



now on



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ipHandbook

Improved and Expanded IP Handbook of Best Practices Website launched today. Visit us on www.ipHandbook.org

about 2 hours ago from web

Name ipHandbook
Location Global
Web <http://www.ipHandbook.org>
Bio Managing Innovation for a Better World

11 following 13 followers

Updates 4

Favorites

Managing Innovation for a Better World
www.ipHandbook.org

[Twitter](#) is a social networking and micro-blogging tool enabling users to exchange tweets

If you are interested in Tweeding (or Twittering) for and on behalf of the ipHandbook, please contact editors@ipHandbook.org. Thank you for your cooperation.

Our (evolving) Twitter Strategy

Goals:

1. Leveraging social networking to make the ipHandbook website a lively, evolving and relevant tool
2. Providing the ipHandbook community with pertinent news, developments and updates
3. Enlarging the ipHandbook community

Strategy to Achieve the Goals

1. Leverage social networking to make the ipHandbook website a lively, evolving and relevant tool

Twitter will form an integral part of our strategy to leverage social networking. It allows us to build a vibrant network, provide our users with regular and relevant news. We will leverage the Twitter followers to keep the content of the ipHandbook website current and to expand its scope.

Over the coming few months, we will implement stepwise expansions to and improvements of the ipHandbook website. Among others, new tools will allow users to directly upload relevant content (papers, references, links) and discuss chapters. This will keep the content of the website more current and allows us to expand the topics into new areas (eg. what lies beyond IP; global access strategies; interface between IP and regulatory approaches).

Twitter will allow us to inform our Followers as soon as these features are implemented on the site and encourage them to participate in the generation of content.

2. Provide the ipHandbook community with relevant news, developments and updates

We integrated our Tweets on the ipHandbook homepage but Followers can also obtain our Tweets in other forms (see below on *More about Twitter*). The Tweets will be in the following area:

2.1 ipHandbook news:

- new features on the website
- updates of existing pages
- new blogs
- reviews of the ipHandbook
- news about authors
- news about collaborating institutions

2.2 News related to the world of intellectual property management and innovation, with particular focus on developing countries:

- forthcoming events (eg. World IP Day as Green Innovation agenda for 09, WHO panel on IP and Innovation, Goteborg conference)
- institutional news (eg. Concept Foundation, Pierce Law, DFID, WIPO)
- policy developments (eg. new Bayh-Dole Acts, WHO on IP)
- legal developments (eg. court rulings, national laws)
- relevant publications (eg. peer-reviewed, reports, websites)
- funding opportunities (eg. Bill & Melinda Gates Foundation, EU)
- "global access" developments (health, agriculture, other)
- regulatory news (eg. drug approval process, regionalization endeavors)

3. Enlarge the ipHandbook community

By providing relevant and useful content and updates, more people and institutions will follow the ipHandbook Tweets. This allows us to reach to new group, communities and interested persons. For example, in the first two weeks since we launched Twitter, and without any advertising the EPO, WIPO and well over 100 other Twitterers already follow ipHandbook. Few of these had previously been in our database. Once we will spread the Twitter option on www.ipHandbook.com, many more are likely to follow.

Implementation of the Strategy

A two-pronged strategy will be adopted to implement the above three elements:

1. Establishing the ipHandbook on Twitter

- Incorporate Twitter on all future press releases.
- Search for relevant Twitter users (EPO, WIPO, Concept Foundation, Rockefeller Foundation, etc), review their Followers for additional Twitter users, and follow the most relevant groups, institutions and individuals.
- Provide growing tweed of updates, initially at least 3 to 5 per week, growing to 7 or more per week.

2. Sustaining the ipHandbook on Twitter

We believe that Twitter will play an increasingly important role in the activity of the online resource for the ipHandbook. The role of twitter as a interface between the Blog and social network (LinkedIn) will give sustainability to the site which receives considerable hits everyday and will play a role in keeping the resource dynamic.

However, over time, this can only be sustained if various like-minded individuals contribute, and take partial ownership, of the ipHandbook "Commons".

For these reasons, we will create a group of friends and encourage them to send occasional updates for the ipHandbook community. These "Twitter friends" will receive the login and password information so that they can directly post relevant tweeds.

Using Twitter

Besides creating an account, there are many tools to help you keep up with Tweets, such as [TweetIE](#) (an Internet Explorer plugin) or [ATwittX Unleashed](#) (a desktop client), and many more. See below in the section titled *How to Benefit from Twitter—Some Useful tools*.

