

PR *SENSE*

Communicate the communication

India's First Corporate ezine

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twitter

Theme of this Issue
Tweet @ 140 – Twitter

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Contact
www.corpezine.com
editor@corpezine.com



PR-e-FACE: From the desk of Editor-in-Chief communicate briefly in the new Twitter era



The style of communication has undergone tremendous change in the past few years. Gone are the days, when we were writing thousands of words and many pages. In the fast changing world, readers do not have time to read such lengthy messages. We need to learn the new style of brief communication. From the lengthy blogging, micro blogging has started emerging as a new concept.

Though there are many micro blogging tools, Twitter with a message limit of 140 characters has brought a new culture of communication. This short messages have viral effect and reach thousands of people through Re-Tweeting. Hundreds of applications and tools have also been published to support 'Twitter effect'.

Though it is reported that nearly 40% of the tweets are meaningless babbles, we are of the view that such excitement of the people cannot be avoided in the initial stages. Even in the early stages, blogs were also filled with babbles and useless stuff. Within two or three years, blogs also got matured. Same way, Twitter also will get more matured within one year.

Nowadays, Twitter is also being used in Governance, marketing, customer care, job search, event management, HR etc. In this edition, we are trying to bring out the significance of Twitter in the new age communication.

K. Srinivasan

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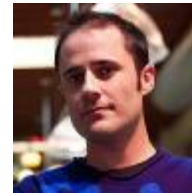
Founders of Twitter



Jack Dorsey
(@jack)
1.2 M followers



Biz Stone
(@biz)
1.2 M followers



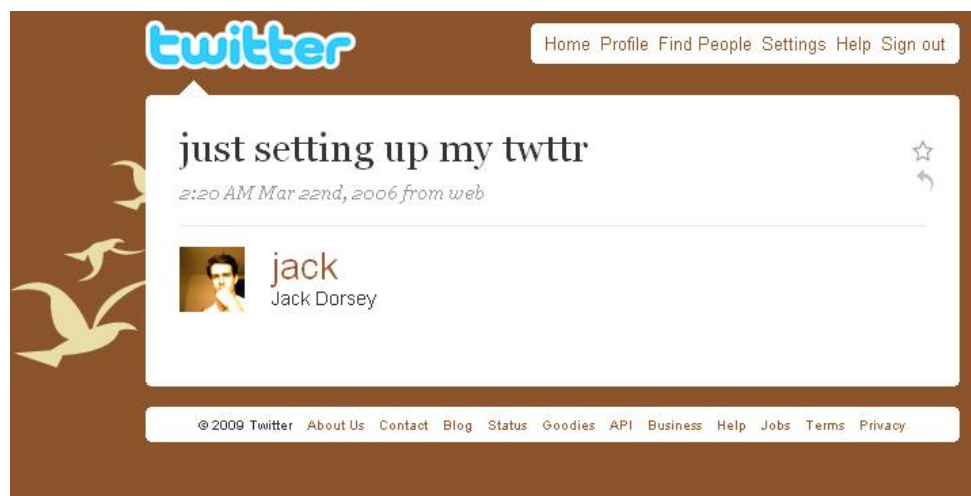
Evan Williams
(@ev)
1.2 M followers





Twitter began in a "daylong brainstorming session" that was held by board members of the podcasting company Odeo in an attempt to break out of a creative slump.

At that meeting Jack Dorsey introduced the idea of an individual using an SMS service to communicate with a small group, a concept partly inspired by the SMS group messaging service TXTMob. On 21st March 2006, Jack published his first tweet (see picture)



They named this as "twitter", which according to dictionary means "a short burst of inconsequential information," and "chirps from birds." That was the purpose of this tool. Though, originally, it was meant for exchange of short messages in a small group of family or friends, the tool opened up an opportunity of large scale tweets, which could be received by the followers either through internet or through mobile phone. (source: wikipedia)

Presently Twitter is rated as one of the top 50 sites in the world. Twitter had more than 23 Million unique visitors during July 2009 (growth rate at 950% over one year).

While Facebook had 122 M unique visitors during July 09, LinkedIn had 13 M unique visitors (Source: www.compete.com)

It is estimated that more than 2 million tweets are posted every day. Tweepster estimated 17392 tweets per minute on 25th August 2009. (See picture) (www.tweepster.com)

The Twitter Instant Speed Meter

Actual Twitter speed (in tweets per minute):



Using Twitter effectively



Twitter website provides support to know more about Twitter. Please visit <http://help.twitter.com> and watch the video for basics. If you want to open an account, go to www.twitter.com and sign up.

