

Agenda

- Twitter overview
- How Businesses Use Twitter
- Growing your followers
- Effective messaging
- Using 3rd party tools
- Measuring success through analytics
- Q & A



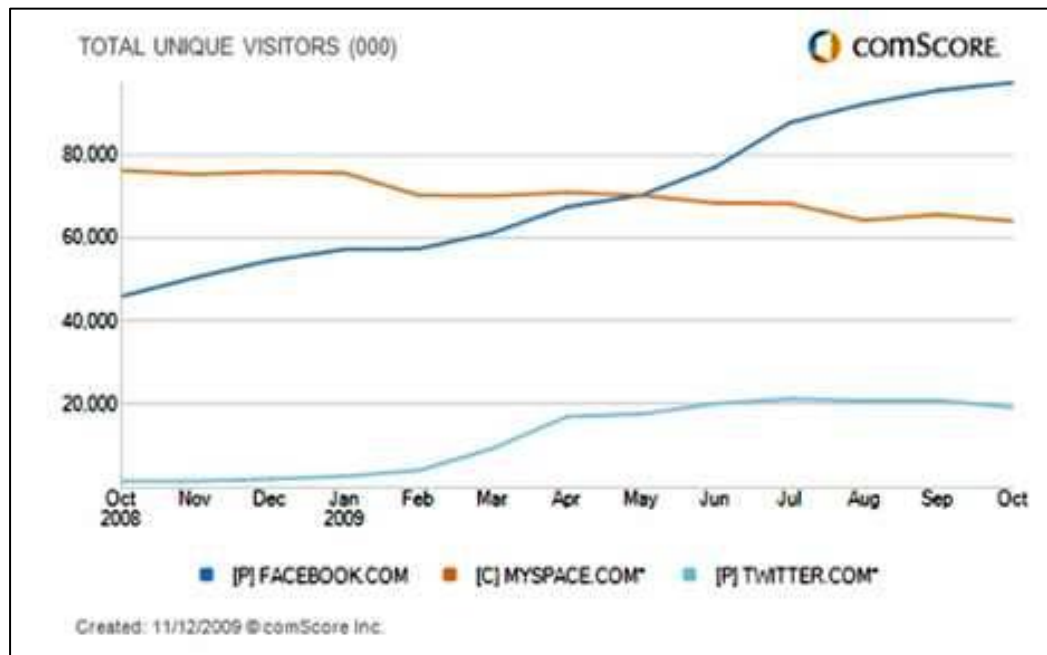
Twitter Basics

- Fastest growing **micro-blog**
- “What are ***you*** doing?”
- Reach far beyond your circle of friends
- Quick and easy messaging platform



Twitter Basics

- 18+ million users
- Rapid adoption in 2009
- Mobile, API & apps still driving growth



Twitter Purpose

Twitter pages connect *users* with *brands, products and organizations* that they enjoy.



Twitter Basics

“Twitter lets me hear from a lot of people in a very short period of time.”

- Robert Scoble


Twitter is a way to receive updates from many sources in a simple, consolidated manner.


Headline News

Short, headline based messaging





The Twitter Feed


 **NBA:** Bayless misses jumper at buzzer after CP3 (24 pts,12 ast) hits J w/3.8 to go . @Hornetsdotcom gets W over @PDXTrailBlazers 98-97
about 3 hours ago from *TweetDeck* · [Reply](#) · [View Tweet](#)

 **PurpleWave2010:** First tournament is next weekend Saturday, June 12th in Richmond, Kentucky. Go to www.eteamz.com/purplewave1 for more information.
1 day ago from *web* · [Reply](#) · [View Tweet](#)

 Link to good NBC Nightly News feature on the the #USMNT Blog right here: <http://bit.ly/9GY4iO>
about 3 hours ago via *web*

 LA-Area followers: A very limited number of T-shirts are available at LA Live. Use the password, "Bean" to get yours.
about 23 hours ago via *web*

