

Twitter Bootcamp

Presented By:

Derek Gathright @derek

Anne Haynes @annehaynes

What will be covered?

- Introduction

- What is Twitter
- Where did the idea come from
- What you can do with it
- Distinctions from other forms of social media/networking
- Various examples of how it can be used in a business

- Bootcamp

- Sign up process
- Tools to find conversations
- Ways to find interesting people
- Twitter clients and other advanced tools

What is Twitter?

- Social network estimated at 20 million active users worldwide, and growing exponentially.
- It asks the question of "What are you doing?"
- "Twittering" (or "Tweeting") is similar to blogging, but is typically much more frequent & concise. More like a single thought.
- As long as you can fit it into 140 characters, you can post whatever you want.
-
- Similar to Facebook "status" updates.

What is Twitter?

- Very SMS (text messaging) centric. 140 character limit is because it is tailored towards SMS messages
- Ability to have SMS notifications sent to your mobile device when specific users 'tweet'.
- You can follow anyone, and anyone can follow you.

How can Twitter be used?

You post your current status, such as...



The image shows a screenshot of a Twitter post. At the top left is the Twitter logo. At the top right is a navigation bar with links for Home, Profile, Find People, Settings, Help, and Sign out. The main content is a tweet by Derek Gathright, which reads: "Working on some slides for a Twitter Bootcamp I'm presenting later this week." To the right of the text are icons for favoriting (a star) and deleting (a trash can). Below the text is the timestamp "half a minute ago from web". At the bottom left is a profile picture of Derek Gathright, followed by his name "derek" and full name "Derek Gathright".

twitter

Home Profile Find People Settings Help Sign out

Working on some slides for a Twitter Bootcamp I'm presenting later this week.

☆
🗑️

half a minute ago from web

 **derek**
Derek Gathright

How can Twitter be used?

You can use it to announce important events in your life.

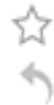
We just made history. All of this happened because you gave your time, talent and passion. All of this happened because of you. Thanks

1:34 PM Nov 5th, 2008 from web



BarackObama

Barack Obama



How can Twitter be used?

Be one of the first to know about breaking news

Air France jet bound for Paris from Rio de Janeiro, Brazil, with 216 aboard, missing over Atlantic, airline confirms.

3:03 AM Jun 1st from web



'Kung Fu' star David Carradine has been found dead in a hotel in Bangkok, Thailand, according to his manager.

7:09 AM Jun 4th from CNN



Two people have been shot at the U.S. Holocaust Memorial Museum in D.C., emergency officers said.