You can now start writing short messages, called 'tweets' upto a max. of 140 character and broadcast to your followers.

Twitter Advance search <http://search.twitter.com> helps to find out your friends, interesting subjects, etc. In some countries, Twitter provides registration of mobile numbers for posting the tweets. Since Twitter provides API (Application Programming Interface), lot of supporting applications have been released to make effective use of Twitter. It is reported that only around 50% tweets are sent to Twitter directly, and the remaining are sent through other supporting third party applications.

Twitter offers support to embed tweets in your websites or blogs. Twitter also suggests outside applications for various other features. Please visit <http://twitter.com/goodies/> to know more about such applications.



For best results, use your real name and provide brief profile about you, when signing up; otherwise your friends won't be able to find you easily. It is also useful to upload your picture. If you select the "Protect my updates" box, people won't be able to read your Twitters unless you authorize them. If you want to have a closed group of family members of exclusive friends, then 'protect your updates'. If your tweets are open and if you want to be included in search, then keep this box 'unchecked'

Now that you have a Twitter account, tell your friends your username or send them your Twitter page link. Each user has his own page, like twitter.com/username. (Eg: Our Twitter page is www.twitter.com/prpoint)

Newbie's Twitter guide at <http://news.cnet.com/newbies-guidew-to-twitter/>



Twitter usage Limitations

Twitter also can be used via third-party applications that run on your desktop or in your widget/gadget engine

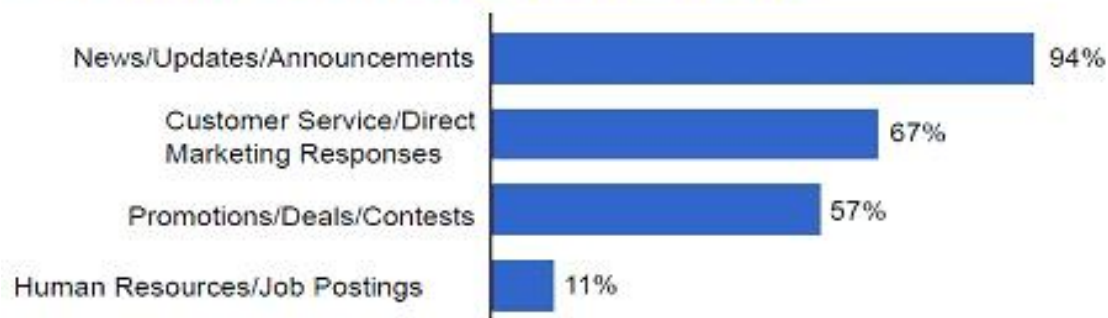
- 140 character per tweet
- 1,000 total updates per day, on any and all devices (web, mobile web, phone, API (Application Programming Interface), etc.)
- 250 total direct messages per day, on any and all devices
- 150 API requests per hour

Twitter has also placed limits on the number of people you can follow. The number is different for everyone, and is based on a ratio that changes as the account changes. If you hit a follow limit, you must balance your follower/following ratio in order to follow more people- basically, you can't follow 50,000 people if only 23 people follow you. Based on current behavior in the Twitter community, they have concluded that this is both fair and reasonable.

Twitter @ Fortune 100 Companies

Analysis by Burson-Marsteller and Proof Digital of the Fortune 100's use of Key Social Media Channels, including Twitter, Facebook Fan Pages and Blogs, released in Summer 2009 revealed that 54% of them use Twitter. Blogs are used by 32% and Facebook by 29%. 21% use only one channel. Of them 76% use only Twitter. See how this 54% of Twitter users in Fortune 100, use this tool?

How Twitter is Used By the Fortune 100



Acknowledgement

Editorial Board thanks Tushar (@tushar), Selva (@selvaonline), Bala (@action2020) for their contribution in making this issue.



Deep Sherchan (@bexdeep) from Kathmandu (Nepal) is a Social Media evangelist and is also part of the team who writes a book on Twitter. He is now based at Bangalore.

PODCAST: His exclusive podcast interview may be listened at <http://su.pr/30ouWt>

Marketing @ Twitter

Twitter was never created for a marketing purpose, ironically it is tool which has become the key strength for many start-ups and established companies like Dell. Twitter has defined a new frame-work for marketing. It has allowed marketers to see through customer's eyes and communicate with them, allowing them to have a very insightful experience with a different perspective.