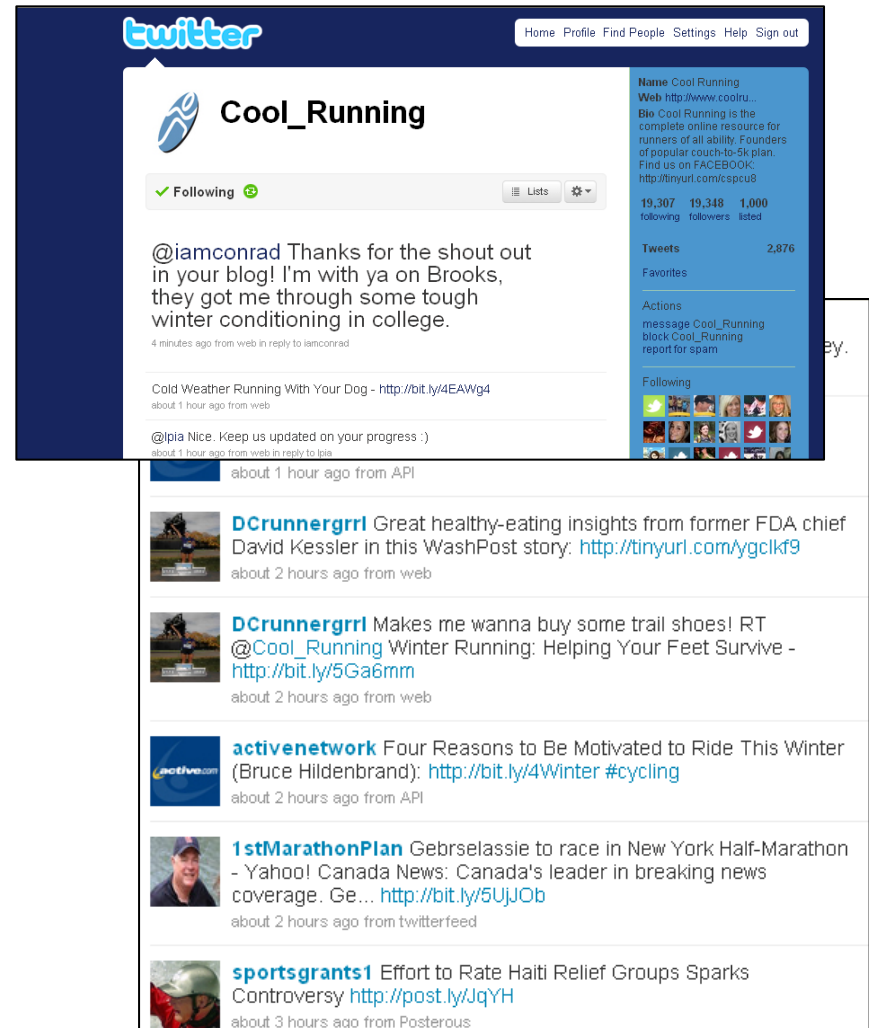
 Voting is open for the Kellogg's Frosted Flakes Youth Achievement Award. Visit the website and vote for Little... <http://bit.ly/dCPOvO>
8:48 AM Jun 1st via *Facebook*

 **SJMSFootball:** Sports Physicals For Next School Year Coming Soon!!!! ONLY CHANCE June 16!! Find out more at <http://www.eteamz.com/stonewall/>
about 7 hours ago from *web* · [Reply](#) · [View Tweet](#)

- Headline style messaging
- 140 character limit
- Links to more details
- Personal & consolidated view
- 100% opt-in
- Easy opt-out
- Rapid publishing platform allows for real-time information

The Twitter Feed

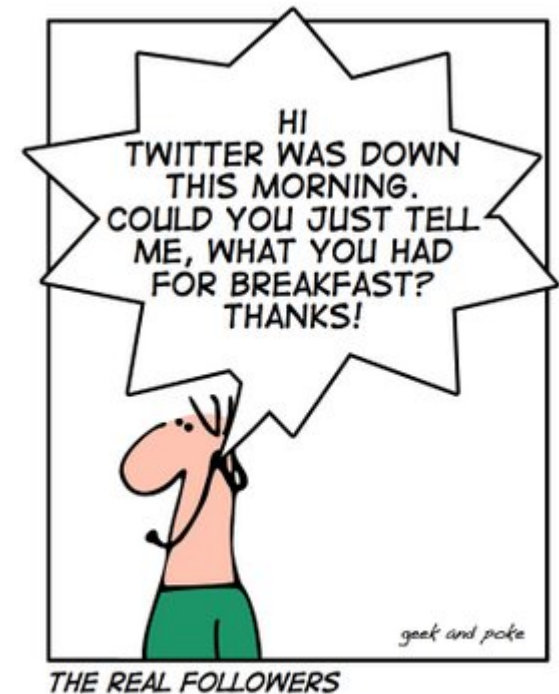
- 10% users create 90% tweets
- Content is King; scanned
- #hashtag - conversations around specific topics
- @replies - viewed publicly by mutual followers
- RT – users re-tweet to pass a post along to their followers
- Direct Messages – private messages between users



