content area is titled 'Feed Publishing' and shows a progress bar with three steps: 'Step 1: Create Feed', 'Step 2: Configure Publishing Services', and 'Step 3: Done'. A green message bar indicates 'Service created successfully.'. Below this, the 'Active Services' section shows 'Twitter - ExpertRSS' with a checked 'Active' checkbox. The 'Available Services' section lists 'Twitter', 'Statusnet', 'Hellobt', and 'Facebook' with checkboxes to the right. A red arrow points from the 'All Done!' button to the 'All Done!' text. The footer contains the copyright notice: '© 2007-2010 Twitterfeed, Inc. | Terms & Conditions | Privacy Policy'.

twitter feed dashboard account help blog careers sign out follow us on twitter: @twfeed

## Feed Publishing

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

Step 1: Create Feed / Step 2: Configure Publishing Services / Step 3: Done

Service created successfully.

### Active Services

Twitter - ExpertRSS	<input checked="" type="checkbox"/> Active
---------------------	--

### Available Services

Twitter	<input type="checkbox"/>
Statusnet	<input type="checkbox"/>
Hellobt	<input type="checkbox"/>
Facebook	<input type="checkbox"/>

All Done! Back to Step 1

Now, you see: "all done"

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Then click on Dashboard to see the set up:

The screenshot displays the Twitterfeed dashboard interface. At the top, the logo 'twitter feed' is visible, along with navigation links for 'dashboard', 'account', 'help', 'blog', 'careers', and 'sign out'. A button for 'follow us on twitter: @twfeed' is also present. The main content area is titled 'Feed Publishing' and shows a progress bar with three steps: 'Step 1: Create Feed', 'Step 2: Configure Publishing Services', and 'Step 3: Done'. Below the progress bar, there are sections for 'Active Services' and 'Available Services'. The 'Active Services' section shows 'Twitter - ExpertRSS' with a checked 'Active' checkbox. The 'Available Services' section lists 'Twitter', 'Statusnet', 'Hellobt', and 'Facebook'. At the bottom of the dashboard, there are buttons for 'All Done!' and 'Back to Step 1'. A red arrow points from the 'All Done!' button to the 'dashboard' link in the top navigation bar. Another red arrow points from the 'dashboard' link to the 'All Done!' button. A white callout box on the right side of the dashboard contains the text '2) Then click on Dashboard' and '1) Now you see: "all done"'. The footer of the dashboard includes the copyright notice '© 2007-2010 Twitterfeed, Inc. | Terms & Conditions | Privacy Policy'.

twitter feed

dashboard account help blog careers sign out follow us on twitter: @twfeed

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

Step 1: Create Feed / Step 2: Configure Publishing Services / Step 3: Done

Active Services

Twitter - ExpertRSS  Active

Available Services

Twitter

Statusnet

Hellobt

Facebook

All Done! Back to Step 1

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2) Then click on Dashboard

1) Now you see: "all done"



# Here's your Dashboard:

The screenshot shows the Twitterfeed dashboard. At the top left is the 'twitter feed' logo. To its right are navigation links: 'dashboard', 'account', 'help', 'blog', 'careers', and 'sign out'. Further right is a button that says 'follow us on twitter: @twfeed'. The main content area is titled 'Feed Dashboard (1 Feeds)' and 'here's your feed'. A red arrow points to the 'ExpertRSS' feed entry. To the right of this entry is a button that says 'Updating Every Half Hour' and 'check now!'. Below the feed entry, there are two buttons: 'Publishing to: twitter' and 'view | edit'. To the right of these is a section for monetization: 'Monetize your blog with Skimlinks: Info | Apply'. Below the feed entry, there is a button that says 'ExpertClick Brochure --Full Brochure with News Release Wire' and a box that says 'twitter: 0 bit.ly clicks'. At the bottom right of the dashboard is a link that says 'switch to plain list view'. At the very bottom of the page is the copyright notice: '© 2007-2010 Twitterfeed, Inc. | Terms & Conditions | Privacy Policy'.




