



**Social Media
Breakfast**
Dallas



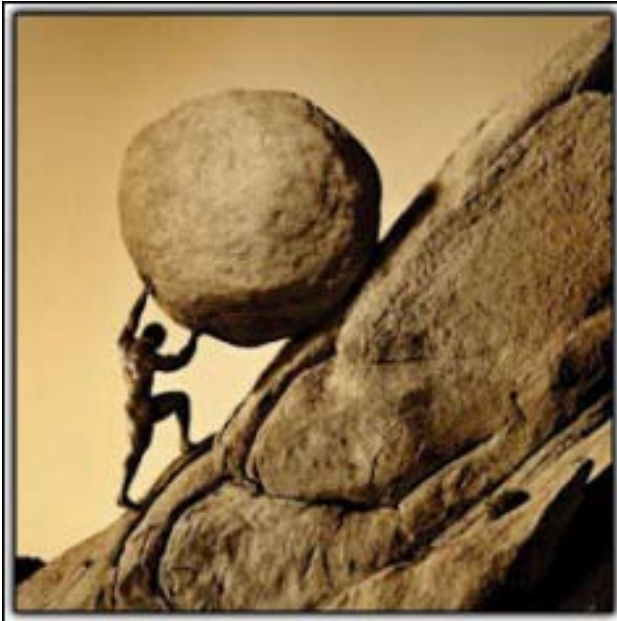
Twitter 101 for Business
Social Media Breakfast – Dallas
June 24 2010

Thomas Jackson

**Strategy without tactics is
the slowest route to victory.
Tactics without strategy is
the noise before defeat.**

- Sun Tzu

Traditional Marketing



**Sisyphus
Greek God
of Marketing**



TV Ads



eMail Blasts



Direct Mail



Telemarketing



Tradeshows

Why Social Media Marketing



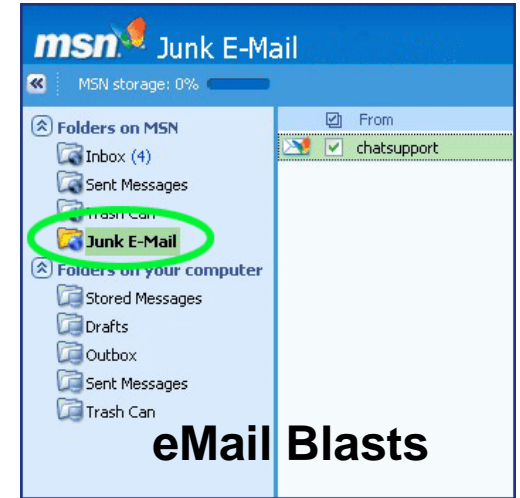
TV Ads



Direct Mail



Telemarketing



eMail Blasts



Tradeshows

What people think of Social Media



Getting Found is Getting Followed



To be 'Followed' you must 'Lead'

Define your 'Beacon'

- **Simple relevant and consistent message**
- **Simple single search term (SST)**
- **Simple theme: Educate, Entertain, Engage**

Community of Common Interest



User Noise



“Message”



Following



Information Problem: Social Media is Millions of People having Billions of conversations

Messaging Issue: Focus on what is important to develop a following...
“Community of Common Interest”

Social Media – “the numbers game”



