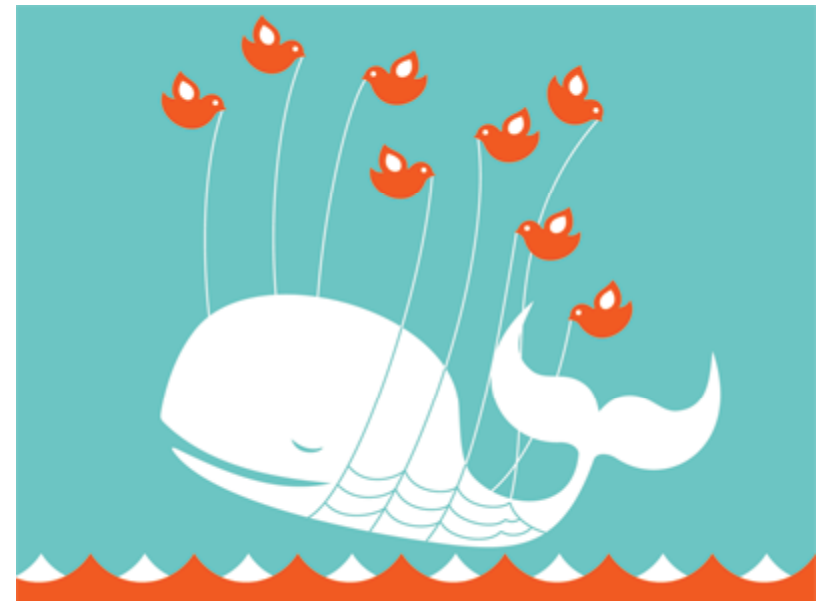
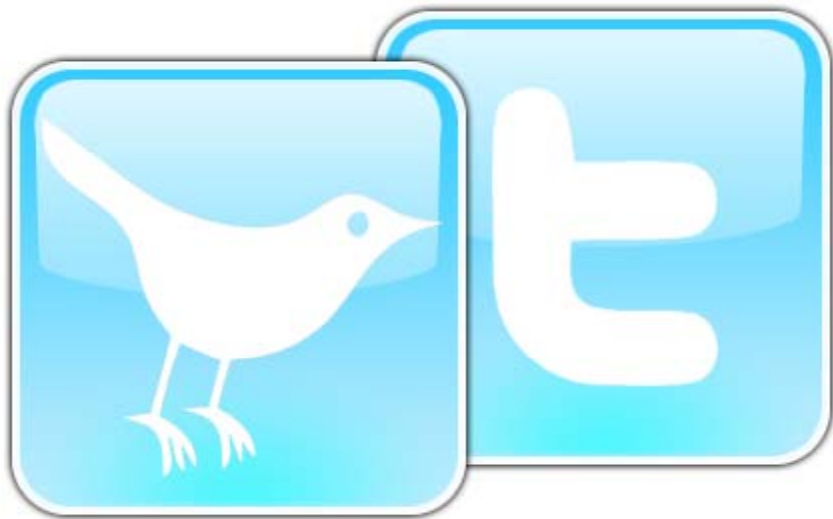




