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INDUSTRY NEWS

LSOL.com: What's All The Twitter About Twitter?

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What is Twitter?

A way to keep in touch, keep track of thoughts and in an extreme case a life saver.

James Buck, a graduate student from the University of California-Berkeley, was in Mahalla, Egypt last year, when he was arrested during a political protest he was watching. He was able to send a one word message from his cell phone to his Twitter account "arrested". Within seconds, colleagues in the United States and his blogger-friends in Egypt -- the same ones who had taught him the tool only a week earlier -- were alerted that he was being held.

Long story short, with the help of friends and colleagues he was finally released.

Twitter is a social-networking blog site that allows users to send status updates, or "tweets," from cell phones and instant messaging services. (140 characters max). It may seem like a service just for the youth of today. They have nothing better to do than to text message 60 times an hour, but I think us old guys just might be able to use it as well. Use it for something important. Large Scale Garden Trains!

How does it work? (My Short Analogy)

It's like watching someone go about their business and they don't care. (Paranoia without the paranoia). When someone makes a post to their Twitter account, whoever is "Watching" them gets the information.

For example, when Noel goes on one of his world adventures, he can keep in touch by letting us know "having cherry snow cone made from snow at the South Pole". Even better when we find a great deal somewhere, or there is some breaking news we can let a lot of people know at once; Instant Messenger on steroids.

So why should you use Twitter?

Great question! At Jon's request, I started using Twitter last week and I'm still trying to find its niche in my life. There are politicians, celebrities and nobodies with Twitter accounts you can "Watch". For me I know what the politicians are up to, don't care what the celebrities are doing, and well, nobodys are nobodys. However, the idea of keeping updated on my trains, was reason enough to sign up. I do not watch all the other people on Twitter, so I never have to know they are there. Kind of like how I drive.

LSOL.com has added a Twitter update window (TeamLargeScale) to our member's front page. So even if you do not create a Twitter account you can always come to the front page to see what is new. Important updates, news and St. Aubin Specials will be available. Of course it will not be as fresh as getting it right as it happens.

"Watching" TeamLargeScale

- You will get information on special offers at St. Aubin faster. Instead of waiting for the sale email alert, information will be available instantly. If it is a limited quantity, you might just be able to get there a few minutes faster.
- Breaking news from Manufacturers about new products or updates to the ever changing world at Large Scale train shows will also be available instantly.
- Learn about day to day operations at LSOL.com and what we are working on. An upcoming story may inspire you to contribute your own article to the weekly magazine.
- Because of the synergy created by LSOL and St Aubin's, you will be able to find out when shipments have arrived at either of St Aubin's two stores. Once again giving you the ability to purchase before anyone outside the Team Large Scale Community.
- At the York, PA show last week, we uploaded real time photos from our cell phones. With Twitter, we will be able to give you real time information about products, sales or that one of a kind item you asked me to look for.

Even if you only watch TeamLargeScale with Twitter, it is worth signing up for a Twitter account. It will give you valuable information instantly. I think it will be a fun tool to try out.

Let's not leave me alone on Twitter Island. Let me guide you through setting up a Twitter account and you can decide if it's a useful tool for you. It's fast, easy and you can watch as much or as little as you like. Plus, it is free.

SO LET'S GO...

We need to go to <http://Twitter.com> (No www).



Easy enough, now just click the **Get Started** button.

The screen below is what you should see. Just fill in the blanks and type in the two security words.

More Great information can be found at LSOL.com

Join the Conversation Already on Twitter?

Already use Twitter on your phone? [Finish signup now.](#)

Full name

Username
Your URL: <http://twitter.com/USERNAME>

Password

Email

I want the inside scoop—please send me email updates!

Type the words above

LSOL.com

Can't read this?
[Get two new words](#)
[Listen to the words](#)
 Powered by reCAPTCHA, [Help](#)

I had a hard time reading the two words. You can request 2 new words until you can read them. I've drawn an arrow where to click.

Join the Conversation Already on T

Already use Twitter on your phone? [Finish signup now.](#)

Full name ✓ ok

Username ✓ ok
Your URL: <http://twitter.com/Isolpeter>

Password ✓ Good **Get Two New Words**

Email ✓ ok

I want the inside scoop—please send me email updates!