5 People
10 Connections



Somewhere between
Metcalf's Law

Or is it
Reed's Law
Or
Sarnoff's Law

10 People
45 Connections



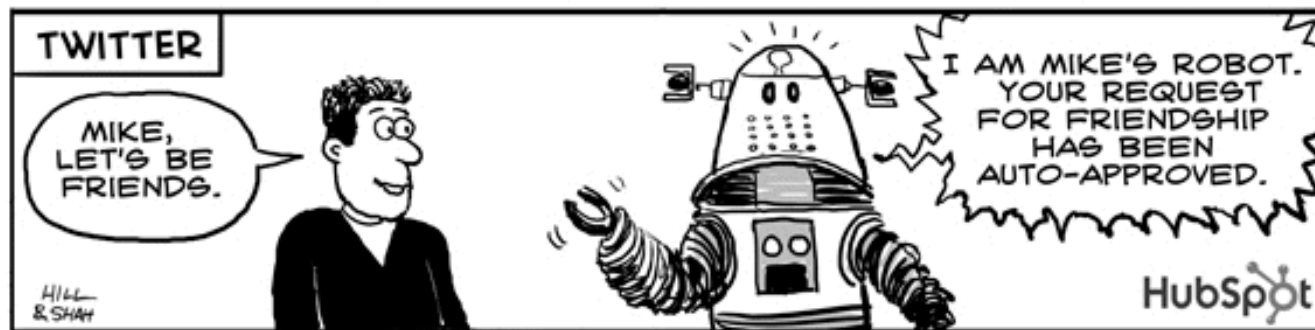
5 Social Media Traps



1. **Set up ALL social media links that contain the company logo and / or promote the company under a company officer's email address and password.**
 - **The person who sets it up under their g-mail account now owns the site – even when they are gone.**
2. **Define a Social Media HR policy**
 - **How to address access**
 - **Who clears what is said and how it is said**
3. **Social media only works when people can connect with other people. Social Media is transparent**
 - **If you only have two fans on Facebook and one is your key client. Your competitor can see that to.**
 - **If you lock down the security on your sites then no one will want to join. Remember “security through obscurity”**
4. **You will attract some ‘bad press’ – deserving or not.**
 - **Address it through postings and move on. Depending on the nature of the issue, reach out to the individual privately**
5. **Once you start do not stop**
 - **Social media is a living component of your business and must be updated regularly.**












Social Media Differences

MAKING FRIENDS IN SOCIAL MEDIA



Social Media Sites

* Can integrate Google Analytics

Site	Structure	Target	Focus	Search	Reach	Apps	RSS	Stats*
		Business Professionals (Relationships)	Individuals, Business emerging, Groups, sub-Groups	All registered users, limited indexing	2 nd thru 3 rd degree, Groups (key to contacting people)	Limited 3 rd party apps-SlideShare, Box.net, Blogs, 3-URLs+1-Twitter	No	Limited
		Individuals (Friends)	Individuals (Profiles), Business (Page) and Groups	All registered users, Fan Pages indexed	Followers, Groups	Integrated 3 rd party apps, (Twitter, blogs, links), Paid ads Media Rich!		FBML *, Fan Pages
		Individuals (Micro-blog / Followers)	Individuals	All registered users. Conversations Content	Followers, Favorites – via DMs and RTs	1000's of 3 rd party apps (API)		50+ Twitter apps
		Individuals	Individuals	By Categories, Tags, indexed	Followers / readers	Varies by blog, Wordpress.org supports few		Built in limited stats *



- A Social Marketing Strategy must include all four elements
- No one social media site is a silver bullet
- All social media sites provide some level of 'relationships'
- Other "social media sites provide utility; media (YouTube), photos (Flickr), social bookmarking (Reddit), geo-following (FourSquare)
- More and more social media sites link to one another – synergy



Social Media – Popular Sites



Facebook: >400 Million users

- 50% of users log in daily
- Average user has 100+ friends
- People spend 500 Billion min/month on Facebook
- 35 years and older is fastest growing demographic



Twitter: >100 Million users

- Adding 300K users per day
- >75% of Twitter traffic comes from external sites
- >600 Million search request per day



