

SiteVisibility “Think-Paper”
**PR Tweet Sheet –
Using Twitter as Part
of a Public Relations
Campaign**

June 2009



think
beyond
the clickTM

What is Twitter and why all the fuss?

Meteoric growth

If you've downloaded this Whitepaper on Twitter, it must already be on your radar, but why has this social media service suddenly hit the limelight? Well, the site has seen 900% growth in the last 12 months, according to figures reported on the AOL owned Daily Finance, in an article called Growth matters: Twitter tweets a happy tune <http://www.dailyfinance.com/2009/02/24/growth-matterstwitter-tweets-a-happy-tune/>

YouTube, Facebook & Myspace never saw growth at this rate, even during their most meteoric periods of rising popularity.

In recent months it seems to have reached a tipping point. Twitter has seen even more coverage and hype, with Obama's Election Wins, Jonathon Ross and Stephen Fry talking on BBC1 prime time about the subject. But why is Twitter so popular and why is it relevant to Public Relations companies and search marketers?

Uniquely private and personal

When most people are asked to describe Twitter, they use the label 'microblogging'. While in many ways this is accurate, it overlooks the most valuable aspects of Twitter.

Personally, I prefer to think of Twitter as a very public type of instant messaging software. You can share your thoughts, questions and activities effortlessly with a huge audience.

And most importantly, they can share their opinions back.

What otherwise would be a private conversation can be shared with others, allowing them to join the conversation and form impromptu communities. But at the same time, you have the private messaging functionality of a social network, allowing you to conduct conversations away from prying eyes.

Convenience and smart phone

Another aspect of Twitter's popularity is as the West's first mobile phone social network to reach a mass market. It's simple enough to be accessed on even the most meagre of data allowances and takes 'always on' social networks to the next level.

Although no longer in use in the UK, Twitter messages can be delivered by SMS. They can also be delivered via the web and on newer phones, via dedicated applications. This means a greater intimacy than you get with more 'web' based social networks.

Other social websites make their service more phone friendly, but they will still struggle to create a service which is as intuitively suited to the mobile platform.

Not as 'real life' as Facebook

For many people Facebook, Myspace or Bebo is their main social media presence. Yet many people still maintain a separate presence on Twitter. Why is this the case, if in some ways Twitter duplicates the functionality of status updates on Facebook?

For many people, it's the ability to maintain a different network of contacts. Allowing someone – friend or stranger - to follow you on Twitter is different to a 'friend relationship' of Facebook, Bebo or Myspace.

They can't see your photos, access your events or any of the wide variety of other information you make available to your close friends on these services. Twitter tends to fall between the purely professional sites, like LinkedIn, and the other more personal networks.

These differences make the service more unusual and compelling in an entirely different way.

I'm already overwhelmed with email, Facebook etc... Why sign up for Twitter?

Do you use your mobile phone differently to your landline?

First of all there is SMS. Plus, if you're like me, you probably make fewer calls on your landline, but generally they tend to be longer calls. Maybe your mobile calls tend to be to other mobiles and landlines to other landlines. These are just a few differences between two very similar technologies.

Although Twitter may initially seem similar to other services, the way which it is used is quite different. Its popularity bears testament to how the service offers something different and useful.

If you don't yet see the point in signing up for Twitter, some of the examples below may inspire you.

Examples of successful use of Twitter

Zappos

Every new trend has a de facto case study. In the world of YouTube, it's normally BlendTec. With blogging, it's normally Dell and in the world of Twitter, Zappos is the default. So if you've already read about how Zappos have used Twitter I apologise. If not, read on, as they represent the epitome of a corporate brand using Twitter successfully.

At present, they are the 20th most popular account on Twitter. Their CEO, Tony Hsieh, uses the account regularly, to promote offers, respond to customer feedback, seek advice and participate in the community.

They have over than 150k followers, which, in permission marketing terms, is huge. If you think how valuable that would be as an email list, that's pretty impressive. But that really underestimates the power of Twitter; it's about a two way conversation where you learn more than you teach.

