

Twitter Lists

On September 30, 2009, Nick Kallen announced on a blog post that they were working on and testing a new feature called **Lists**. Kallen, by the way, is the project lead of Lists.

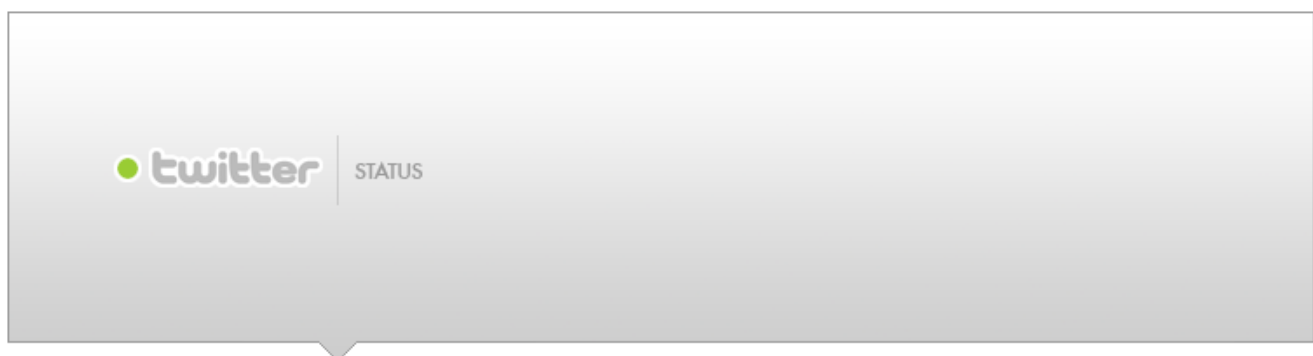
According to Kallen, the new feature will allow users to curate lists of Twitter accounts or, in other words, keep a list of the Twitter accounts that they like keeping tabs on—Twitter accounts of athletes and other celebrities, local businesses, friends, or just about any compilation that matters to them.

Kallen mentioned in his announcement that lists (which are linked from the users' profiles) are “public” by default, meaning that users will be able to see other users' list. However, users will be given the choice to turn their list “private”.

As mentioned earlier, those lists that are kept public will be available for everyone to see. Also, the new feature allows users to subscribe to other people's list, thus giving lists the potential to be a great new discovery mechanism for great tweets and accounts.

Kallen also mentioned in his announcement that, aside from providing the new feature on twitter.com, Twitter's Platform team was also working on the **Lists** API which will allow developers to add support for **Lists** into their Twitter apps.

On October 15, 2009, Twitter expanded the beta-testing of **Lists** by introducing it to a larger (but select) group of users.



THU OCT 15TH

Lists Beta Released to More Users 2 weeks ago

To further test our beta Lists feature, we've introduced it to a larger group of users.

Updates on the status of the [Twitter](#) service.

Related Links

According to the [Digits blog on Wall Street Journal](#), Twitter allegedly intended the beta roll-out to be a secret and had asked the testing participants not to discuss the new feature in their updates. However, tweets about **Lists** quickly became a hot topic on Twitter that it ruined the alleged secrecy. Naturally, blogs and news followed soon after revealing more details of the new feature.

At the time, the beta-testers homepages featured a banner that allows users to create a List simply by clicking on the “Create a new list” button. (**Note:** *The banner is now displayed on all Twitter members' hompages.*)



Twitter described the new feature as:

“A great way to organize the people you follow and discover new and interesting accounts.”

In addition to just allowing users to keep a list of Tweets they like, **Lists** also allows them to group the users they follow together into “categories” and lets them share those for other users to follow also.

Speculations have since come out that the release of the new feature signals the end of the “Follow Friday”, a Twitter meme that enables users to “recommend” other Twitterers for others to check out and follow.