LinkedIn: >75 Million users

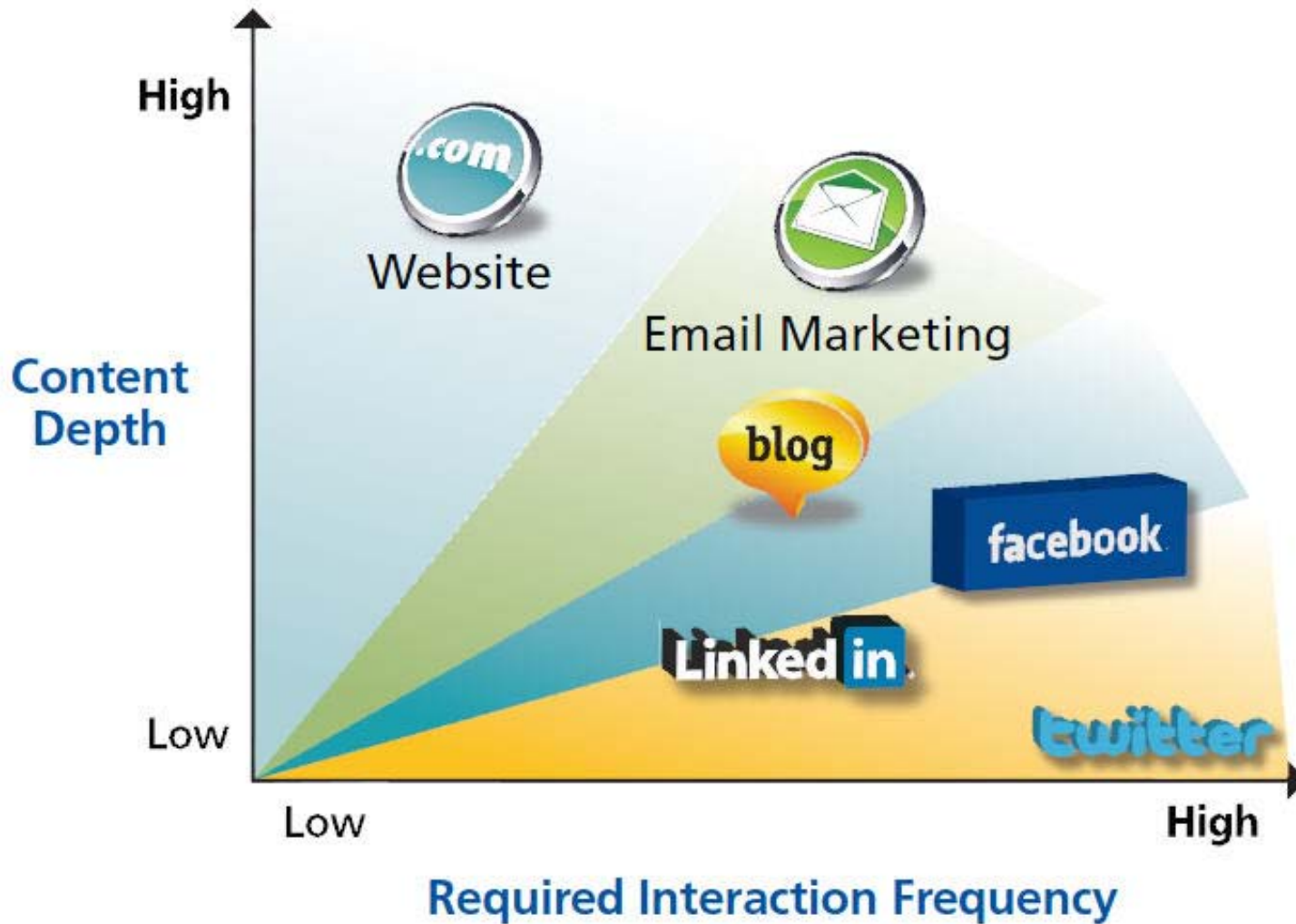
- 60% High Income users, \$100K +
- Incomes of \$200K to \$300K are 7X more likely to have over 150 connections
- Traffic Up 323% in one year



Blogs: >200 Million blogs

- 120,000 new blogs added a day

Social Media Interaction



Twitter – Getting Started

Go to <http://twitter.com>.