10:51 AM Jun 10th from CNN

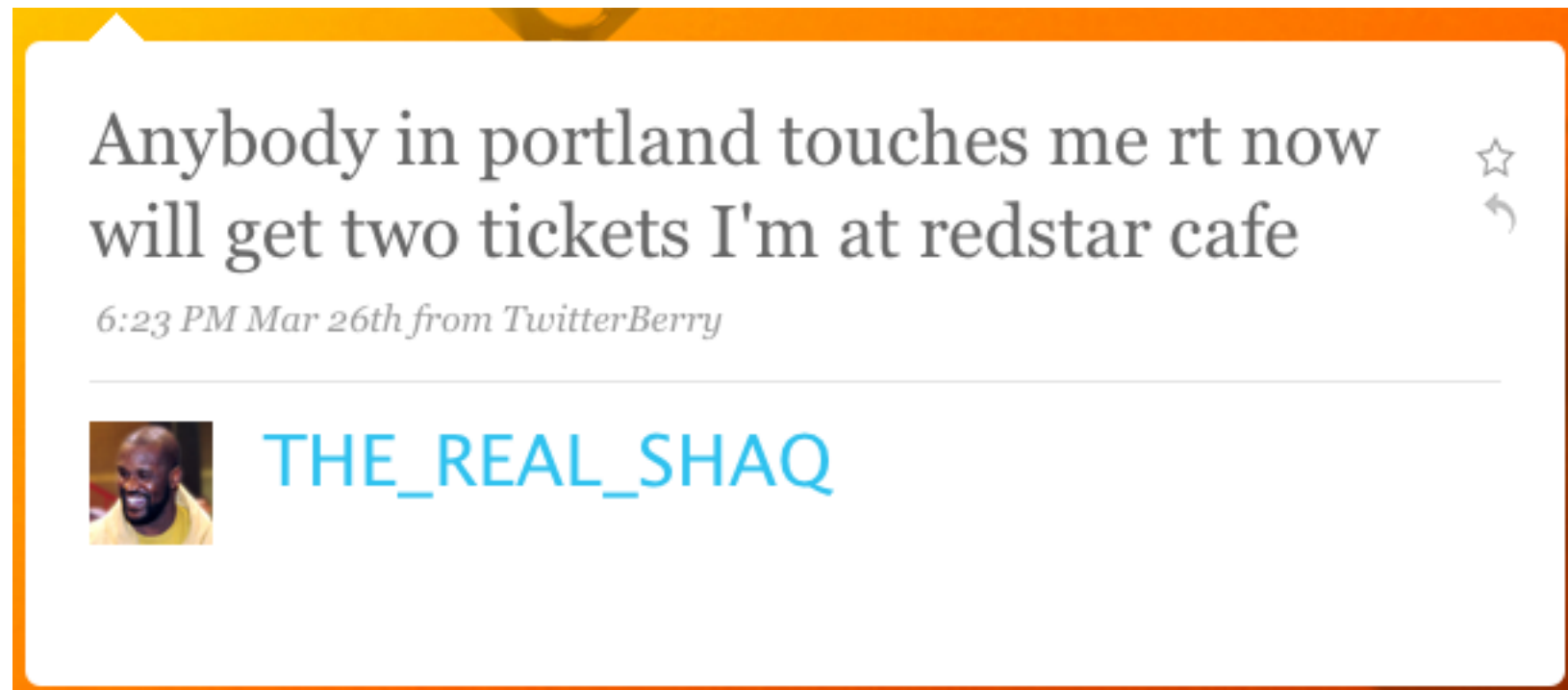
Crowds in Tehran break into shops and start fires as they protest re-election of President Mahmoud Ahmadinejad.

10:26 AM Jun 13th from CNN



How can Twitter be used?

You can use it to find and meet new people



How can Twitter be used?

You can use it for complaints and customer service

@comcastcares I was just charged \$400 unreturned equipment fee! I have no equipment to return, I have no idea what they're talking about!



about 6 hours ago from web



ahendy

@ahendy Email my team at We_Can_Help@cable.comcast.com and we will research it for you