twitter

# 20 Ways to Tweet: For Companies, Corporations & Small Businesses



# Why This Presentation

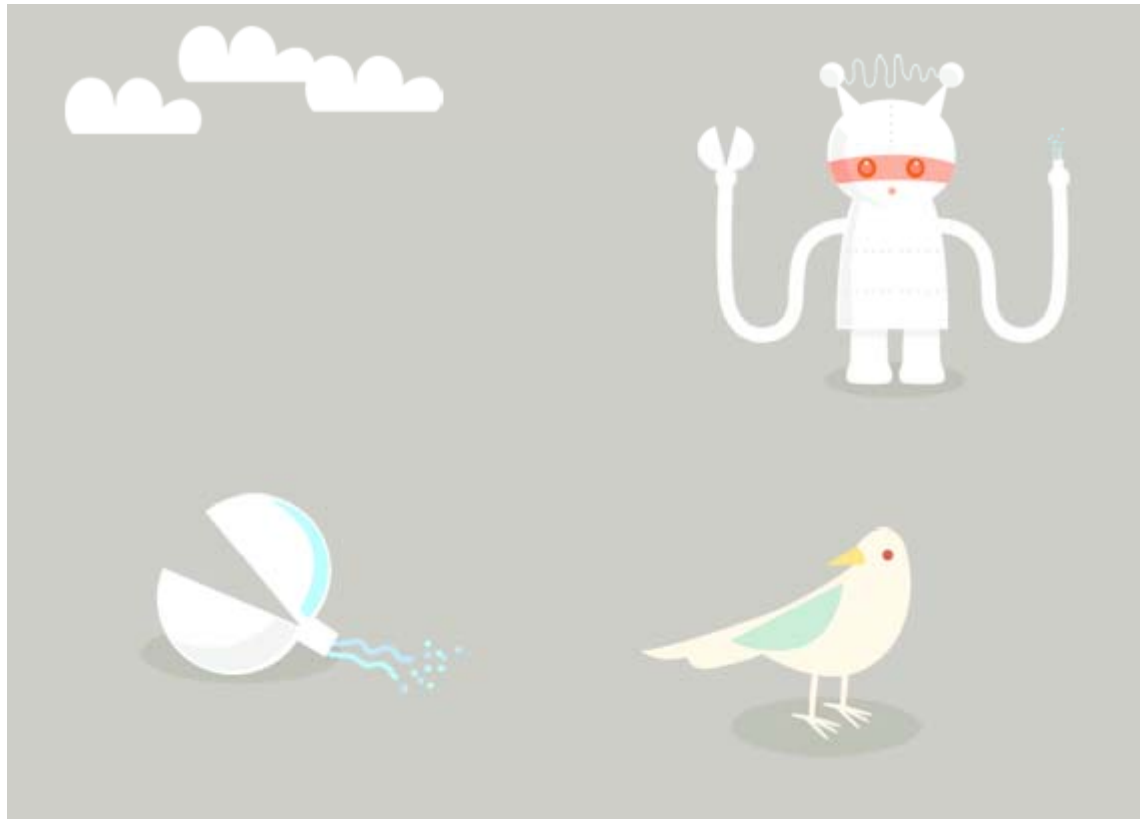
As Twitter becomes increasingly popular for businesses to use, companies need to make sure they are:

- Using Twitter effectively
- Not there 'just to be there'
- Seeing a return on their time



These objectives are achieved by the way companies choose to tweet.

So without further ado...



...here's 20 ways to tweet from an organizational perspective

# Respond & Answer Questions...



Questions usually come in through your @replies tab.

## But remember...

# Remember this: some people don't deserve a reply.

*6:52 AM Jul 22nd from Seismic*



**BeckyMcCray**

Becky McCray



Especially if you're a large company, chances are that you'll receive a lot of response, replies, mentions, criticism, and praise. Remember that people are following you, so if you send out a tweet, that may address the problem or praise for many.

# Be Thankful



twitter Login Join Twitter!

**DISCOUNT**

**@jeffbrody** We appreciate the loyalty of long-time customers like you. Thank you, and enjoy the new tires!

9:29 AM Jul 14th from web in reply to jeffbrody

 **DiscountTire**  
Discount Tire

twitter

**@JeffElder** - Just saw your column.  
Thanks for the plug!

6:47 AM Jul 23rd from web in reply to JeffElder



Wachovia

twitter

Login Join Twitter!

**@USFAlumniAssn** Thanks for choosing South City Kitchen for your Bulls event - we appreciate your business!

[www.fifthgroup.com](http://www.fifthgroup.com)

about 2 hours ago from web in reply to USFAlumniAssn



**FifthGrouper**

Michael Erickson



It's always good to thank your stakeholders. Just be conscious of the fact that this is a public thank you note.

# Sympathize with your Stakeholders



**twitter** Login Join Twitter!

Bashas' initiated voluntary Chapter 11 reorganization to emerge as a healthier company by Q1 2010.  
BashasRestructuring.com.

9:59 AM Jul 13th from web

*Bashas'* **BashasNews**  
Bashas' News



**twitter** Login Join Twitter!

sad day in Phoenix - Bashas' files for Chapter 11 - our best to the entire team at Bashas' <http://jobpal.com/rk2h>

11:55 AM Jul 13th from TweetDeck

 **JobingPhoenix**  
Greta at Jobing.com



It's important to pay attention to tweets from your stakeholders. Whether they're having a bad day, or announcing discouraging news like this, it allows you to send your best.

