



Hi and welcome to TweetArchitect! This simple powerful Tweet Editor will help you to focus on writing quality tweets. Make sure to check out our website www.tweetarchitect.com for training videos, helpful tips, and support questions.

You are reading an older version of the handbook which covers all the basic functions of the software. There is actually more in the software right now like "count down features" and other things. We are currently writing a new handbook which you will receive for free in the next weeks!

On the website www.tweetarchitect.com you find however videos that will cover all subjects and functions right now – and if you have questions, please contact us at our site and click on the blue support tab "Click Here For Support".

Thanks!

Your TweetArchitect Team

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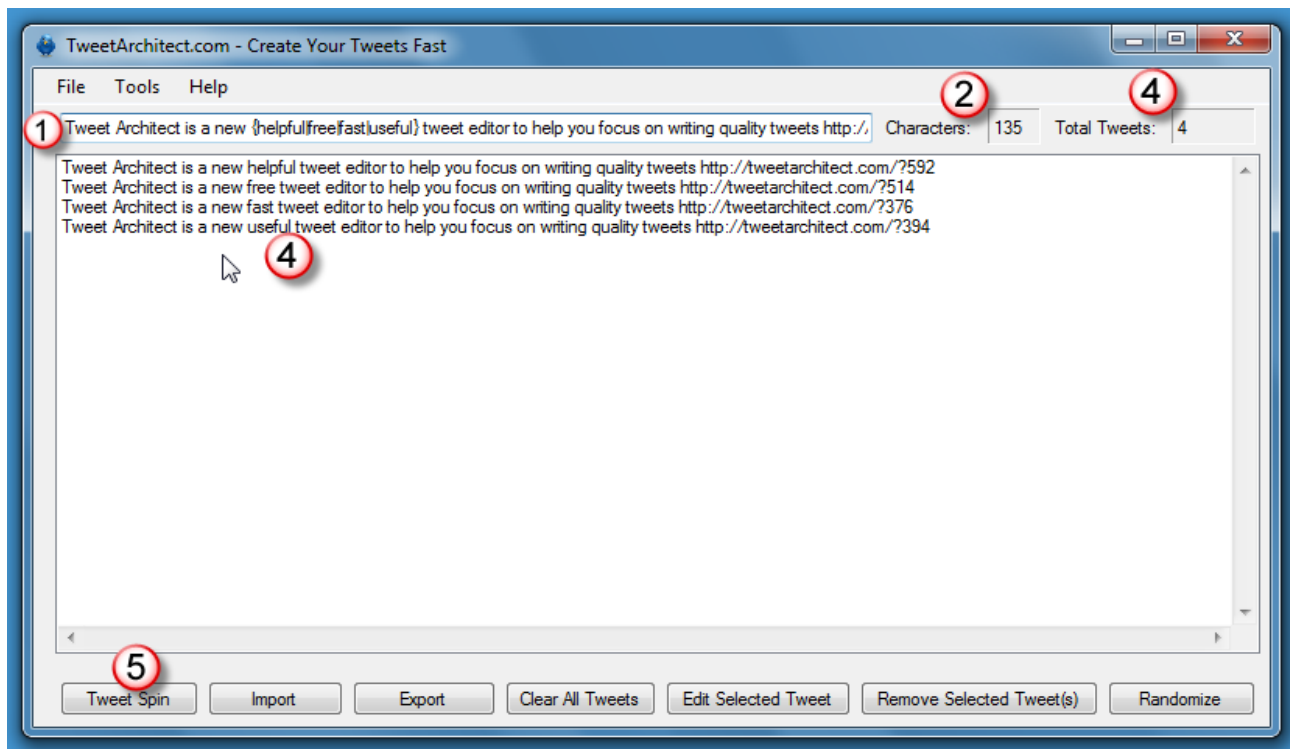
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Overview

What is TweetArchitect? It is a simple powerful tweet editor and tweet spinner that helps you to focus on what is most important when writing a tweet – to focus on the content first. We did create it because it was tedious for us to write tweets in normal editors not knowing when the 140 characters are reached for example. **So basically you focus on writing quality tweets here, nothing else.** Important interesting content first, then you take care later on [HOW to promote your tweets](#).