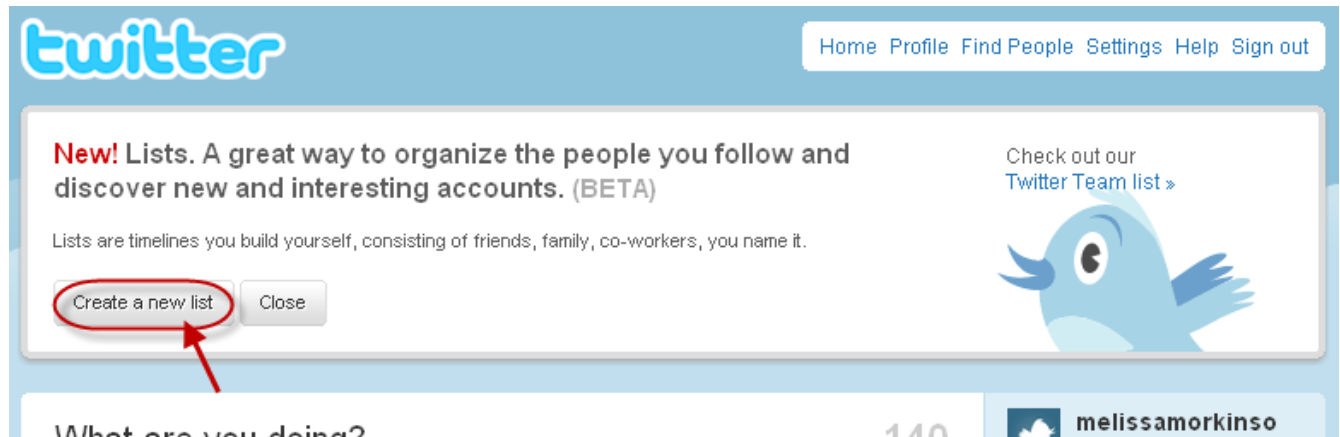
On October 30, 2009, exactly a month after Twitter first mentioned of the new feature, Twitter made **Lists** available to everyone, albeit still being in beta. Now, every Twitterer's homepage has that banner introducing them to the new feature and providing them with an easy way to start creating their list.

Some people have speculated that the new feature has something to do with Twitter's recently forged partnership with Bing and Google. [According to Philip Bump of Mediaite](#), the new Lists feature will “*transition Twitter to a more Google-like ranking system*” and “*provide a PageRank substitute, allowing for some real-time valuation of the usefulness of Tweets.*”

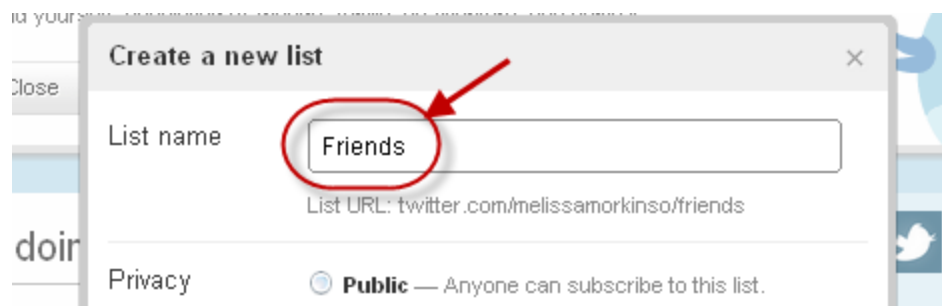
Creating Lists (Via the Introductory Banner)

Go to <http://twitter.com/> and sign in to your account.