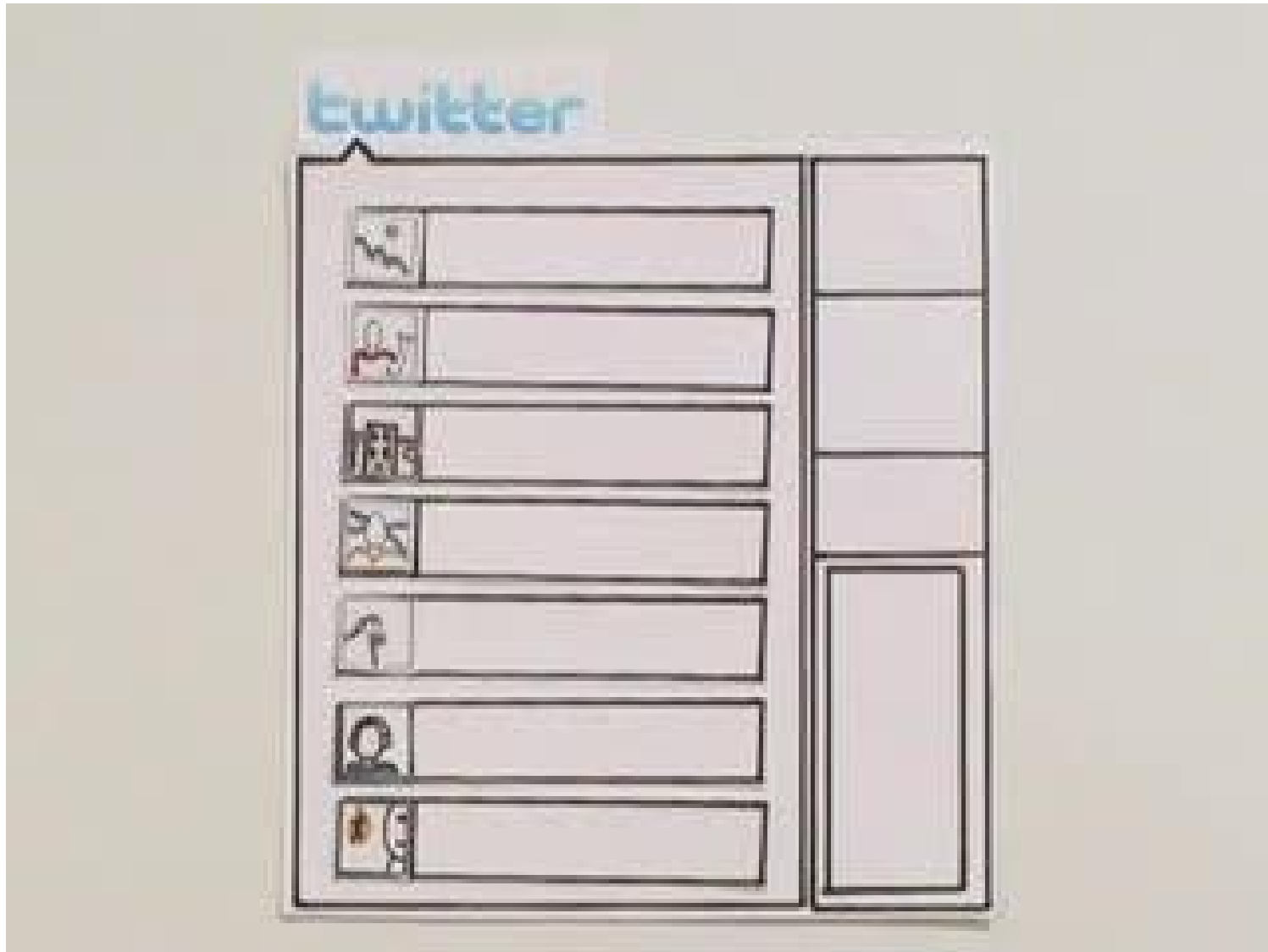


about 5 hours ago from web in reply to ahendy



comcastcares
Frank Eliason

"Twitter in Plain English"



Twitter History

- 2000 - Jack Dorsey experiments with realtime status publishing using a mobile email device
- 2000 - Evan Williams launches Blogger.com. "Blogging" becomes a hot trend & is eventually sold to Google in 2003.
- 2004 - Evan leaves Google and co-founds podcasting startup Odeo.
- Early 2006 - Jack approaches Evan about the Twitter concept (originally called Status.ly) and built out prototype in two weeks. Evan liked it enough and became an investor.
- March 2006 - Twitter launches a side-project at Odeo

Twitter History

- March 2007 - Became huge hit at SXSW conference.
- April 2007 - Twitter spun off as a separate company and Odeo is sold off.
- April 2008 - US journalism student tweets "Arrested!" when covering a protest in Egypt, friends contacted press & US Embassy. Was released within a day. Tons of press coverage.
- July 2008 - Twitter buys Summize, rebrands it

Twitter History

- Summer/Fall 2008 - Twitter starts to pick up momentum in the mainstream media during election season because it was a constant source of political news.
- November 2008 - Mumbai attacks were another event that brought it into the mainstream media.
- 2009 - Celebrity invasion, constant mainstream media coverage, userbase has expanded beyond early adopters, Twitchiker, live-tweeting dates, twitter weddings. You name it, people are doing it.

