Twitter Bootcamp

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What will be covered?

- Introduction
  - What is Twitter
  - Where did the idea come from
  - What you can do with it
  - Distinctions from other forms of social media/networking
  - Various examples of how it can be used in a business

- Bootcamp
  - Sign up process
  - Tools to find conversations
  - Ways to find interesting people
  - Twitter clients and other advanced tools

What is Twitter?

- Social network estimated at 20 million active users worldwide, and growing exponentially.

- It asks the question of "What are you doing?"

- "Twittering" (or "Tweeting") is similar to blogging, but is typically much more frequent & concise. More like a single thought.

- As long as you can fit it into 140 characters, you can post whatever you want.

-

- Similar to Facebook "status" updates.

What is Twitter?

- Very SMS (text messaging) centric. 140 character limit is because it is tailored towards SMS messages

- Ability to have SMS notifications sent to your mobile device when specific users 'tweet'.

- You can follow anyone, and anyone can follow you.

How can Twitter be used?

You post your current status, such as...

How can Twitter be used?

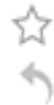You can use it to announce important events in your life.

We just made history. All of this happened because you gave your time, talent and passion. All of this happened because of you. Thanks

1:34 PM Nov 5th, 2008 from web

BarackObama
Barack Obama

How can Twitter be used?

Be one of the first to know about breaking news

'Kung Fu' star David Carradine has been found dead in a hotel in Bangkok, Thailand, according to his manager.

7:09 AM Jun 4th from CNN

cnnbrk
CNN Breaking News

Air France jet bound for Paris from Rio de Janeiro, Brazil, with 216 aboard, missing over Atlantic, airline confirms.

3:03 AM Jun 1st from web

cnnbrk
CNN Breaking News

Two people have been shot at the U.S. Holocaust Memorial Museum in D.C., emergency officers said.
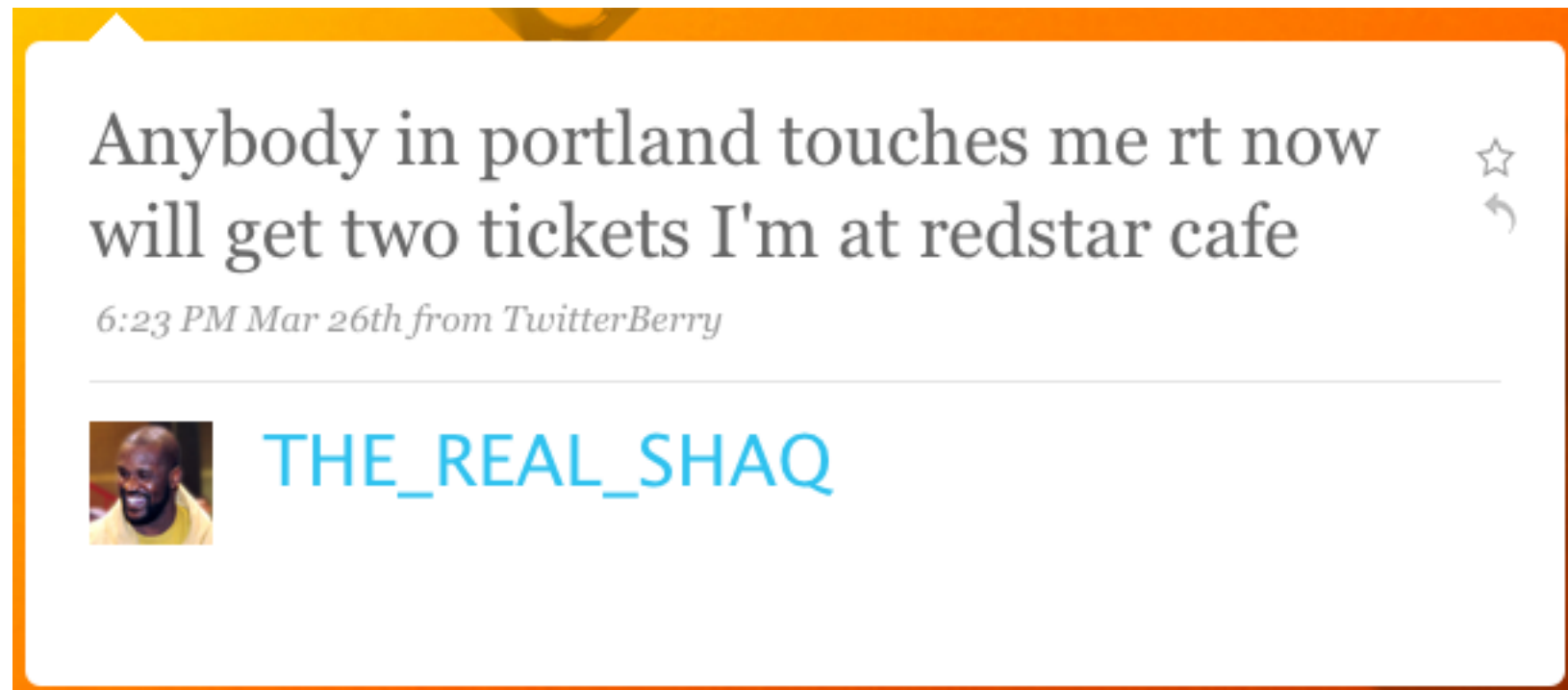
10:51 AM Jun 10th from CNN