Today, twitter has more than 20 million unique visitors per month and is the fastest growing culture. Tapping into these opportunities is a challenge to company. So, how do you use Twitter for marketing and how do you sell? In simple words, twitter is a way through which you can listen to people talking about your brand and the things they are sharing with each other, giving you more insight into customer's choices. Moreover, you can participate in these discussions and put your views, this makes you more visible. It takes time and patience to increase your influence and network, especially if you are a startup.

Twitter is not a magic wand that everyone is thinking it to be. If you don't target the right audience and fail to address your presence in the network, the failure of the whole campaign is for sure. Twitter is not like traditional media. It's a network of people and they have every right to turn you off whenever they feel that you are trying to push things around. It's a new language that you need to understand before you venture into it.

You can find insightful details on <http://socialmedia.globalthoughtz.com/> and <http://www.buzzom.com/blog/?p=207> Contact Deep at: deep@in-rev.com



Jargons @ Twitter

Tweet – Message of 140 characters or less

Tweep - A person with a mutual following in Twitter

Tweeter or Tweetist – A person who tweets

@username – Reply to – The message will be open and will also go the named user

Hashtag – tweets starting with # (tracking)

Re Tweet – Re-tweeting a message already tweeted – Include RT @username

Direct message – Send private tweet to the person who follows you d username

Twanker - An egocentric individual, celebrity or organization who uses Twitter only for one-way broadcasting about their own greatness.

Twidiot - An individual or organization that uses Twitter only to talk about insignificant things no one cares about, like what they had for breakfast or dinner.

Acronyms @ Twitter

Since Twitter has a limitation of 140 characters, brevity is important for tweets. When you Re-Tweet or send direct messages, availability of space is reduced further. These are the commonly used acronyms in Twitter.

RT = Re-tweet

PRT = Partial Retweet / Please

Retweet

OH = Overheard

DM = Direct Message

@ : Reply to [username]

BTW : By The Way

FTW = For The Win

FTL = For The Loss

IRL = In Real Life

FTF = Face to Face.

IMHO = In My Honest Opinion

YMMV = Your Mileage May Vary

BR = Best Regards

b / c = because

JV = Joint Venture

LMK = Let Me Know



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India Vision 2020 [www.twitter.com / indian2020](http://www.twitter.com/indian2020)