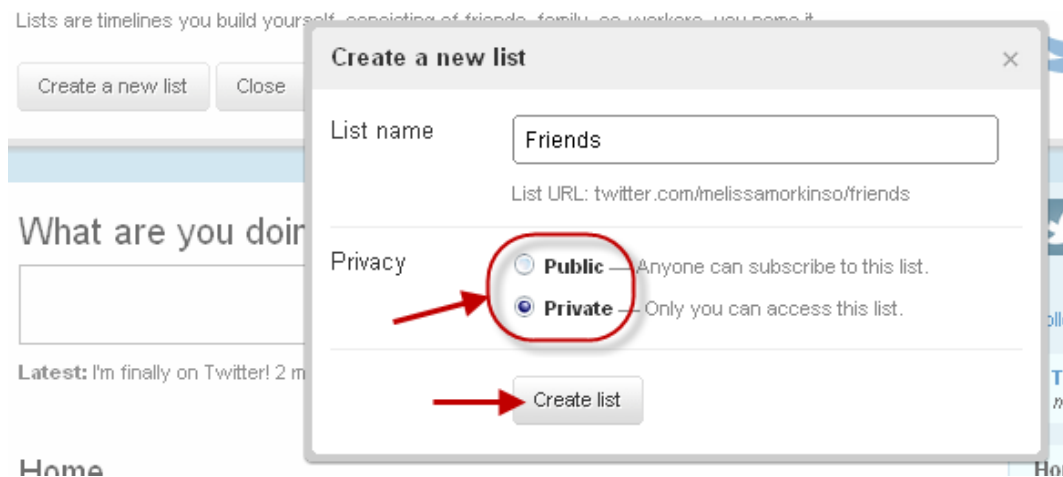
Click on the **Create a new list** button on the Lists introductory banner.



Enter a name for your list in the **List name** box.



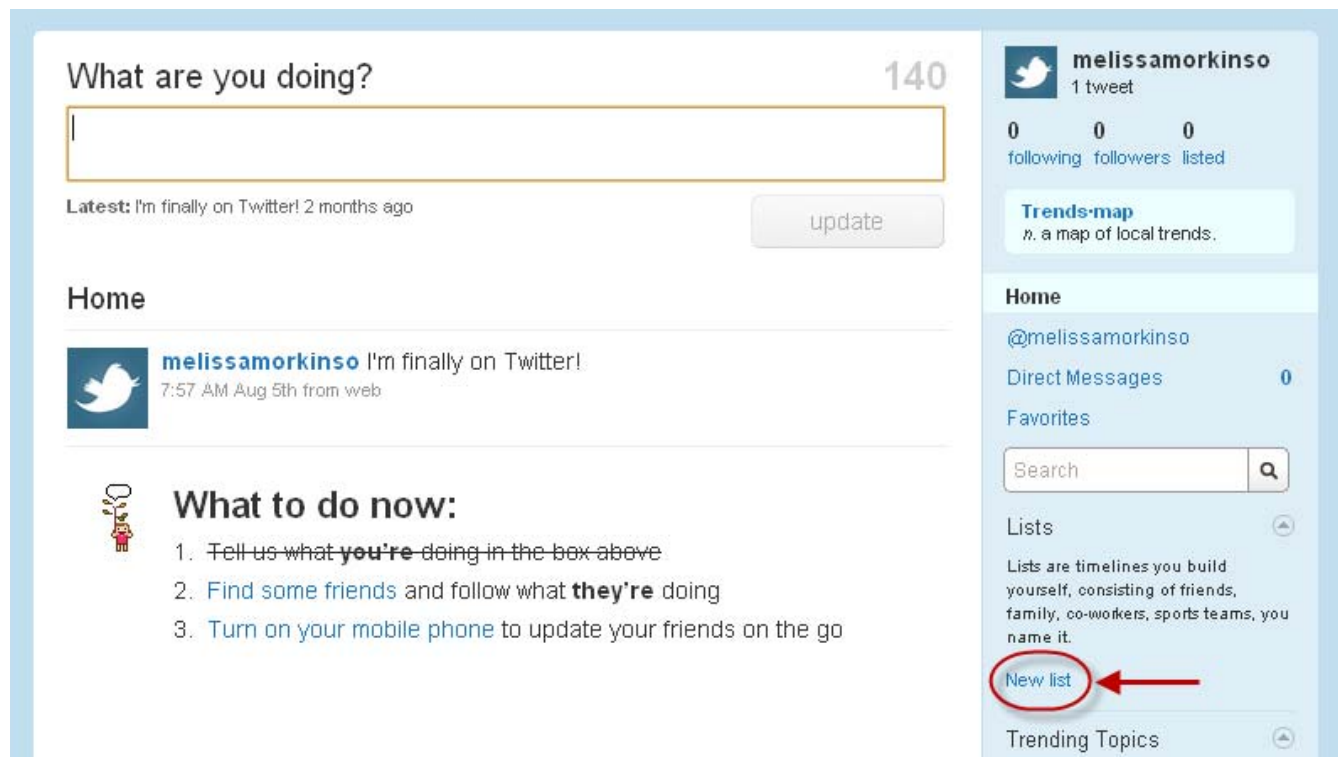
Choose whether to make your list **public** or **private**. Click on the **Create list** button when you're done.



