

## Facebook vs. Twitter

# LINKING TWITTER AND FACEBOOK




Users of both Twitter and Facebook have found it useful to link their updates so that a tweet can also be sent as a Facebook status. Many users link all their tweets to their Facebook profiles, but this method often carries the risk of annoying Facebook friends who don't use or understand Twitter.

A recommended approach is to install the Selective Tweets application in Facebook (Found at [www.facebook.com/selectivetweets/](http://www.facebook.com/selectivetweets/)). By doing this, you can update your Facebook status from your Twitter account by appending #fb to the end of the tweets you want to send to your Facebook profile. You may also use third-party applications such as Tweetdeck and HootSuite to update both.

You can also link your Facebook updates to Twitter by connecting to Facebook's Twitter application at [www.facebook.com/twitter](http://www.facebook.com/twitter). Once connected to your account, you may choose to send all Facebook updates to your Twitter account or just specific type of updates.

Following is an excerpt about Facebook vs. Twitter, including some reasons why all your Twitter messages wouldn't work well in Facebook. (via <http://www.twitip.com/twitter-versus-facebook/>)

### KEY ELEMENTS OF FACEBOOK AND TWITTER

Facebook appeals to people looking to reconnect with old friends and family members or find new friends online; the mashup of features like email, instant messaging, image and video sharing, etc. feels familiar, while Twitter is a bit harder to get your arms around at first.

Most people can very quickly grasp how to use Facebook to connect to friends and family, using it to share thoughts, images, etc. Twitter on the other hand, encourages you grab ideas in bite-size chunks and use your updates as jumping off points to other places or just let others know what you're up to at any given moment.

### WHY PEOPLE LOVE FACEBOOK

Facebook appeals to social animals and can be very addicting to people who have an insatiable appetite to stay connected with friends and make new acquaintances. In fact, some people report they rarely use email or IM tools anymore in their online social communications, relying almost entirely on Facebook for email, chat, image and video sharing.

Facebook addicts prefer the social portal model versus having to log into AIM, Yahoo Messenger, Gmail, Hotmail, Flickr, YouTube, MySpace, etc. Instead, Facebook gives them a single alternative to all these applications, with one login and interface to manage their online social interaction needs. This largely explains the explosive growth Facebook continues to experience and why the company reportedly invested \$200 million in data center upgrades last year to keep up with demand!

### WHY PEOPLE LOVE TWITTER

The usefulness of Twitter is not readily as obvious to some people as Facebook although it may be more addictive once you get the hang of Tweeting; you get more immediate responses and it seems to live somewhere between the worlds of email, instant messaging and blogging. Twitter encourages constant "linking out" to anywhere and, in that respect, is more analogous to a pure search engine; another way to find people and content all over the Net.

Twitter has quickly built brand awareness and a loyal following, especially among the technically adept; bloggers, online marketers, evangelists, basically anyone with something to promote seem to find Twitter extremely valuable.

When asked why they love Twitter, users say "I can ask a question and get an instantaneous response." They crave the ability to "tap into the collective consciousness" of others on the network, bouncing ideas off others with whom they would otherwise have no means of connecting. Twitter addicts claim it's like the old fashioned water cooler, where people can gather to shoot the breeze on whatever topic is on their minds. Twitter is like a communications stream you dive into for an invigorating swim.

### DIFFERENT COMMUNICATION STYLES FOR DIFFERENT SOCIAL SETTINGS

Let's say you go to a wedding or other social gathering where lots of people know each other. The style and tone of communication there will be more like using Facebook; you chat with old friends and acquaintances, mixing and mingling in an intimate manner. In this setting, people tend to feel more relaxed and "in their element". Conversations are familiar and center on shared experiences and connections.

Now, when you go to a large party or social event where you don't know most of the people in attendance, you will use a very different style of communication, more like Twitter; you want to meet people and somehow make yourself known, stand out from the crowd, make an impression, self promote and make new connections. Twitter is like getting the podium and not everyone feels comfortable or knows how to stand comfortably in the spotlight.

In fact, almost all of us, when first approaching Twitter, tend to use it to post useless updates like "Going to lunch", thinking of it as a another tool to communicate with friends, when in fact, it is more like stepping on to a stage, where you are communicating with an audience and quickly find that you need to find a voice and say something useful and interesting or quickly lose the attention of your audience. People refer to Twitter as a mini or micro blogging platform.