# Highlight What's Special

twitter

Home Profile Find People Settings Help Sign out

The mural on top of our new store in Malibu is pretty sweet. Let us know what you think <http://su.pr/1GaaQc>

4:10 PM Jul 15th from web



**americanapparel**  
American Apparel

**Now Open: American Apparel Malibu Taps Artist to Recreate Iconic Mural**

Wednesday, July 15, 2009, by Erin Magner



**American Apparel** have taken their mesh-panelled bodysuits to the seaside, launching a "pit-stop" just north of Topanga State Beach on the PCH. But it's more than just the oceanfront views and the promise of bike shorts that's piqued our interest about the brand's newest outpost—the freshly painted mural atop the storefront turns



Twitter gives you a great platform to share what's special about your company in 140 characters. But like using a highlighter in a book, only highlight the important things. Otherwise, your followers won't be able to read anything because there are too many colors.

# Share a fact about your company

twitter

Login Join Twitter!

Happy quasi-birthday Jobing! 10 yrs ago today the Jobing.com domain name was registered. It goes by fast! Looking forward to the next 10!

8:42 AM Jul 15th from web



jobing

Jobing.com CEO-Aaron

twitter

Login Join Twitter!

On This Day: The Pine Tar Incident: On July 24, 1983, the George Brett's ninth inning, go-ahead home run off Goo..

<http://bit.ly/BHLTp>

20 minutes ago from twitterfeed



yankeenews

YANKEES 24/7



Every company has milestone dates that can be celebrated. Figure out what those dates and events are and share them. They can serve as a great boost internally for employees, and a great way to connect externally to customers.

# Answer the Question, 'What are You Doing?'



twitter

Login Join Twitter!

Just finished watering the roses at one of our Atlanta stores

7:13 PM Jul 8th from mobile web



HomeDepot  
Sarah, Corp Comms



Twitter asks you a simple question... 'What are you doing?' All you have to do is answer the question and you'll fit right in.

# Say what's on your mind

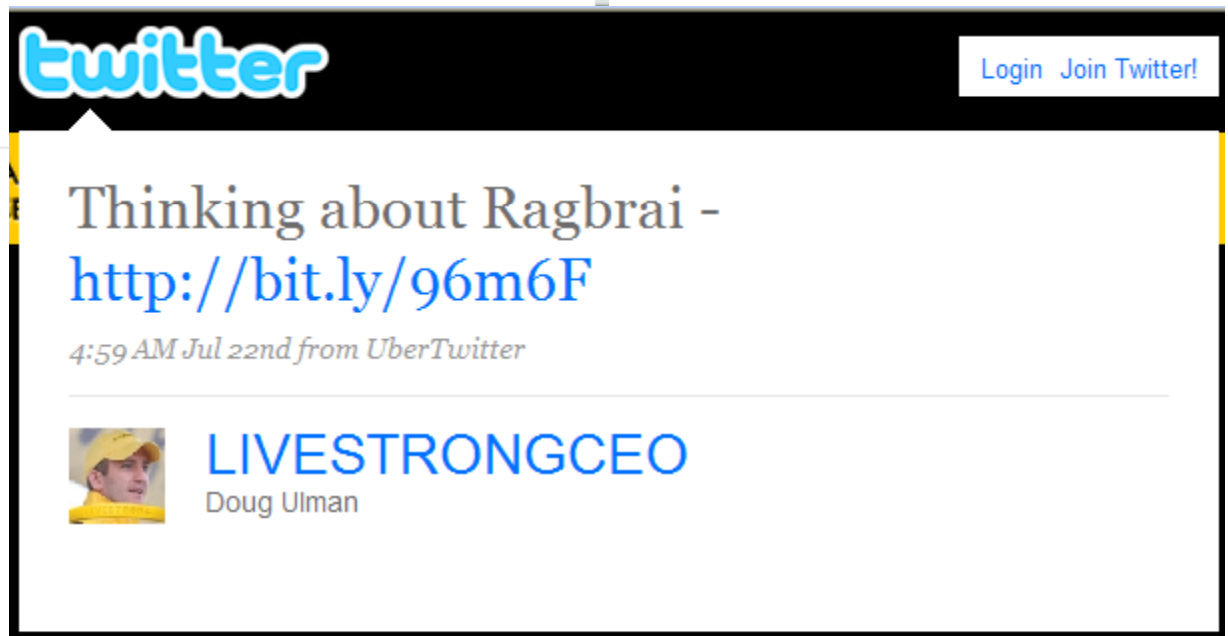


twitter Login Join Twitter!

