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## *How to Integrate Christian Chirp, Twitter, and Facebook*

By James L. Paris

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In this article, we're going to spend some time talking about the coordination of the three social media sites we use here most often: Christian Chirp, Twitter, and Facebook. More specifically, we will discuss how you can set up your configurations so that what you post to Christian Chirp will post at Twitter, and that post as it appears at Twitter will automatically post to Facebook. When you have things set up so that you make just one post at Christian Chirp, and then that post automatically goes on to Twitter and Facebook, it just makes the management of your social media announcements so much easier.

Before we get started in earnest, this article makes the assumption at the outset that you *have* Christian Chirp, Twitter, and Facebook accounts. I would think that given the pronounced benefit to your Internet marketing efforts at having accounts at Twitter and Facebook, you would certainly have those already. While Christian Chirp continues to grow by leaps and bounds, it may be the case that some of you have yet to establish a Christian Chirp account. If that's true, then by all means, head on over to [www.christianchirp.com](http://www.christianchirp.com) and set one up; it's absolutely free to register there.

OK...so you now have a Christian Chirp account. To proceed, when you log in, you will click on the "Settings" button. From there, you will look to the left-hand side of the page that comes up and click on the button that reads "Your Twitter.com account."

From *there*, you would simply follow the obvious prompts to get your Christian Chirp account connected to Twitter, and then you will be good to go, at least for that part. This means that anytime you go to Christian Chirp, click on "My Panel" and make a post, that post will show up on your Twitter feed. Note that the flow of this mechanism moves "downstream;" that means that this only works moving in the direction from Christian Chirp to Twitter. If you make an initial, organic post at Twitter, it's not going to go "upstream" and become visible as a Christian Chirp post to Christian Chirp-only users.

By the way, if you don't know this, Christian Chirp *does* have a mobile application. If you want to bookmark this on your mobile device, you will want to use [www.christianchirp.com/mobile](http://www.christianchirp.com/mobile). It's easier to make posts from a mobile device using the mobile application, considering the smaller screen. To be clear, once you've configured your Christian Chirp account to have Chirps reflected at Twitter, they will do so whether you are using the standard Christian Chirp interface *or* the mobile app.

The next step is to tie in your Facebook account with your Twitter account, and it's actually a pretty simple thing to do. You will go to your Facebook account and log in. From there, go to the "Search" window and simply type in the word "Twitter." Although there are a lot of Twitter-related Pages, Applications, etc., that have a home at Facebook

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and will therefore show up as Facebook search results, the first one you should see is the *official* Facebook home for Twitter. That page will ask you if you want to connect your Twitter and Facebook accounts, and simply follow those prompts.

After you've finished that, you're all set. Now, any post you make on to Christian Chirp, using either the standard home page or the mobile application, will go on to Twitter and then, in turn, on to Facebook. As for me, when I do my social media posting throughout the day, I make just one post, and I make that post to Christian Chirp.

It's worthwhile to note that every post you make to Twitter that has a link in it back to your website or blog is an inbound link...and not simply an inbound link, but an inbound link from a highly-ranked site that's now being picked up by the search engines. I make one post to Christian Chirp and that gets picked up by Google, then the link is picked up again when it goes on to Twitter, and then, depending on the settings in your Facebook account, it gets picked up a third time by Google. So, there's the obvious benefit of the inbound links, but know, as well, that there are a lot of people who *simply search Twitter* for information on the topic in which they're interested; again this is a search not on Google, but on Twitter. The bottom line is that by making these changes, you kill two birds with one stone—you can make your social media management that much easier, but also, you automatically give yourself the ability to be “noticed” in more forums.

## ***Social Media Marketing***

**By James L. Paris**

Social media is everywhere—we know that. By now, many, if not most, of you have Twitter and Facebook accounts, as well as perhaps a Christian Chirp account. Social media remains very popular as a way for friends and relatives to stay connected on a purely social basis, but clearly the potential benefit to a business by effectively incorporating a social media presence into its everyday life is nothing short of enormous. One of things we want to do, then, is spend some time talking about how to best use these technologies to drive traffic to your website.

