

# Webcockery 101

How to Leave Twitter Sooooo Much Worse Than You Found It. Ugh. Jesus Christ.



# Webcock? WTF?

RFD: Naming convention for online-marketing, web-strategy, killer-startup cheerleaders/water-carriers: 'Webcock'. Thoughts?



*3:49 PM May 11th, 2008 from Twitterrific*



**textism**

Dean Cameron Allen

# Webcock Measuring

*Do you ...*

- ✦ Follow thousands of users on Twitter?
- ✦ Need a widescreen Twitter client with groups to keep track of your actual friends?
- ✦ Auto-follow people based on keywords, and auto-DM them if they follow you back?
- ✦ Frequently retweet other users' posts?
- ✦ Link your blog, product or startup as often as possible?

# The Webcock Toolkit

*Getting webcockery done!*

- ✦ RT @webcock: **retweeting**
- ✦ #hashtags
- ✦ Posting tons of ***hott linxx***, especially to your blog or product! (you can follow my tumblr at <http://fysigunk.us>)
- ✦ Following **a billion f\*@&ing people**

# RT @webcock: retweeting

- ✦ Writing anything original is bad, unless it's marketing copy for your product or startup!
- ✦ Retweeting is good, because it lets more popular webcocks know you're like them!
- ✦ It's also like giving the original poster a reacharound, which might make him or her follow you!

# #hashtags

- ✦ Observe which hashtags your social media marketing idols are using, and use them too!
- ✦ Other marketers might follow you, so you can market to one another! (WARNING: this may speed up our approach toward the singularity.)

# Postin' some hott linxx

- ✦ You can automate the process of finding links that are likely to be retweeted!
- ✦ You don't even have to read them or like them!
- ✦ If you don't provide a place to see popular links on the Internet ... *WHO WILL?!*
- ✦ Don't forget to self-link!

# Follow Anything That Moves

- ✦ Follow people who automatically follow back! (Make sure you're doing this, too!)
- ✦ Don't forget to follow marketing celebrities so you can retweet them! (Make a Tweetdeck group called "gurus!")
- ✦ Don't stop until Twitter won't let you follow anymore. Hey, you'll only be reading the gurus anyway!

# Advanced Tips

*For the webcock who has everything!*

- ✦ Get **Tweetdeck**. Set up groups so you can read friends, famous marketers and @replies, and ignore everyone else!
- ✦ Refer to yourself as a “**ninja**” in profiles and resumés. It makes marketing sound tough and mysterious!
- ✦ Always do #**followfriday**! It’s just like those cool link exchanges from the ‘90s!

# One Simple Rule

If it might **amuse, inspire or entertain** ... *don't post it!*