# Click edit to see...

The screenshot shows the Twitterfeed dashboard interface. At the top left is the 'twitter feed' logo. To the right are navigation links: 'dashboard', 'account', 'help', 'blog', 'careers', and 'sign out'. Further right is a button that says 'follow us on twitter: @twfeed'. Below the navigation is a section titled 'Feed Dashboard (1 Feeds)'. On the right side of this section, the text 'Click on Edit to to see' is displayed. The main content area shows a feed entry for 'ExpertRSS'. It includes a 'Publishing to:' section with a 'twitter' icon and a 'view | edit' button. A red arrow points to the 'view | edit' button. To the right of the 'Publishing to:' section is a 'Monetize your blog with Skimlinks:' section with an 'Info | Apply' button. Below the feed entry, there is a 'switch to plain list view' link. At the bottom of the dashboard, there is a copyright notice: '© 2007-2010 Twitterfeed, Inc. | Terms & Conditions | Privacy Policy'.





# Then you are back to edit...

twitter  feed


dashboard account help blog careers sign out follow us on twitter: @twfeed

## Edit Feed

Step 1: Create Feed Step 2: Configure Publishing Services Step 3: Done

### Step 1: Name Feed & Add Source URL

Feed Name  
ExpertRSS

Blog URL or RSS Feed URL (help)  
 http://www.expertclick.com/RssFeed.aspx?type=releases&nrwid=1438 test rss feed

Active

► Advanced Settings

Continue to Step 2 Cancel Delete feed

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

The screenshot shows the ExpertClick website interface. At the top, there is a blue header with the ExpertClick logo (a circular seal with 'Yearbook of Experts' and 'FOUNDED 1984'), the text 'ExpertClick® with', and a graphic of a building with a sign that says '...RELEASE...WIRE NEW'. To the right of the header is a registration form with the text 'Get included: Opt-in for: \*\*Invitation to create a free profile \*\*Free e-mail newsletters:' and an email input field with a 'Go' button. Below the header is a navigation menu with links: HOME, FIND EXPERTS, LOG-IN, SITE MAP, CONTACT US.

Below the navigation menu are five testimonials with logos of media outlets:

- “dating service of PR” with PRWEEK logo
- “A Hot Site” with USA TODAY logo
- “An Invaluable Tool” with CNN.com logo
- “Excellent resource, well arranged, easy to use.” with abc NEWS logo
- “It will make your group the central point for quotes and interviews.” with Association TRENDS logo

The main content area is titled 'ExpertClick® Press Room Pages'. It features a 'View News Releases' button with an RSS icon and an 'RSS Feed' link. Below this is a list of news releases:

- Here's my test news release loaded to into my ExpertClick account** (with a small image of a woman) - This is the test release. The text next to it reads: *ths -- Richard M Patton* action Engineer, realized years *ifications* for fire related often oriented to benefit those w
- [Test News Release to link RSS to www.Twitter.com/ExpertRSS](#) - A red arrow points from the word 'ifications' in the test release text to this link.
- [The Evil, Battering Valentine](#)
- [Shot Glass Decorative Storage Raises the Bar for Niche Furniture](#)



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.

The screenshot shows the TwitterFeed dashboard interface. At the top left is the 'twitter feed' logo. To the right are navigation links: 'dashboard', 'account', 'help', 'blog', 'careers', and 'sign out'. Further right is a button that says 'follow us on twitter: @twfeed'. Below the navigation is a section titled 'Feed Dashboard (1 Feeds)' with a '+ Create New Feed' button. The main content area features a feed entry for 'ExpertRSS'. This entry includes a status 'Updating Every Half Hour' and a 'check now' button. Below this is a 'Refresh' button and a message 'Next update: Preparing, please wait...'. At the bottom of the feed entry, there are options for 'Publishing to: twitter' and 'view | edit', and a monetization option 'Monetize your blog with Skimlinks: Info | Apply'. A red arrow points from the bottom of the page towards the 'check now' button. At the bottom right of the feed entry, there is a 'switch to plain list view' link.

**here's where I clicked "check now".**



Then the Tweet is live at the [www.Twitter.com/ExpertRSS](http://www.Twitter.com/ExpertRSS) page.

The screenshot shows the Twitter profile page for Expert RSS (@ExpertRSS). The profile header includes the name "Expert RSS", the handle "@ExpertRSS", the location "Washington, DC", and the website "http://www.ExpertClick.com". The "About" section shows 1 Tweet, 4 Following, 1 Followers, and 0 Listed. The main content area displays a tweet from ExpertRSS with the text "Test News Release to link RSS to www.Twitter.com/ExpertRSS: Test News Release to link RSS to www.Twitter.com/ExpertRSS" and a short URL "http://bit.ly/eM3LxJ". A red arrow points to the short URL. Below the tweet is another tweet from ExpertRSS with the text "ExpertClick Brochure --Full Brochure with News Release Wire:" and a short URL "http://bit.ly/ebLble". At the bottom of the tweet list is a tweet from ExpertRSS with the text "Set up www.Twitter.com/ExpertRSS to as demo for ExpertClick RSS feed". The right sidebar contains a "What's Next?" section with two steps: "1. Get Twitter on your phone" and "2. Set up your profile".