We figured out how to get a man on the moon 40 yrs ago. Surely we can figure out how to keep kids from going hungry today.

2:27 PM Jul 20th from Seismic


 **TysonFoods**  
Ed Nicholson



twitter Login Join Twitter!

Thinking about Ragbrai -  
<http://bit.ly/96m6F>

4:59 AM Jul 22nd from UberTwitter

 **LIVESTRONGCEO**  
Doug Ulman



If you say what's on your mind, make sure what you say is beyond surface level intelligence. When you have a tweet like this, it should drive conversation and get people to think in a new way about an issue your organization is passionate about.

# Create Anticipation

twitter

Login Join Twitter!

Next creme brûlée will be either  
Thursday or Friday evening. Stay tuned.

10:00 AM Jul 15th from TwitterFon



**cremebruleecart**  
the creme brulee man

twitter

Login Join Twitter!

Some favorites tonight- tobiuo (flying  
fish) kamasu (barracuda) hiramasa  
(golden striped amberjack) and of  
course kuromaguro toro

5:30 PM Jul 18th from web

**umi** umi  
Umi



One of the biggest benefits Twitter can deliver to a business revolves around branding. If your tweets create anticipation, that will brand your company with a consumer in a very effective way. Just make sure you're actually creating anticipation, and not just tweeting to tweet.

# Please, oh please share Twitpics




twitter Login Join Twitter!

<http://twitpic.com/568sl> - Dean in the jobing video department definitely loves making great video for his clients! Don't look down!


1:47 PM May 14th from TwitPic

 **JobingDenver**  
Andrea at Jobing.com




by jobingdenver

[Become a Cartoon](#)

  
It's easy and takes less than  
[Cartoonize Yours](#)

TheCartoonizer.com  
More photos by jobingdenver

  
[Put this photo on your website](#)

Views 146  
Tags

TwitterFon  
Simple, clean, and fast twitter client for iPhone  
[Want your app listed?](#)



Twitpics are an incredible opportunity to showcase why your company is cool. Plus, the twitpic links are the most opened links on Twitter.

# Welcome your Stakeholders to Twitter



A screenshot of a Twitter post. The top navigation bar includes the Twitter logo and links for Home, Profile, Find People, Settings, Help, and Sign out. The tweet text reads: "Our favorite Illusionist David Copperfield now has his own Twitter! Follow him @D\_Copperfield". It is timestamped "about 23 hours ago from web". The user profile for "mgmgrand" (MGM Grand Hotel) is visible at the bottom left of the tweet.



A screenshot of a Twitter post. The top navigation bar includes the Twitter logo and links for Login and Join Twitter!. The tweet text reads: "Welcome, @RecruiterTexas -- any friend of @theredrecruiter deserves a super warm welcomeand lots of follows!". It is timestamped "6:57 PM Jul 13th from TweetDeck". The user profile for "SHRMcoo" (China Miner Gorman) is visible at the bottom left of the tweet.



Twitter is about community. To build your community and the community of your stakeholders, be sure to send out welcome tweets.

# Recruit Qualified Candidates

Calling all consultants! We're looking for a Process & Implementation Specialist. Check out the job description here: <http://bit.ly/mtsbD>

1:32 PM Jul 20th from CoTweet



**WBCareers**  
Warner Bros. Careers

twitter

Login Join Twitter!