When you get to Twitter.com, you'll see this page:



The screenshot shows the Twitter homepage layout. At the top left is the Twitter logo, and at the top right is a language selection dropdown. Below the logo is a section titled "What is Twitter?" with three tabs: "What?", "Why?", and "How?". To the right of these tabs is a red button that says "Watch a video!". Below the tabs is a large graphic featuring a yellow bird on a branch and a list of tweets. Below the graphic is a paragraph of text describing Twitter as a service for friends, family, and co-workers. At the bottom left of this section is a green button that says "Join the conversation!". To the right of the main content is a sign-in form with fields for "user name or email address" and "password", a "Remember me" checkbox, and a "Sign In" button. Below the sign-in form is a link for "Forgot password?" and a green box with a link for "Already using Twitter from your phone?".

twitter Select Language ...

What is Twitter? What? Why? How? ▶ Watch a video!

Please sign in
user name or email address:
password:
 Remember me Sign In »
Forgot password? [Click here.](#)
Already using Twitter from your phone? [Click here.](#)

Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**

Get Started Now! Join the conversation!

Click the Join the conversation! Green Box

Twitter – Getting Started



The image shows the Twitter account creation page from 2008. The page has a light blue header with the Twitter logo. The main content area is white and contains the following fields and options:

- Create a Free Twitter Account**
- Username:** A text input field containing "bizdevtom". To its right, it says "Your URL: http://twitter.com/USERNAME" and "Username can only contain letters, numbers and '_'".
- Password:** A text input field with masked characters (dots). To its right, it says "6 characters or more (be tricky!)".
- Email Address:** A text input field. To its right, it says "In case you forget something".
- Humanness:** A CAPTCHA section showing two words, "kittens" and "vestibule", in a stylized font. Below the words is a text input field and a CAPTCHA logo with the text "CAPTCHA" and "also known as 'read DOTS!'".
- I want the inside scoop—please send me email updates!
- By clicking on "I accept" below, you confirm that you are over 13 years of age and accept the Terms of Service.
-

At the bottom of the page, there is a footer with the text: "© 2008 Twitter About Us Contact Blog Status Downloads API Search Help Jobs Terms Privacy".

Create a Username.

If you are using this twitter account for brand management for your business, I'd recommend using your domain name minus the dot com/net/etc. (ie. <http://twitter.com/salefish>)

If it's just for fun or personal use, use whatever you want as the username.

Add your email address, personal or business.

Type in the security code then click "I accept, Create my Account"

Twitter – Getting Started

twitter

1 2 3 skip >

Are your friends on Twitter?

We can check if anyone in your email contacts already has a Twitter account.

Search Web Email (Hotmail, Yahoo, Gmail, Etc.)

Your Email @ Gmail

Email Password

continue >

skip >

Email Security
We don't store your login, your password is submitted securely, and we don't email without your permission.

Start connecting!

As you can see by the picture below, Twitter asks for your email information. They state very clearly that they don't use or share your information anywhere:

twitter

✓ 2 3 skip >

38 people from your address book are using Twitter!

Select the people you'd like to start following.

continue >

Note:

If you're really concerned about spam, set up a new Gmail email account that's just for your twitter account.

I do get spam from social media.