Tony Hsieh is passionate about customer service. He uses Twitter to connect with customers and his messages are about things which might interest them, rather than promoting corporate marketing messages. And the way Twitter works, where you only 'follow' people who interest you, demonstrates his ability to engage; over 150k followers are interested.

If you want to read more about his approach to Twitter, you can read his **Beginner's Quick Start Guide and Tutorial to Using Twitter** - <http://twitter.zappos.com/start>

Name Cheap

NameCheap is another company who have used Twitter to deliver business value. O'Reilly covered it in **Twitter Drives Traffic, Sales - A Case Study** - <http://radar.oreilly.com/2009/02/twitter-drives-traffic-salesa.html>

On paper, the benefits seem impressive: 10% increase in web traffic and 20% increase in sales. This is even more inspiring when you realise that these results were achieved with just one month's tactical marketing.

Even more impressive as a domain name registrant, the additional business wouldn't have had a significant impact on their overheads or resources either.

Great for net profit.

So how did Twitter help deliver this extra revenue? Well, NameCheap registered an account and used it to give away free domain names. Each hour, they asked a trivia question and the first three correct answers won the prize. They kept this up throughout the month.

But the reason this competition was so successful is how it spread virally. To answer the question successfully, the entrants had to reply through Twitter. Each time they entered, they put the NameCheap Twitter account in front of the eyes of their followers.

This is just one way to go viral on Twitter. Assuming NameCheap had a dozen entries to every question and each of them had a hundred followers, you can quickly see how this kind of competition can lead to huge increases in traffic and business.

BB Geeks and good practice tips

Another website which has successfully used Twitter to boost traffic and engagement is the Blackberry fan site, BB Geeks.

One of the people behind the campaign, Rae Hoffman, gave a great insight into how they achieved the impressive results in her article **Twitter Case Study of a Commercial Brand -**

<http://www.sugarrae.com/an-actual-non-big-brand-Twittercase-study/>

They took a number of steps which would apply to almost any organisation hoping to do well on Twitter.

1. Assign responsibility to one person

Most people using Twitter are individuals, so convention dictates even if it's a company profile, it makes sense to have just one person behind the account. It'll give a unique voice, but it will also make it clear where the responsibility for the account lies. If everyone is supposed to contribute, it's likely it won't get used as often.

2. Give the account a purpose

In this case, they troubleshoot Blackberry problems. By giving the account a clear purpose, you'll have a direction that will drive the account forward. You can also include it on your page summary, so someone viewing your Twitter profile will understand what you're about, which will help them decide if they want to follow you.

3. Personalise the account

There are two simple ways to personalise your account. First your photo, the small square image, is really important. Every time someone sees you tweet, the image is triggered, and as a lot of people tend to remember images better than names, making it memorable is always helpful. Also, you can alter the background image of your Twitter page, not unlike the Myspace layouts. There are a few websites out there with premade designs, but it should be a fairly straight forward project for anyone within your design team.

4. Don't automate tweeting

If you already have a blog or are producing content regularly elsewhere, it can be tempting to automatically update with information about that content. As part of a normal account, you will promote your own content, but if that's all you use your account for, it's unlikely you will attract many followers

5. Follow people talking about your topic

We'll talk a little later about how to find people talking about your topic. It's a great way to find connections within the network. A number of them will visit your home page to see what you're about.

6. Don't talk only about the company

If you have an individual running the account, allow them to post off topic; it'll add depth to the profile and increase the likelihood of followers making a personal connection.

7. Give your Twitter followers something they can't get elsewhere

BBGeeks used giveaways and exclusive content for their followers. You could do the same. By giving something unique to your Twitter users, they'll feel valued and more likely to share your content and increase your reach.

Gartner Hype Cycle

A few months ago, I was doing my usual web based R&D and came across the Gartner Hype Cycle. It's a simple model to understand how 'hyped' something may be and how subjects of excessive hype tend to settle down.

Although they don't deliver the promise initially expected, they do still prove useful.

In many ways, it's common sense, but a bit like Tipping Points and The Longtail, it's a pretty good way to represent a concept visually which can be difficult to explain.