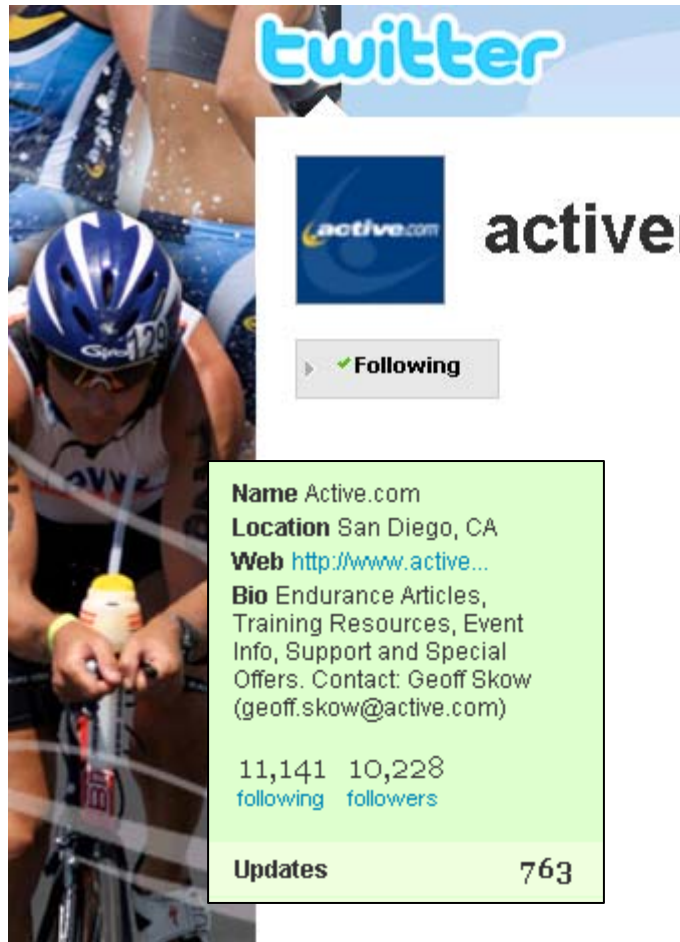
The image shows a screenshot of a Twitter profile page for the user 'Cool_Running'. The profile header includes the name 'Cool_Running', a bio, and statistics: 19,307 following, 19,348 followers, and 1,000 tweets. The main content area shows a tweet from @iamconrad: '@iamconrad Thanks for the shout out in your blog! I'm with ya on Brooks, they got me through some tough winter conditioning in college.' Below this are several retweets from other users, including DCrunnergrrrl, activenetwork, 1stMarathonPlan, and sportsgrants1, each with a small profile picture and a link to the original content.

How Businesses Use Twitter

- Active listening (social media monitoring)
- Real-time support
- Direct sales
- Customer relations
- Company news
- Requesting feedback



Active Listening



The image shows a Twitter profile for 'Active.com'. The profile picture is a blue square with the 'active.com' logo. The bio reads: 'Endurance Articles, Training Resources, Event Info, Support and Special Offers. Contact: Geoff Skow (geoff.skow@active.com)'. The follower count is 10,228 and the following count is 11,141. There are 763 updates. The background of the profile card shows a cyclist in a blue and white jersey.

Name Active.com
Location San Diego, CA
Web <http://www.active.com>
Bio Endurance Articles, Training Resources, Event Info, Support and Special Offers. Contact: Geoff Skow (geoff.skow@active.com)

11,141 following 10,228 followers

Updates 763



[lavamantri](#): Registration is now open for the Lavaman Keauhou Triathlon at www.active.com Race Date is September 13 2009

3 days ago from web · [Reply](#) · [View Tweet](#)



[allsugaredup](#): [@llibitz](#) check the **active.com** training plans. i have used them in the past and they are great

3 days ago from web · [Reply](#) · [View Tweet](#)



[lavamantri](#): New Website for Keauhou Triathlon almost done. www.lavamantriathlon/keauhou. Sign up at **active.com**

3 days ago from web · [Reply](#) · [View Tweet](#)



[CatalinaEllis](#): <http://www.active.com/donate/ocrf09/TaraLinney>

3 days ago from web · [Reply](#) · [View Tweet](#)



[run4kids](#): OK guys. I am not giving up: I have just revamped our sponsorship page <http://www.active.com/donate/TeamNYRotary/run4kids>. more later

3 days ago from web · [Reply](#) · [View Tweet](#)



[cnaks](#): [@SVMBLLS](#) Can you send the link for the TNT run on July 18 please? I did a search on **active.com** but couldn't find it...