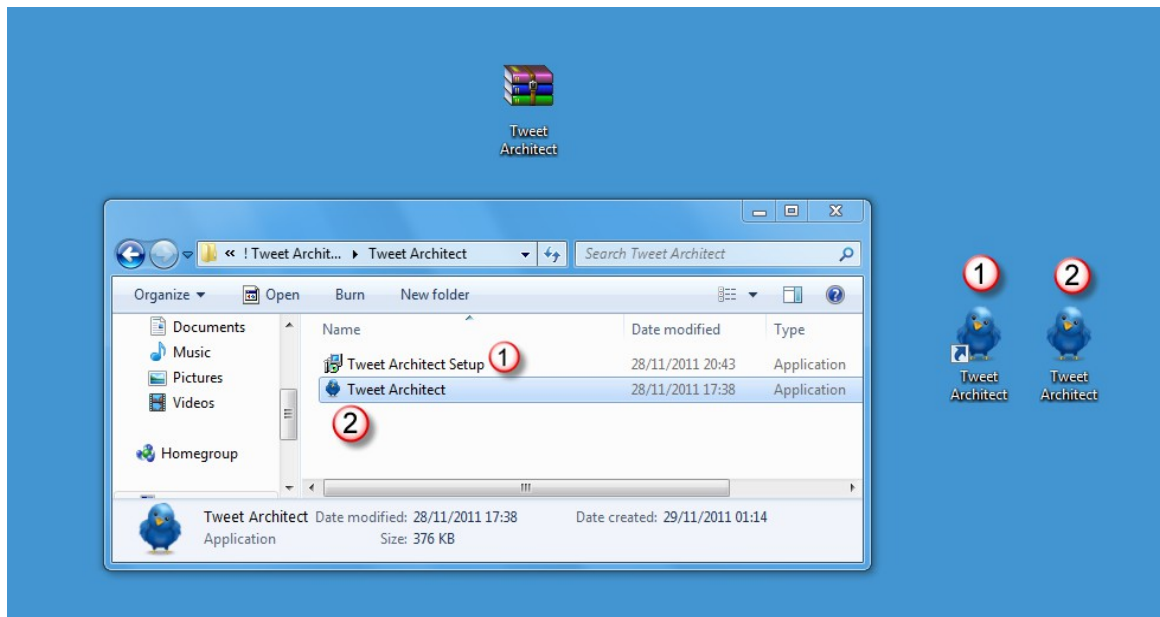
You will find all functions (explained on the next pages) either in the menu or on the bottom as buttons. On top is a editor line, where you enter one tweet message at a time and to your right there is a counter that will show you when you have reached the limit of your message. There is a Tweet Spin function to create multi text versions of tweets, you can import and export text files, edit and randomize your tweets, that's it. More than that you do not need in order to create successful tweets, besides writing about interesting topics.

TweetArchitect will not help you to distribute, publish or schedule your tweets. For those tasks there are a great variety of software programs out there, which you can find at <http://www.tweetarchitect.com> in the section for recommended software.

It makes no sense to write quality tweets and then spam thousands of Twitter users. It also makes no sense to have quality tweets and nobody reads and acts on them. If you want to learn how to deal with these things, we invite you to sign up for our newsletter and use the resources at our website.



Installation

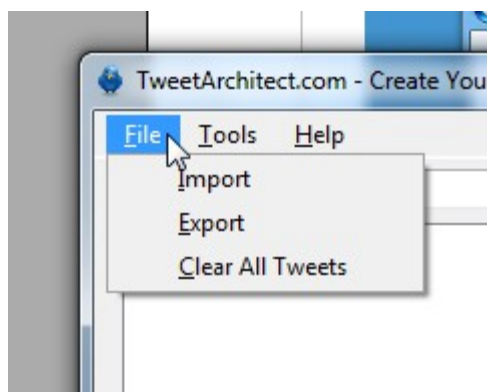


Installation is super simple. The download .zip file contains two versions to get started.