A quick story. There are people who are friends of mine who do not know me as Jim Paris of Christian Money.com or as Jim Paris the Internet marketing guy. They know me from other associations and circles in which I have persisted that are entirely unrelated to what I do for a living. One of those associations involves music. I used to be a full-time professional trumpet player, and I still keep up with the trumpet by playing with a big band located here in the area of northeast Central Florida. Well, I was at a rehearsal recently and one of the other trumpet players, an older gentleman, came up to me and asked a funny question. He and I are connected on Facebook, and his question to me was this: “How do you get any work done with as many posts as you make on Facebook everyday?” To which I responded, “Well, that actually *is* my work.” To which *he* incredulously responded back, “You mean to say that's your living, posting to Facebook?” From there, I had to give him the full story, that I make my living working on the Inter-

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net, and that making Facebook posts, while certainly a part of that, is just one part of it, an aspect of the marketing side of it. Still, he continued to regard me with the strangest sort of look on his face, and went on to ask me a few questions about all of it, and so I explained to him about Google AdSense, the affiliate opportunities, and about a few of the other ways in which we make money from this pursuit. The discussion went on for about ten minutes, and at the end of it, he said, “But I still don’t understand how you get your work done doing all of those updates.” I sort of chuckled to myself upon hearing that, and realized, that God bless him, he was probably in a category of folks who just didn’t get it...and truth be told, there are a *lot* of folks in that same category. There are even people who are part of our coaching program who sometimes have difficulty grasping all of what’s going on here—I received a funny email the other day from a fellow who is involved in our Internet coaching program and who has a Christian Chirp account; he sent me an email the other day that basically said this: “I don’t know who’s following me on Twitter, or why...I don’t know who *I’m* following, or why in the world I’m following them...so I think I’m just going to close my Twitter account.”

Now, I have to tell you, that at the beginning of my own involvement with Twitter, I had some of those same kinds of thoughts: why am I following other people...why are they following me...am I just wasting my time? At that point, I took it upon myself to really dig in and do a lot of research on this stuff...on Twitter, Facebook, MySpace, etc.

The first thing you need to realize is that there are really two audiences to which you are marketing when you make a post on to a

social media space. When I think about all of these things, I think in terms of channels. Just like your TV has channels, just like your radio has channels...I think of all of these different social media sites as places at which I can broadcast my information. Thinking of them in that way can be extremely helpful, I find. If you were on television, you would be thinking, “Who is watching me right now while I’m on TV?” You’d be wondering the same sort of thing if you were on radio. In other words...who is my audience?

Well, when you’re in the social sphere of the Internet, you have two audiences, in my view. You have the people who are inside of that social space that have decided to follow you. So, to use the TV analogy, these are people about whom you could say are those who purposely clicked on your television channel; they know who you are, they want your information, and they’ve dialed in on you. So you’ve got *that* audience.

Beyond those folks, you have a second audience, one which might be analogous to the TV channel “flipper;” someone who’s just clicking through the dial and happens to see you.

With these two different audiences in mind, we have to think about a strategy when we’re posting to Christian Chirp, Twitter, Facebook, and all the rest. We have to think about some of things about which we need to be aware and remain conscious of when we’re making our attempts at drawing traffic to our own websites and blogs, which, by the way, is the endgame. If you weren’t sure what it was all about...the whole point of all of these websites...is to get traffic to *your* website. That’s the whole point of getting followers on Twitter, and friends on Face-

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book. Now, some of you may say, “Oh, Jim, you’re missing it; these mechanisms are how I stay in touch with old friends, as well as make new ones.” I’m talking business now. If you’re making friends on Facebook, great; if you’re catching up with old high school friends, great. I do all of those things, too, but to be honest, if you’re focusing on the purely social aspects of these mechanisms, you’re missing out on a tremendous opportunity.