Crowds in Tehran break into shops and start fires as they protest re-election of President Mahmoud Ahmadinejad.

10:26 AM Jun 13th from CNN

cnnbrk
CNN Breaking News

How can Twitter be used?

You can use it to find and meet new people

Anybody in portland touches me rt now will get two tickets I'm at redstar cafe

6:23 PM Mar 26th from TwitterBerry

THE_REAL_SHAQ

How can Twitter be used?

You can use it for complaints and customer service

@comcastcares I was just charged $400 unreturned equipment fee! I have no equipment to return, I have no idea what they're talking about!

about 6 hours ago from web

ahendy

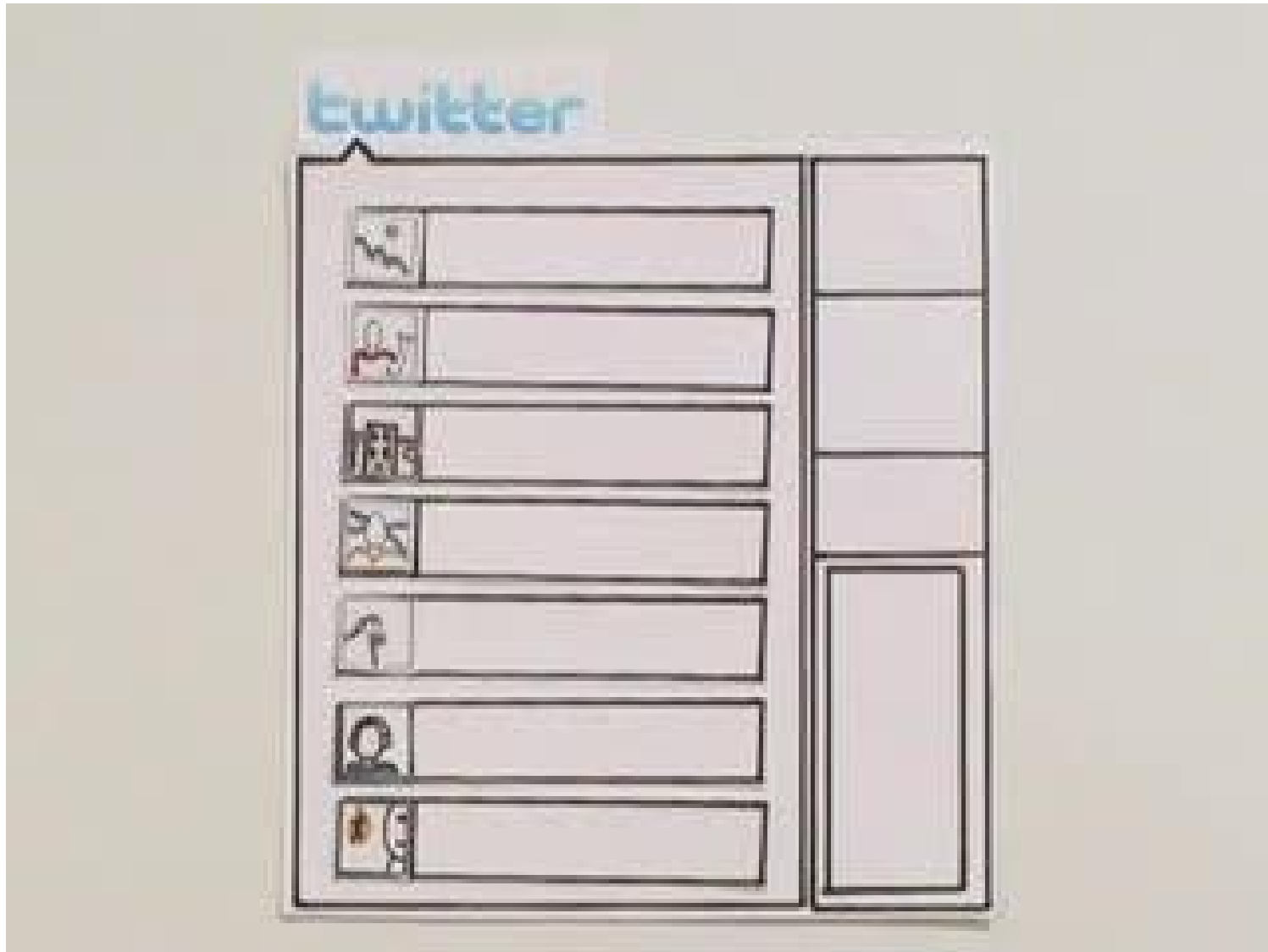@ahendy Email my team at We_Can_Help@cable.comcast.com and we will research it for you