More about Twitter

Tweets are text-based posts of up to 140 characters in length which are displayed on the user's profile page and delivered to other users who have subscribed to them (known as followers). Senders can restrict delivery to those in their circle of friends or, by default, allow anybody to access them. Users can send and receive tweets via the Twitter website, Short Message Service (SMS) or external applications such as incorporation on websites. The service is free to use over the Internet, but using SMS may incur phone service provider fees.

A February 2009 [www.compete.com](#) blog entry ranks Twitter as the third most used social network, which puts the number of unique monthly visitors at roughly 6 million and the number of monthly visits at 55 million. In March 2009, a [www.nielsen.com](#) blog ranked Twitter as the fastest growing site in the Member Communities category for February 2009.

Twitter can be used in many different ways:

- **Broaden one's Network.** Like any other social network, Twitter has a built-in function for you to befriend and track the messages of other users. This is an easy way to connect with people outside of your usual circle.
- **Deepen one's Network.** Twitter can be used as a socializing platform to interact with other like-minded people, especially those in the same industry. It can be used to establish consistent and deeper relationships for future benefits such as testimonials or peer recommendations.
- **Direct Traffic.** Twitter can be used to get traffic to the website. If friends tweet about it, the message will spread faster and further as other active users pick it up. There is a viral nature to all types of news.
- **Event Updates.** Businesses can use Twitter as a means to inform event participants and latest event happenings/changes. This is an effective way of disseminating information.
- **Notify Followers.** Set up a Twitter feed for the specific purpose of notifying users when something comes in. Users can subscribe via mobile or RSS for instant notification or obtain them when they log in to their Twitter account.
- **Obtain Feedback.** Blast out a message asking for advice and you'll receive replies from other users. This collective intelligence can be used as a problem-solving tool, fodder for articles or projects or latest issues.
- **Provide Live Coverage.** Twitter's message size limit prevents detailed coverage of events but it can allow you to provide real-time commentary which may help to spark further discussion or interest on the event as other Twitter users spread the message. Very useful for citizen journalism.
- **Read News.** Twitter users often link to useful sites or articles and can be a source of scoops and alternative news. You can also subscribe to Twitter feeds for specific websites/conferences, which allows you to receive and view content quickly. This is very useful for active social news participants.

How to Benefit from Twitter—Some Useful tools

- [Ada](#) - Ada is the perfect little Twitter app with a clean, simple design. It doesn't hog up your desktop or distract you with a million crazy features. See and send tweets, replies and direct messages. Ada runs on both PCs and MACs.
- [ATwittX Unleashed](#) **Twitter Desktop Client:** TwittX Unleashed has all the great features of Twitter and tons of useful add-ons to help manage your tweets, followers, friends, @Replies, Direct Messages, Favorites, & More. Would like to mention TwittX uses minimal system resources due to the development on the latest technologies and multi-threaded environment.
- [AlertThingy](#) - AlertThingy v2 brings the very latest updates from your favourite social networks direct to your desktop. Plus send Tweets, update your Facebook status, upload photos to Flickr, post to Tumblr and more. With v2 AlertThingy makes it faster and easier to manage the online you. Plus you get the coolest looking RSS reader on the interweb.
- [BigTweet](#) - BigTweet installs easily and quickly as a bookmarklet on all the major browsers and allows you to post to Twitter (or FriendFeed) from any web page. Automatically capture the current page title, URL and any highlighted text. Insert special Unicode characters and shorten URLs with the Bit.ly API right from the bookmarklet window. Optionally add a Bit.ly API Key to track and view statistics on your shortened links. No registration is required - only Twitter login credentials are needed.
- [Bitter](#) - A free social networking client that supports Twitter, Friend Feed, Plurk and Pownce. It is fully featured including the ability to follow hash tags, do Twitter searches, auto-shorten URLs, has color schemes, spell checking, intellisense, and lots more.
- [Blu](#) Is a Vista / Win7 twitter client, it has Tiny url integration, favourites, full conversation and tons more.
- [BMS Twitter Client](#) - A Windows Twitter Client written in VB .NET based on work by the Yedda Dev Blog. Just unzip and run the executable. Automatically breaks long messages into pieces, including replies. Uses Google to translate

your language into one or more other languages - additional multilingual support can be added. New updated version coming soon! By [myklami](#)