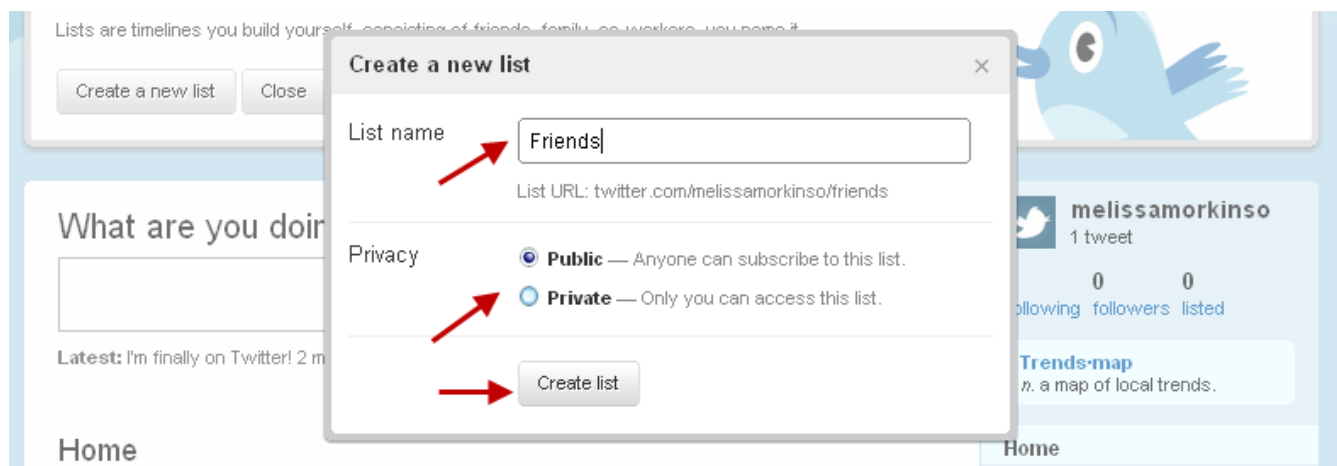
Creating a List via the Right Panel

Go to <http://twitter.com/> and sign in to your account.

Click on the **New list** link located at the right panel of your homepage.



Enter a name for your list in the **List name** box, choose whether to make your list public or private, then click on the **Create list** button when you're done.



Note: You can create as many lists as you like.

Adding People to Your List

When you've successfully created a list, you will be brought to your newly-created list's page such as shown in the screenshot below.



HomeProfileFind PeopleSettingsHelpSign out

New! Lists. A great way to organize the people you follow and discover new and interesting accounts. (BETA)

Lists are timelines you build yourself, consisting of friends, family, co-workers, you name it.

Create a new listClose

Check out our [Twitter Team list](#) »

What are you doing?

140

Latest: I'm finally on Twitter! 2 months ago

update

@melissamorkinso/friends

Following: 0Followers: 0

View list page »

Find people to add to your list:

search

Search for a username, first or last name, business or brand.
You can also add people from your [Following](#) page or anyone's profile page.

**melissamorkinso**
1 tweet

000
followingfollowerslisted

Twitter Counter
a fun way to explore your social graph.

Home
@melissamorkinso
Direct Messages0
Favorites
Search
Lists
@melissamorkinso/friends
New listView all

You can use the search box to find people to add to your list. The following screenshots show a search for “john” producing multiple results.