UPMC is hiring a Web Producer with web-based design/development experience to work downtown:  
<http://ow.ly/i8nx> #jobs #pittsburgh

about 2 hours ago from HootSuite



**UPMCCareers**  
UPMC Careers



With unemployment at a record high, right now is the perfect time to attract applicants interested in employment with your company. The reason? When employment turns around, you'll have a large base of people to recruit from. So tweet your jobs.

twitter

Home Profile Find People Settings Help Sign out

Need help with your resume? Houston Public Library has a free class for you on Monday. <http://jobpal.com/od3k>



about 4 hours ago from web



JobingHouston

Jobing.com - Houston

TT#2 Brake fluid absorbs moisture. Flush and fill the system to prevent brake failure and high \$\$\$ repairs. ->

twitter

Login Join Twitter!

Our helpful tweets are short and sweet. They keep you in the driver's seat. Stay tuned! - ECS Tuning

2:29 PM Apr 28th from web



ECSTuning  
ECS Tuning



Being helpful with your tweets helps establish your company as the go to place for industry information.

# Be Helpful

# Ask Questions

What is the biggest technology concern for your business?

7:53 AM Jun 18th from CoTweet



**DellSmallBiz**  
Dell Small Business

twitter

Login Join Twitter!

Just wondering - how much would people pay for a high- quality PDF e-book of, say, 30 6x6 sudoku puzzles?  
#sudoku #puzzles

about 2 hours ago from Twitterri



**thegriddle**  
The Griddle

twitter

Home Profile Find People Settings Help Sign out

just curious, if we made a a how-to video, what would you like to see? How-to what? "How to be Anna Wintour?" "How to swim laps?" ...??

2:18 PM Jul 15th from web

92Y

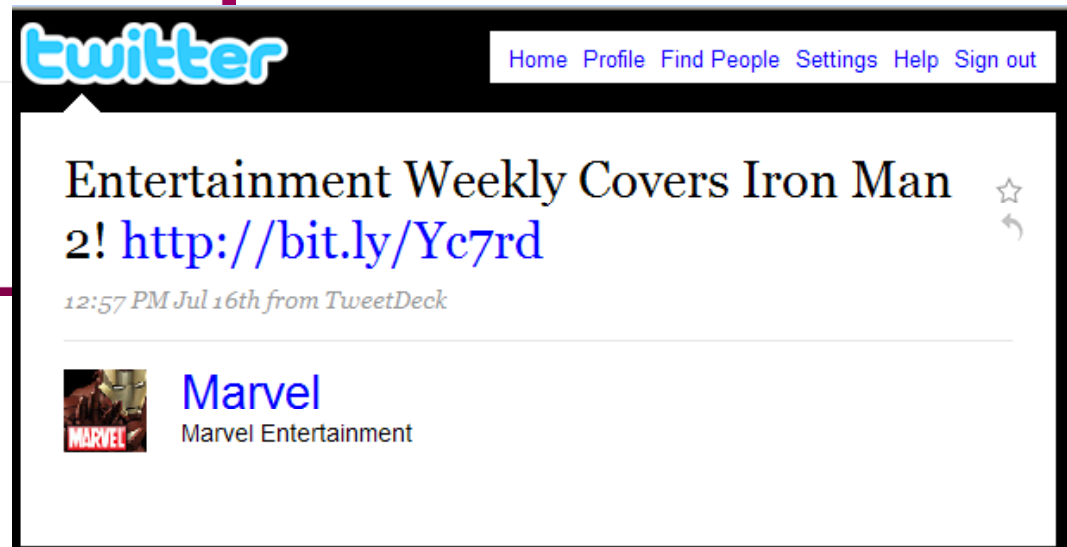
92Y

92nd Street Y



One of the biggest benefits Twitter can deliver to a business revolves around branding. If your tweets create anticipation, that will brand your company with a consumer in a very effective way. Just make sure you're actually creating anticipation, and not just tweeting to tweet.

# Share Accomplishments



Go ahead, brag a bit. You deserve it.

# Announcements



Home Profile Find People Settings Help Sign ou

Rescheduling session w/[@kogibbq](#) and [@PaughGinney](#) on social marketing success secrets for [#SmallBiz](#) to Tue 7/21 Follow [#yecram](#)



1:26 PM Jul 15th from TweetDeck



**1practicalgal**  
Gretchen Harding



Login Join Twitter!