Third party tools for Twitter



Post photos/videos to Twitter directly or through mobile / BlackBerry

www.twitpic.com

<http://flickr.twittergram.com/>

<http://mobypicture.com>

<http://www.flickr.com/account/blogs/>

<http://mailtwitter.com>

<http://www.ubertwitter.com>

create screencast to post in Twitter

<http://screenr.com/>

Feed your blog / any RSS feed to Twitter

<http://twitterfeed.com/>

Twitter Directory

<http://wefollow.com>

<http://twellow.com/>

Twitter Chat

<http://tweetchat.com>

File sharing with Twitter

<http://filesocial.com/>

<http://www.tweetcube.com/>

Re-Tweeting

<http://tweetmeme.com/>

Twitter Desktop applications

<http://seesmic.com/>

<http://buzzom.com>

<http://tweetdeck.com/>

Spam blocker

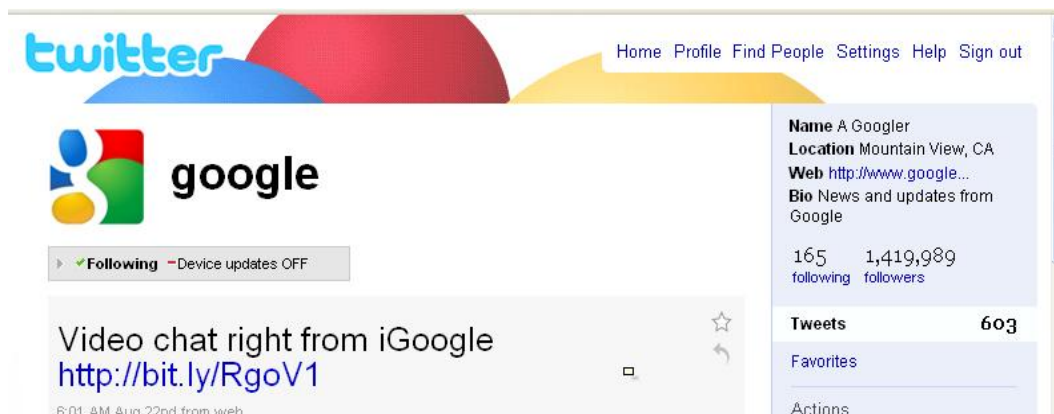
<http://www.twitblock.org/>

Tweet to get more traffic

<http://www.su.pr/>



Usage @ Twitter



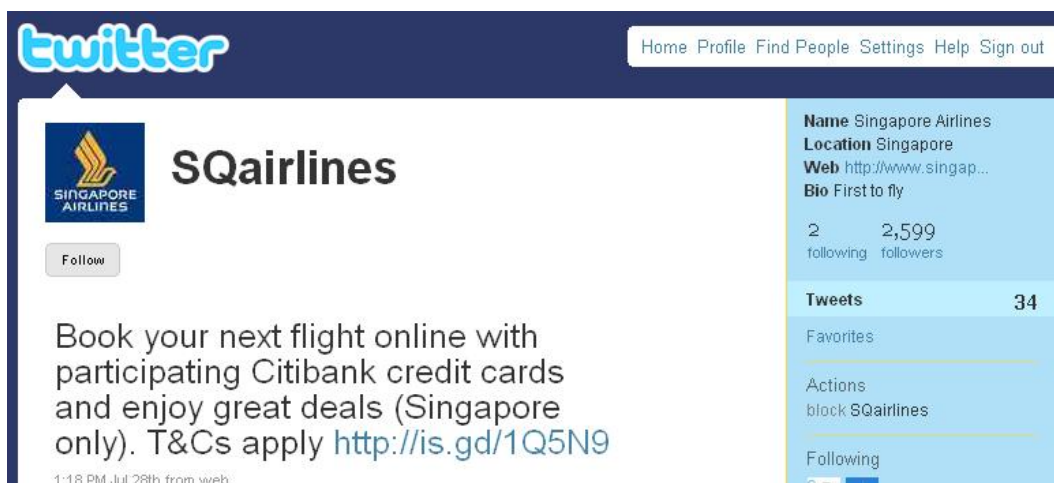
The screenshot shows the Twitter profile of @Google. The header includes the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, and Sign out. The profile information on the right lists: Name A Googler, Location Mountain View, CA, Web <http://www.google...>, and Bio News and updates from Google. It shows 165 following and 1,419,989 followers. The tweet count is 603. The main tweet area shows a tweet from 6:01 AM Aug 22nd from web: "Video chat right from iGoogle <http://bit.ly/RgoV1>".

@Google 1.4 Million followers. Google uses this for announcing their products and services.



The screenshot shows the Twitter profile of @BarackObama. The header includes the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, and Sign out. The profile information on the right lists: Name Barack Obama, Location Washington, DC, Web <http://www.barack...>, and Bio 44th President of the United States. It shows 761,354 following and 2,034,722 followers. The tweet count is 331. The main tweet area shows a tweet: "Thanks to everyone who joined the conversation on #hc09. Enjoy the rest of your afternoon! -- OFA staff".