- 1.) The regular setup.exe to install the program that will create a shortcut for you and
- 2.) tweetarchitect.exe that you can copy anywhere you want and run directly – even from an USB stick

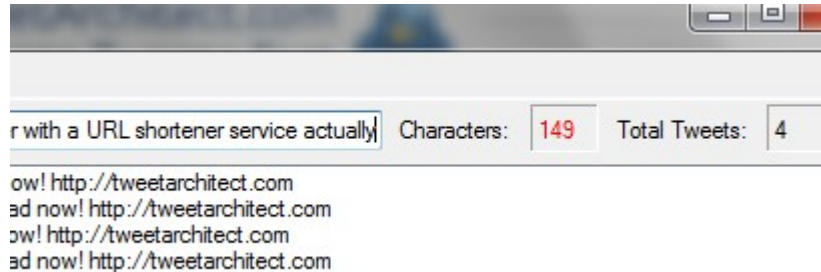
Short-cuts

You will have all functions available as buttons or you can use the Menu – some people find it easier to use short-cuts. Just hit the ALT button once and you see the available options there. If you hit the ALT button again they disappear.



Example: Hit ALT then just type F for the FILE menu and then type I for Import (without holding the ALT key!)

Writing Tweets



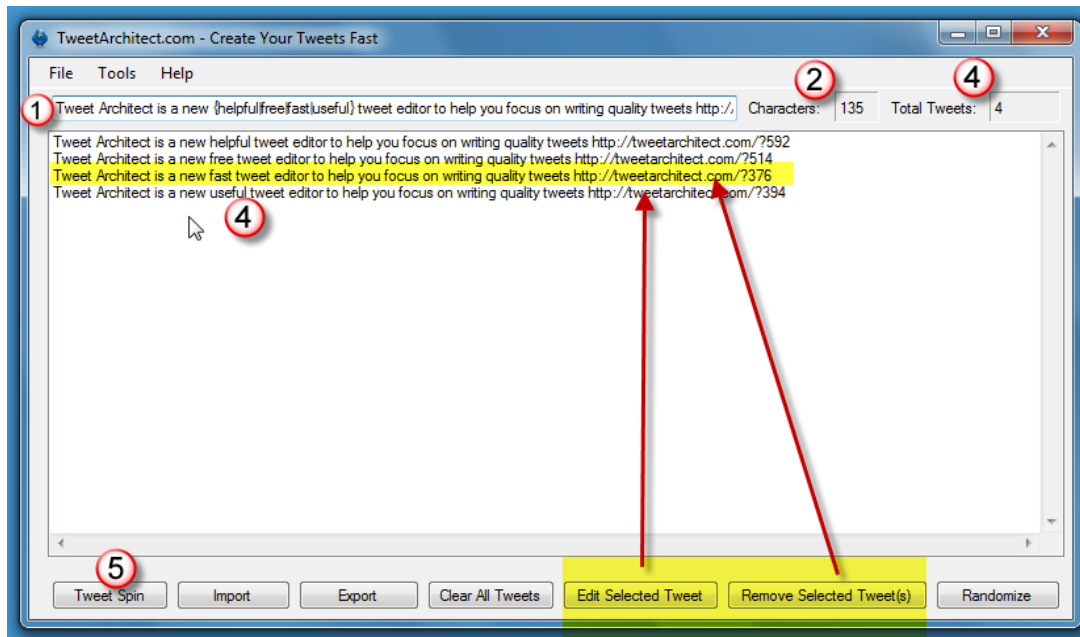
Writing Tweets is easy, you enter text in the text box (1) on top of the editor. On the right hand it will show how many characters you are currently using (2) - this number will turn red when you exceed the limit of 140 characters, so that you can adjust your tweet. Next to the characters count it also shows how many tweet are already present (3). If you are happy with your tweet, just hit RETURN. It will show then in your list (4).

Observe the 140 characters limit: if (like in the screen example above) you hit RETURN anyway, everything past 140 characters will be cut off. In the example above you would lose your url <http://www.tweetarchitect.com> and it would be showing an invalid url instead.





