

## *Fact Sheet: Twitter*

### ***What Is Twitter, and How Does It Work?***

The dominant social media sites are Facebook, Twitter, LinkedIn and YouTube. All began as interpersonal communication channels, but have quickly become essential tools for businesses and organizations. They allow easy, direct communication between your team and current or potential clients and members. Their logos can be displayed on the home page of your Web site so that site visitors know they can click through to connect.

Twitter is a micro-blogging platform that allows users to publish short posts (140-character maximum) called tweets. You can employ a number of methods to find others to follow on Twitter, many of whom will follow you back. To find people already on Twitter whom you already know, you can import your email address book. You or your staff can send out brief updates, with links to pages on your site or other related sites.

### ***Why Is Twitter Important?***

According to Twitter, as of April 2010:

- Twitter has 105,779,710 registered users.
- New users are signing up at the rate of 300,000 per day.
- 180 million unique visitors come to the site every month.
- 75 percent of Twitter traffic comes via third-party applications.
- Twitter receives a total of 3 billion requests a day via its API.
- Twitter users, in total, average 55 million tweets a day.

### ***How Can Your Company Implement Twitter?***

- Commit to a weekly social media strategy and Coordinate your efforts with other team members.
- Add your Twitter address to your email signature block. If the account is a corporate account, add a Twitter icon to your other online properties such as your website, blog and Facebook page.
- To develop connections look on Twitter under People: Find Friends you will find a tool to help you connect with people in your email address book(s).
- Based on your profile information and the people you follow, Twitter will suggest other users you might want to follow. Explore these under People: View Suggestions.
- Use the Twitter search feature to search keywords of interest; when you locate relevant tweets, explore the person's profile and follow if appropriate.
- Explore Twitter platforms and web-based tools that are designed to make it easier to tweet on a regular basis and to find followers with similar interests.

- When anything of note occurs, send a tweet sharing your thoughts and why you are excited by this new product, service or event. Use Twitter to generate excitement prior to and during conferences and other events.
- Pay attention to – or create - relevant hashtags that you can include in your tweets. Hashtags are used by Twitter users to identify posts of interest to a particular group or which are on a particular topic, such as #Tech10 for posts related to the 2010 Annual Technology Conference & Expo of ASAE: The Center for Association Leadership.
- Follow and interact with other Twitter users in your industry.
- Encourage those you follow to follow you back. The chance of increasing your own total followers improves if you issue several informative tweets over a few days before you follow any industry leaders. When they notice, they will likely check your recent tweets before deciding whether to follow you back.
- Get involved in industry-relevant discussions on Twitter, and tweet or re-tweet interesting or useful content.

### ***What Principles Should You Keep in Mind?***

- Follow all rules for each community you join.
- Re-tweeting another person's tweets can gain you a follower, but don't rely heavily on re-tweeting. Make certain to add original content regularly.
- Observe etiquette guidelines: contribute to the discussion in a respectful way; listen to what others say instead of rushing to "correct" them; and be accountable for and responsible about what you say.
- When posting company news, make sure that it is truly valuable to the group. If it's sheer self-promotion, don't do it.