

1 Day Twitter Guide
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Twitter Basics

- Twitter is a social media tool about connecting with people who have ideas and information you want or need. The more people you follow, the more people are likely to follow you and the more access you will have to information, conversations and people.
- Twitter is NOT just about telling people what you ate for lunch; It's about fast, word-of-mouth INFORMATION.
- Twitter is a tactic, a tool, not a strategy. It works if you already have an online following who'll view your Tweets as a way to interact with your company on a human level.
- Twitter is a SOCIAL tool, a communication method, so don't forget to be friendly and engage people.

Twitter Accounts

- Set up 2 accounts: give followers the option to read corporate tweets or not.
- (account 1) post material that is useful to your followers that does not come from your own site or blog.
- (account 2) share links to the "best of" from your site, blog and facebook discussion groups.

Messaging Tone

Remember, you are creating products for people rather than finding people for your products!

Listen first. Monitor what's being said about your brand, your industry, your products. How are ideas being communicated? Join the conversation and become part of the community. Then your occasional marketing messages will

be more likely to be accepted, or at least tolerated because you also add value to the community.

What have you learned so far about your company, brand and the conversations from your community?

Followers are earned on Twitter. Be interesting, make only every 10th Tweet about you and you'll gain and keep a following.

- Empower: help a person make good decisions, be empowered to live better lives and live up to their potential.
- Give someone the tools to take control (or be better) in their work, relationships, health etc and you give them something powerful that they'll thank you for, pass on to others and keep coming back for more of.
- 'Make them famous': Acknowledge your readers, promote other bloggers and give your readers a sense of worth and you'll create a space that people want to belong to.
- TasteMaker: Look at the popularity of gossip celebrity blogs - people who want to know within minutes of an announcement about the new phone or who was seen kissing who. Give your readers a sense of being among the first to know.
- Reinventing Oneself – Tweet links and quotes about human transformation and reinvention which trigger genuine emotional buy-in from your followers.

What to Tweet about:

- (3) about any new online blog entry or news article you found this week - include the link
- (3) links (and comment) to something in your industry
- (3) links to other things that you find of interest online
- Something of personal interest to you - no link - just an idea, comment or thought

Use <http://search.twitter.com/> to:

- Create a company #Hashtag and stick with it on all related tweets
- Find more keywords to expand your tweet reach - #beauty, #glamour, #skincare, #lifestyle etc.

- Choose at least 50-100 bloggers/ industry specialists to follow.
- See what they are “into” and choose accordingly.

Learn to:

- “Retweet” or RT.
- Send direct messages (@juliettepowell or DMjuliettepowell).
- Download tweetdeck.
- Customize the people you follow to your needs - create groups.
- Follow those who follow you, if they are of interest.
- Tweet and Retweet at least 3 items a day for a week.
- Find 20 more people a day to follow for a week.
- Go to MrTweet and see tailored recommendations for people you should follow.

Get To Know Your Community: Track Trends

- Google Trend: gtrend (<http://twitter.com/gtrend>)
It updates users on the most recent trends within Google Search. Follow this account to know about trends across the wider web. No, this doesn't track Twitter trends, but it's a great way to compare trends.
- Twitter Trends: <http://mashable.com/2009/04/04/twitter-trends/>
Twitter is a great place to track emerging trends. When major events or big stories occur, people tweet about it and it inevitably ends up at the top of Twitter Search as a top trend. This only scratches the surface of tracking Twitter trends.

There are a wide variety of web applications, Twitter accounts, and even iPhone apps that can help people do everything from track popular #hashtags to graphing recent Twitter trends. As Twitter grows, this information will only become more useful for understanding what is popular at any given moment, or even what was popular in the past.

A Few Web-based Twitter Tracking Applications

1. Twist: If you prefer visual interfaces, Twist provides a graphical interface to see trends and keywords on Twitter. It not only lists out the hot trends over the last few hours, days, and week, but it provides embeddable charts and the ability to compare trends.
2. Monitter: Monitter is one of the best ways to track trends in real-time. Type in keywords and it will automatically update with the most recent tweets containing those terms. Add or remove columns to give you the right amount of information.
3. Hashtags.org: The popular webpage on Twitter hashtags also provides graphs on hashtag use just by hovering over the hashtag. There are also pages that show the most popular and newest hashtags.

[Social Media and Corporate Culture](#)

The key message for corporate leaders seeking to harness the benefits of social media is that simply deploying the software is not enough. The challenge is to ensure that the company's corporate culture is infused with values of openness and transparency. The commitment is to offer ongoing value and authenticity to your growing community and to their extended networks.

For additional information on strategic planning and implementation, tactical training for employees, extended community workshops as well as Social Media engagement and best practices programs, please contact:

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Book: *33 Million People in the Room* (Financial Times Press, Feb. 2009)

"The network value of reading this book is to increase your net value multifold.

- Robert Kaplan, Harvard Business School; Co-author of The Balanced Score Card.