4 days ago from web · [Reply](#) · [View Tweet](#)

Active Listening



See what's happening — *right now.*

[Advanced Search](#)

Search

Trending topics: [#happybdayjaejoong](#) , [#nowplaying](#) , [#Translation](#) , [#WhatisLove](#) , [Happy Australia Day](#) , [Haiti](#) , [#etsbehonest](#) , [Murray](#) , [Nadal](#) , [#houghtsonthetoilet](#)

[Twitter Home](#) · [About Twitter Search](#) · [API](#) · [Install Search Plugin](#)

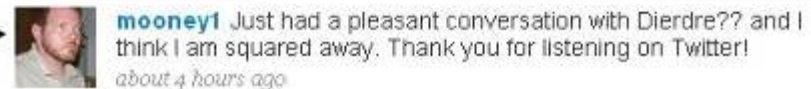
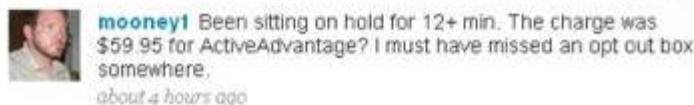
© 2010 Twitter, Inc.

<http://search.twitter.com>

Real-time Support



Direct messages you've sent



Real-time Support



Hi! My name is Frank Eliason and I am a Senior Director of National Customer Service Operations for Comcast. One of my teams, the Digital Care Team assists Customers throughout the web.

Have Feedback or Need Help?

Email us at:
We_Can_Help@cable.comcast.com

Useful Comcast Links

www.Comcast.com
www.Comcast.net

Comcast Blog

www.comcastvoices.com

Help and Support

help.Comcast.net
forums.Comcast.net

What's on?

tvplanner.comcast.net
www.fanecast.com

Personal Information

My Family Website
www.eliasonfamily.info

My Blog

www.timetobefrank.com

Other Comcasters on Twitter



comcastcares



✓ Following

Lists



@chrisjupin I have it now, it will happen when channels above 30 convert to all digital. That will free up the necessary bandwidth

about 2 hours ago from web in reply to chrisjupin

@schuetterize Me too! That is why I emailed them. I know where to create the right pressure

about 2 hours ago from web in reply to schuetterize

@jamesarosen Email us the details
We_Can_Help@cable.comcast.com

about 2 hours ago from web in reply to jamesarosen

@stevenbristol @jamesarosen How can we help?

about 2 hours ago from web in reply to stevenbristol

Name Frank Eliason
Location Philadelphia, PA
Web <http://www.comcas...>
Bio Senior Director, Comcast National Customer Service
Email:
We_Can_Help@cable.comcast.com

37,579 following
37,538 followers
752 listed

Tweets **39,832**

Direct Sales

Dell Outlet

Outlet

Dell Outlet U.S. sells certified refurbished, scratch & dent and previously ordered new Dell Products at great prices.

Learn More at:
<http://dell.com/outlet>

For questions and comments
[@StefanieAtDell](https://twitter.com/StefanieAtDell)



Find other Dell twitter pages
<http://dell.com/twitter>

Find us on Facebook
<http://facebook.com/delloutlet>



DellOutlet

[Follow](#)

[Lists](#)

[Settings](#)

15% off any Dell Outlet Desktop!
Enter code at checkout:
4TVZ3LJC7P8RDP. Only at
<http://bit.ly/8ae5vg> exp 1/29

about 12 hours ago from CoTweet

15% off any Dell Outlet Laptop! Enter code at checkout:
N4GPFKF9JL\$MBW. Only at <http://bit.ly/8nN5vb> exp 1/29

about 12 hours ago from CoTweet

Coupons coming! Limit 2/custmer. Each exp. 1/29 or after the first 1,000 uses whichever is first. Online only. Coupon required at checkout.

about 12 hours ago from CoTweet

[@amimobenja](#) It is for the WIN7 upgrade program. See if you qualify: Win7 Eligibility - <https://win7.dell.com/Eligibility.aspx>

about 14 hours ago from CoTweet in reply to amimobenja



Name Dell Outlet
Location For USA customers
Web <http://Dell.com/O...>
Bio Refurbished Dell™ computers, electronics. Question/comment? Contact Stefanie Nelson at [@StefanieAtDell](https://twitter.com/StefanieAtDell). More Dell Twitter accounts at www.Dell.com/Twitter

25 following 1,583,240 followers 2,194 listed

Tweets 166

Direct Sales

Dell Outlet

Outlet

Dell Outlet U.S. sells certified refurbished, scratch & dent and previously ordered new Dell Products at great prices.

