

Twitter

Patrick.j.rice@gmail.com

[www.twitter.com](https://www.twitter.com)

**#pat\_rice\_irl**

In 2006, Twitter was established as a free site that lets viewers post and read updates about friends and family.

Writing in 140 character blasts called tweets, people communicate with one another, sometimes as simply as: “I just ate a banana.”

**Twitter is:**

- **Blog**

- Instant Messenger

- Mobile Text Messenger



## How can I send or receive tweets?:

- Web (Twitter.com)
- Instant Messenger (Gtalk)
- Mobile Phone (SMS)
- RIA/Widget

# Who's Using?



As of December 2008, 11% of online American adults said they used a service like Twitter or another service that allowed them to share updates about themselves or to see the updates of others.

\*Source: Pew Research Center; "Twitterpated: Mobile Americans Increasingly Take to Tweeting"



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# Who's Using?

## Basic profile of a Twitter user\*:



- 31 is the median age
- 35% live in urban areas
- 17% percent come from households earning less than \$30,000 annually
- 82% have a cell phone and use it to text message
- 76% read newspapers online
- 29% have created a blog
- 57% have read a blog



## How people are using Twitter ...

- Current status
- Questions
- Events
- Local news updates
- Cross posting media
- Special offers





# How people are using Twitter ...

## Branding

Driving into social media like Twitter without a clear and thoughtful strategy actually can end up doing damage to customer relationships as well as their image

- What is the “Twitter Community?”
- Is Twitter a good fit for my brand?
- What exactly do I want to accomplish?



# How people are using Twitter ...

## Benefits of back channeling

1. It helps members focus
2. The audience gets more content
3. Audience members can get questions answered on the fly
4. The audience can participate
5. The audience can innovate
6. You don't have to be physically present to participate
7. You can connect with people
8. You can do something else



## Who's who of Twitter

### **Amazon**

The feed name says it all. It's all about nabbing the best deals

### **DellOutlet**

Looking for a refurbished computer or electronic device? [Click here.](#)

### **ESPN**

Can't get enough sports headlines? [Click here.](#)

### **Whole Foods Market**

Dish about your favorite food and swap recipes. Learn about new store openings.

### **Comcast**

At Comcast Cares, customers are kept up-to-date about power outages and ask questions about their service.

### **Barack Obama**

He got out the vote, Twitter style with 150,000 followers. John McCain?  
About 5,000.



## Best Practices



### Do's-- Starting out

- See what other organizations are doing on Twitter
- Use Twitter search engines for keyword searches around brands, products and topic of interest
- Follow Twitterers with similar interests to establish a brand presence within conversation



## Best Practices



### Do's—Building your community

- Use Twitter to start a conversation—Talk to people about their interests
- Be dedicated to Twitter
- Ask questions and get feedback from your audience
- Be transparent (why you're really on Twitter)
- Know when to participate and when to listen
- Make your message relate
- Provide value to your follower
- Spread the word about your participation (@yourname on email sig)



## Best Practices



### Twitter Don'ts

- Use Twitter to push ads or brand messaging.  
Don't just Tweet but also follow others to join in or start a conversation.
- Be boring!
- Be panicked if you're Twitter-Jacked
- Tweet anything about clients, co-workers, friends, etc. that you would not want them to see



# Who is using twitter in Ireland



**Morning Ireland**  
[@morning\\_ireland](#) [view full profile →](#)  
RTE, Dublin

*RTÉ's flagship news and current affairs radio programme on RTÉ Radio One (88.2 to 90fm): **Ireland's** most listened-to radio show* <http://www.rte.ie/news/morningireland>

3,895  
Tweets

866  
Following

10,682  
Followers

353  
Listed

[+ Follow](#)



### Recent Tweets



**morning\_ireland** Morning Ireland  
The HSE helpline is 1850 24 1850. It's open from 8am to 8pm, Monday to Saturday  
7 hours ago



**morning\_ireland** Morning Ireland  
We've been covering home care for the elderly throughout the programme. The HSE's helpline is 1850 24 1850, open 8am to 8pm, Mon to Sat  
8 hours ago



**morning\_ireland** Morning Ireland  
Finance Minister Brian Lenihan in studio after 8am to tell us about his move to stop AIB bonuses. RTÉ Radio 1 or <http://bit.ly/9sD4uN>  
9 hours ago



## Vodafone Ireland

**@VodafoneIreland** Ireland

*Darren and Paul from Vodafone View, our online customer forum. Our Twitter team is here Mon - Fri between 10 - 6 pm.*

<http://forum.vodafone.ie>

+ Follow



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**VodafoneIreland** Vodafone Ireland

Still not sure what to get for that special someone this Christmas? Try our app on Facebook to give you a hand :) <http://on.fb.me/dYdjiZ>

10 minutes ago



**VodafoneIreland** Vodafone Ireland

@Danny\_LA1 Sorry, following you now!

4 hours ago



**VodafoneIreland** Vodafone Ireland

@tonyreilly @juleser anything we can help with? Paul McG

5 hours ago



**VodafoneIreland** Vodafone Ireland

@Danny\_LA1 blackberry services free until February, if you could DM over your number, we'll get you access to my vodafone, cheers Paul

5 hours ago



**VodafoneIreland** Vodafone Ireland

@cjayfla what type of phone are you using?

5 hours ago



**VodafoneIreland** Vodafone Ireland

@BrianGreene Mind Dm'ing over your number?