twitter

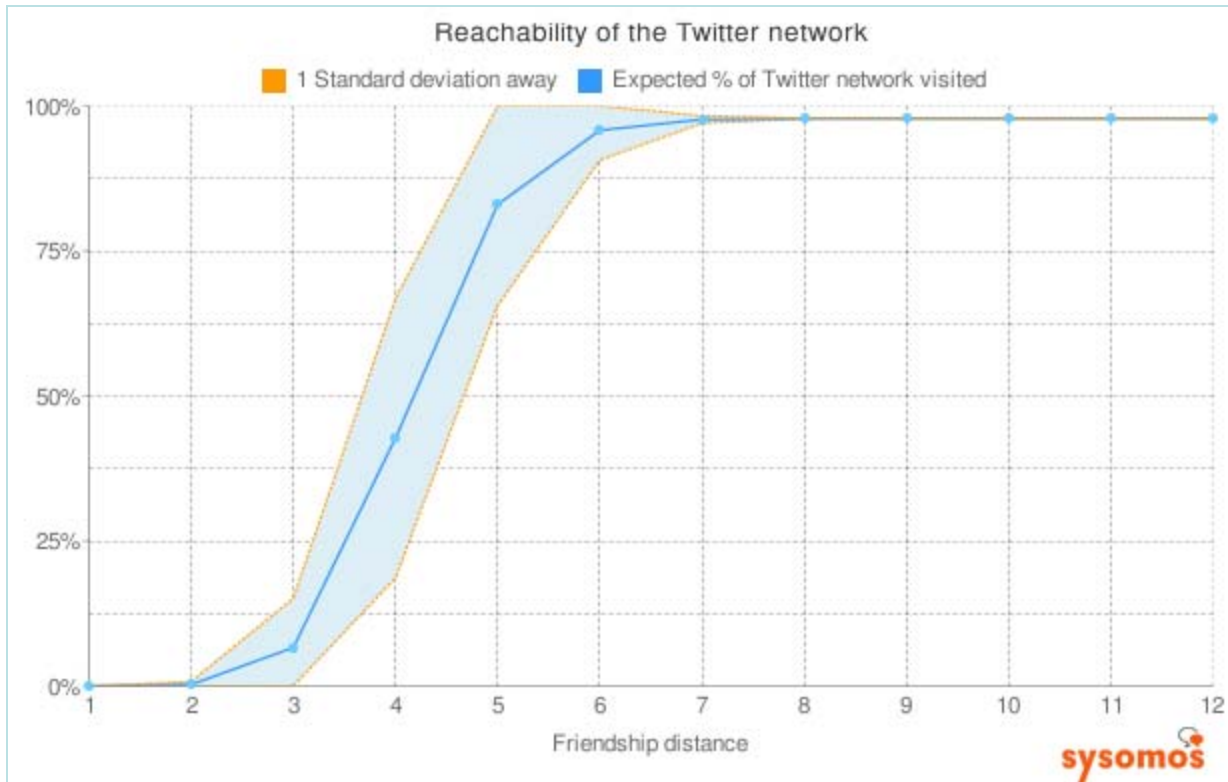
✓ ✓ 3 skip >

Add people to Twitter

These people are in your address book, but aren't on Twitter yet. We can send invites to the contacts you select below.

send invites

5 Degrees of Twitter



Here are our major findings of Sysomos (5.2B Twitter friendships, June 2010):

- The most common friendship distance is five steps. (The average distance is 4.67 steps)
- The second most common friendship distance is four steps.
- On average, about 50% of people on Twitter are only four steps away from each other, while nearly everyone is five steps away.
- After visiting an average of 3.32 people within the friend network, Twitter users can expect to find one of their followers!

When to Tweet – How many Tweets



Tweet at 10am and 2pm

Re-Tweet at 4pm

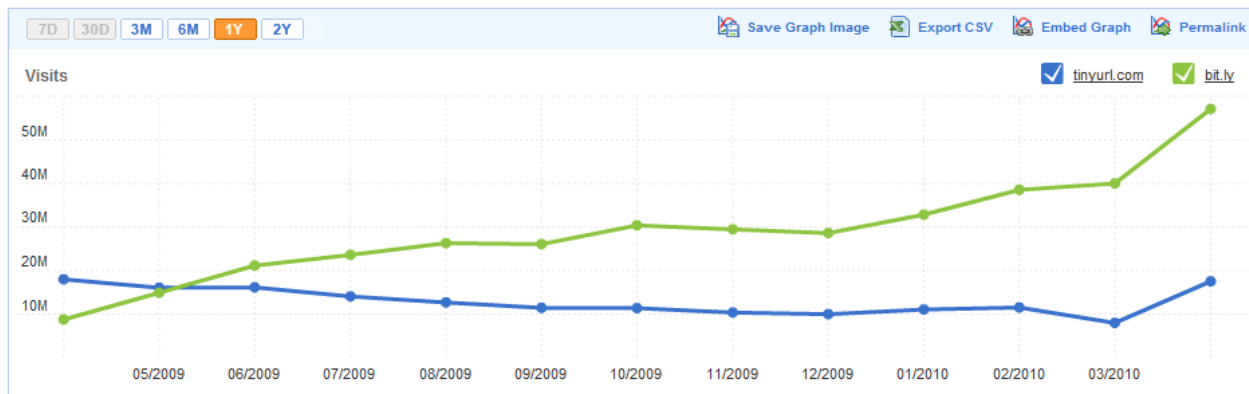
Less is more

URL Shortening

URL Shortening is critical to Tweeting. Most URLs that you will share are well over the 140 character limit set by Twitter.

