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.)

Ø	My Releases - Windows Internet Explorer
G	← Nttp://www. expertclick.com /RssFeed.aspx?type=releases&nrwid=9116
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	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 Commo
	🔅 Subscribe to this feed
	Release from Sample Exeprt for RSS Test to Twitter
	Wednesday, February 02, 2011, 8:27:00 PM 🔶
1	Sample
	Sample News Release for RSS Sample
	Tuesday, February 01, 2011, 10:32:00 PM 🔶
9	Sample News Release

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

twitter) s	earch Q Home Profile M	Messages Who To Follow
	Sample Expert @SampleExpert	About @SampleExpert 3 0 0 0 Tweets Following Followers Listed
Edit your profile \rightarrow	!≣ ▼	 Follow your first 10 accounts Browse popular accounts by interest
Timeline Favorites SampleExpense Sample News http://bit.ly/fT	Following Followers Lists ert Sample Expert s Release for RSS Sample: Sample News Release 6kct	 Look for your friends find users by name Search 2. Get Twitter on your phone
3 Feb SampleExpe tweet first to 2 Feb	ert Sample Expert weet	 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 <u>www.TwitterFeed.com</u> ...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 <u>www.TwitterFeed.com</u>.



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

New Feed	
Step 1: Create Feed	Step 2: Configure Publishing Services Step 3: Done
Thanks for signing up!	
Step 1: Name Feed & Add S Feed Name ExpertRSS	Name your feed
	heln)
Blog URL or RSS Feed URL (test riss feed
Blog URL or RSS Feed URL ()	test rss feed
Blog URL or RSS Feed URL (test rise feed
Blog URL or RSS Feed URL (test rss feed

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



Test News Release to link RSS to www.Twitter.com/ExpertRSS

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

Test News Release to link RSS to www.Twitter.com/ExpertRSS

ExpertCilck 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.

New Feed		
Step 1: Create Feed	Step 2: Configure Publishing Services	Step 3: Done
Fhanks for signing up!		
Feed Name ExpertRSS		
Feed Name ExpertRSS Blog URL or RSS Feed URL (h Active Active Advanced Settings	relp) /RssFeed.aspx?type=releases&nrwid=1438	teet rss feed

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

vitter 🙆 feed	dashboard account help blog careers sign out	follow us on twitter: @tv
New Feed		
Step 1: Create Feed	Step 2: Configure Publishing Services	Step 3: Done
Thanks for signing up!		
ExpertRSS Blog URL or RSS Feed URL (h http://www.expertclick.com	nelp) /RssFeed.aspx?type=releases&nrwid=1438	test riss feed
Feed parsed OK		
Advanced Settings Continue to Step 2 Cancel	When you click the t you should get the (est button Green OK
Advanced Settings	When you click the to you should get the (est buttor Green OK

Then go to step Two

	dashboard account help blog careers sign out TOKOW U	s on twitter: @twiee
ew Feed		
Step 1: Create Feed	Step 2: Configure Publishing Services Step 3	: Done
Step 1: Name Feed & Add S	ource URL	
Feed Name ExpertRSS Blog URL or RSS Feed URL (http://www.expertclick.com Active Feed parsed OK	help) n/RssFeed.aspx?type=releases&nrwid=1438	s fleed
Advanced Settings	Then go to St Two	tep

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

vitter 🙆 feed	dashboard account help blog careers sign out	follow us on twitter: @twfee
Feed Publishing	x?type=releases&nrwid=1438	
Step 1: Create Feed	Step 2: Configure Publishing Services	Step 3: Done
Feed was successfully created.		
Available Services		
Twitter		
Statusnet	Click on 1	witter
Hellotxt		
Facebook		
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.

witte	er 🙆 feed	dashboard account help blog a	careers sign out
New Tv	witter Service		
Step 1: (Create Feed	Step 2: Configure Publishing	Services Step 3: Done
Choose 1. Autt Tw 2. Autt Auth	e existing Twitter A nenticated Twitter Account- witter Account-	Account or Authenticate a new unt ccount Rate Twitter Password	Click on the Blue button
UTM Tag: Source:	s twitterfeed		
Medium:	twitter		
Campaign			
Optional T	ags		
Term:			
Content:			
Create Sen	vice Cancel		