Learn More at:
<http://dell.com/outlet>

For questions and comments
@StefanieAtDell



Find other Dell twitter pages
<http://dell.com/twitter>

Find us on Facebook
<http://facebook.com/delloutlet>



DellOutlet

+ Follow

Lists ▾

Settings ▾

\$2 Million in incremental sales

15% off any Dell Outlet Laptop! Enter code at checkout: N4GPFKF9JL\$MBW. Only at <http://bit.ly/8nN5Vb> exp 1/29
about 12 hours ago from CoTweet

Coupons coming! Limit 2/custmer. Each exp. 1/29 or after the first 1,000 uses whichever is first. Online only. Coupon required at checkout.
about 12 hours ago from CoTweet

@amimobenja It is for the WIN7 upgrade program. See if you qualify: Win7 Eligibility - <https://win7.dell.com/Eligibility.aspx>
about 14 hours ago from CoTweet in reply to amimobenja



Name Dell Outlet
Location For USA customers
Web <http://Dell.com/O...>
Bio Refurbished Dell™ computers, electronics. Question/comment? Contact Stefanie Nelson at @StefanieAtDell. More Dell Twitter accounts at www.Dell.com/Twitter

25 following 1,583,240 followers 2,194 listed

Tweets 166

Customer Relations



CITIES SERVED: 68
DAILY DEPARTURES: 3,100+
HEADQUARTERS: Dallas, Texas
EMPLOYEES: 35,000+

CONNECT WITH SWA ELSEWHERE:

- Official Homepage
southwest.com
- Company Blog
blogsouthwest.com
- Social Networking Sites

[facebook](#)
[flickr](#)
[Linked in](#)
[You Tube](#)

MOST RECENT RECOGNITIONS:

- "Most Admired Airline"
-FORTUNE magazine, 2008
- "Best Airfare Prices"
-SmarterTravel, 2008
- "Friendliest Airline"
-TIME.com, 2008
- "Best Overall U.S. Airline"
-Frost & Sullivan, 2008
- "Best Domestic Airline"
-Travel Weekly, 2007



+ Follow Lists Settings

Congrats to @aggiedrew04 - one of our Flight Attendants selected to star in the latest round of SWA ads! Grab your stage makeup, it's on!

about 7 hours ago from Echofon

@RivetGallery I'm not sure of what situation you are referring to, but please DM me if you need assistance.

about 12 hours ago from CoTweet in reply to RivetGallery

@WhitneyE oh snap a picture please! #SLC

about 14 hours ago from CoTweet in reply to WhitneyE

Hey #LGA & #ISP travelers - check southwest.com for flight status. Weather and ATC delays causing some cxl'd flights. #NYC #Southwest

about 16 hours ago from Tweetie

Did you know today is National FUN at Work Day? I have the silly string on my backpack to prove it: <http://twitpic.com/zpof8>



Name Southwest Airlines
Location Dallas, Texas
Web <http://www.southw...>
Bio The LUV Airline! Airplanes can't type so @ChristiDay and @Brandy_King are piloting the Twitterverse!

9,039 following **1,026,497** followers **3,401** listed

Tweets 239

Company News



For customer service

@VerizonSupport @VZWSupport

To keep up on FiOS

verizon.com/athomeblog

For tips & insight on FiOS TV

@FIOS TV

To learn more about jobs at VZ

@VerizonCareers

For Verizon deals, products

@VZWOffers @VZOffers



Alberto Canal

^AC | Corp Reputation



John Czwartacki

^CZ | Verizon



Deidre Hart

^DH | TV Apps



Bobbi Henson



Verizon

+ Follow

Lists

Settings

Pittsburgh Man Wins a 'Mancave Makeover' from Verizon FiOS:

<http://bit.ly/7rsdw8>

about 14 hours ago from web

Verizon Foundation/Verizon employee support of Haiti relief efforts tops \$1 million in money pledged. <http://bit.ly/5rGOBK>

about 15 hours ago from CoTweet

Paying/viewing bills, adjusting your services, etc. -- all made easy w/ the My Verizon portal. Sign up free here: <http://bit.ly/5HbkCR> ^BK

about 15 hours ago from CoTweet

#SMBs FREE webinar this Wed at 2 p.m. EST @smallbiztrends (Anita Campbell) discuss ways to secure credit. <http://bit.ly/eCg9G> ^EY

about 17 hours ago from CoTweet

RT @mashable What the Web of Tomorrow Will Look Like: 4 Big Trends to Watch <http://bit.ly/5vPJGJ>

about 17 hours ago from TweetMeme



Name Verizon

Location HQ

Web <http://www.verizo...>

Bio Official Tweets from a few Verizon voices. It's the network you live on that makes all the difference. Welcome!