@melissamorkinso/friends

Following: 0

View list page »

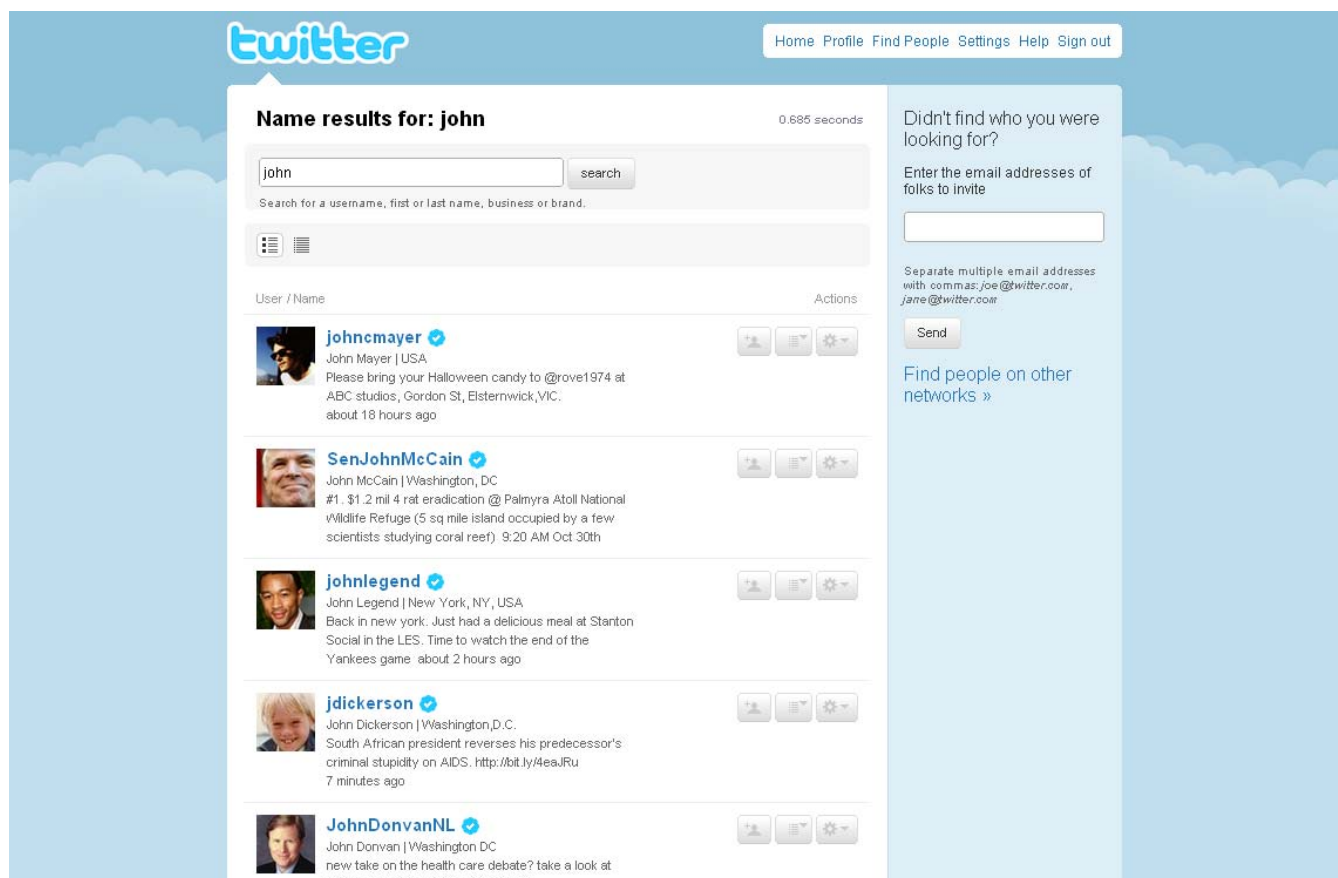
Find people to add to your list:

john

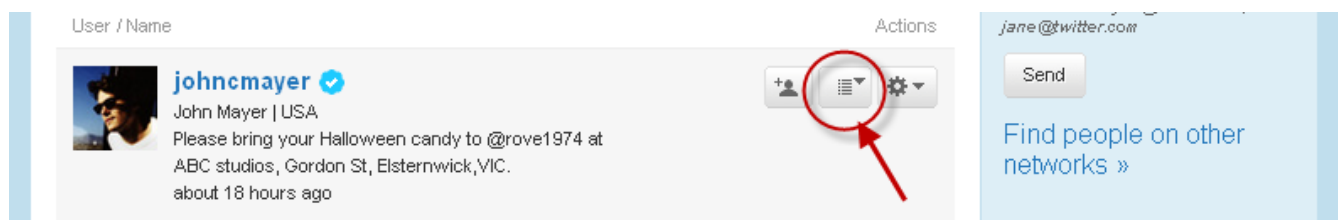
search

Search for a username, first or last name, business or brand.
You can also add people from your [Following](#) page or anyone's profile page.

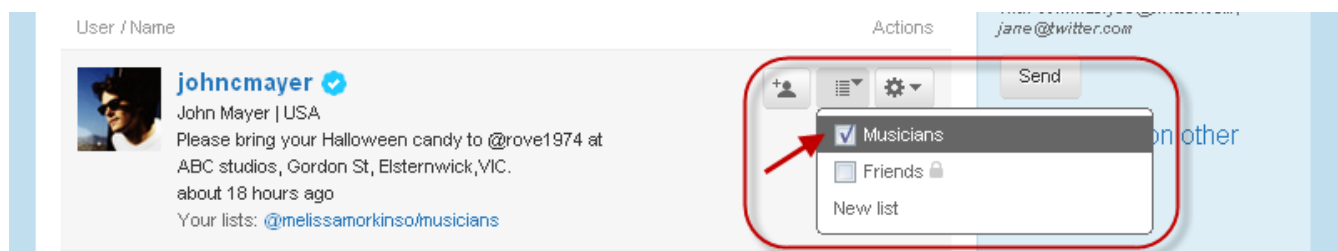
Home
@melissamorkinso
Direct Messages0
Favorites
Search
Lists



To add somebody to your list, click on the **Manage Lists** button that corresponds that particular person...