twitter  Home Profile Messages Who To Follow ExpertRSS

**Expert RSS**  
@ExpertRSS Washington, DC  
<http://www.ExpertClick.com>

About @ExpertRSS

1 Tweets 4 Following 1 Followers 0 Listed

Then the Tweet is there. with a short URL

Edit your profile →

Timeline Favorites Following Followers Lists

**ExpertRSS** Expert RSS  
Test News Release to link RSS to www.Twitter.com/ExpertRSS: Test News Release to link RSS to www.Twitter.com/ExpertRSS  
<http://bit.ly/eM3LxJ>  
6 minutes ago

**ExpertRSS** Expert RSS  
ExpertClick Brochure --Full Brochure with News Release Wire:  
<http://bit.ly/ebLble>  
13 minutes ago

**ExpertRSS** Expert RSS  
Set up [www.Twitter.com/ExpertRSS](http://www.Twitter.com/ExpertRSS) to as demo for ExpertClick RSS feed  
55 minutes ago

Followers 1

Find accounts to follow: Browse interests · Find friends

What's Next? · hide next steps

1. Get Twitter on your phone
  - Set up mobile notifications
2. Set up your profile
  - Upload a profile picture
  - Write a short bio

About · Help · Blog · Status · Jobs · Terms · Privacy · Shortcuts  
Advertisers · Businesses · Media · Developers · Resources · © 2011 Twitter



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

The image shows a screenshot of a Twitter profile for 'Expert RSS' (@ExpertRSS). The profile header includes the name 'Expert RSS', the handle '@ExpertRSS', the location 'Washington, DC', and the website 'http://www.ExpertClick.com'. Below the profile information, there are tabs for 'Timeline', 'Favorites', 'Following', 'Followers', and 'Lists'. The 'Timeline' tab is selected, showing a tweet from 'ExpertRSS' that says 'Test News Release to link RSS to www.Twitter.com/ExpertRSS: Test News Release to link RSS to www.Twitter.com/ExpertRSS' with a shortened URL 'http://bit.ly/eM3LxJ'. A red arrow points from the text 'The link is a shortend URL that goes to your news release' to the URL. Other tweets are visible below, including one from 'SneakObsession' and another from 'ThisIsRENO'. The right sidebar shows a tweet from '@ExpertRSS' with the text 'ExpertCilck Brochur with News Release W' and a shortened URL 'http://bit.ly/ebLble'.

The link is a shortend URL that goes to your news release



# Yes, and presto, up comes your news release.

The screenshot shows a Windows Internet Explorer browser window. The address bar displays the URL <http://www.expertclick.com/ExpertRSS>. The browser's toolbar includes buttons for Back, Forward, Stop, Refresh, Home, and Search. The search bar contains the text "movav". The browser's Favorites bar shows several links, including "interviewnet.com", "Central Desktop", "Google Calendar", "Virtual PBX", "The Onebox R...", and "The page must b...". The browser's status bar shows "Test News Release to link RSS to www.Twitter.co...".

The main content area of the browser displays the ExpertClick website. The website has a dark blue header with the ExpertClick logo and a microphone icon. Below the header is a navigation menu with links for Home, Control Panel, Logout, About ExpertClick, Site Map, and Contact ExpertClick. The main content area is light blue and features a news release titled "Test News Release to link RSS to www.Twitter.com/ExpertRSS". The release is dated "Washington, DC" and "Tuesday". The author is listed as Mitchell P. Davis, Editor at Broadcast Interview Source, Inc., with contact information for Washington, DC and phone number 202-333-4904. There is also a link to "Contact Mitchell P. Davis".



# Our Web Sites:

- [www.ExpertClick.com](http://www.ExpertClick.com) – Experts for interview.
- [www.Daybook.com](http://www.Daybook.com) – Future Events.
- [www.SpeakerBank](http://www.SpeakerBank) – Interactive Speaker Bureau
- [www.SpeakerLeads.com](http://www.SpeakerLeads.com) – Future Events Seeking Speakers.

Broadcast Interview Source, Inc  
Washington, DC (202) 333-5000