The Power of Twitter

- Talent pool on demand whenever you need it
- Interactive, ask a question and get instant feedback
- Simple to use
- Correspond with interesting people
- Finding conversations that intrigue you

How is it different than...

- Email?

- Email is private, conversation is restricted to specific recipients.

- Instant Messaging?

- IM is typically one person talking to another in a private conversation.

- IRC / Chat rooms?

- Twitter audience is much larger and has various methods of delivery.

- Blogging?

- Blog posts are typically much longer than 140 characters, take time to write, and are less interactive

How is it different than...

- Facebook/Myspace?
 - FB/MS - You find your friends, reject unknowns
 - Twitter - You find random people to follow
 - FB/MS - Cultivating relationships within already established networks
 - Twitter - Focus on meeting new people you find interesting

Different than other social networks as your goal on Twitter is to have friends as well as strangers follow you. Your influence grows as your circle of followers grows.

Examples of Twitter in the Business World

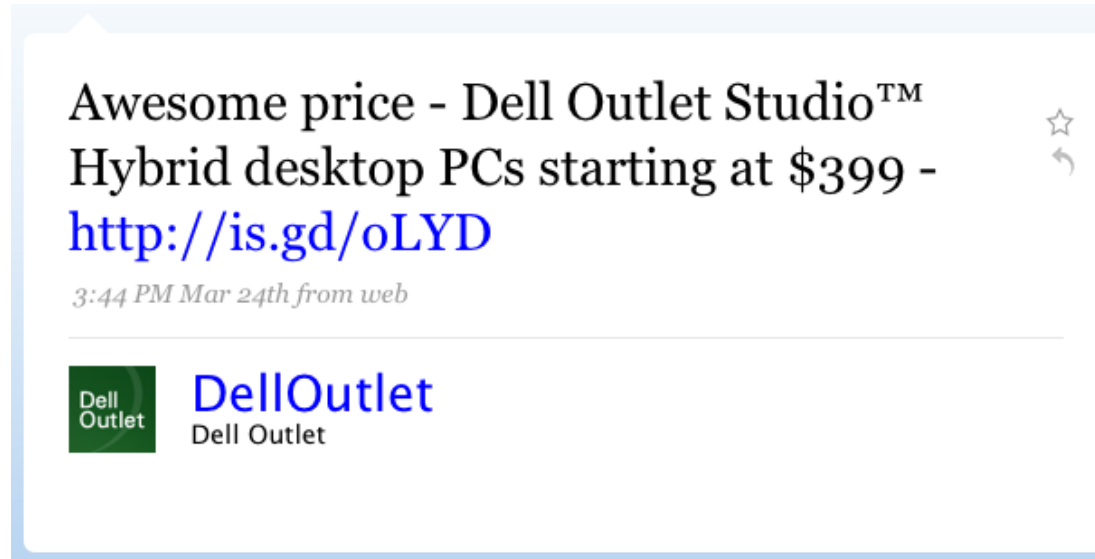
Dell

Twitter as a revenue generator

Dell

- Has 35+ Twitter accounts @ <http://www.dell.com/twitter>. Primary account is @delloutlet (twitter.com/delloutlet) with 650k followers.
- Mid-2008, announced tweeting generated them over \$1 million in revenue over the last year
- Followup in June 2009, announced tweeting revenue had passed \$3 million.
- Able to estimate these figures by tracking click-throughs of URLs embedded in each tweet

Dell



Dell Outlet Twitter Exclusive Offer

Welcome Twitter followers!