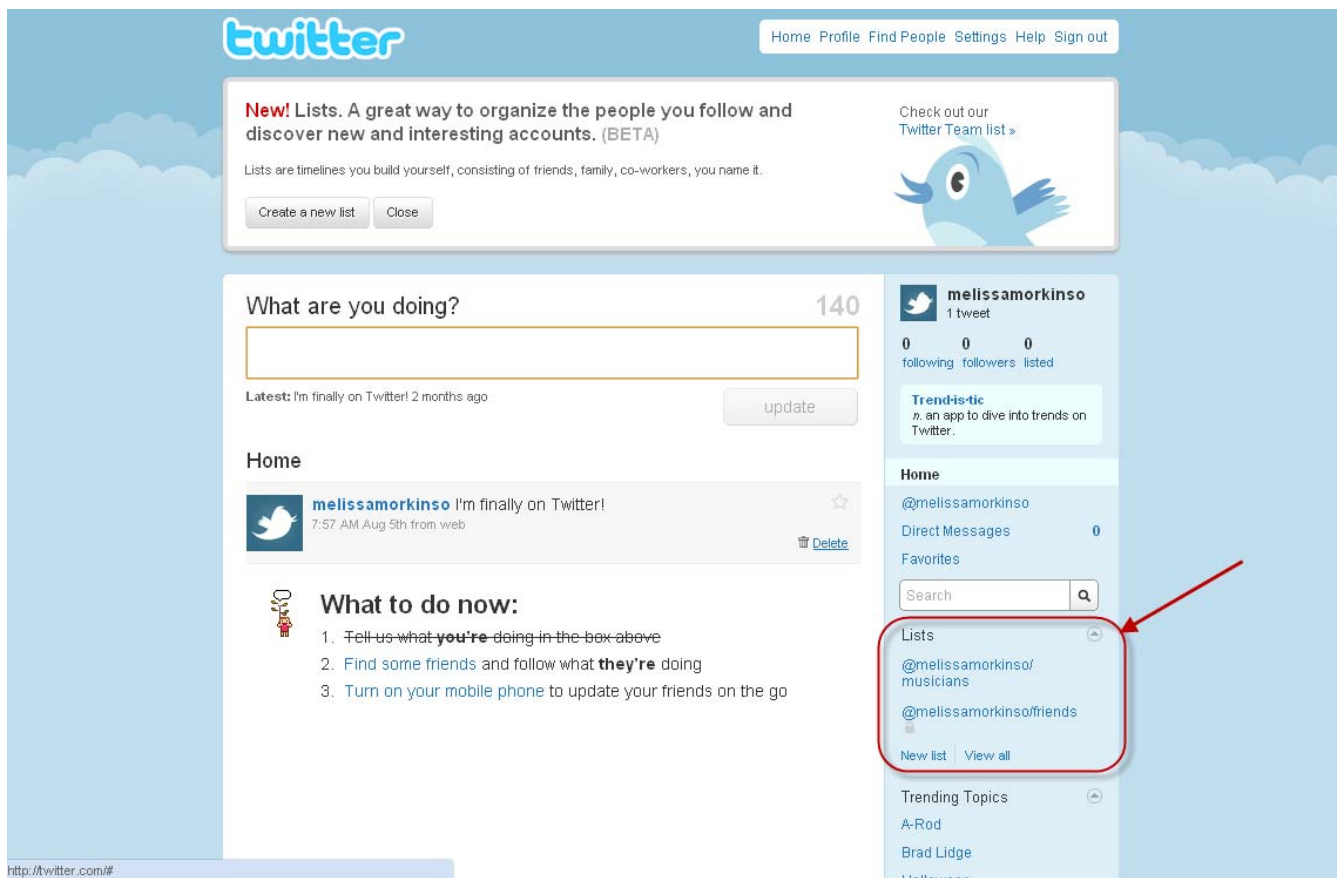
...and click on the list where you want to add the person to.



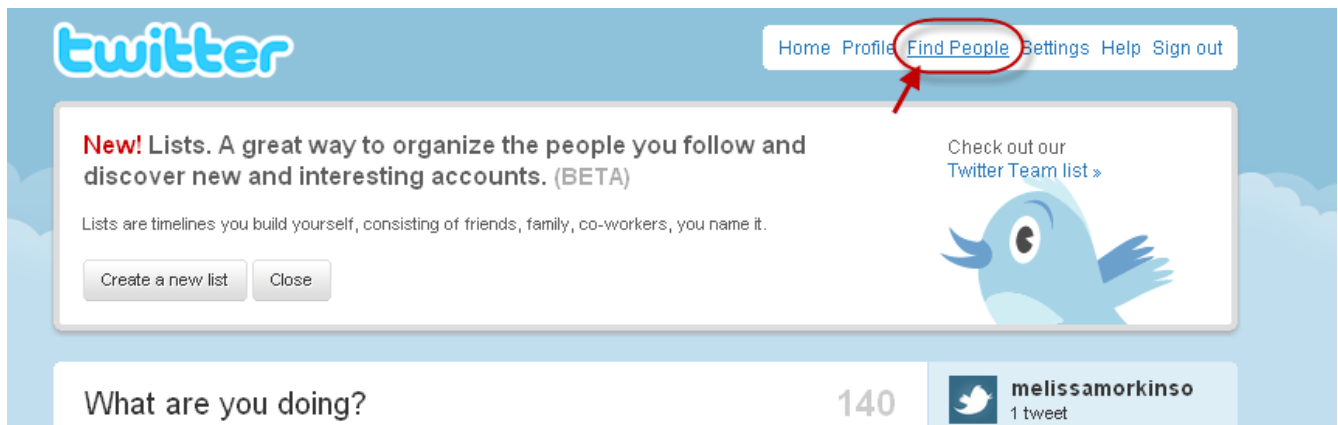
Once you've done that, you'll be able to see the person's tweets on your list.