@Barackobama with more than 2 M followers uses this for Governance

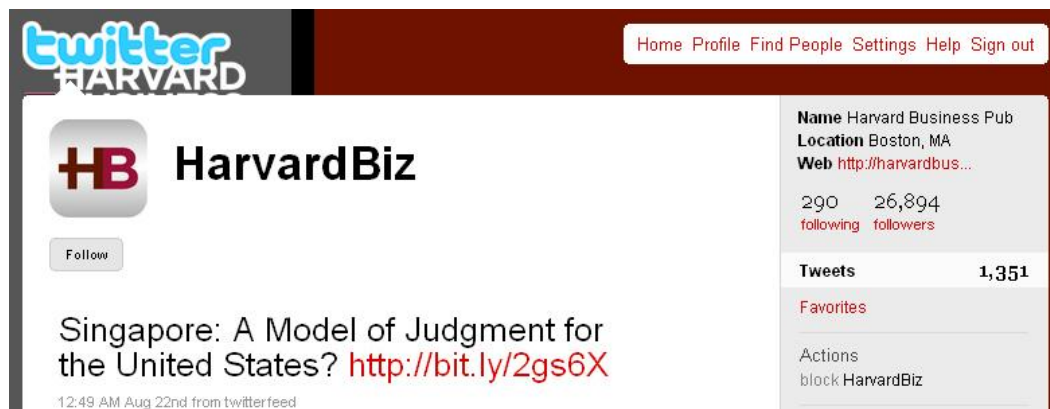


The screenshot shows the Twitter profile of @SQairlines. The header includes the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, and Sign out. The profile information on the right lists: Name Singapore Airlines, Location Singapore, Web <http://www.singap...>, and Bio First to fly. It shows 2 following and 2,599 followers. The tweet count is 34. The main tweet area shows a tweet from 1:18 PM Jul 26th from web: "Book your next flight online with participating Citibank credit cards and enjoy great deals (Singapore only). T&Cs apply <http://is.gd/1Q5N9>".

@SQairlines (Singapore Airlines) using for customer care



Usage @ Twitter



twitter HARVARD

Home Profile Find People Settings Help Sign out

HB HarvardBiz

Follow

Singapore: A Model of Judgment for the United States? <http://bit.ly/2gs6X>

12:49 AM Aug 22nd from twitterfeed

Name Harvard Business Pub
Location Boston, MA
Web <http://harvardbus...>

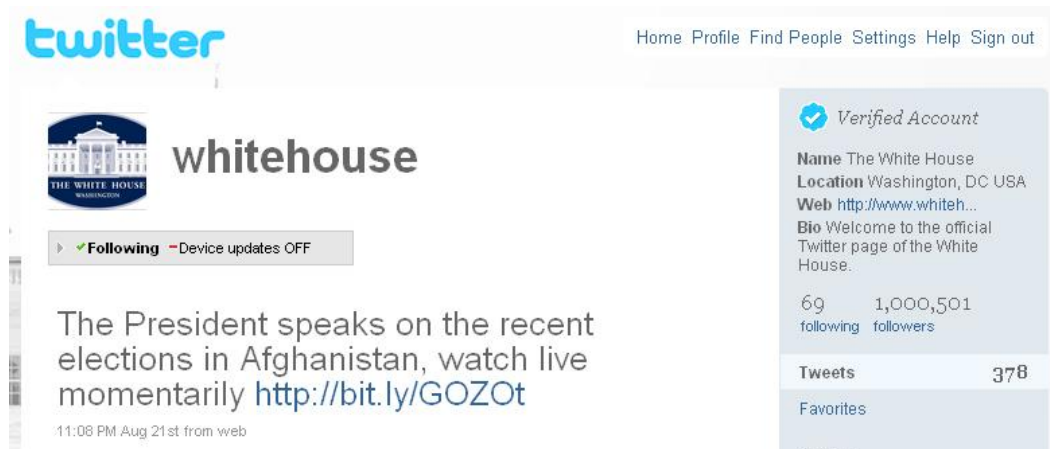
290 following 26,894 followers

Tweets 1,351

Favorites

Actions
 block HarvardBiz

@HarvardBiz Harvard Biz School uses for education



twitter

Home Profile Find People Settings Help Sign out

whitehouse

Following Device updates OFF

The President speaks on the recent elections in Afghanistan, watch live momentarily <http://bit.ly/GOZOt>

11:08 PM Aug 21st from web

Verified Account

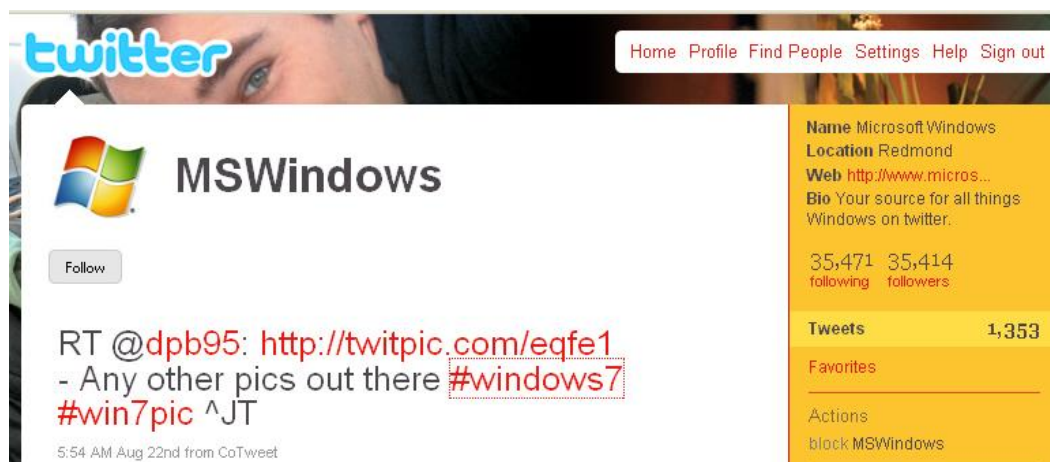
Name The White House
Location Washington, DC USA
Web <http://www.whiteh...>
Bio Welcome to the official Twitter page of the White House.

