

**BUILD
BOOK BUZZ**



How to Set Up
Google and Twitter
Alerts

How to Set Up Google and Twitter Alerts

By Sandra Beckwith
Editor and Publisher of *Build Book Buzz*

BUILD BOOK BUZZ



How to Set Up Google and Twitter Alerts

Dear Author:

How “alert” are you about your book and its topic online? Are you using Google and Twitter alerts to monitor what people are saying and to contribute to the conversation? I love it when I discover that somebody has recommended one of my books. It makes me smile, but it also gives me an opportunity to send a thank you note and to offer a helpful comment or two.

I encourage you to sign up for alerts and then act on them once they arrive in your inbox. Depending on the alert for my topics, I might comment on a blog, send a private e-mail, or share the information via a Twitter “tweet,” my blog, or my social networking profile status lines.

There’s a lot you can do with the content in your alerts to build buzz for you books. This report is designed to help you set up those alerts. It’s based on information provided on the sites of the services I’ve referred to here – so our thanks goes to those companies – but this is the only recourse you’ll find that has all of this information in a single step-by-step report. Here’s how to do it.

Sandra Beckwith

BUILD BOOK BUZZ



How to Set Up Google and Twitter Alerts



Setting up Google Alerts

1. Managing Google Alerts is easier with a Google account (but you don't need one). Setting up a Google account is quick and easy – all you need is an e-mail address and a password. Go to <https://www.google.com/accounts/NewAccount> and follow the instructions. Once you have a Google account, you can edit your search terms, type, and frequency, or you can delete old Alerts you're no longer following. To manage Alerts after you've left this area, just go to <http://www.google.com/alerts> and click on the appropriate link on the left side of the screen.
2. To set up Google Alerts, go to <http://www.google.com/alerts>. Use the "Create a Google Alert" box on the right using the guidance here.
3. The first thing to set up is your search term. Use your name, book title, and anything else you need (I like to get alerts on my book's topic, too). Make the search more accurate and reduce the number of "junk" alerts you receive by putting quotation marks around the search term.
4. Choose the type of Google Alert you need. You can search for any collection of the options – news, blog entries, video, Web pages, and Google Groups – but I recommend choosing comprehensive so you get everything.
5. Specify how often you want to receive Google Alerts. I like as-it-happens so the alert is as timely as possible.
6. Once you've finished this, fill in your e-mail address, and click on Create Alert.
7. You will get a confirmation e-mail that you must respond to in order to activate your Alert. Once the Alert is verified, you should see a Google Alert Verified screen.
8. Once the term appears online, you'll receive an e-mail message from Google Alerts. Click on the title in the e-mail to see the page. You'll get e-mails about this term until you cancel the Alert. You can cancel an Alert by clicking the link at the end of an Alert e-mail message.
9. To edit an Alert without having a Google account, cancel it and create a new one.
10. If you have a Google account and would rather receive your Google Alerts as feeds you can read in Google Reader, you can do this by changing the Deliver to: column to Feed. Your Alert frequency will also be changed to as-it-happens.

Alerts as Feeds

If you have a Google account and would rather receive your Google Alerts as feeds you can read in Google Reader, you can do this by changing the **Deliver to:** column to **Feed**. Your Alert frequency will also be changed to as-it-happens.

BUILD BOOK BUZZ



How to Set Up Google and Twitter Alerts



Setting Up Twitter Alerts

Twitter is a free micro-blogging tool that lets people stay in touch – in 140 characters or less – from their cell phones or computers. It is similar to instant messaging except that is public, not private. You need a Twitter account to begin receiving alerts. Here's how to do that.

Setting up a Twitter account

1. Go to <http://www.twitter.com> and click the green “Get Started – Join!” box under the picture.
2. Fill out the form on the “Join the Conversation” page. Your “user name” will be your Twitter ID. While most business people use their own name or their company name, some create usernames that make a statement or are just for fun. You will need your Twitter user name to set up alerts.
3. Click “Create my account” at the bottom.
4. There are a number of things you can do to customize your Twitter page. Explore those options once you become comfortable using the service.



Setting Up Alerts for Twitter Using Tweetbeep



Tweetbeep is a free web-based service that lets you get notified via e-mail whenever someone mentions a word, name or phrase on Twitter. Find out immediately when someone tweets (posts) your name, company, or Web site address on Twitter, even if they use a URL-shortening service like TinyURL or Twurl.