about 5 hours ago from web in reply to ahendy

comcastcares
Frank Eliason

"Twitter in Plain English"

Twitter History

- 2000 - Jack Dorsey experiments with realtime status publishing using a mobile email device

- 2000 - Evan Williams launches Blogger.com. "Blogging" becomes a hot trend & is eventually sold to Google in 2003.

- 2004 - Evan leaves Google and co-founds podcasting startup Odeo.

- Early 2006 - Jack approaches Evan about the Twitter concept (originaly called Status.ly) and built out prototype in two weeks. Evan liked it enough and became an investor.

- March 2006 - Twitter launches a side-project at Odeo

Twitter History

- March 2007 - Became huge hit at SXSW conference.
- April 2007 - Twitter spun off as a separate company and Odeo is sold off.

- April 2008 - US journalism student tweets "Arrested!" when covering a protest in Egypt, friends contacted press & US Embassy. Was released within a day. Tons of press coverage.
- July 2008 - Twitter buys Summize, rebrands it

Twitter History

- Summer/Fall 2008 - Twitter starts to pick up momentum in the mainstream media during election season because it was a constant source of political news.
- November 2008 - Mumbai attacks were another event that brought it into the mainstream media.
- 2009 - Celebrity invasion, constant mainstream media coverage, userbase has expanded beyond early adopters, Twitchiker, live-tweeting dates, twitter weddings. You name it, people are doing it.

The Power of Twitter

- Talent pool on demand whenever you need it
- Interactive, ask a question and get instant feedback
- Simple to use
- Correspond with interesting people
- Finding conversations that intrigue you

How is it different than...

- Email?
  - Email is private, conversation is restricted to specific recipients.

- Instant Messaging?
  - IM is typically one person talking to another in a private conversation.

- IRC / Chat rooms?
  - Twitter audience is much larger and has various methods of delivery.

- Blogging?
  - Blog posts are typically much longer than 140 characters, take time to write, and are less interactive

How is it different than...

- Facebook/Myspace?
    - FB/MS - You find your friends, reject unknowns
    - Twitter - You find random people to follow
    - FB/MS - Cultivating relationships within already established networks
    - Twitter - Focus on meeting new people you find interesting

Different than other social networks as your goal on Twitter is to have friends as well as strangers follow you. Your influence grows as your circle of followers grows.