Enter tinyurl.com and bit.ly. Most Twitter clients and utility that require URL shortening use bit.ly.

<http://www.weather.com/weather/today/McKinney+TX+75070?lswe=75070&lwsa=WeatherLocalUndeclared> = <http://bit.ly/af5bVJ>



Monthly Normalized Metrics / April 2010			
	Visits	Monthly Change	Yearly Change
tinyurl.com Uncategorized	17,538,894	+118.80%	-2.81%
Top Search Terms (613 Terms): tinyurl, tiny url, adult friend finder, tinyurl.com, tiny	Top Referral Sites (8,458 Sites): facebook.com, twitter.com, google.com, youtube.com, yahoo.com	Top Destination Sites (9,166 Sites): facebook.com, google.com, twitter.com, photobucket.com, youtube.com	Top Tags: ad-serving, marketer-interest
bit.ly Uncategorized	57,085,111	+42.74%	+552.54%
Top Search Terms (2,346 Terms): bit.ly, bitly, bit ly, url shortener, kampman	Top Referral Sites (20,721 Sites): facebook.com, twitter.com, google.com, yahoo.com, youtube.com	Top Destination Sites (24,861 Sites): facebook.com, twitter.com, google.com, youtube.com, blogspot.com	Top Tags: hobbies, interests

Twitter 101

What's happening?

140

Leave room for RT, use <120 characters

@: The @ symbol is a way of referring to another Twitter user. For example, @BizDevTom, means you're either sending a message to BizDevTom or you're talking about him in your message. Using @username in a tweet is also referred to as a Mention and is public.

RT (Retweets): RT stands for "ReTweet." To retweet someone's message is to share their tweet with your own Twitter followers. But always be sure to credit the original person who tweeted. (Via @username works well.) Rule of thumb is if you retweet, you can shorten the original tweet to fit the 140-character limit. But do not change the gist or meaning. Another way to address RT is to use <130-characters to provide room for retweets.

Reply (@username): Reply is when you respond to a tweet from a particular user. To reply to any given Twitter community member where it's placed in the public feed (everyone can see what you are saying) is called a Reply.

DM (Direct Message): Whereas replies are completely public, a direct message is a private message that you send through a discussion board. You can only send a direct message to someone that is following your account. Send a direct message by prefacing your tweet with "DM username."

(Hash Tags): Twitter messages don't have a field where you can categorize them. So hashtags were created, which is just the # symbol followed by a term describing or naming the topic. "This message is about #using twitter". If anybody searches twitter for #using, my tweet will show up as well as any other tweets using same hashtag.

bit.ly: To save space when tweeting a URL. Sites were created that will create a shorten URL string. One such site is bit.ly, there are others, that will shorten the URL without losing link information.

Twittequite

Twitter Do's

- **DO follow the Blogger Code of Ethics within all things social media: Be transparent in your reason Tweet (Let your followers know your about - Customer Service, Promotions, White Papers, etc)**
 - **Respect other Twitterers (Know when to participate and when to listen)**
 - **Think before you direct message (Will your direct message be seen as helpful or intrusive?)**
 - **Make sure your message directly relates to those you are reaching out to**
 - **Provide value to your followers (Whether it's free product or valuable advice, something that gives you credibility and reiterates the value you see in your followers)**

- **DO spread the word about your participation on Twitter - include your Twitter 'handle' in your email signature, send out your Twitter URL, <http://twitter.com/USERNAME> to co-workers, peers and even customers.**