So, I sort of think about the things I’m posting on the social media spaces as samples of what I can offer if that person follows up and actually visits my website or blog. One of my favorite pizza places is located in St. Augustine, Florida. This place has a guy that stands out front of the entrance all day long, giving out tiny slivers of their pizza. The idea is that as people walk up and down this very heavily-trafficked street, he’s standing out front and handing out small samples of this delicious pizza. Well, that’s how I envision myself when I’m posting to these various social media spaces. “Hey, I’m Jim Paris, my topics are Internet business as well as personal finance, and here’s a tiny sample of the kinds of things you’re going to get if you come over to my website or blog.” That’s what I’m trying to do...I’m trying to draw people in to my website or blog.

Note that I do my best to follow the “80-20 Rule,” which says that 80 % or more of the stuff that I post when I go on to Christian Chirp and the other social media spaces are things that are not for the purpose of promoting me or my businesses. Now, some of you might read that and wonder how that dovetails with what I previously said about the endgame of all of this posting being to drive traffic to my various sites; to some, it might

sound contradictory...but it’s not.

What you have to understand is the nature of people, in terms of how they look at items that they see on social media spaces. Oftentimes, they will be expecting that those items are solicitations to buy something, and so will be suspicious at the outset. What you have to do is remember that, and counteract it by making more posts than not that are perfectly objective, helpful items that do not ask the person reading them to buy anything from you or even go to your website or blog. If every post you make is tantamount to “Come and check out my website,” then two things will happen: Your committed followers...not the channel flippers, but the others...will simply tire of you; they will perceive that your sole interest is in getting them to come to your site, and that doesn’t make you an interesting person to follow. It would be no different than if you turned on your television and all you saw for the full hour was commercials. As it is, when you watch your favorite show for an hour, about 75 to 80 percent of that hour is actually occupied by the show itself, with the remainder allocated to advertising. That’s the same, general model I use when I post, so that when I post, I do so usually with things that I find on the Internet, and that aren’t going to directly benefit me.

The things about which I actually post come from a variety of sources, but one way or another they are found through me doing various kinds of searches...through different news sites, through Google, that sort of thing. I focus those searches in and around what, again, are my two principal business-related themes, if you will...the subjects of personal finance and Internet business. If you want an idea about just what sorts of

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things to post, based on what *I* post, then simply go to [christianchirp.com/jameslparis](http://christianchirp.com/jameslparis) to see the kinds of things I post. Sometimes I'll post something that's completely personal, like about what I'm spending my time doing that day, or remarking about the weather, but even in posts like that, I'm not asking someone to come to my website or to buy a product of mine.

One thing that's nice about making more personal posts that are sprinkled among others that are about news items, I find, is that your audience tends to appreciate those brief glimpses into who you are. That more personal dimension helps to further adhere your followers to you...but again, even those posts should refrain from making direct pitches for a proprietary business interest you may have.

### **Prime Time Internet**

Something else I want to be sure we cover here is the notion of "prime time" on the Internet; just as there are prime time viewing hours on television, so there is on the Internet, as well. Now, some are understandably confused when they first hear that, but think about it like this: you can certainly get up at 3:00 am if you're having some insomnia you're dealing with and sit at your computer to make a few posts. That's great, of course, because more posts will always be better than fewer posts. However, you want to be careful to ensure that "off" hours are not the only times at which you're making your posts. Just like the advertiser who buys time on a TV station at 3:00 am, you have to recognize that your posts at times like the middle of the night will be viewed by fewer people than if you make them at 9:00 pm. Now, when it comes to radio, the times when you want to purchase advertising are known as

the "drive time" hours...those hours in the morning and late afternoon when people are in their cars going to and from work.

As it happens, Internet prime time, we find, follows television prime time pretty closely; that is, the two best times for you to make posts are synonymous with the two times of the day when people are doing the most TV watching. These would be first thing in the morning, and, the evening hours from around 8 pm to 11 pm. So, it would be wise for you to make it a habit to choose some block of time in one of those windows to make your five or ten posts.