- [BMS Twitter Export](#): - A Windows Twitter Application that exports all Tweets for a given Twitter Account within a given date range to an HTML file and also downloads associated twitpic images. A bit heavy on the API calls so avoid calling it repeated within a given hour. By [myklami](#)
- [Chirrup](#) - A simple Windows client for Japanese
- [Digsby](#) - A multiprotocol IM client that lets you manage all your IM, email, and social network accounts from one easy-to-use application. For IM, it brings all your buddies into one merged contact list with support for AIM, MSN, Facebook, Yahoo, ICQ, GTalk, and Jabber. For email, it offers notifications of new emails with message previews, as well as, the ability to perform actions such as "Mark as Read" and "Delete" right from the notification with support for Gmail, Hotmail, Yahoo Mail, AOL/AIM Mail, POP, and IMAP. For social networks, it provides a newsfeed of events on the network and the ability to set status with support for Facebook, Twitter, and [MySpace](#).
- [DX Monitor](#) - An amateur radio application to report worldwide DX activity and alert amateurs to activity from rare countries. Alerts and status reports can be automatically tweeted based on reception reports from DX Summit and telnet links to DX Clusters.
- [FAROO](#) - A Peer-to-peer Web Search Engine, that integrates Twitter search to discover discussions and people related to the query.
- [feedalizr](#) - A free desktop application that allows you to view, rate and comment on what your friends are sharing online. Tweet, upload pics to Flickr, update your Facebook status, keep up to date with your friends' Google Reader, Digg, Tumblr, [YouTube](#) and Last.fm posts on Friendfeed. Use unique filters to reduce the noise. Duplications are filtered out. -- by [MIH SWAT](#)
- [Flotzam](#) - A Mash Up of Twitter, Flickr, Facebook and blogs, completely configurable -- by [Karsten Januszewski](#) and [Tim Aidlin](#)
- [Found.im](#) - The Twitter/Facebook client for the person always on the move! Automatically tracks your location (Home, Work, Starbucks, etc.) and combines the information with status updates. Super discreet interface that doesn't bombard you with messages. Microblog and get back to what you were doing. Check out the [intro video](#).
- [Friendbar](#) - A Firefox toolbar that is the best way to follow Twitter & Facebook updates, and post to Twitter and Facebook
- [GeoTweeter](#) - Puts the 'where' into your tweets! Messages automatically include a 'schmap.me' link, showing followers your exact location with a configurable map icon: say more about places you visit with an optional photo and star rating.
- [JabberTwitterBridge](#) -- Java application to update Twitters, Jabber's status (google talk gtalk) and Google calendar together (for example : In a meeting until 15h12) (Twitter to google talk, google talk to twitter, google calendar to google talk and google calendar to twitter) [MrCba](#)
- [jata](#) - jata stands for just another Twitter App. Jata is a Google Talk like Twitter Application which was developed using VB.net and Twiteroo Twitter API framework. This application automatically checks for new messages periodically. You can post your status right from jata post message screen. You can also reply to tweets using this windows application.
- [KlipFolio](#) - World's smallest personal dashboard to track Twitter Updates, with instant notifications.
- [LOK8](#) - a tiny app that auto-updates your Twitter location when you move from place to place. Written by the founder of [PBwiki](#), [David Weekly](#).
- [MadTwitter](#) -- a clon of Twiterrific for Windows which doesn't require .NET -- by [Sacha Fuentes](#)
- [Media Center Status Application](#) - Updates your Twitter status according to what you do in Windows Media Center and displays your Twitter friends' status updates in Media Center. Requires Windows Vista or 7. By [Jussi Palo](#)
- [Nearby tweets](#) - Find twitterers nearby (or anywhere for that matter). Add to the fun by searching new locations and using keywords. By [Brian Cray](#)
- [NitTwit](#) - A simple and clean Windows Twitter client developed on .NET 2.0 and written using C#. By [Mate Varga](#).
- [OutTwit](#) - [OutTwit](#) (Outlook + Twitter = [OutTwit](#)) Use Twitter from Outlook.
- [Post To Twitter](#) - Post tweets from Microsoft Excel. VBA-based add-in for Excel 2000-2007.
- [Public Timeline Screensaver](#) - Screensaver that shows the public timeline.
- [Pwytter](#) - Free open source Twitter client written in Python by [PJ Coudert](#). User Interface in 14 languages.
- [OckTwit](#) -- A simple Twitter app that you can activate anytime by Shift+Alt+T and it would pop up presenting a text box to enter your update quickly. As soon as you press Ctrl+Enter, it will send update to Twitter and get out of your way. Separate box for URL. If your message exceeds Twitter's limit then it will automatically break it down in multiple twits and color those extra chars differently. Open source, requires .Net 3.5 -- by [Shital Shah](#)
- [OKTwit](#) - Super lightweight Twitter client, Written on the Aboobe AIR Platform, aims to be feature rich but small and low memory footprint. By [Daniel Rivers](#)
- [sociagami](#) -- [sociagami](#) allows you to manage your multiple social network statuses from one beautiful Windows application. sociagami currently supports Myspace, Facebook, and Twitter status.
- [StickyTweets](#) - An open source, lightweight client written in Win32 C/C++ for Windows XP SP2 or greater. No additional frameworks required. By [MrTyzik](#)
- [TeleTwitter](#) - A Windows Twitter application that tries hard to be simple and beautiful, like its web 2.0 name sake.

