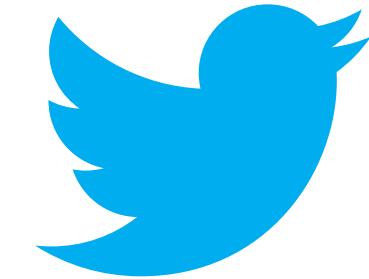


About page content strategy



CORE STRATEGY

Answer the questions:

- What is Twitter for?
- Why should I use Twitter?
- What value, benefits or purpose do I get from using Twitter?



AUDIENCE

Primarily:

Content consumers who are new or dormant (aka last visit)

May use the segment (ages 13-25/30, knowledge hunters).



VOICE AND TONE

Voice:

- Clear and concise
- Approachable
- Sounds like Twitter (can we agree on something soundingly like Twitter is and what makes that true)

Tone:

- Welcoming and friendly



SUBSTANCE (1/6)

Three differentiators:

- Instant awareness and knowledge of what's happening (Real time)
- Access to the highest quality people, unfiltered (Quality people)
- Become empowered to find your community anywhere in the world (Global togetherness)

Each will have an short headline and body text highlighting how this gives value, benefit and purpose to our users. (copy doc link)



REAL TIME (2/6)

Maps to product and features:

- LOT (showing events and interests) that dynamic and changing
- Collections
- Tweet images from the not yet released LOT
- Trends (not sure how we can get this to work so soon)
- News/Emergencies
- Search

(Consumption, interests, events, news, real-time)

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ACCESS TO QUALITY PEOPLE (3/6)

Maps to product and features:

- Profiles
- Tweets from LOT (not yet in use, but visually appealing)
- Search
- Asymmetrical following, lowering of barriers
- DMs

(Consumption, access, conversational, celebrities)

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GLOBAL TOGETHERNESS (4/6)

Maps to product and features:

- New notifications timeline
- DMs
- User stories

(Connecting, expression, conversational)



PAGE HEADER (5/6)

Themes:

- Window to your world
- Get real(er)
- Serendipity of Twitter

Visual (where does the bird fit in?):

- Dynamic product representation (LOT)/hero/beauty shot (http://cartodb.com/v/event/?vis=151210f0-c432-11e4-876e-0e0c41326911¢er=25.008412,%2013.7838107,2&utn=srogers,deadmau5_metadata&t=@Patriots,B40903l@Seahawks,229A00)
- Full bleed/beauty shot
- Collage (like what we're testing with value of Twitter)

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PAGE LAYOUT/IA (6/6)

Page only scrolls, doesn't swipe (unless we do it for you automatically maybe at one crucial place).

Answering the how it works questions.

- I think simplicity is best to get to answer our why questions without too much distraction (or possibility to swipe). Now that we have those pretty pinteresty Tweets... ? Could we use those to illustrate some of our points mixed with the picture/emotional/beauty shots mixed. With “how it works” buttons strategically placed.
- Boxes that have covers that go up (<https://www.uber.com/>) (<https://squareup.com/>) (<http://madeawkward.com/>) with **our homemade Tweets** (we could use our own stuff for the boxes) under them with our content letting you dive in. (maybe this is clustered closer to the bottom).
- Buttons all link (or auto swipe) to a singular page (and we land you at the right spot but you can scroll on that page) that has all the “how it works” on it. If we show little user stories (not case studies) we can actually write them ourselves, make them short and feature how to use the product. So really how to use the product based in very short fictional stories.
- I like this idea (<http://www.aether.com/>), what if the Twitter roulette wheel is for how to use Twitter, find stuff, Tweet etc. Like, I want to blank because I was just blank... Mad libs style.

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MAINTENANCE

We want to keep the feel real time and dynamic and the content fresh and constantly changing.

- How do we make sure this happens?
- Who is responsible for maintaining the content if doesn't happen automatically?