5 hours ago



# eircom

@eircom [www.eircom.net](http://www.eircom.net)

The @eircom support team are now online with Tony, Ant and Eleanor feel free to tweet us or visit our forum at <http://bit.ly/bOs2sH>

<http://www.eircom.net/eircomconnect>



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**eircom** eircom

@davidohalloran close to 8MG. Apologies we could not deliver this on your line. Tony

6 minutes ago



**eircom** eircom

@davidohalloran understand your frustration completely, speeds can be affected by distance + line quality + many NGB lines can receive (cont

7 minutes ago



**eircom** eircom

@allanoconnor Glad to help, enjoy the #music hub, anything else we can help with, let us know Eleanor

from Pembroke - Rathmines, Dublin

8 minutes ago



**eircom** eircom

@davidohalloran Hi Davidohalloran, can see my colleague Ant was looking at this for you but line can take only 2MG at present. Tony

28 minutes ago



**eircom** eircom

@allanoconnor hello, spoke to Support you are now registered on the #Music Hub and just need to follow the





## electricpicnic

@electricpicnic

*Electric Picnic is an annual boutique arts-and-music festival, in case you didnt know, which has been staged since 2004 in Stradbally Hall, Co Laois.*

<http://www.electricpicnic.ie>

+ Follow



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**electricpicnic** electricpicnic

Early bird tickets for 2011 festival are now on sale at [www.ticketmaster.ie](http://www.ticketmaster.ie), general and family tickets are... <http://fb.me/yZ5TseV5>

6 Dec



**electricpicnic** electricpicnic

is confirming winners to see TIGA and CARTE BLANCHE at Tripod tomorrow. Richard Keane, David McSwiggan and Tom... <http://fb.me/FqTxPh1U>

3 Dec



**electricpicnic** electricpicnic

is giving away 3 pairs of tickets to see previous Picnic artists TIGA and MEHDI & RITON (CARTE BLANCHE) at Tripod... <http://fb.me/Nv8zs40z>

30 Nov



**electricpicnic** electricpicnic

has three pairs of tickets to give away for Canadian electro god TIGA and Paris?Newcastle duo CARTE BLANCHE's show... <http://fb.me/OUKtFOF2>

30 Nov



**electricpicnic** electricpicnic

congratulates you all for some hilarious entries for the competition to see Underworld at RDS tomorrow. it wasa... <http://fb.me/KsmVZCVB>

26 Nov



A new Twitter experience is coming! [Learn more about it...](#) #NewTwitter

Have an account? [Sign in](#)

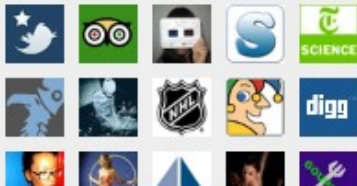


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The best way to discover what's new in your world.

Globe Holbrooke Mazembe Jody Littlejohn Freebox Révolution Blanton TRENDING TOPICS Vizconde

### See who's here



### Top Tweets [View all >](#)



**TWITTERWHALE** The people who only write on your Facebook wall for your birthday... are not your real friends.

26 minutes ago



**plattdavid** GOSPEL CONFIDENCE: The ground of your salvation is

### New to Twitter?

Easy, free, and instant updates. Get access to the information that interests you most.

[Sign Up >](#)

### A #NewTwitter

[Catch a glimpse](#) of the new Twitter.com.



Welcome to #NewTwitter! Read up on what's new. You can also leave the preview and come back later.

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## What's happening?

Timeline

@Mentions

Retweets

Searches

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2 new tweets



**victorbarry** Vic Barry

Fuck you Xmas shopping...again. City full of zombified c#%ts

9 minutes ago



**damienmulley** Damien Mulley

via @eunan Hello my name is Inigo Montoya and I cycled around Donegal <http://bit.ly/faE9TC>

10 minutes ago



**WSJ** Wall Street Journal **13** by MargaretEWard

The Dow is up 53 points after a bigger-than-expected rise in U.S. retail sales <http://on.wsj.com/htwTPu>

from Theater District - Times Square, New York  
23 minutes ago



**gavreilly** Gav Reilly **13** by MargaretEWard

Ah - I was getting him mixed up with FG spokesman Frank Feighan, who says he can't speak it @pigeonbutler @wendylimerick @psneeze @Donnacha

25 minutes ago



**kenearylly** Ken Early **13** by MargaretEWard

reviewing sports books of the year on OTB later this evening with eoin and @saveciaranmurph - what stood out for you this year?

26 minutes ago



**the\_irish\_times** The Irish Times **13** by MargaretEWard

More snow expected on Thursday <http://bit.ly/flw04c>

27 minutes ago



**TomRafferty** Tom Rafferty

## Your Tweets 66



**10 Dec:** Hi all any one heading to Val thorens for new years?

## Following 79



## Followers 35



## Listed 3

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[Cloned-List](#), May2010

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#HolidayTreats **Promoted**

Horse Outside

#proudoftd

Oxygen

Rubberbandits

#textyougetfromastalker

#aib

Gerry Ryan

Collide

Investigates

## Who to follow

Suggestions for you · [view all](#)



**googlenexus** · Follow

Google Nexus

**Promoted**



**DellChannel** · Follow

Dell Channel



**DellHomeUS** · Follow

DellHomeUS



**frankhannigan** · Follow

Frank Hannigan

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## Share Book-mark-let

n. a way to tweet about any page from your browser.

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Fuck you Xmas shopping  
c#%ts

9 minutes ago



**damienm**  
via @eur  
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10 minutes ago



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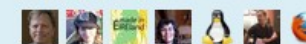


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This is where  
I write some thing....  
I  
“tweet” !!!

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n. a way to tweet about any page from your browser.

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RT @... 2010 H...  
...  
...

This is my  
"twitter feed"

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“follow People”'s  
Twitter feed....  
In English this means  
I watch what they write

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