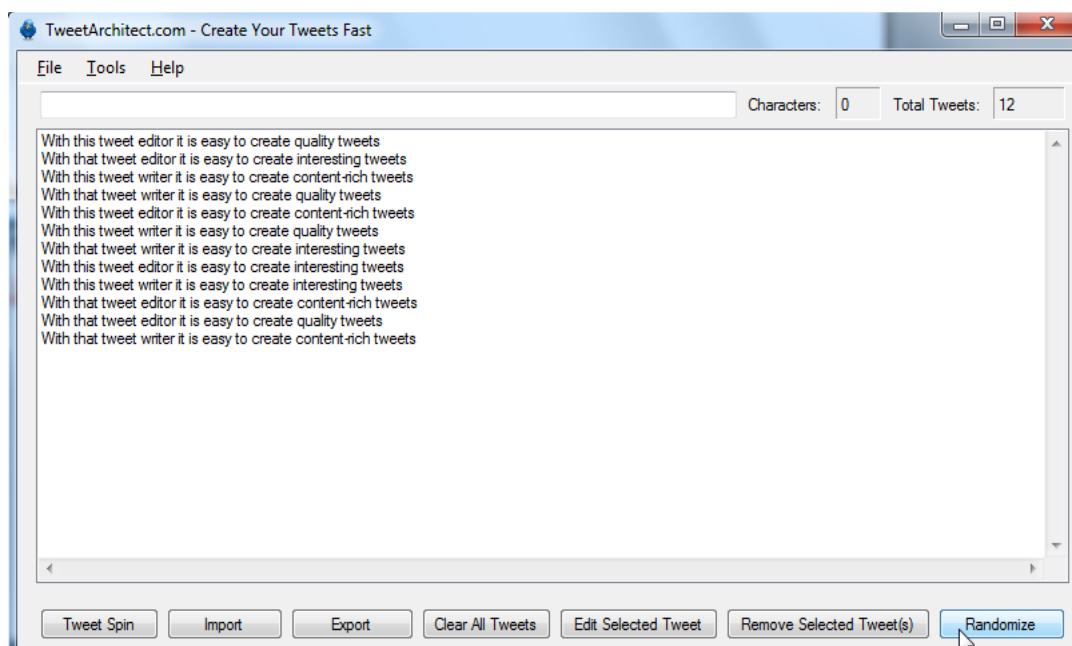
Edit/Delete Tweets



You can always edit a tweet (4) by selecting the line with the tweet and use the function "Edit Selected Tweet" and/or selecting it and delete the tweet(s). To select tweets you can use the CTRL key if you want to select multiple lines (like you can do in standard Windows programs).

Randomize Tweets

Before you want to save your tweet list you might want to randomize the list with this function. It will shuffle all tweets randomly. This function is found under Tools/Randomize or with a direct button on the bottom of the screen.





Tweet Spin

Now this is the function that is new in version 2012 and we know you will love it. At least we do. It is very simple to use. You create multiple versions of a tweet by adding this syntax: curly brackets { } and separate different words with the | (pipe) symbol.

Here is a simple example:

I {like|just found|love} Tweet Architect.

Once you enter the sentence like this and hit RETURN,
TweetArchitect has 3 tweets for you ready:

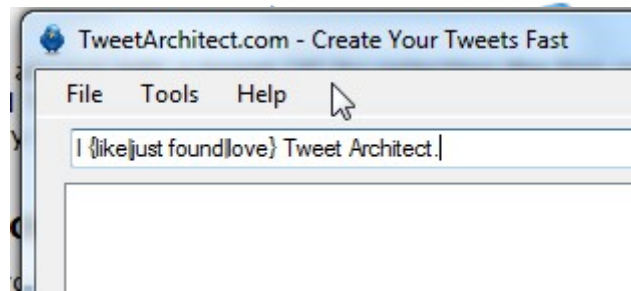
I like Tweet Achitect.

I just found Tweet Architect.

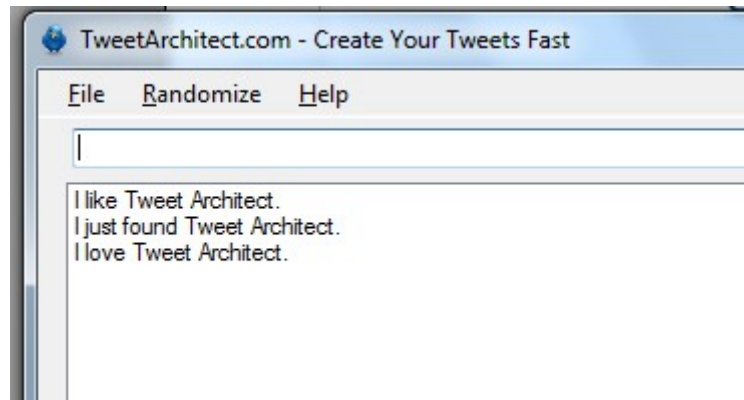
I love Tweet Architect.

Now this is important: just use those symbols and Tweet Spin will automatically do it for you when you hit RETURN, the button "Tweet Spin" is not needed. This button is just to show the explanation how this feature works.