DellOutlet

You're shrewd. You're prudent. You know a good deal when you see one, and that's why you're here. But why Dell Outlet? I mean, other than **the great low prices**, what sets us apart from all the rest? Let's start with some of the **latest Dell products**, like the [Award-winning](#) Inspiron™ Mini 9 netbook, for one. Or how about our speed? Most Dell Outlet systems **ship within 24 hours** of order confirmation. And yes, we will put our money where our mouth is. We'll give you the **same limited hardware warranty¹ and service** as if you bought new, plus offer you **21-day return policy** on all Dell Outlet products in the unlikely event that you aren't completely satisfied. So, why Dell Outlet? Why not!

Still need more convincing, eh? OK, we'll sweeten the deal. Here's our latest Twitter Exclusive offer. Oh, and don't forget to sign up for [Dell Outlet Email Updates²](#) for additional offers plus regular tips & tricks.

This Dell Outlet Twitter Exclusive coupon has expired. Check [Twitter.com/DellOutlet](https://twitter.com/DellOutlet) for the next special offer!

Zicam

Twitter Coupons

Zicam



twitter Home Profile Find People Settings Help Sign out

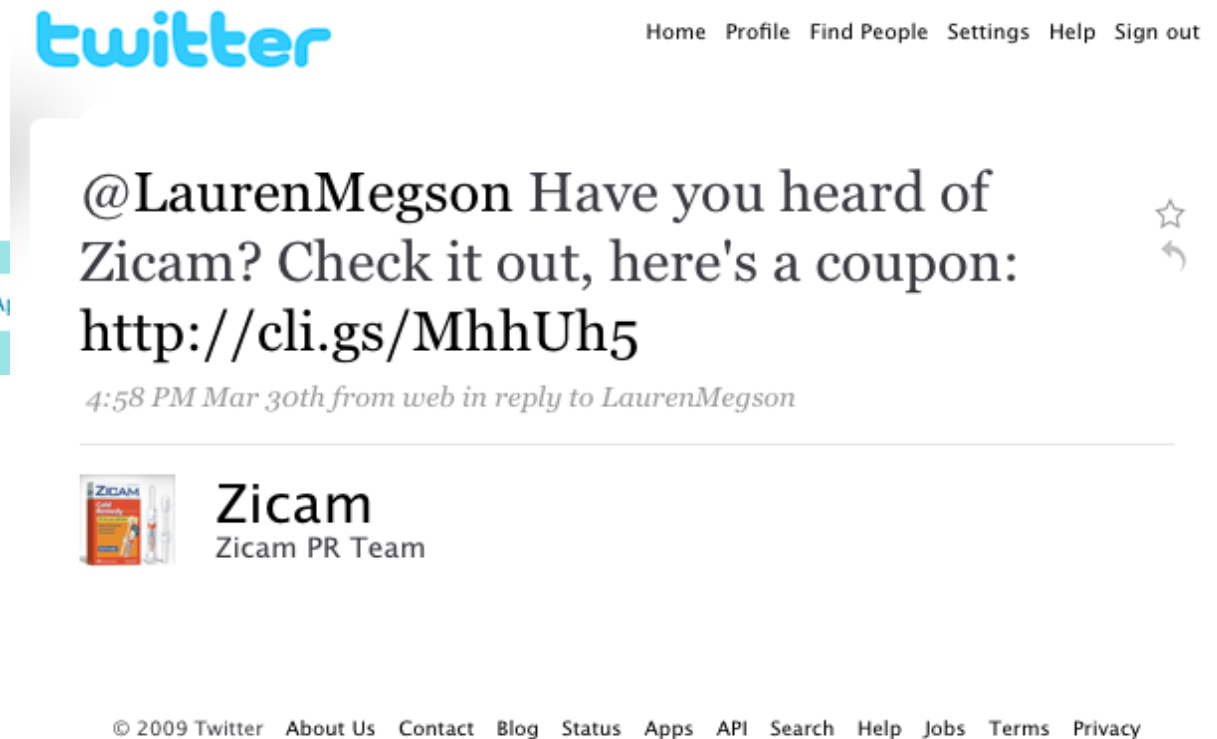
I am officially sick with a cold. YUCK

2:01 PM Mar 30th from web

 **LaurenMegson**
Lauren Joy Megson

© 2009 Twitter About Us Contact Blog Status A

This is 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 main content is a tweet from LaurenMegson (Lauren Joy Megson) posted at 2:01 PM on March 30th from a web browser. The tweet text is "I am officially sick with a cold. YUCK". Below the tweet is the user's profile picture and name. At the bottom of the screenshot, a partial footer shows "© 2009 Twitter" and links for About Us, Contact, Blog, and Status.