Knowing my connections on Twitter (mainly people working in New Media & SEO) I thought they might also find the concept and illustration useful when putting together presentations so shared a link to the Wikipedia page on the topic.

I had a few responses from my connections and then, shortly after the mention, I received a reply and a friend request, which came from Gartner's own company Twitter account.

They pointed me towards a microsite for a book on the subject, which had links where you can buy the book.

As it turns out, I bought the book and now am talking about the experience and sharing it with you.

An alert set up on their name and a well timed response led to a directly attributable sale. It also gave rise to this positive word of mouth feedback from me mentioning the story, both in this white paper and to contacts, when explaining possible uses of Twitter. Great for a ten second tweet.

SEOMoz Link Building for SV

Rand Fishkin and his team over at SEOMoz have established themselves as one of the most trusted sources of SEO advice online. As a consequence, a link from them has huge branding and SEO benefits. I mentioned to the one of their contributors, Will Critchlow, that there have already been some posts written about domain leasing which might make a good addition to his post on the domain market and was rewarded with a link.

The ROI of a ten second tweet, which resulted in a link from a website with a Page Rank of 6, on a page which has a PR of 4 in its own right, and has been read by many other search marketers, is really high.

These last two examples are perhaps not as impressive as the case studies above, but are much more down to earth. I hope by including them, I've illustrated how small and realistic efforts via Twitter can have a real positive public relations influence for a business.

How PRs can use Twitter

Who is already talking about you?

The biggest surprise for most PR people, when they first begin dabbling in Twitter, is how many people are already talking about their clients on the service. It might be positive, it might be negative or completely flippant, but at the very least you need to know about these kinds of mentions and understand the sentiment.

Introduce yourself to Twitter search.

The first place to start is the website's very own internal search
<http://search.Twitter.com/>

Start off by entering your brand.

In the screen grab below, I've searched for the soup brand Baxters. With a generic name, as you'd expect, there are a few random off topic tweets, but their products.

The most important element of this screen shot is the little orange square in the top right hand corner. That little RSS button means you can monitor for mentions of your brand from your favourite RSS reader, like Google Reader or even from within Outlook.

This is the most basic way to monitor your brand online and if you only take away one thing away from this white paper, I suggest you monitor for mentions in this way. However, if you can really see the value of this, there's more sophisticated things you can do on Twitter.

The screenshot shows the Twitter search interface. At the top, the Twitter logo is on the left, a search bar containing 'baxters' is in the center, and a 'Search' button is on the right. Below the search bar, the results are titled 'Realtime results for baxters' with a timestamp of '0.56 seconds'. The main content area displays a list of tweets:

- danielstater:** I'm down right giddy that I found a pair of dark, destroyed **Baxters** from A&F; normally \$100 marked at \$99!!! Mine, all mine! about 16 hours ago from Twitterrific · [Reply](#) · [View Tweet](#)
- jameshutchison:** Just discovered that the most boring cheese & ham sandwich can be transformed in2 a spectacular taste sensation using **Baxters** Tomato Chutney 1 day ago from TwitterBerry · [Reply](#) · [View Tweet](#)
- VCEAwriters:** Alum Bethany Hegedus' debut middle grade novel **Between Us Baxters** releases Thursday. @jknowles says thumbs up: <http://tinyurl.com/d308hq> (expand) 1 day ago from web · [Reply](#) · [View Tweet](#)
- thebaxters:** woohoo! the soon to be **baxters** has hit twitter! 1 day ago from web · [Reply](#) · [View Tweet](#)
- kissandmakeupuk:** @lanCownie **Baxters** chunky veg with two massive hunks of homemade bread toasted... yum! 2 days ago from web · [Reply](#) · [View Tweet](#) · [Show Conversation](#)
- rabkaman:** Stephen **baxters** manifold series was quite interesting to me 2 days ago from bt · [Reply](#) · [View Tweet](#)
- blue_north27:** Had a little nap, want to stay awake for awards show later. Making a bowl of **Baxters**' butternut squash soup, adding noodles to liven it up. 3 days ago from web · [Reply](#) · [View Tweet](#)

On the right side of the page, there are two sidebar sections:

- Feed for this query:** Includes a 'Twitter these results' button and a dropdown menu for 'Show tweets written in' set to 'Any Language'.
- Trending topics:** A list of trending topics including Safari 4, #awemedia, #smk12, Top Chef, Lent, #catalystoneday, #lost, #glurk, God's, and Snow.
- Nifty queries:** A list of popular search queries including cool filter:links, 'is down', movie :), 'happy hour' near:SF, #haiku, 'listening to', love OR hate, and flight :/.