Here is how it will look like when you enter the syntax:



Here is how it will look like after hitting RETURN:



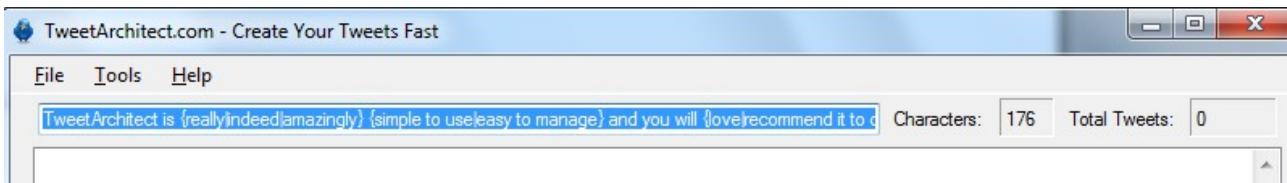
TweetArchitect.com Create Tweets Fast



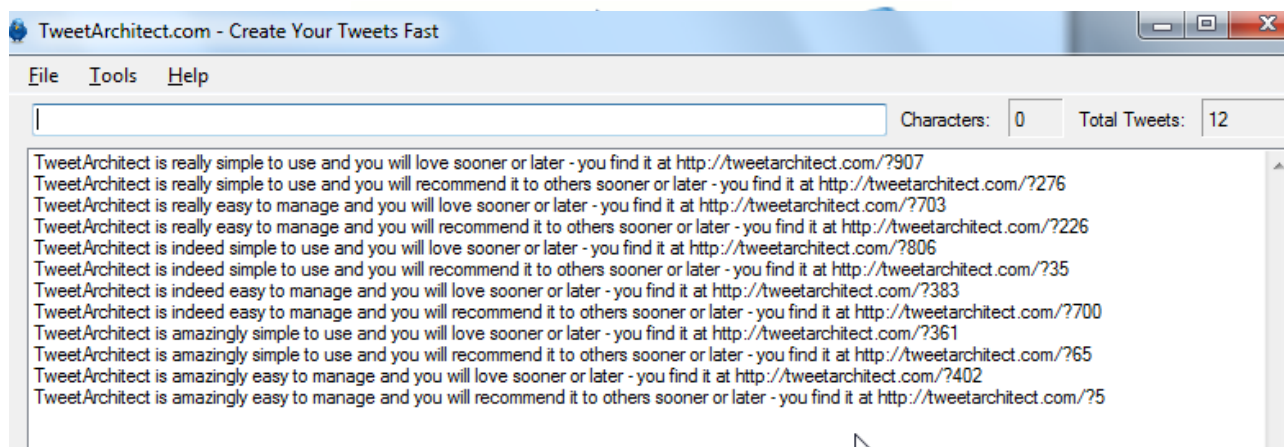
Now the real smart function of Tweet Spin is actually that it cuts off everything that is larger than 140 automatically – so you do not have to worry about the length of your tweet. And this is important – the character counter will NOT turn red if you use this syntax, because when you type in a long sentence like

TweetArchitect is {really|indeed|amazingly} {simple to use|easy to manage} and you will {love|recommend it to others} sooner or later - you find it at <http://tweetarchitect.com>

While this tweet construction has 176 characters



when you hit return it will format correct tweets:



Still – keep in mind to keep your tweets short or your URL or the rest of your message will be cut off.

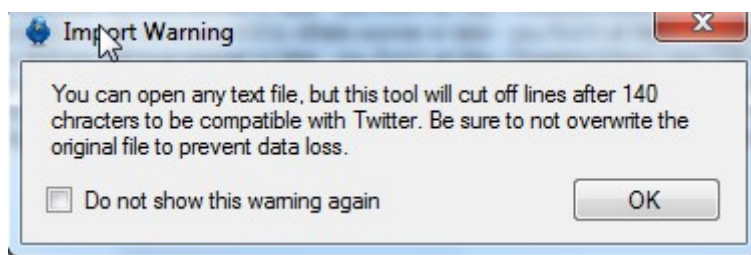
Important: you do not hit on the button "Tweet Spin" - this only shows the explanation how to use the spin function in case you forget how to use it!

Helpful Update for 2012: You can now check an option under "Tools/Settings" to randomize URLs and show them unique (we explain this in detail on the next pages.)