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.)

twitter Twitter takes your privacy An application would like to connect to your very seriously. account Only click "Allow" for The application twitterfeed by twitterfeed would like the ability to applications you trust. access and update your data on Twitter. Sign out if you want to Allowing this application to connect to an account other than ExpertRSS. connect to your account may give twitterfeed access to your Direct Messages (DMs), or the ability to Tweet on your Allow twitterfeed access? behalf. You may revoke access to this application at any time by visiting your Settings page. Denv Allow Click Allow By clicking 'Allow' you continue to operate under Twitter's Terms of Service. In particular, some usage informat shared back with Twitter. For more, see our Privacy Policy.

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

twitter et feed deshboard 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.					
 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	With UTM tags removed.				
Content:	T F F F G				
Create Service Cancel	Create Service button				

Now you see: "all done"

eed Publishing	e=releases&nrwid=1438	
Step 1: Create Feed	Step 2: Configure Publishing Services	Step 3: Done
ervice created successfully.		
ctive Services		
vitter - ExpertRSS 🔯 Active		
vailable Services		
witter		
atusnet		
ellatyt	Now, y	ou see:
acebook	"all o	done"
All Donel - Back to Step 1		
Back to Step 1		
II Done! Back to Step 1		

Then click on Dashboard to see the set up:

Feed Publishing ttp://www.expertclick.com/RssFeed.aspx?typ	pe=releases&nrwid=1438	2) TI Da	nen click on ashboard
Step 1: Create Feed	Step 2: Configure Publishing	Services	Step 3: Done
Active Services			
witter - ExpertRSS			
Available Services			
witter			
Statusnet		,	
fellotxt			
racebook		1) No	wyousee:
		a	li done"
All Done! Back to Step 1			

Here's your Dashboard:

twitter 🙆 feed	dashboard account help blog care	ers sign out follow us on twitter: @twfeed
Feed Dashboard (1 Feeds)	here's you feed	Create New Feed
ExpertRSS	Monetize your	Updating Every Half Hour check now!
ExpertCilck BrochureFull Brochure	with News Release Wire	twitter: 0 bit.ly clicks
		switch to plain list view
© 2007-2010 Tw	itterfeed, Inc. Terms & Conditions Priv	vacy Policy

Click edit to see...



Then you are back to edit...

itter 🕒 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/Rss	Feed.aspx?type=releases&nrwid=1438	test rss feed
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...



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.

	elp blog careers sign out follow us on twitter: @twfeed
Feed Dashboard (1 Feeds)	Create New Feed
ExpertRSS	Updating Every Half Hour Check now! Next update: Preparing, please fait Refresh
Publishing to: twitter view edit ExpertCilck BrochureFull Brochure with News Release W	Monetize your blog with skimlinks: Info Apply lire twitter: 0 bit.ly clicks
here's where I clicked	switch to plain list view

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

twitter Search Q Home Profile N	Messages Who To Follow 🗹 👰 ExpertRSS	
Expert RSS @ExpertRSS Washington, DC htp://www.ExpertClick.com	About @ExpertRSS 1 defined the second definition of the second definit	
Edit your profile → Timeline Favorites Following Followers Lists ▼ Favorites 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	 What's Next? · hide next steps Get Twitter on your phone Set up mobile notifications Set up your profile 	
ExpertRSS Expert RSS ExpertCilck BrochureFull Brochure with News Release Wire: http://bit.ly/ebLble 13 minutes ago ExpertRSS Expert RSS Set up www.Twitter.com/ExpertRSS to as demo for ExpertClick RSS feed	 Upload a profile picture Write a short bio About · Help · Blog · Status · Jobs · Terms · Privacy · Shortcuts Advertisers · Businesses · Media · Developers · Resources · © 2011 Twitter 	
feed 55 minutes ago		

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



Yes, and presto, up comes your news release.



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- <u>www.SpeakerBank</u> Interactive Speaker Bureau
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