The screenshot shows a Twitter profile page for user **melissamorkinso**. At the top, there is a text input field with the placeholder "What are you doing?" and a character count of 140. Below this is a "Latest" status: "I'm finally on Twitter! 2 months ago" with an "update" button. The profile header shows the handle **@melissamorkinso/musicians** with "Following: 1" and "Followers: 0", and a "View list page" link. The main content area displays four tweets from **johncmayer**, all retweeted from Twittelator. The tweets are about Halloween candy and a rehearsal for Rove. The right sidebar contains navigation links: Home, @melissamorkinso, Direct Messages (0), Favorites, a search bar, Lists (with a link to the current list), and Trending Topics (listing A-Rod and Brad Lidge).

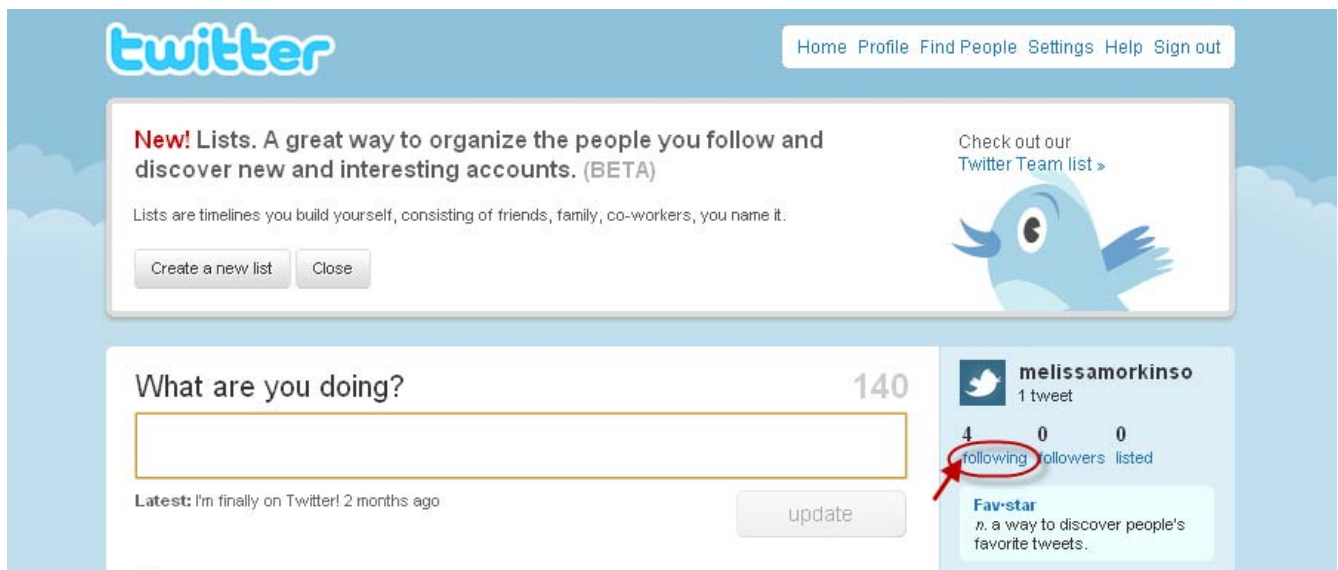
To view your lists, considering that you're already signed in to your account, simply click on the list that you want to view. You can find your lists at the right side/panel of your screen.



To search for more people, click on the **Find People** link at the top of the page.



You can also add people that you're already following to your list(s). To do so, simply click on the **following** link underneath your username.



Then, click on the Manage Lists button that corresponds to the user/person that you want to add to your list.



Then, click on the list where you want to add the person to.