- [Threeter](#) Open source Twitter client that makes updating your status easy as 1-2-3: press the hotkey combination, enter your message, press Enter. Easy and really fast, worth a try :- by [Devv](#)
- [Togi Twitter Client \(Update!\)](#) -- Togi is developed on .NET 2.0 with C# and is a open source software by [Oguzhan](#)
- [triQOr](#) -- Twitter Client for Windows v0.2 with posting, profiles, direct messages and link to homepage of user
- [TheTwitterBot](#) -- Twitter client for windows. It is an automated robot that can follow by keyword new friends, can stop follow those who don't follow, can update your status by your pre-made messages, can follow those who follow you, can send massive DM, can auto reply to those you follow, etc.
- [Twadget](#) - A Windows Vista sidebar gadget by [Rod Begbie](#)
- [TwApp!](#) for Windows -- by [Harper Reed](#) (Requires .NET 2.0)
- [Twair](#) a twitter desktop client powered by extjs & adobe air
- [Tway](#) a simplistic windows client which doesn't disturb you so much
- [Tweet-SQL](#) is a Twitter Client for Microsoft SQL Server 2005 and above. Over 30 procedures allow you to leverage the Twitter API with standard TSQL.
- [Tweet All About It!](#) -- Tweet any snippet of text directly from your browser (Internet Explorer and Firefox supported). By [iElectrify \(@sherice\)](#) on Twitter)
- [TweetSheet](#) is a full function Twitter client, purely based on Microsoft Excel, by [Alex Fung](#). (@alefung on Twitter)
- [TweetDeck](#) is your personal browser for staying in touch with what's happening now, connecting you with your contacts across Twitter, Facebook and more. (Beta, Need Adobe Air) (added by [Dave @vipstatus](#) on twitter Not affiliated with TweetDeck)
- [Twessenger](#) -- a Twitter add-in for Windows Live Messenger 8.1. Sets your personal message to your latest tweet! -- by [Kunal Kundaje](#)
- [Twibble](#) for the desktop is a twitter client built on top of the new Adobe AIR platform. It provides easy twitter access in a user friendly way.
- [Twidget for Konfabulator/ Yahoo! Widgets](#) Post from your desktop.
- [TwiPing](#) Twitter Contact Management Software. Follow and unfollow large batches of friends and followers with a single click.
- [Twitpoop](#) - The twitter pooptracker - tracking the bowels of twitter.
- [Twit4Live](#) -- A Messenger Plus! Live Script that adds twitter interaction to Windows Live Messenger
- [Twit4Trivia](#) -- A trivia application for twitter featuring more then 64000 questions and various statistics.
- [Twitter Thingy](#) - A very simple [Adobe air](#) based Twitter client for windows, OS X and Linux. It has all the essential functions that get you using the best parts of Twitter as quickly as possible, without having to learn a colossal new bit of software. It also does groups and archiving as well as threaded replies.
- [Twitsy](#) - Twitsy is a open source, VB.NET Application which shows basic integration of twitter API and .NET Framework 2. -- by [rui\(JumpByte\)](#)
- [Twitter CLI](#) - Easy to use Command Line Interface allows submitting tweets to Twitter from the Windows CMD Prompt or 'Run' box -- by [Jason Fowler](#).
- [Twitter Desktop](#) - A How-To for making [TwitterVision](#) your desktop background, watch live tweets while working.(not an app)
- [Twitter Gadget](#) - A Windows Vista Desktop Sidebar Gadget that helps you keep track of all the sweet tweets! Fetches tweets from twitter.com and updates them every 10 seconds.
- [Twitter It!](#) - A Windows .NET Desktop Application created by [Travis James](#), currently on Version 1.0.
- [Twitter Submitter](#) - now available. For Windows 95/98/2k/XP (tested) Submit Twitterings to Twitter.com without using a web browser! Submit Private messages as well! (D username message)[Kenneth Udu](#) (simplify3@aol.com)
- [Twitter-Sync \(Yahoo Messenger Plugin\)](#) - Keeps your Yahoo! Messenger status and Twitter in synchronization. Update your Yahoo! Status to create a new tweet. Your new tweets update your Yahoo! status. Also keeps track of your twitter friends from the main messenger window with alerts, pop-ups + more... -- by [WackyB](#).
- [Twitterbox](#) -- Twitter client for Windows made with beon widget technology.
- [TwitterIM](#) -- Get/post updates on twitter using your google chat account (gtalk). Works just like Twitter IM functionality which is currently disabled. Sends message to you on chat if you friends post updates. You can message it and it will update your twitter status. By [itsfrosty](#).
- [Twitterlicious](#) -- Twitterlicious is a small app that makes using Twitter more fun. It handles all the hard work, leaving you to read and write tweets with the minimum fuss. Best of all, *Twitterlicious is free*!
- [Twitterlights](#) -- Twitterlights is an integrated feature of i-Lighter 2.1 allowing one-click tweeting and content saving with your mouse -- all free!
- [Twitteroo 1.4](#) for Windows released on 13 March 07 (by [RareEdge Design Group](#)) - *new* features include font resizing, transparency, sound notifications, built-in URL shortening. Programmable API!
- [TwitterYM](#) - a tiny ruby script that updates your Yahoo Messenger status with your latest Twitter one (requires Windows and Ruby) - by Alex Brie
- [Twittget](#) Twitter Vista Gadget, that features a small docked mode, a large float mode and Direct Messaging support. by [mayu](#)

