



# Being Tweet Fluent

Using Infra Language on Twitter

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## Speaking Tweet

**Picture yourself keying in your latest thoughts on Twitter. You are tweeting and people are reading ... all around the world. They are following you. Maybe you are the only one in your office who tweets. Maybe you notice those looks from people who don't quite understand what's going on.**

**People feel more confident when they tweet. It's about understanding yourself, looking and sounding good, and sharing the love. But, there is more to it than that. Because you follow people like movie stars, political leaders or spiritual leaders, you have access to the latest insights and feelings from those people instantly. You are the first to know the news, gossip. You can be in the debate. You can influence the outcome. And, more than that, you can send on important messages and even reply.**

**Just having your fingers tapping on your keyboard, means your image and your voice are broadcast worldwide. And, you can talk about whatever you like with people who share that interest, too.**



**Once you become fluent on Twitter, you will transform into a more knowledgeable, more communicative, more up-to-date version of yourself.**

**In fact, being fluent on Twitter adds a new dimension to your life. You will love it. Be excited about it. And, you will never want to go back to the way you were before.**

**You see, Twitter is a language. It used to be just for the birds. No longer. If you are Twitter literate ('Twitterate'), you are connected to the world, directly, instantly, comprehensively, personally, intimately.**

**Twitter is an Internet service that allows people to communicate in writing (mostly). It allows you to connect to many people and for them to connect with you. Twitter brings the world together. Your world. Your way.**

**Millions of people use Twitter to talk about their world: moms, CEOs, kids, Presidents, factory workers, movie stars, thinkers, and people in blinkers. Everyone twitters. Maybe you do, too.**

**But, there is one thing you have to be. You must be fluent to get the very best out of your tweeting.**



Some people use Twitter to chat. Some use it to broadcast. Some use it to listen, to watch, to know.

But, it soon becomes obvious about those who guess and those who know. The latter are tweet fluent. Whether they know it or not, they are using the principles and practices of Infra Language to communicate successfully.

You probably already know that, on Twitter, you write messages up to 140-characters, including spaces and punctuation. Each message, or tweet, may average about 16 words, including hyperlinks, hashtags and usernames. Don't worry about those yet. I'll fill you in later.

There are ways of sending tweets with more words and there are ways of adding images, too, through applications. But, most people stick to the 140-character limit. They find a bonus in the brevity.

People *follow* other people on Twitter. That is, they read other people's tweets, and reply or comment, sometimes four, five or more times a day.

On Twitter, there are thousands of ideas, millions of conversations, billions of hyperlinks and trillions of bits of information.

It is easy to feel over-full on Twitter.

So, you have to decide. When you are on Twitter, what will you tweet about and who do you want to tweet to?



First, you need to know that you can manage the deluge of information by creating lists of people who tweet about a particular subject. One may be 'entertainment', another may be 'news'. One list may be related to your 'family', while another may be about 'food'. You can make these lists open for all to read or you can close them; make them private; lock them from sight.

Of course, one of the most striking things about people on Twitter is why they are there at all.

Probably, the majority are there simply to observe. They love to read tweets and be a part of the scene. And, fair enough, too. They are up with the latest and down with the famous.

But, those who are fluent on Twitter are there for five basic reasons:

**to give and receive information**

**to assess facts and develop conclusions**

**to establish knowledge based on their values**

**to engage emotionally with people and issues**

**to take or cause action**



**Each reason leave its imprint as an obvious Twitter style. And, when you identify a style, you can engage with people in a way that satisfies their defining need.**

**Doing that, you prove that you are fluent. You are a full player on Twitter.**

**You see, Twitter can seem chaotic. You must have the tools to make sense of it. Then, you can make Twitter work for you.**

### **Fluency in the Infra Language of Twitter**

**Micro-blogging on Twitter is just one example of how information technology is exploding and how it is transforming the way we talk to each other. You may not understand tweets as a real language, like English, Spanish or German, but it is an identifiable form and has its rules and reasons. It is important you are part of that change. Don't be left behind.**

**But, don't be too afraid of Twitter, either. It is different but not that difficult. It does challenge your old way of thinking and communicating. And, it does open up a vast number of people with whom you will directly communicate, world-wide.**

### **This Guide**

**This guide is designed for people who need to become fluent in the language of micro-blogs like Twitter and similar services. Be in no doubt that fluency leads to influence. And, influence leads to confidence and greater personal power.**



# Tweet People

## Who Are You?

On Twitter, you must be real. That can mean a lot of different things, but for now, that is about being an identity. You can become an identity through your image and your voice. To create that identity, you first must understand what best suits you and your followers.

This is not a permanent or rigid identity, but you should style your tweets to suit your personal or professional activities and to suit your followers.

As far as Twitter is concerned, your image is presented as your avatar (the thumbnail photograph or drawing that appears next to your tweets) and the background on your homepage.

Make them both clear, simple and evocative. Make them relate to your purpose and your voice.

## Your Twitter Voice

On Twitter, your *voice* is your writing style and tone that establishes your particular Twitter identity.



**The most common voices are based on the five types of purposes.**

**The Informer**

**The Assessor**

**The Authorizer**

**The Empathizer**

**The Instructor**

**Of course, your voice may have different influences based on a combination of these types but, usually, it is dominated by one.**

**For example, your voice may be mostly that of the Informer, with an occasional shift to the Instructor.**

**Or, it may be the Authorizer, with a few tweets that emphasize the Empathizer.**

**Remember, your voice should be developed from a clear understanding of why you are micro-blogging and why people follow you.**