



Feature Spotlight: Twitter Widget

The Twitter widget offers an easy way to include more content in your Clearvale network. You can place this widget on the network home page, a community page, or your individual profile page. This widget displays Twitter messages (called tweets) that match the criteria you specify in the Twitter widget. Configure it to include tweets that:

- ✓ Pertain to a particular topic, such as "Chicago real estate."
- ✓ Pertain to a particular user that you want to follow, such as a leader in your company.
- ✓ Are sent *by* one or more people, such as tweets sent by leaders in your profession.
- ✓ Are sent *to* a particular person or persons, such as tweets sent to you.

When you place the Twitter widget on a page, it is empty. Click EDIT to configure it to show the content you want to appear in the widget.

Following a topic

A great way to use the Twitter widget in a Clearvale network is to follow a topic that pertains to your business. For example, if your industry is real estate and you are based in Chicago, you might want to show tweets that pertain to this topic in your network.

The screenshot shows the configuration interface for a Twitter widget. At the top, it says "Twitter" and "EDIT". Below that, there are several settings:

- "Number of tweets to show" is set to 3.
- "Select a type to display:" has four radio button options: "Follow a person", "Follow topics" (which is selected), "Show tweets sent by people", and "Show tweets sent to people".
- "Enter search topics" has a text input field containing "chicago real estate".
- "Title:" has a text input field containing "Chicago Real Estate Buzz".
- "Privacy: Who can see this?:" has a dropdown menu set to "Network Members".
- "Display content after main page loads:" has two radio button options: "yes" and "no" (which is selected).
- At the bottom, there is a "Save" button.



The screenshot shows the resulting Twitter widget titled "Chicago Real Estate Buzz" with an "EDIT" button. It features a "Click to refresh" button and displays three tweets:

- LemontLofts:** Townhouse for sale in Lemont, IL, chicago real estate. \$309,400 - 2BR/2.5BA 1346sf <http://lre.us/7117.aspx> #tl 10/28 Oct 28, 2009 @ 02:00 PM
- FrankMontro:** Real Estate News: Foreclosures: Worst-Hit Cities (CNN) « The ...: The Condoist: A Chicago Real Estate Blog. <http://bit.ly/10MRtg> Oct 28, 2009 @ 01:55 PM
- johnmick29:** When FDIC closed Chicago's Corus Bank last month, it signaled the beginning of next shock to banking system: commercial real estate defaults. Oct 28, 2009 @ 01:23 PM

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In the **Enter search topics** field, specify the search criteria to use to filter the content that appears in the widget. Note the following about how this field works:

Chicago real estate	Finds tweets containing all three terms: Chicago, real, and estate.
"Chicago real estate"	Finds tweets containing the phrase Chicago real estate.
Chicago OR Illinois	Finds tweets containing Chicago or Illinois. The word OR must be in uppercase.

Following a person

Instead of following a topic, you configure your Twitter widget to *follow* a particular Twitter user. Once configured, the widget will contain the latest tweets from that person as well as any tweets that include *@username*.

To follow a person, select **Follow a person** when configuring the Twitter widget. In the **Enter a username** field, enter the Twitter username of the user to follow. Change the title of the Twitter widget to match the content that you are displaying. For example, if you are following your company CEO, you might rename the Twitter widget as **Joan Allan's Tweets**.

Showing tweets sent by one or more people

An alternative to *following* a person, is to display just the tweets posted by that person. In this case, tweets about that person (*@username*) are not listed. In the Twitter widget, select **Show tweets sent by people** and enter the person's username. For example, if you have set up Clearvale for your sales department, you might set up this widget to follow the sales manager:

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The image shows the configuration interface for a Twitter widget on the left and the resulting widget display on the right, connected by a blue arrow. The configuration interface includes a title field set to 'Aaron's Tweets', a privacy dropdown set to 'Network Members', and a 'Save' button. The widget display shows two tweets from 'BVSNAaron' with profile pictures, text, and links.

To see posts from multiple people, specify multiple Twitter usernames, separated with semicolons.

Showing tweets sent to one or more people

Finally, you can configure this widget to show tweets sent *to* a particular person. A typical use for this is to place the Twitter widget on your profile page and configure it to show the tweets that were sent to you. In this case, enter your Twitter username in the **Enter usernames** field. Or, you can place this on a network home page or community page and show tweets sent to certain people at your company. Separate multiple Twitter usernames with a semicolon.

Determining who can see this widget

When using the Twitter widget, be aware that you don't have control over what content will appear in the widget. When following a person or topic, someone may post a comment that is inappropriate and may be offensive to your employees or customers. The safest way to use this widget is to show tweets sent by people that you know and have confidence that they will post only professional information.

For more information

- ✓ For more information about Twitter, see www.twitter.com.
- ✓ For more information about using Clearvale widgets, see the Clearvale online help.