394 following **5,300** followers **338** listed

Tweets 1,740

Requesting Feedback

SHARE.
VOTE.
DISCUSS.
SEE.

MyStarbucksIdea

+ Follow

Lists ▾

Settings ▾

@emiglio yes! check out the blog we posted just last week:
<http://bit.ly/8LxJmM>

about 9 hours ago from CoTweet in reply to emiglio

@StarbucksJobs - now on Twitter! <http://bit.ly/7JvFHx>

about 16 hours ago from CoTweet

@Gyldenege We agree! You receive a \$.10 discount when you bring your own mug.

7:35 PM Jan 22nd from CoTweet in reply to Gyldenege

A blog about how we are putting one of the top all-time ideas on MyStarbucksIdea in action- Recycling. <http://bit.ly/8LxJmM>

2:33 PM Jan 22nd from CoTweet

Here are 6 lunch options for <400 calories. I had the Chicken Santa Fe for lunch yesterday and will do the same today

<http://bit.ly/6DS3Mn>

1:04 PM Jan 21st from CoTweet



Name	My Starbucks Idea		
Location	Seattle, WA		
Web	http://www.mystar...		
Bio	MyStarbucksIdea Tweets from Anali.		
10,589	11,078	324	
following	followers	listed	
Tweets	1,133		



Growing Your Followers

“A single voice can have as much power and relevance on the web as an entire media network.”
- Ashton Kutcher

You should put as much time into building your followers as you do distributing content.

Growing Your Followers

- Follow followers of similar accounts
- Automated follow tools
- Email
- Promote heavily on your website & homepage
- Run contests to drive users to social media channels
- Submit yourself to Twitter directories
- Promote in traditional media (newspaper, TV, radio, PR)



Effective Messaging

“You are what you Tweet.”
- Unknown

Be brief, be brilliant and be gone.

Effective Messaging

- Be short and to the point
- Link users to more info
- Your messaging is creating your social brand
- Frequency of posting depends on audience
- “Top 10” lists & how to’s are popular
- You have only a second to get their attention

Which one of these five heart smart foods is your favorite? Check it out:

<http://bit.ly/8oEMD7>

about 12 hours ago from API

6 Ways to Fight Fat:

<http://bit.ly/4znlQE>

about 22 hours ago from API

Retweeted by 2 people

Messaging Tips & Tricks

- Make your organization seem human.
- Ask questions & promote interaction.
- Have more than one person posting. Different styles can keep your content interesting.
- If you don't have anything to say about yourself, talk about the industry in general or even others in the space.
- Provide insight into your organization. Participants are curious.
- Take one-on-one discussions private after the initial contact.
- Always keep in mind that everything you post is on permanent record.
- Don't force a post. If you don't have anything to say right now, skip it.
- Beware of bragging too much or being overly defensive to criticism.

Using 3rd Party **Tools**

- Automating listening
- URL shortening
- Scheduled posting
- Lead generation & competitive research

Twitter Tools – Automated Listening

Desktop application for managing searches & tweets



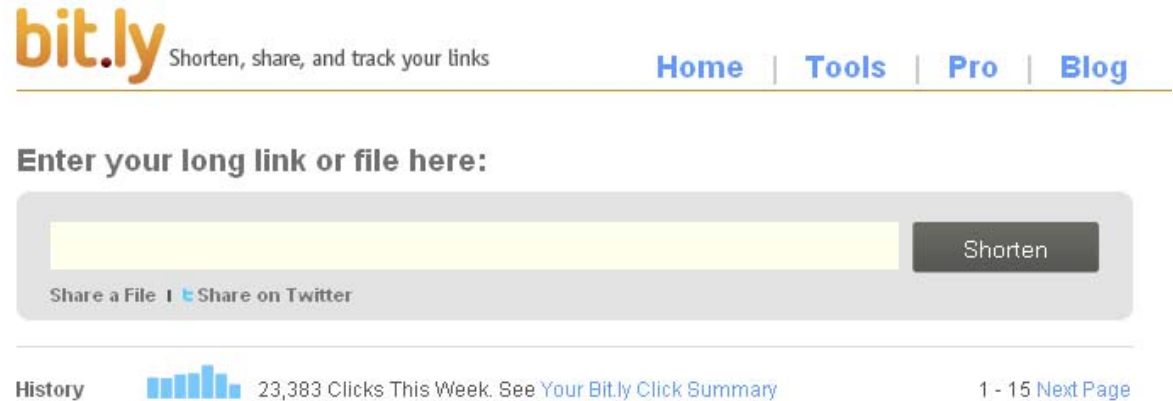
- Save Searches
- Organize conversations
- Manage mult. accounts
- Follow lists
- Access on the go
- Free