Get a Twitter Client on Your Phone or PC

To get the most from Twitter, you need to download a client, either to your phone or computer. Tweetdeck is one of the most popular and powerful applications for PR people using Twitter.

It has a paned design, with the main panes being for your own stream of public, private and replied messages. You can also set up panes to monitor for mentions of particular keywords. So you can monitor several variations of your brand name or even multiple brands.

As Twitter has increased in popularity, dedicated tools to monitor for mentions of your brand are available. One such service is EasyTweets, which will give you a graphical representation of how own your brand is being mentioned. It will even text you to notify you if something happens, like a sudden increase in brand mentions.

So if a PR disaster happens out of office hours, you'll know and stop the snowball before it becomes an avalanche.

Pitching to journalists at the perfect moment

If you're a public relations professional on Twitter, the chances are a few of the people you're following will be journalists. By knowing what they are researching, topics they find interesting and what they are up to generally, you have a much greater chance of pitching at precisely the right moment.

Following a technology blogger who's attending CES and knowing they are going to be near your booth in the afternoon, gives you the ideal time to mention your new smart phone launch.

This new kind of pitching helps both parties:

- ***no time wasted on untargeted pitches***
- ***no time wading through boilerplate press releases***
- ***more goodwill, as you'll have a higher signal to noise ratio***

Essentially, everyone's a winner.

Finding personal stories and anecdotes with PR potential

If you're monitoring mentions of your brand on Twitter, there's a chance you'll find a personal story which has the potential for press coverage. Don't underestimate the potential of this kind of opportunity.

Dan and Chip Heath, in their book 'Made to Stick', discuss Jared and the Subway Diet.

If you're not familiar with the story behind Jared's rise to prominence, a college student eating Subway sandwiches was able to lose a huge amount of weight. This real life story acted as great social proof for the company, who wanted to distinguish themselves from other fast food restaurants.

In the book, the Heath brothers talk about the chance occurrence that Jared's story was spotted by a store manager, who eventually, after much protestation, convinced the company to use Jared in their adverts.

Dan & Chip reckon the Jared campaign resulted in an 18% uplift in sales in 1999, followed by 165% in 2000. During the same period, Subway's competitors saw much smaller growth of around 7%.

On Twitter, you stand a great chance of spotting these stories early and there is less chance of missing them. If you were able to spot a similar sticky story on Twitter, you'd be very popular with your clients!

Establish the voice/face of the company

Too often, when trying to promote or weave a story around a company, we forget that a company is a little more than a collection of individual people. By allowing staff to represent the business via social sites like Twitter, there's the chance to put a more personal voice or face to the company. The quirks of their personality will represent the company and mark the business as separate from those organisations who are faceless.

It'll create a feedback loop to improve the business, garner attention and act as point of separation.

Practical tips on getting more from Twitter

Desktop clients & smart phone applications

Although the web interface of Twitter is elegantly simple, if you are using the service, you'll very likely want to switch to a dedicated program. Below are some of the most popular Twitter clients:

Twihrl - <http://www.twihrl.org/>

This is my personal favourite. It's a simple desktop client that allows you to easily:

- keep track of your account
- reply to users
- send direct messages
- retweet messages

Tweetdeck - <http://www.tweetdeck.com>

This is more powerful than tweet. You can monitor a number of searches at one time and it comes with some pretty powerful filtering as well. This is probably the best place to start, if using Twitter on behalf of a company.

Twitterrific - <http://iconfactory.com/software/Twitterrific>

This is the iPhone application of choice. Twitter really comes into its own when on the move. If you're an Apple addict and never without your iPhone, then the free application download of Twitterrific is essential.