twitter Home Profile Find People Settings Help Sign out

@LaurenMegson Have you heard of Zicam? Check it out, here's a coupon:
<http://cli.gs/MhhUh5>

4:58 PM Mar 30th from web in reply to LaurenMegson

 **Zicam**
Zicam PR Team

© 2009 Twitter About Us Contact Blog Status Apps API Search Help Jobs Terms Privacy

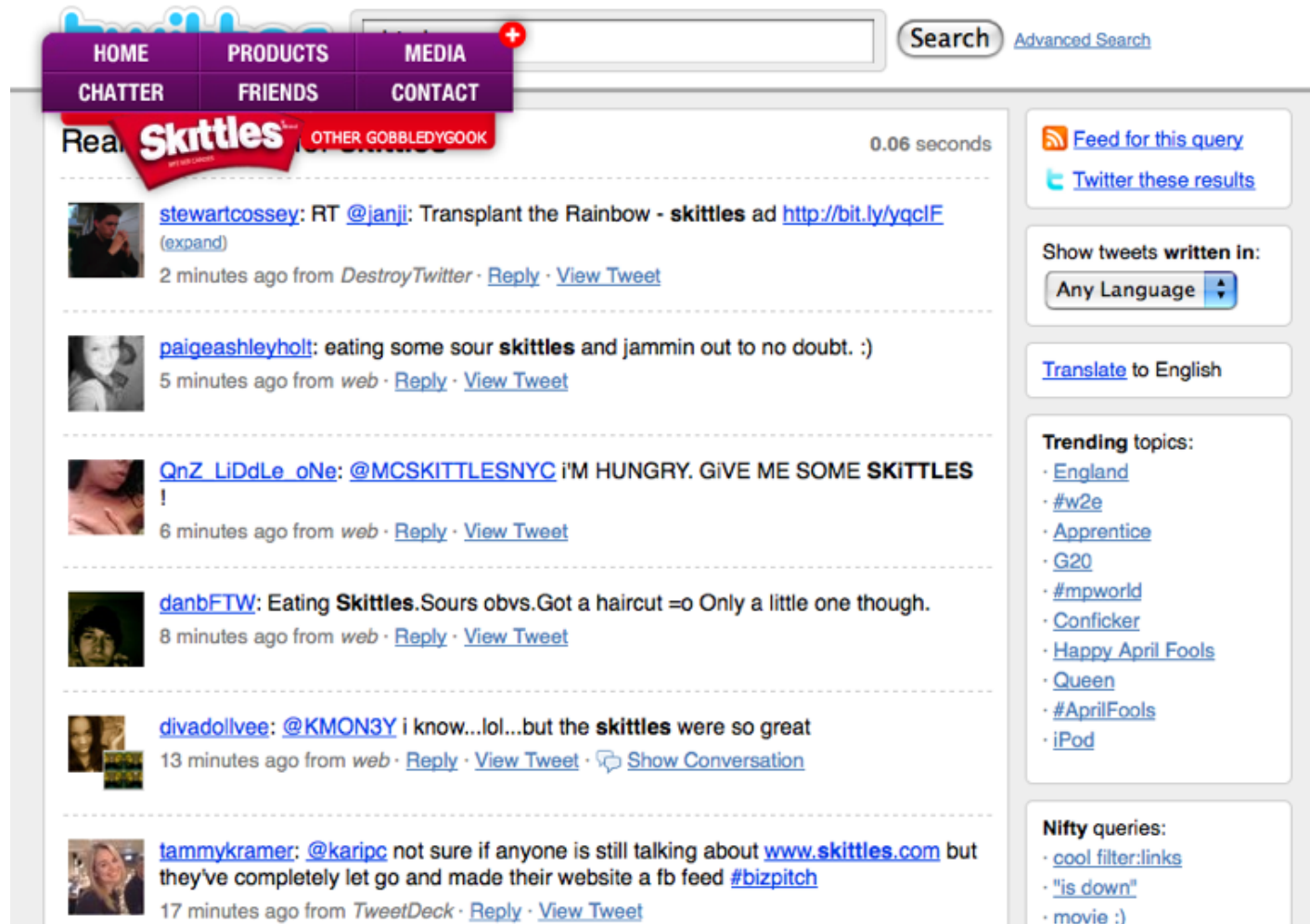
This is a screenshot of a Twitter reply. The top navigation bar includes the Twitter logo and links for Home, Profile, Find People, Settings, Help, and Sign out. The main content is a reply to @LaurenMegson, posted at 4:58 PM on March 30th from a web browser. The reply text is "@LaurenMegson Have you heard of Zicam? Check it out, here's a coupon: http://cli.gs/MhhUh5". Below the reply is the Zicam logo and the name "Zicam PR Team". At the bottom of the screenshot, a footer shows "© 2009 Twitter" and links for About Us, Contact, Blog, Status, Apps, API, Search, Help, Jobs, Terms, and Privacy.

