



Twitter & Co. - What is the big deal with microblogging?

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Twitter: @JetBlue vs. @SouthwestAir

Learnings:

- ✓ **Twitter is now a customer relations tool**
- ✓ **Know what you get are getting into before you start**
- ✓ **Sign-off if you do not respond 24/7**
- ✓ **Know your followers**

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Learnings:

- ✓ **Use Twitter for PR leverage**
- ✓ **Use your local evangelists**
- ✓ **Make visitors your spokespeople**

Know how to listen

Learnings:

- ✓ Use tools to listen to what is being said
- ✓ Cast your net wide
- ✓ Then filter out what is relevant

Know who to follow

Learnings:

- ✓ Do not auto-follow
- ✓ Do not auto-direct-message

Measure engagement

Learnings:

- ✓ **Measuring engagement is key**
- ✓ **Develop relevant metrics / dashboard**
- ✓ **Click-throughs are good metric**

Have a plan

Learnings:

- ✓ **Integrate Twitter into your overall communications plan**
- ✓ **But: Keep in mind Twitter is different than PR**
- ✓ **Involve stakeholders early on**

It starts at the top

Learnings:

- ✓ C-level executives and board must understand Twitter
- ✓ Presentation is not good enough - hands on is key
- ✓ You need a corporate policy for social media use

140 is the magic number

Learnings:

- ✓ You need to learn how to write for Twitter
- ✓ SEO now 2-dimensional: Google + Twitter search
- ✓ Know your goals (brand, news, clicks, RTs etc.)

See the big picture

Learnings:

- ✓ You need an integrated Twitter strategy
- ✓ Drive traffic to and from Twitter
- ✓ Twitter can be core of overall social media strategy

Questions?



Social Media Clinic

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