Choosing who to follow and friend

Start with real friends. Twitter will allow you to import your contact list from your email account and this is a really good place to start. Don't add too many people too quickly; you might set off an alert with Twitter, plus it may overwhelm you.

Search for people talking about your interests. Find the profiles of bloggers you enjoy.

Follow the people your friends are following. You'll find it simple to find interesting people to keep track of.

Two things to remember:

First, if you follow someone, that doesn't mean they'll follow you back. Most people follow fewer people than follow them.

This is even more pronounced with celebrities. Personally I follow about fifty percent of my followers, but find a ratio that suits you.

Secondly, remember every person you follow will get an email notification, so there's no covert following! If someone gets a notification they're being followed, they will probably check your profile, so make sure it makes it's clear who you are and hopefully encourage them to follow you back.

What are re-tweeting, @ messages, DMs and # tags?

There's not much jargon associated with Twitter, apart from some made up words with 'tw' at the front. There are three features though that it's essential to get your head around.

First is re-tweeting. This is similar to Forward on email, but you send to your entire contact list. Most clients have a re-tweet button that automatically cuts and pastes the message you want to forward, so you just have to hit enter.

Second is @messages. If you're using Twitter to have conversations and not to broadcast, the chances are a significant chunk of your updates are going to be aimed specifically at a few people. To let some one know you're talking to them, put the @ symbol followed by their user name.

This will let that user and everyone else know who you're talking to.

Finally, there's DM, which is short for direct messages. Unlike re-tweets and @ messages, DM's are completely private.

However you can only DM someone if you have a two way connection.

Also, it's worth mentioning # tags. These tend to be used to make it easy for people to find a series of associated tweets. Normally used for events; for example, to find all the tweets about the South by South West Festival, you can search for #sxsw, or for people talking about our internet marketing podcast, #impc.

Common Twitter pitfalls

There are pitfalls which will frustrate you, if you're not aware of them. Twitter users have found they don't get the best from the service if they:

Only promote themselves

Although not everyone is on Twitter selflessly, that doesn't mean you can constantly shill your clients or your business. If everyone did that, Twitter would have very few users. A specific ratio would be needlessly prescriptive, but if more than one in ten of your tweets are self promotional I think you may have the balance a little wrong.

Update automatically

There are lots of tools that automatically update several social media profiles at once. The most common are Twitter status and Facebook. The process completely misses the point of both and annoys users. Facebook is about what you're doing; Twitter is about what you do and how that fits with other people.

Use automatic Direct Messages

There are also tools out there that let you send an automatic direct message to anyone that follows you. Do you like automatic bulk automated email? No, and Twitter is no different.

Don't use the service enough

It's like going to the gym; everyone starts out with great intentions, but slowly work gets in the way and they lapse.

Twitter's the same. To really get any benefit from the service, either personally or on behalf of a client, you have to invest some time. It'll take a few weeks to 'get it' and most people drop out before that point.

Have a bad signal to noise ratio

If you only talk shop, everyone will think you're a robot, but tweeting exclusively about your lunch or the bowel movements of your cat isn't going to win you much in the way of mind share.

What's it got to do with SEO?

Search marketing and PR

So why is a search marketer telling a PR company how to do their job? Twitter is, in many ways, a natural extension of offline PR into online, but in many ways it overlaps into the world of search marketers. Although SEO may have a reputation of being about keywords and code, to be successful on search engines you have to think about content and relationships online.

As the world becomes more comfortable online, the role of search marketing agencies has changed. Though the importance of making changes to a site to make it search

friendly is unlikely to diminish in importance, in the immediate future, the role of reputation building in SEO continues to grow.

Twitter and social networks are great way to build relationships that result in links and a great way to promote content that is worthy of links. Savvy search marketing agencies are forming alliances with PR companies, to draw on their collective experience to use social networks like Twitter to build relationships, produce content and improve the reputation of businesses online.

Top tips from PR & SEO people

What we've seen above are my top tips (with thanks to contributors mentioned) but in the true spirit of Twitter, I wanted to gain the feedback of some of my peers and add them into the mix. So I contacted a number of my connections on the site to ask them for their top tip, all within the 140 Twitter character limit.