Big day! Email I just sent to Zappos employees today about the Amazon acquisition - <http://blogs.zappos.com/ceo...>

1:32 PM Jul 22nd from web



**zappos**

Zappos.com CEO -Tony



Twitter is cool because it's one of the quickest ways to communicate news that needs to get out. If you announce something important, your followers will help spread the word for you.

# Play Giveaways and Give Discounts



Login Join Twitter!

Free app w/ purchase of 18" specialty pizza. Say the phrase, "Not for Nuthin!" (6/21-6/23). Check out Rich (NYPD, CEO) : <http://bit.ly>

9:21 AM Jul 21st from TweetDeck



NYPD\_Pizza

Alana



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

Login Join Twitter!

Twitter tues: now through fri, buy a 60 min massage get a free facial refresher (\$60 value). This is a good one, don't miss out!

11:14 AM Jul 21st from Tweetie



WoodhouseSpa

Woodhouse Cincinnati



People love free stuff. There's nothing wrong with experimenting with a few giveaways and discounts...but be sure to measure the results. There are so many giveaways on Twitter now that you have make sure you're 1) Unique and 2) Getting the bang for the buck.

# RT useful, funny, or relevant tweets



The image displays three screenshots of the Twitter interface, each showing a retweeted tweet. The top-left screenshot shows a tweet from @GuyKawasaki about the recession, retweeted by @ducttape (John Jantsch). The top-right screenshot shows a tweet from @wendy\_bowser about a business conference in Houston, retweeted by @thesilverbarn. The bottom screenshot shows a tweet from @thebreadlist about a farmer's market, retweeted by @christopherwine (Christophers Wine).

**Twitter** Home Profile Find People Settings Help Sign out

RT @GuyKawasaki: Goodbye Crocs! 14 things the recession is helping to get rid of: <http://om.ly/?tna> AC - just had to RT this one

*about 9 hours ago from TweetDeck*

 **ducttape**  
John Jantsch

**Twitter** Login Join Twitter!

RT @wendy\_bowser: Houston: 7/27, Christian Netwknng Biz Conf, Galleria DblTree. Networkng, workshps. Mayor White 2 speak. <http://is.gd/1I2Yk>

*about 2 hours ago from TweetDeck*

 **thesilverbarn**

**Twitter** Login Join Twitter!

RT @thebreadlist: Gearing up for Blowing Rock Farmer's Market. Bringing plenty of sourdough, seeded bread, chop blocks, bagels. - YUM

*3:31 AM Jul 23rd from TweetDeck*

 **christopherwine**  
Christophers Wine



Retweeting information that you find useful, funny, or relevant is a great way to provide value to your followers. It's also a great way to massage the egos of the people you want to connect with. If you're trying to develop a relationship through Twitter, RT'ing is a great way to go.

# Be funny & transparent



twitter Home Profile Find People Settings Help Sign out

I need some suits. Dress clothes. Adult stuff. ::sigh::

about 22 hours ago from twirl

twitter Login Join Twitter

 **punkrockHR**  
Laurie Ruettimann

**@girlieerin** Are you sure you want to be feeding a cat coffee? I sure wouldn't give my cats coffee.

about 24 hours ago from CoTweet in reply to girlieerin

 **Starbucks**  
Starbucks Coffee



The most successful companies aren't afraid to show a little personality. They speak in their authentic voice, and followers appreciate that.

Last, but not least...



...promote what you want to promote

# Tweeting Takeaways...



At least 50% of your tweets should answer questions, respond to remarks, or be sharing information about interesting content you've come across. Less than 10% of your tweets should involve any kind of direct selling (that's why the last slide was at the end of the presentation. You should promote what you want to promote 10% of the time. Because really, how annoying is it to be around someone who just talks about themselves all the time?)



Remember the 4/12 rule. The 4/12 rule goes something like this: it takes 4 interactions for people to remember you and trust what you say, and it takes 12 interactions before that person begins to be a part of your community. Remember this rule when you tweet, because RT's and @replies can be huge contributors to creating community.



Measure your results. Look at the number of replies you receive, the number of replies you send out, and the amount of engagement you can derive from participating in Twitter. Then, look at the other stuff: Google Analytics, # of followers, # of updates, and # of new customers, partners, or recruits.



Tweet once a day to keep the doctor away.