Examples of Twitter in the Business World

Dell

Twitter as a revenue generator

Dell

- Has 35+ Twitter accounts @ http://www.dell. com/twitter. Primary account is @delloutlet (twitter. com/delloutlet) with 650k followers.
- Mid-2008, announced tweeting generated them over $1 million in revenue over the last year

- Followup in June 2009, announced tweeting revenue had passed $3 million.

- Able to estimate these figures by tracking click-throughs of URLs embedded in each tweet

Dell

Awesome price - Dell Outlet Studio™ Hybrid desktop PCs starting at $399 - http://is.gd/oLYD

3:44 PM Mar 24th from web

DellOutlet
Dell Outlet
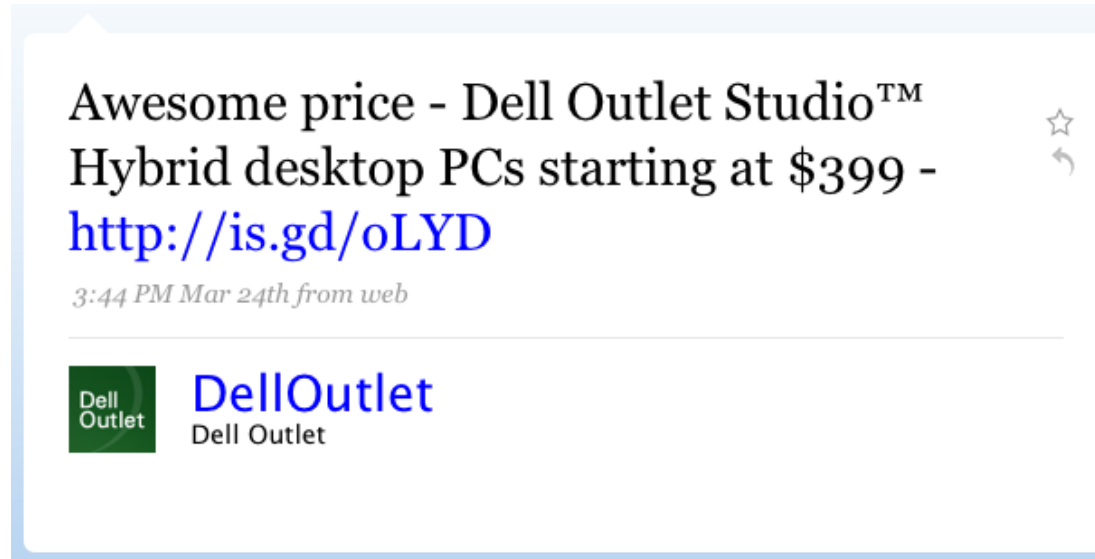
Dell Outlet Twitter Exclusive Offer

Welcome Twitter followers! **twitter** DellOutlet

You're shrewd. You're prudent. You know a good deal when you see one, and that's why you're here. But why Dell Outlet? I mean, other than **the great low prices,** what sets us apart from all the rest? Let's start with some of the **latest Dell products**, like the Award-winning Inspiron™ Mini 9 netbook, for one. Or how about our speed? Most Dell Outlet systems **ship within 24 hours** of order confirmation. And yes, we will put our money where our mouth is. We'll give you the **same limited hardware warranty[1] and service** as if you bought new, plus offer you **21-day return policy** on all Dell Outlet products in the unlikely event that you aren't completely satisfied. So, why Dell Outlet? Why not!

Still need more convincing, eh? OK, we'll sweeten the deal. Here's our latest Twitter Exclusive offer. Oh, and don't forget to sign up forDell Outlet Email Updates[2] for additional offers plus regular tips & tricks.

This Dell Outlet Twitter Exclusive coupon has expired. Check Twitter.com/DellOutlet for the next special offer!