Although whitepapers, by their nature, are broadcast rather than conversation, I wanted to try and incorporate some of the feelings of other people involved with Twitter, PR & SEO. What follows are top tips from some of the PR & SEO people on how to use Twitter.

lakey - <http://twitter.com/lakey>

Pick a subject and stick to it. Become an authority on your subject. And tweet frequently without too much off-topic noise (spam).

doctorpod - <http://twitter.com/doctorpod>

Use search.Twitter to see what folks are saying about you

lyndoman - <http://twitter.com/lyndoman>

Take a 7 day break from Twitter and see if it makes any difference.

qualitynonsense - <http://twitter.com/qualitynonsense>

Try my Twitterbot, [@WholsHosting](http://twitter.com/WholsHosting) -

<http://twitter.com/WholsHosting> might be of interest for alternative uses for Twitter.

SebastianX - <http://twitter.com/SebastianX>

a feedreader will store even deleted updates, as long as received (not deleted a second after the tweet).

badgergravling - <http://twitter.com/badgergravling>

Be prepared to respond quickly and authentically even if it means bending brand values slightly. Brands are groups of humans, after all

iVinay - <http://twitter.com/iVinay>

Perfect Twitter Profile Page = Using Real Name, Real Picture, Creative Bio, URL to Blog, Custom Bg & ratio between following and followers.

chriscathcart - <http://twitter.com/chriscathcart>

"Pick who you follow carefully, your feed can become cluttered quickly and it's key that its useful and interesting to you."

AlCarlton - <http://twitter.com/AlCarlton>

Build relationships and interact with others before simply pushing your own products and services , no auto DMs either.

joffhopkins -<http://twitter.com/joffhopkins>

Twitter was designed to be a two-way medium. Please don't just use a robot to tell me about new blog posts - have a conversation instead.

davidcushman - <http://twitter.com/davidcushman>

The greatest current example of our communal selves - human-powered fuzzy edged adhoc group forming at its best. A brilliant filter too :-)

willmcinnes -<http://twitter.com/willmcinnes>

Be polite and helpful: give more than you get and you will get more than you give.

mattuk - <http://twitter.com/mattuk>

Twitter isn't about telling people what YOU'RE doing, but telling them things they didn't even know THEY wanted to know.

Eloi_Casali - http://twitter.com/Eloi_Casali

Keep it personal: Don't use auto-follow, Don't auto-DM new peeps, Reply to as many @replies as humanly possible and Give a face to your biz!

simondance - <http://twitter.com/simondance>

"Recognise it's about two way communication, sharing, giving and adding value. If trust is abused, expect to be unfollowed"

Carlsonator - <http://twitter.com/Carlsonator>

mix it up with a balance: be helpful, be interesting, listen, ask questions, link to useful stuff (and stupid stuff), be serious & be silly

rogerwarner - <http://twitter.com/rogerwarner>

Twitter is the Zen of social comms campaign tools. It is your mission to cede control. The smarts are all in the planning...

coplandmj - <http://twitter.com/coplandmj>

Everything you say on Twitter is available via its search function, so a) mind your typing, b) hold your tongue and c)don't go over 140 ch-.

LeifKendall - <http://twitter.com/LeifKendall>

When answering questions, try to include the question in your tweet. This helps your followers to make sense of your tweets.

bonytoad - <http://twitter.com/bonytoad>

treat Twitter like domaining - there's a goldrush on so get your accounts while you can.

special_noodles -http://twitter.com/special_noodles

Do not be afraid to say something, dive into the conversation. chances are, if you find it funny/ interesting/ relevant someone else will too

graemed - <http://twitter.com/graemed>

Find your niche then contribute relevant links/posts. People will notice and RT it. Never directly sell but give good insight

specialhen - <http://twitter.com/specialhen> Share the most interesting content you discover and use Twitter search to find the latest information about your niche.

nijay - <http://twitter.com/nijay>
Actually engage with people instead of using Twitter to push market, retweet interesting information to your followers & respond to **@replies**

tommacolm - <http://twitter.com/tommacolm>
Don't just Follow - Talk! "In the end, The love you take, Is equal to the love you make."