69 following 1,000,501 followers

Tweets 378

Favorites

@whitehouse (1 M followers) uses for Govt. policies



twitter

Home Profile Find People Settings Help Sign out

MSWindows

Follow

RT @dpb95: <http://twitpic.com/eqfe1>
 - Any other pics out there [#windows7](#)
[#win7pic](#) ^JT

5:54 AM Aug 22nd from CoTweet

Name Microsoft Windows
Location Redmond
Web <http://www.micros...>
Bio Your source for all things Windows on twitter.

35,471 following 35,414 followers

Tweets 1,353

Favorites

Actions
 block MSWindows

@MSWindows – Microsoft uses for discussing about new products



PRince

BY - TRIAMBAK SHARMA

www.cartoonwatchindia.com
cartoonwatch@gmail.com



Important tips to use Twitter

- § Twitter can be used by the Government, Corporate Houses for the purpose of customer care, governance, job announcement, getting feedback, announcements, Press release, crisis management etc.
- § Do not follow people for the sake for 'following' or to increase your number. Follow only the persons who are relevant to you. Periodically, you can review the people whom you are following and 'unfollow' them.
- § Please watch out for spammers in the Twitter and report abuse and block them.
- § Track and Monitor regularly Twitter and watch out for the mentions about your company or product. Take necessary action quickly to avoid damages.

Send tweets through email / mobile

Step 1: Go to blogger.com and create a dummy blog say, *mytwitter.blogspot.com*)

Step 2: From the Blogger dashboard, go to Settings -> Email and set up your own private mail-to-blogger address - something like abc.twitter@blogger.com - save this email address to your mobile phone address book.

Step 3: Go to twitterfeed.com, login with your [OpenID](#) and associate your blog feed mytwitter.blogspot.com/rss.xml to your twitterfeed account.

That's it. When you have something to share with the Twitter universe, send that as an email message to the address created in Step 2. Your tweet may take few minutes to show up on the Twitter homepage but it will be there definitely. (courtesy: www.labnol.org @labnol)



Posting Tweets through mobile

GPRS – If you are having GPRS facility, you can go to <http://m.twitter.com> and sign in with your Twitter id and password. You can now browse the public timeline and also post your tweets.

MMS – If you want to post pictures, you can post to Twitter through Twitpic and other tools listed in page 8.

Track twitter to avert crisis



Monitoring a corporate image in cyberspace is a daunting task, Social media have magnified the urgency of crisis communication. Tracking and monitoring with technological help can identify hundreds of posts daily which could prove troublesome. If lot of people re-tweet something connected with you, take pro-active corrective steps, without loss of time. There are instances where leading companies like Ford, Microsoft, Coke, Pepsi, New Straits Times have averted major crisis through constant monitoring.

PRetty Story of a Twitter addict

Twitter addict receives phone call from his doctor.

Doctor: I have one good news and one bad news.

Twitter addict: OK, give me the good news first.

Doctor: The good news is, you've got only 24 more hours to live.

Twitter addict: Oh no! If that's the good news, then what's the bad news?

Doctor: The bad news is, Twitter is down.

Courtesy : <http://danhollings.posterous.com/lol-8-silly-twitter-jokes-that>



Why Hashtag in Twitter?

Hashtag in Twitter is the digital version of 'word of mouth'. Hashtags are a community-driven convention for adding additional context and metadata to your tweets.

They are like tags on Flickr, added inline to your post. You create a hashtag simply by prefixing a word with a hash symbol: #hashtag Hashtags on Twitter can serve a few useful purposes, in helping you to promote your organisation or products or any events. Twitter trending topics, search and related applications thrive on these hashtags, as they serve as noted keywords in the sea of tweets going through the microblogging platform. Using the 'appropriate hashtag' is akin to creating the perfect title for a blog post.



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