Signing Up for Tweetbeep

1. Getting started with Tweetbeep is as easy as filling out a simple form right on the first page of www.tweetbeep.com. Enter any username you want for the first field - the last one is for your Twitter username.
2. Once you've pressed the Submit button, you'll go to a page where you can customize just about anything regarding the notification(s) you want to receive.
3. You will get an e-mail confirmation; click on the link to activate your account.

Step 2: Creating a New Alert

1. Your first choice is whether or not you want to be notified when a certain word or phrase is used (Keyword) or when someone links to your Web site (Link to Domain). Keep in mind that you can create an alert for both items if you want (so you could be notified whenever someone uses the word TwiTip as well as TwiTip.com). Use your firm name and common variations of it, and your attorney names. Make the search more accurate and reduce the number of "junk" alerts you receive by putting quotation marks around the search term.
2. Type the word or phrase you want to be notified about and decide whether you want Tweetbeep to notify you hourly or daily if it finds a match.

BUILD BOOK BUZZ



How to Set Up Google and Twitter Alerts

Step 3: Set Your Options



1. The checkbox “only if includes URL” is usually for notifications that mention your site name and the URL - such as “Visit TwiTip at <http://www.twitip.com> for great Twitter tips”. Unchecking this will notify you only if someone uses the word and not the Web address.
2. The checkbox for “search only text, not @reply name” is ideal if the word or phrase you want to be alerted for happens to be a common word or name. So if you want to be notified whenever someone searches for Twitter tips, but doesn’t have the word “twitter” in their username, you’d want to keep that box checked.
3. You can also choose what words to have Tweetbeep ignore, only be notified if a specific Twitter user posts something with your name or company in it, or even narrow down posts to a certain geographic area. Once you’ve got your options set, click Save Alert.
4. Once you save the alert, it will show up in your Tweetbeep account and you’ll get an email any time that word or phrase is used (depending on the options you set). You can then create more alerts if you’d like.
5. The simple user menu on the left side of every page lets you view (and optionally delete) alerts you’ve created, update your profile (change your password or update your email address) and logout.

BUILD BOOK BUZZ



How to Set Up Google and Twitter Alerts

Setting Up Alerts for Twitter Using Tweetbeep

Twilert is another Twitter alert service.



1. Go to <http://www.twilert.com/> and enter the keywords you want it to track. Use your firm name and common variations of it, and your attorney names. Make the search more accurate and reduce the number of “junk” alerts you receive by putting quotation marks around the search term. Select “Create a Twilert.”
2. Complete the “Register for Free” form on the next page. Select “Register.”
3. Respond to the e-mail to validate your account.

The advanced mode lets you specify several options. You can filter alerts to even the most minor details ranging from exact keyword combination, who tweeted them, to whom were they sent, what was the location of the tweet, the timing and even the attitude of the tweet.

BUILD BOOK BUZZ



How to Set Up Google and Twitter Alerts

I hope this information has been helpful. If you're an author who is serious about publicizing and promoting your book, sign up for my free e-zine, *Build Book Buzz*, at www.buildbookbuzz.com. Let's learn from each other -- connect with me on Facebook, Twitter, and LinkedIn and subscribe to my blog at <http://buildbuzz.blogspot.com>.



<http://twitter.com/sandrabeckwith>



<http://linkedin.com/in/sandrabeckwith>



<http://www.facebook.com/people/Sandra-Beckwith/672337984>

Sandra Beckwith
sb@buildbookbuzz.com
www.buildbookbuzz.com

About the Author

Sandra Beckwith spent the first 20+ years of her career as a publicist, winning several national and local awards for consumer product publicity programs she created and executed. She has helped launch and sustain books, beverages and a wide range of other products using media relations tools that include press tours, special events and online marketing.

Sandra now uses her experience to help others discover how to generate publicity for their books, products or services. She teaches the popular e-course, "[Book Publicity 101: How to Build Book Buzz](#)," publishes the free book publicity e-zine, [Build Book Buzz](#); and created the author action guide, [Build Book Buzz Publicity Forms & Templates](#).

She is also the author of [Publicity for Nonprofits: Generating Media Exposure That Leads to Awareness, Growth, and Contributions](#) (Kaplan Publishing, 2006) and [Streetwise Complete Publicity Plans: How to Create Publicity That Will Spark Media Exposure and Excitement](#) [How to Create Publicity That Will Spark Media Exposure and Excitement](#). Sandra's "Build Buzz" blog at <http://buildbuzz.blogspot.com> provides authors, nonprofits and small businesses with publicity-generating tips and ideas.

Beckwith Communications provides the content in this special report for general information and educational purposes only; it does not warrant and shall have no liability for this content.