rosiefresh - <http://twitter.com/rosiefresh>
Be real, don't invent a "Twitter Persona". People will see through a charade. People want 2 connect with YOU not a facade.

kevgibbo - <http://twitter.com/kevgibbo>
I'd recommend finding users who can help to spread your message, try finding new people to follow with searches like "RT SEO"

discuit - <http://twitter.com/discuit>
Share links quickly from your google reader by using the rss feed from your shared items page combined with Twitterfeed.com

tomcritchlow - <http://twitter.com/tomcritchlow>
Register a memorable username. Personal branding ftw. Remember Twitter is all about conversation, which is 2-way. Engage with followers!

ciaranj - <http://twitter.com/ciaranj>
"Understand it may not be right for your brand. If it is, decide whether you wish to broadcast, converse or monitor. And learn to be brief!"

rorybrown - <http://twitter.com/rorybrown>
Be selective in who you follow. Prune regularly. Use Twitter Search to monitor topics of interest. Don't try to separate work and non-work. Okay I understand Twitter, but how can it work for me.....

But how do I make it work for me?

A friend of mine had a proof read of this white paper before publishing it. She gave me some very good feedback, and asked for some live examples of conversations taking place on Twitter that she would find interesting, as she only could seem to find the 'what I had for lunch' kind of Twitter users.

Below are a couple of the searches I carried out to find some conversations she'd find interesting. I've included them in the whitepaper, as I know, until you see a live example, it's hard to understand how tools like Twitter can apply to you.

There are conversations taking place on Twitter that are of interest to everyone; a two minute search found a few I thought she might find interesting 'professionally'. If you follow the links, you'll find the latest posts on her relevant search terms.

I searched for the name of her company. Despite not really using Twitter, there was an automated tweet from a publisher in their sector. It doesn't have many followers, but 78 people could have found out about the merger via Twitter.

She works in e-learning and training. A Twitter search for **elearning** - <http://search.twitter.com/search?q=elearning> shows that loads of people are talking about elearning. Some are other professionals, whom she could bounce ideas off, some are buyers or users etc....

Also she regularly delivers training courses, so I did a Twitter search for **training course** - <http://search.twitter.com/search?q=training+course> . Most of the people mentioning the keywords 'training courses' are attending events. It could show general complaints people have, what people like, new training courses people are attending which she could be running etc...

Your thoughts...

Finally, it would be great to hear your feedback on this white paper and it seems fitting to send it via Twitter! If you could send a tweet to @kelvinnewman and use the #tweetsheet, I'll make sure I have a read and who knows, maybe we'll start a conversation!

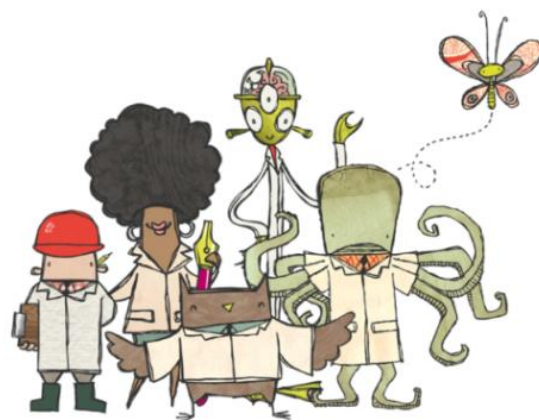
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Kelvin Newman has responsibility for R&D and maintaining the SiteVisibility web presence, including our No.1 ranking Podcast and Blog. Prior to joining SiteVisibility, Kelvin worked for Emap consumer media working across high profile magazine titles. In addition to this experience and client work Kelvin regularly produces popular search and digital marketing whitepapers and has also delivered speaker sessions at leading industry events.

About SiteVisibility:

SiteVisibility brings a team of search engine marketing & optimisation, social media, strategy, technical and R&D boffins together to create flexible, future-proof and truly integrated digital marketing campaigns that deliver better results from sensible budgets.



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SiteVisibility
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