Skittles

Social Media Back-Fire.

Skittles - Marketing Back-Fire

- The campaign was successful at generating "Skittles" references across various social media sites, especially Twitter.



The image shows a screenshot of a Twitter search results page for the keyword "skittles". The page features a navigation menu at the top with options like HOME, PRODUCTS, MEDIA, CHATTER, FRIENDS, and CONTACT. A search bar is visible with the text "Search" and "Advanced Search". The search results are displayed in a list format, showing tweets from various users. A red banner at the top of the search results area reads "Real skittles OTHER GOBBLEDYGOOK" and "0.06 seconds". The tweets include:

- stewartcossey: RT @janji: Transplant the Rainbow - skittles ad <http://bit.ly/yqclF> (expand) 2 minutes ago from DestroyTwitter · Reply · View Tweet
- paigeashleyholt: eating some sour skittles and jammin out to no doubt. :) 5 minutes ago from web · Reply · View Tweet
- QnZ_LiDdLe_oNe: @MCSKITTLESNYC i'M HUNGRY. GiVE ME SOME SKITTLES ! 6 minutes ago from web · Reply · View Tweet
- danbFTW: Eating Skittles.Sours obvs.Got a haircut => Only a little one though. 8 minutes ago from web · Reply · View Tweet
- divadolivee: @KMON3Y i know...lol...but the skittles were so great 13 minutes ago from web · Reply · View Tweet · Show Conversation
- tammykramer: @karipc not sure if anyone is still talking about www.skittles.com but they've completely let go and made their website a fb feed #bizpitch 17 minutes ago from TweetDeck · Reply · View Tweet

On the right side of the page, there are several utility boxes:

- Feed for this query
- Twitter these results
- Show tweets written in: Any Language
- Translate to English
- Trending topics: England, #w2e, Apprentice, G20, #mpworld, Conficker, Happy April Fools, Queen, #AprilFools, iPod
- Nifty queries: cool filter:links, "is down", movie :)

Skittles - Marketing Back-Fire

- After a few hours, the conversation took a nose dive towards profanity and unrelated comments.
 - "Skittles make your teeth fall out!"
 - "Great insurance quotes! <http://tinyurl.com/f74kf> skittles"
- The lesson learned is the social media is similar to the Wild West. Learn how to guide the conversation or it will take a life of its own.
- Skittles.com is currently an overlay over the brands YouTube channel

Bootcamp!