

**BUILD
BOOK BUZZ**



How to Set Up
Google and Twitter
Alerts

How to Set Up Google and Twitter Alerts

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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

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Setting Up Google Alerts

1. To set up Google Alerts, go to www.google.com/alerts.
2. Establish your search terms. Make a list; you will have to set up separate alerts for each one (use this list for your Twitter alerts – below – too). Consider setting up alerts for your name and book title and common variations of both, your book's topic, and any phrases or terms that you want to monitor. Make the search more accurate and reduce the number of “junk” alerts you receive by putting quotation marks around the search term.
3. Enter your first search term in the **Search term** box on the left.
4. Choose the type of Google alert you need. You can search for news, blogs, video, “realtime,” and discussion mentions, but we recommend choosing **Everything** so your alerts are comprehensive.
5. Specify how often you want to receive Google alerts. Select **as-it-happens** so the alert is as timely as possible.
6. Under **Volume**, select either **Only the best results** or **All results**. We recommend starting with **All results**.
7. Once you've finished this, fill in your e-mail address, and click **Create alert**.
8. 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.
9. 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 complete reference online. 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.
10. To edit an alert when you don't have a Google account, cancel it. Then create a new one.
11. Managing Google alerts is easier with a Google account. 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, go to www.google.com/alerts and log-in to your Google account. The web page will list all of your alerts. Click **edit** on the right next to the alert you need to change.

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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 it's public, not private.

You need a Twitter account to begin receiving alerts on your book title, your name, or topics you want to follow. Here's how to open one.

1. Go to <http://twitter.com/> and click the yellow **Sign Up** bar on the right.
2. Fill out the form on the "Join the Conversation" page. Your **username** 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 username to set up alerts.
3. Click **Create my account** at the bottom.

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How to Set Up Google and Twitter Alerts

Setting Up Alerts for Twitter Using Tweetbeep



Tweetbeep is a free web-based service that lets you get notified via e-mail immediately when someone tweets (posts) your name, book title, specific terms you've selected, or website URL on Twitter.

1. Getting started with Tweetbeep is as easy as filling out the form at www.tweetbeep.com. Enter any username you want for the first field - the last one is for your Twitter username.
2. Select **Submit**.
3. You will get an e-mail confirmation; click on the link to activate your account.
4. Go back to www.tweetbeep.com if you're not there already. In the **Keyword or phrase** box, type the word or phrase you want to be notified about, as you did with the Google alerts, remembering to use quotation marks around phrases or company names with more than one word.
5. You have three choices for the **Type**: keyword search, mentions Twitter username, and hash tags. (Twitter hash tags are preceded by the “#” sign and indicate topics that others can search for.) If you want to use all three, you have to create a new alert for each option.
6. For **Frequency**, select Every Day.
7. Decide if you want to exclude keywords, such as “a,” “the,” “of,” etc. When listing more than one, use a comma between them.
8. Select **Save Alert**.
9. You'll get an e-mail any time that word or phrase is used.



Setting Up Alerts for Twitter Using Twilert



Twilert is another Twitter alert service.

1. Go to www.twilert.com.
2. Under **Connect** on the left, select either your Google or Twitter account.
3. Enter your username and password as indicated.
4. The system will ask you to let to allow access to your account. Select **Allow**.
5. Enter your e-mail address in the pop-up window.
6. On the right side, under **Create Twilert**, enter your search term (with quotation marks for multiple words).
7. Decide when you want to receive alerts and type that into the **When** box. The default is “every day at 2 PM” but you can change the hour or create a different frequency that works for you.
8. The **advanced search options** allows you to filter alerts to even the most minor details ranging from exact keyword combination, who tweeted them, to whom were they sent, the location of the tweeter, the timing, and even the attitude of the tweet.
9. Select **Create Twilert**. It will be displayed under **Manage Your Twilerts** at the bottom of the screen.
10. You’ll get an e-mail any time that word or phrase is used.

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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>.



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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*. Sandra's "Build Buzz" blog at <http://buildbuzz.blogspot.com> provides authors, nonprofits and small businesses with publicity-generating tips and ideas.

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