Twitter Tools – URL Shortening

Shorten long URLs to help with character limits

- Allows you to add tracking tags
- Protects URLs when shared
- Free services



The screenshot shows the bit.ly website. At the top left is the bit.ly logo with the tagline "Shorten, share, and track your links". To the right are navigation links for "Home", "Tools", "Pro", and "Blog". Below the navigation is a form titled "Enter your long link or file here:" with a large yellow input field and a "Shorten" button. Under the input field are links for "Share a File" and "Share on Twitter". At the bottom of the screenshot, there is a "History" section with a bar chart and the text "23,383 Clicks This Week. See Your Bit.ly Click Summary" and a "1 - 15 Next Page" link.



[Description](#) [Instructions](#) [Technical](#) [Contact](#)

Compress That Address!

Twitter Tools – Scheduled Posting

Schedule posts & monitoring digests

- “Plan, set, forget”
- Keyword alerts
- Auto DM’s on Follow
- Follow/Unfollow rules
- Dual post to FB
- Free



Update Text:


[Shorten URLs](#)

0 characters entered.

Save As Draft: Save this update text as a draft that can be reused later.

Publish When: Publish right now (will be published within 60 seconds)
 Publish hour(s) from now

Or publish at this exact time:

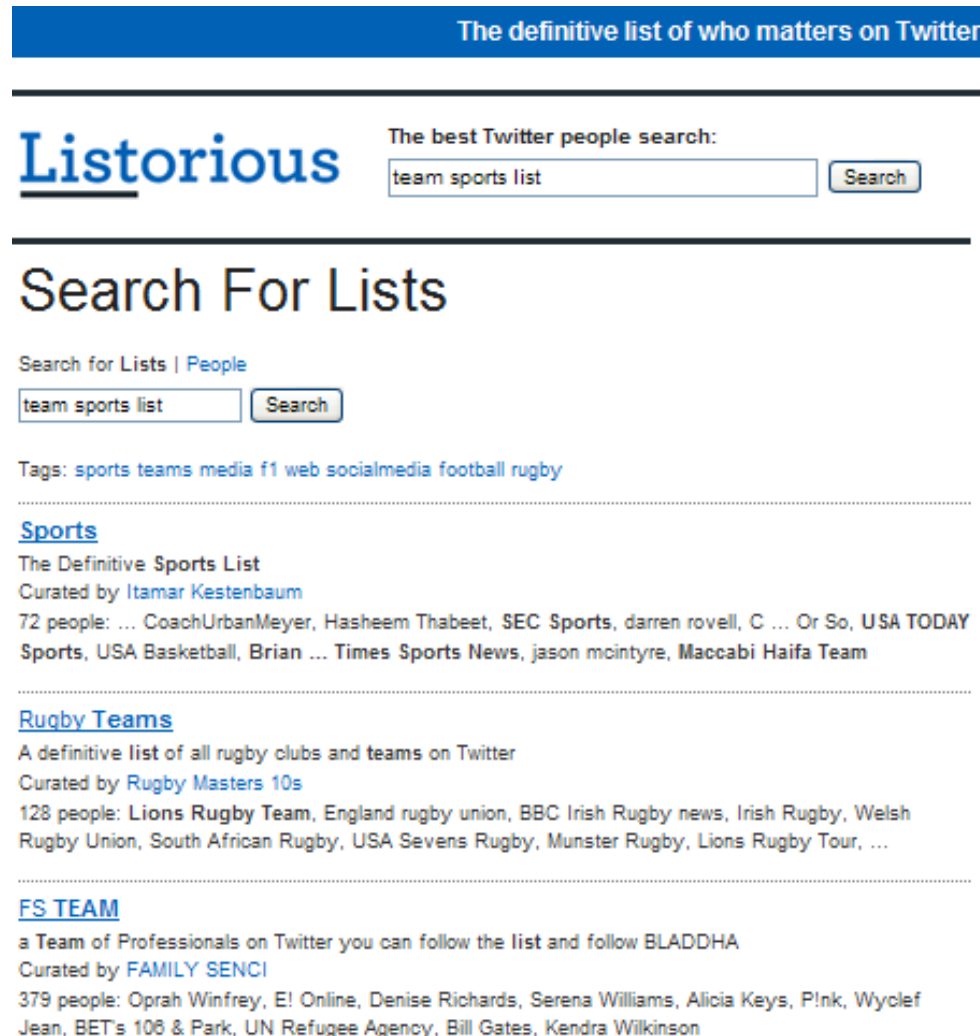


mm/dd/yyyy hh:mm am/pm - [Change your date format](#)