Think about it this way: If you go into your Facebook account and look at your news stream, which includes all of the updates from your friends, isn't it true that if you're doing this at 8:00 pm, after dinner and after all of the day's mandatory tasks are basically done, it's pretty unlikely that you're going to scroll back to see the entire day's historical posts? You might, but the more friends you have, the less likely that is, and this means that it's going to be the posts made around

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**While productivity will always be important, working for yourself as an Internet marketer affords you the opportunity to make your own hours.**



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the times that you and most everyone else are for sure catching up with their Facebook accounts that you will see.

Before I forget, I want to mention a terrifically helpful site called Social Oomph ([www.socialoomph.com](http://www.socialoomph.com)) that serves as an effective companion technology to Twitter. Basically how it works is that you can input your Twitter updates and schedule them for deployment at a later time. This is a terrific technology, for sure. Unfortunately, this technology is not yet available specifically for Christian Chirp, so if you fashion yourself as a Christian Chirp user primarily, this technology won't be of use to you, but if you are using Twitter as your primary social media space, then this could be a terrific tool for you to systematically deploy Tweets into cyberspace at more ideal times without you having to actually be available to do the Tweeting at those times yourself.

That said, I believe that I am better off, overall, simply making posts throughout the day as news is happening, and also explicitly setting aside time in my schedule during the Internet prime time hours to make at least five or ten posts. One of the problems with using a scheduling mechanism is that you run the risk of your posts being somewhat outdated, or at least less timely, by the time they actually appear. By making the posts yourself in real time, you can be sure that they will be as relevant as possible, and thus will help to gain you the reputation as someone to be followed because they are of better quality; taking the time to sit down and make

posts during the superior hours is another example of a small sacrifice that can make a big difference to your business over time.

Interestingly, there's a whole science to this; for example, on the subject of mass email, there's been developed a great deal of scholarship, if you will, on the concept, and the best ways and times for those mass emails to hit your intended audience targets. Speaking of emails, those are no different; if you use an automated email contact mechanism through which to send emails to your "members," or "subscribers," or whatever they may be, it is best that those emails arrive during the Internet prime time hours, when most people will be sitting at their computers.

### **The Importance of Numerous Posts**

The number of posts you make is critical, as well. One of the things you will see on Twitter is that the really high-powered Twitter people will take blocks of time during the day and make a bunch of rapid-fire posts, if you will; post, after post, after post. If you release posts in the form of bursts of activity.

When someone is following a timeline on a social media site, you will show up to that person very prominently if you make posts in bunches. Honestly, that's a great way to get followers. If you come across as ubiquitous...that is, seeming to be everywhere...casual observers begin to decide that you *belong* in their "space," and they will make it official by deciding to follow you.

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That said, I can tell you that one of the schools of thought dictates that it's not the quantity of your posts that matters, but rather, the quality of your posts. That is, that you will gain adherents more expeditiously by your posts being really great in one way or another, rather than worrying so much about the number you're distributing. Well, that sounds great in theory...but it really doesn't work that way. It really *is* the quantity that matters, and part of that has to do with what the nature of a post is—it's a short blurb. Granted, the link to which you're directing people in your post might be of an Internet page that's more substantial, but my point is that you are far better off looking to make 10 useful posts, rather than kill yourself to find some really great ones and come up with just two of those. People are looking for nothing more than quick updates and ideas about things when they look to spaces like Christian Chirp and Twitter in the first place, so it is the *number* of posts that really rules the day in these kinds of forums.

If you look at anyone who has a lot of followers on Twitter (I'm not talking about famous people, because people who are already famous need not do anything extra or special in order to obtain followers), you will invariably see a connection between number of followers and number of posts made. Therefore, if you're someone who is doing just one or two updates each week, and you have just a few followers, that connection is as reasonable and as predictable as the connection between making many posts/updates and having a lot of followers. As for me, I make it a point to do at least five a day, with an ideal norm of closer to 10 posts per day—five is an absolute minimum. When I'm having a day where I feel like really challenging myself in this, I will try to post as many as

25 times in a day.