Export/Import

When you are ready to use your tweets to import them into your favourite Twitter application ([ours is obviously this twitter software](#)). You can use the Export function to save all tweets in a .txt text file. You can also use the import function to work on stored tweets. The Import function can also be used to trim tweets automatically into the length of 140 characters as the program cuts off everything that is too long for a regular tweet.

You will see a warning box if you do this.



Make Links Unique

This function is very important – if you keep posting messages that contain the same URL there is always a possibility that Twitter will ban you if the frequency of your posts violate any of their rules and "pre"-spam-detection algorithym. So it is a smart thing to have all our links made unique.

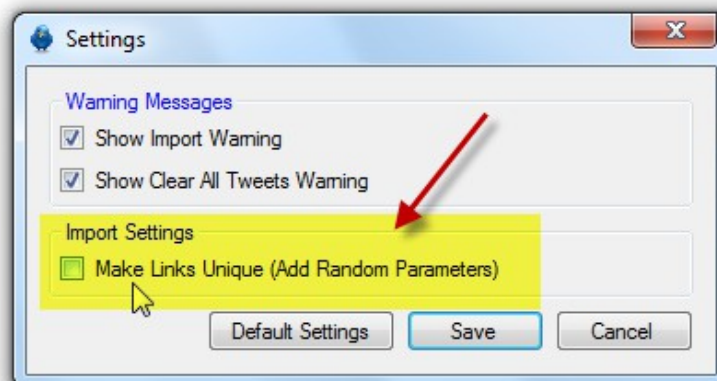
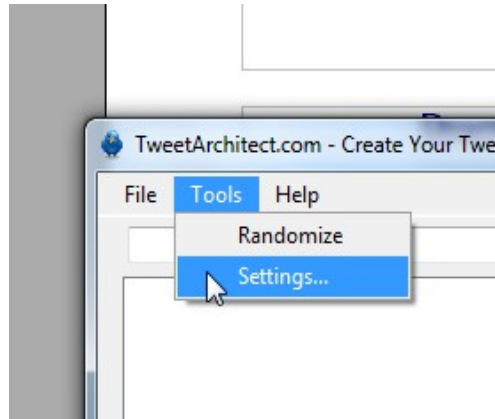
Instead of using <http://www.tweetarchitect.com> this function will add random strings so your link will look like <http://www.tweetarchitect.com/?sjk> <http://www.tweetarchitect.com/?ajxl> and so on.

You can use this with two strategies:



1. Import a text file that contains links.
2. Create a Tweet Spin list of tweets like explained before

You can this option under "Tools/Settings"

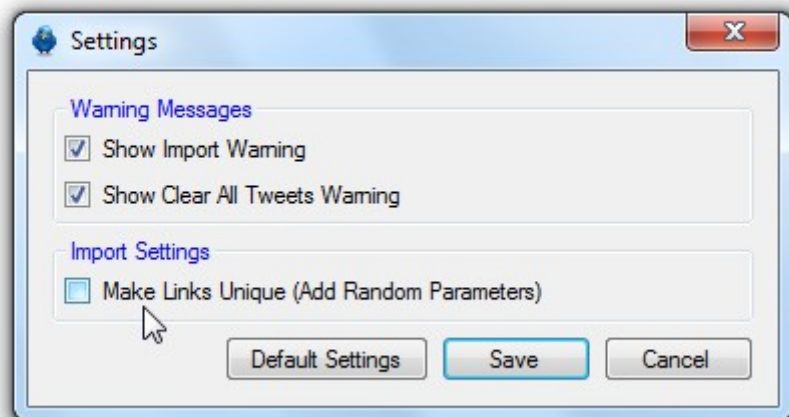


IMPORTANT RULE: your link must be in the format
<http://www.yourdomain.com/>
starting either with http:// or https:// and ending with a trailing slash /

If you don't follow this format your URLs will not be unique.

Settings

Under "Tools/Settings" you can reset all warnings and set if you want to have unique URLs generated as explained above.





Tips and Strategies

You can run multiple instances of Tweet Architect if you need to organize different tweet-lists at the same time. You can find smart strategies on how to use and pre-schedule tweets on our home page at <http://www.tweetarchitect.com> and some tutorial videos that will help you and give you additional ideas.

Thanks for using TweetArchitect!

Your TweetArchitect Team