Zicam

Twitter Coupons

Zicam

Home Profile Find People Settings Help Sign out
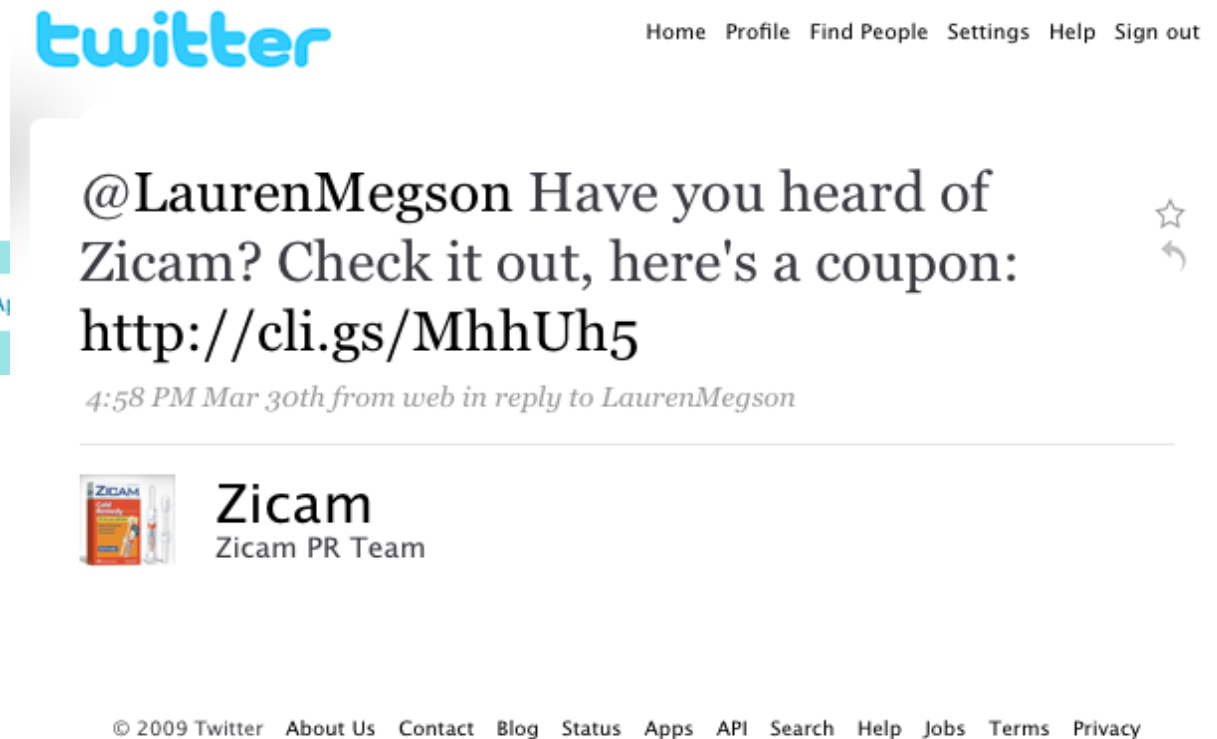
I am officially sick with a cold. YUCK

2:01 PM Mar 30th from web

LaurenMegson
Lauren Joy Megson

© 2009 Twitter   About Us   Contact   Blog   Status   A

Home Profile Find People Settings Help Sign out

@LaurenMegson Have you heard of Zicam? Check it out, here's a coupon: http://cli.gs/MhhUh5

4:58 PM Mar 30th from web in reply to LaurenMegson

Zicam
Zicam PR Team

© 2009 Twitter   About Us   Contact   Blog   Status   Apps   API   Search   Help   Jobs   Terms   Privacy

Skittles

Social Media Back-Fire.

Skittles - Marketing Back-Fire

- The campaign was successful at generating "Skittles" references across various social media sites, especially Twitter.

Skittles - Marketing Back-Fire

- After a few hours, the conversation took a nose dive towards profanity and unrelated comments.
    - "Skittles make your teeth fall out!"
    - "Great insurance quotes! http://tinyurl.com/f74kf skittles"
- The lesson learned is the social media is similar to the Wild West. Learn how to guide the conversation or it will take a life of its own.

- Skittles.com is currently an overlay over the brands YouTube channel

Bootcamp!