Twittequite

Twitter Do's

- DO see what other businesses are doing on Twitter
- DO use Twitter search engines for keyword searches around brands, products and topic of interest.
- DO follow Twitterers with similar interests to establish a brand presence within conversation
- DO use Twitter to start a conversation
- DO be dedicated to Twitter. Having more than one employee on Twitter will ensure an ongoing company presence.
- DO ask questions and get feedback from your followers
- DO engage consumers in co-creation and get constructive insights for future company developments or publications

Twittequite

Twitter Don'ts

- **DON'T** use Twitter to push ads or brand messaging. Don't just Tweet but also follow others to join in or start a conversation.
- **DON'T** use Twitter to tell your everyday tasks, make sure your Tweets are resourceful, entertaining and/or valuable to your followers
- **DON'T** be boring!
- **DON'T** panic if you are “Twitter-Jacked“, where other Twitterers use your identity within their Twitter handles, instead contact the Twitterers and find out their reasoning before taking action (they could turn out to be your biggest fans)
- **DON'T REPEAT - DO NOT** Tweet anything about clients, co-workers, friends, etc. that you would not want them to see - this is a good way to burn bridges and lose customers (not to mention make a bad name for yourself)

Twitter Strategy

- Follow, Create, Engage

Follow

- **Find others who are Tweeting about topics or issues that will be covered at your event.**
- **Follow users who are discussing your brand or product - they're likely to be interested in your company's official point of view on the event and might be able to help you spread the word.**
 - **Customize an existing Twitter handle with an event-specific hashtag (#) for a set period of time or create a Twitter handle solely dedicated to that event. #votereport was used by people live-Tweeting from the polls**
- **As event approaches, use Search.Twitter or Hashtags.org see what other hashtags (#) are being used around the event you'll be attending. Use it in every tweet so that your content is easy to find by searchers.**

Twitter Strategy

- Follow, Create, Engage

Create

- Your handle will have its hey day during the actual period that the event is occurring. This is when others will be looking for coverage from the event, and you can provide a real service by providing on the ground reports in real time.
- Make sure your Tweets are meaningful - great articles, new statistics, or important announcements shared by speakers make for great Tweets. Eyewitness experiences that non-attendees would never know about are also high value. Give people information they can use themselves, or would care to share with others.
- Spoiler alerts! Remember that if you're live-Tweeting sporting competitions or other live events on tape delay not everyone is dying to know the final outcome. Consider including a "spoiler alert" warning if appropriate.

Twitter Strategy

- Follow, Create, Engage

Engage

- **Interacting with other Twitterers who are at or interested in the event is just as important as the live-Tweets that you put out. Tweet and search for other event related tweets to respond to.**
- **Ask your followers questions and answer theirs - there is real value in creating a community around your event coverage, especially since your brand is the reference point.**
- **Follow, interact and DM with influential Twitterers who are also interested in the event to help increase WOM (word of mouth).**
- **Other less visible Twitterers are still important. They may be more apt to engage multiple times during your event to help build participation and content.**
- **Be pro-active in organizing on the ground Tweet-Ups, where attendees come together to meet in real life to network with others with similar interest.**

Tom's Top Twitter Tools

Twitter Managing/Interfacing Client:

<http://www.tweetdeck.com>

<http://www.hootsuite.com>

Twitter Search Clients:

<http://www.tweetles.com>

<http://search.twitter.com/advanced>

<http://www.twellow.com>

Twitter Alerts/Analytic Clients:

<http://www.tweetbeep.com>

Twitter Post Scheduler Clients:

<http://www.tweet-u-later.com>

<http://www.socialoomph.com>

- with auto-DM

Twitter Pay for Clients

<http://www.twiping.com>

- target key words, auto follow, etc

Twitter Job Boards:

www.tweetmyjobs.com



Twitter Misc. Client:

<http://twtbizcard.com>

<http://bitly.com>

<http://www.tinyurl.com>

<http://decenturl.com>

Note:

- 1) Do not forget to Auto-Follow
- 2) Do not forget to DM with Thank You



Twitter 101

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