Twitter Tools – Lead Generation

Curated collection
of Twitter lists

- Grouping
- Following
- Discovering
- Free



The definitive list of who matters on Twitter

Listorious The best Twitter people search:
team sports list

Search For Lists

Search for Lists | [People](#)

Tags: [sports](#) [teams](#) [media](#) [f1](#) [web](#) [socialmedia](#) [football](#) [rugby](#)

[Sports](#)

The Definitive Sports List
Curated by [Itamar Kestenbaum](#)
72 people: ... [CoachUrbanMeyer](#), [Hasheem Thabeet](#), [SEC Sports](#), [darren rovell](#), [C ... Or So](#), [USA TODAY Sports](#), [USA Basketball](#), [Brian ... Times Sports News](#), [jason mcintyre](#), [Maccabi Haifa Team](#)

[Rugby Teams](#)

A definitive list of all rugby clubs and teams on Twitter
Curated by [Rugby Masters 10s](#)
128 people: [Lions Rugby Team](#), [England rugby union](#), [BBC Irish Rugby news](#), [Irish Rugby](#), [Welsh Rugby Union](#), [South African Rugby](#), [USA Sevens Rugby](#), [Munster Rugby](#), [Lions Rugby Tour](#), ...

[FS TEAM](#)

a Team of Professionals on Twitter you can follow the list and follow [BLADDHA](#)
Curated by [FAMILY SENCI](#)
379 people: [Oprah Winfrey](#), [E! Online](#), [Denise Richards](#), [Serena Williams](#), [Alicia Keys](#), [P!nk](#), [Wyclef Jean](#), [BET's 106 & Park](#), [UN Refugee Agency](#), [Bill Gates](#), [Kendra Wilkinson](#)

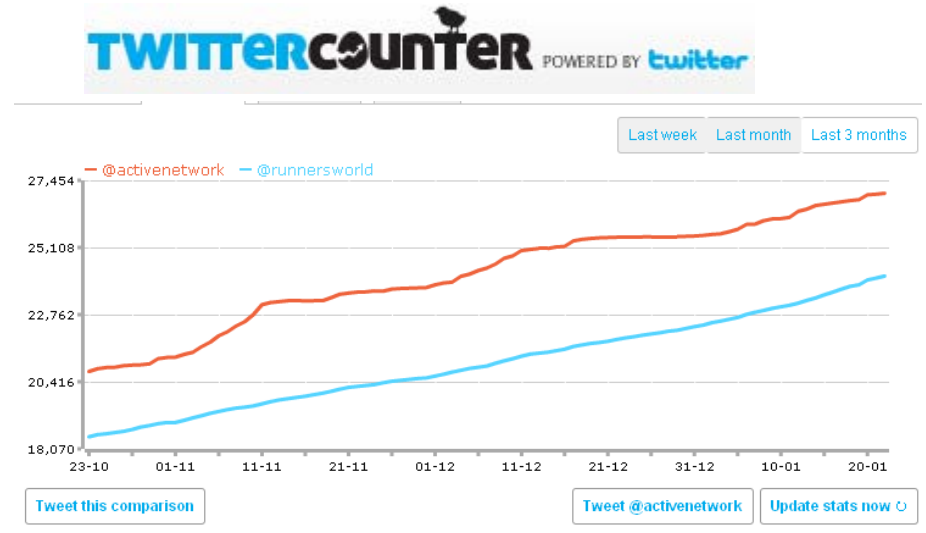
Measuring Success Through Analytics

- Unlike Facebook, no real analytics in Twitter
- A few 3rd party tools available
- Base stats:
 - Followers
 - Clicks
- Internal tracking links via URL shorteners

Twitter Tools – Analytics

Track user link popularity and account growth

- Measure
- Benchmark
- Report
- Analyze
- Custom links



The screenshot shows the bit.ly website interface. The header includes the bit.ly logo and the tagline "Shorten, share, and track your links". Navigation links for Home, Tools, Pro, and Blog are visible. The main content area features a form titled "Enter your long link or file here:" with a large text input field and a "Shorten" button. Below the input field, there are links for "Share a File" and "Share on Twitter". At the bottom, a "History" section displays a bar chart and the text "23,383 Clicks This Week. See Your Bit.ly Click Summary". A "1 - 15 Next Page" link is also present.

Questions



If you have additional questions, please Email them to:
eMarketing@ActiveNetwork.com

Thank you for attending

For more information about Online Registration & League Management software please contact us at ActiveSports@ActiveNetwork.com



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San Diego, CA 92121
888.543.7223

www.ActiveSports.com