- [TwittIt](#) - A system tray application for easy posting to Twitter by [Denis Briel](#)
 - [Twittle](#) - A lightweight Twitter client for Windows (XP, Vista). Clean un-cluttered UI written in WPF. Updates automatically. by [Twittle](#).
 - [TwittMe!](#) - A new Twitter Windows Client 1.0.4. Updates itself directly without user input, keeping it always as bug free as possible. Will open source it when client it's more feature complete.
 - [TwitTray](#) -- A minimalist approach to a desktop Twitter status updater. The program sits silently in your system tray until you want to update your Twitter status. Very tiny and written in old school bulletproof C++/MFC. By [kwitcherbitchen.org](#).
 - [Twtview 1.4](#) NEW FEATURES: 'pm' lets you see your private messages, 'u twittername' will show any public users homepage. (Jan 27 07). For Win32. View all public timelines and personal timeline without needing web browser. Can be used at the same time as Twitter Submitter W32 to instantly see your submissions. [Kenneth Udut](#)
 - [Visual Twit](#) -- a simple Twitter posting client for Windows -- by [Andy](#)
 - [Witty](#) -- A Twitter client for Windows Vista and XP powered by the Windows Presentation Foundation (WPF) by [Alan Le](#)
 - [WittyTweets](#) -- A cute Twitter client for Windows Vista and XP by [Tweet Feeds](#)
 - [Yakkle!](#) - A free application that integrates together a twitter client, IM client, multi-user voice conferencing, and group desktop sharing services. -- by [ZenViva](#)
 - [TweetIE](#) - CloudBerry **TweetIE** is a Twitter plug-in for IE that helps you to post quotes from the websites you visit with a click of the button and attach a short [Chilp.IT](#) URL to the source page.
 - [pbtweet](#) - pbtweet is small program make your twitter experience enhance. pbtweet enhances infinite timeline scrolling, automatically update, RT/via style quoting tweet, translating tweets, picture thumbnail badges and inline reply chains to twitter.com.All animation effects based on Webkit's early implementation of CSS3 transitions. -- by [t_trace](#)
 - [Twitter Post for foobar2000](#) - This is a plug-in of the audio player named [foobar2000](#). This plug-in posts now playing track information to Twitter automatically. -- by [kitahei](#)
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