Type the words above

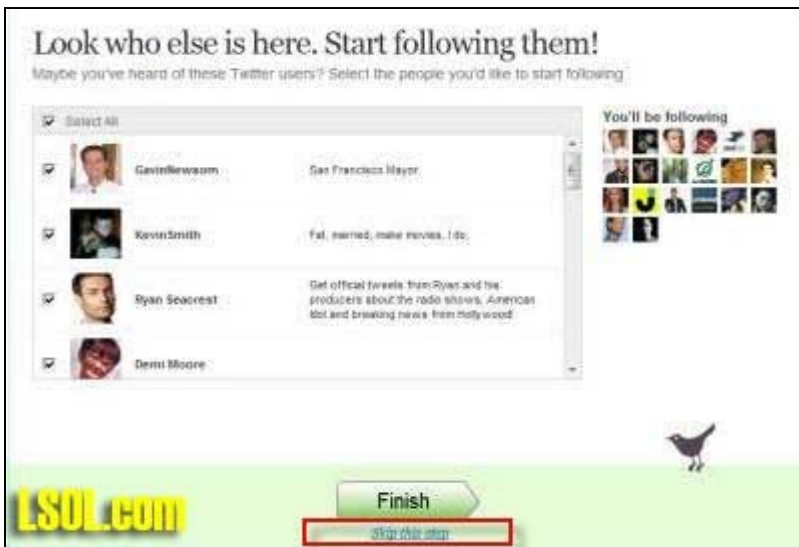
LSOL.com

Can't read this?
[Get two new words](#)
[Listen to the words](#)
 Powered by reCAPTCHA, [Help](#)

The next step is to see if any of your friends are using Twitter. It requires you to log into your various email accounts. You can **skip this step** and add people later. Just click on the **"Skip this step"** at the bottom of the page.



The next screen will show some examples of who is on Twitter. You can always add or delete them later. Make sure you click "**Skip this Step**" and **NOT** "FINISH" or you will add all of these people.



OK. You are now an official Tweeterite. Final step is to add TeamLargeScale to your watch list.

Click the "Find People" menu



Next, type in teamlargescale and click search.



Then,

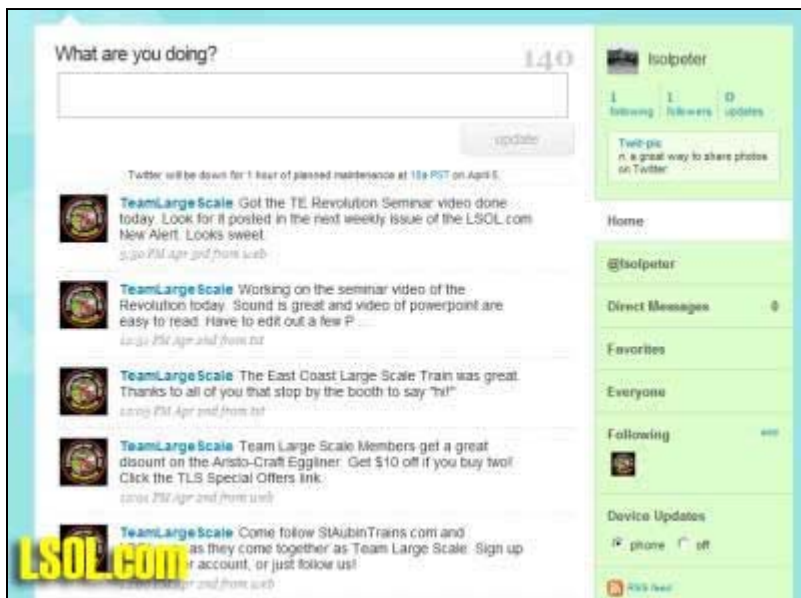
- Just click Follow, wait a few seconds and then
- Click home.



That's it. You are now at your Twitter home page, bookmark it.

You will receive any TeamLargeScale post instantly on this page.

If you are adventurous, you can explore adding your cell phone to send and receive.



If you want to add me too, search for "**Isolpeter**". I will be posting during the next week. I'll watch for you. Let's see if Twitter is something we can use. I'll be researching more about Twitter and let you know about some advanced features and uses.

Here's one to start: Your club has a Twitter account, the Board wants to buy something before the next meeting, send out 1 Twitter message and start getting feedback right away without calling 50 people.

If you come up with any ideas for its use at LSOL.com, Twitter me.