When you post to these social spaces, not only will your followers see your posts, but the “channel flippers” will, as well, in the live stream...but remember, beyond all of that, all of these posts that you're making are living and breathing forever out there on the Internet. Now, people say “forever,” but I don't know that it means literally forever; that is, I don't know that if I post something to Twitter today, that someone, somewhere, will not make a decision to remove that post in, say, five years. Honestly, I don't know if that will happen or not. That said, these technologies are all so new that the thought is that for months...and maybe for years...the posts you make will stay out in cyberspace to be locatable for the duration of that time by Google.

### **Primary Searches Conducted at Twitter**

When you have a moment, go to Google, type in something in which you're interested, click on the “More” tab just above the search space, and then click again on “Updates.” What will be returned are results that will allow you to follow what's happening in real time on *Twitter*. These are the kinds of technologies...like the “Updates” tab at Google, as well as things like Twitter Search ([www.search.twitter.com](http://www.search.twitter.com))...that are being used to conduct searches directly at Twitter. In the Internet marketing periodicals, what I'm seeing more and more is that social media searches...Facebook searches, Twitter searches, etc...are actually outpacing Google searches, believe it or not. There are a growing number of Internet marketers out there who are actually moving from being concerned with how to optimize what they're doing for Google, and instead focusing on

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how to optimize what they're doing for Twitter and the other similar kinds of social media spaces; more and more people are looking to these social media search tools to get the information they're seeking. This means that every one of the social media posts that you make are out there to be found in search results from any and all of a wide variety of platforms. If you're using your keyword phrases, those that are central to what you are all about at your website and/or blog, and making updates on a constant basis, these social media sites are just one more way that people can find you.

### **Posting Updates Easily with Tiny URLs**

Let me mention a tool that I use that makes posting updates very easy for me. One of the questions that comes up from people who are new at this has to do with what links look like in posts when you're referencing them. Anyone who tries to simply copy and paste the full URL of the news item will find that, in many cases, the full URL is just too long. This is a problem for a few reasons. First, from a functional standpoint, the social media spaces like Twitter that exist specifically for the purpose of allowing short posts generally have character limits. For example, Twitter limits the total length of a post to 140 characters, which includes spaces. If you were to post an entire URL to Twitter or Christian Chirp, often there would be no room left over for any other part of a post. Second, beyond the issue of character limits, it just comes across looking a little sloppy, or perhaps confusing, to have a URL out there like that with all of its strange-looking coding. We all might be on computers these days, but the vast majority of us still want to be able to view things in as simple and straightforward a format as possible, regard-

less of the device being used.

To "tiny" your URLs, you need only utilize one of the many free applications out there which allow you to do this. Tiny.cc ([www.tiny.cc](http://www.tiny.cc)) is one of a whole bunch of these that you can use for this purpose, and it's absolutely free. You simply copy and paste the actual, full-length URL into the window provided by the website, and in one click, the full-length URL will be condensed into something much smaller. Then, just copy and paste that tiny URL wherever you want it to appear, and you're in business!

### **A Challenge (or Two) to You**

Let me leave you with a few "challenges" as we finish up here. First, I want to challenge you to get your Christian Chirp account tied into your Twitter account and also tied into your Facebook account. Second, I want to challenge you to do ten social media updates each day, for the period of one week, and to make at least eight of those daily updates about your topic specifically, but which are just interesting facts or news. The other two posts *should be* those that contain a link back to your site. Remember the 80-20 rule. Additionally, you would do well to make those posts all together, at the same time, and make that time to be one that is during the Internet's prime time hours. This means you might want to set a time at, say, 8 pm, and, for the duration of the week, each night at 8 pm you're sitting down to make all of your posts.

Once you accept that challenge and post in that fashion, you will quickly see how easy and beneficial it is to do just that...and will have incorporated one more valuable mechanism through which to grow your business.