



How To Leverage Twitter For Individuals & A Company

Jana Budíková
March 27th, 2012

Prague





**March 21st, 2012:
Twitter 6 years Old**

***WW 140 million active users
1 billion tweets every 3 days***

***SuperBowl Feb 2012
12,233 tweets per second***

***The Top 10 Twitter Trends of
2011: TV, Movies, Music,
Sports and News***



It All Begun During A Brainstorming

Jack Dorsey introduced the idea of an individual using an SMS service to communicate with a small group.

The original project code name for the service was **twtr**.



just setting up my twtr

12:50 PM Mar 21st, 2006 from web



jack
Jack Dorsey



Twitter Is Not A Fad Any Longer



- Twitter Mission is **“to instantly connect people everywhere to what is most meaningful to them.”**
 - Everyone on Twitter is a marketer who wants to promote a link, a piece of news, or a personal update
- 1 000 employees
- **\$8-9 billion valuation**
 - vs. LinkedIn \$ 8,9 billion, Google \$23 billion, Facebook \$ 100 billion
- Twitter is on pace to earn **\$260 million in 2012** (source: eMarketer)
 - Income from licencing (Bing) and Creative advertising
 - In financial loss

Dick Costolo = CEO

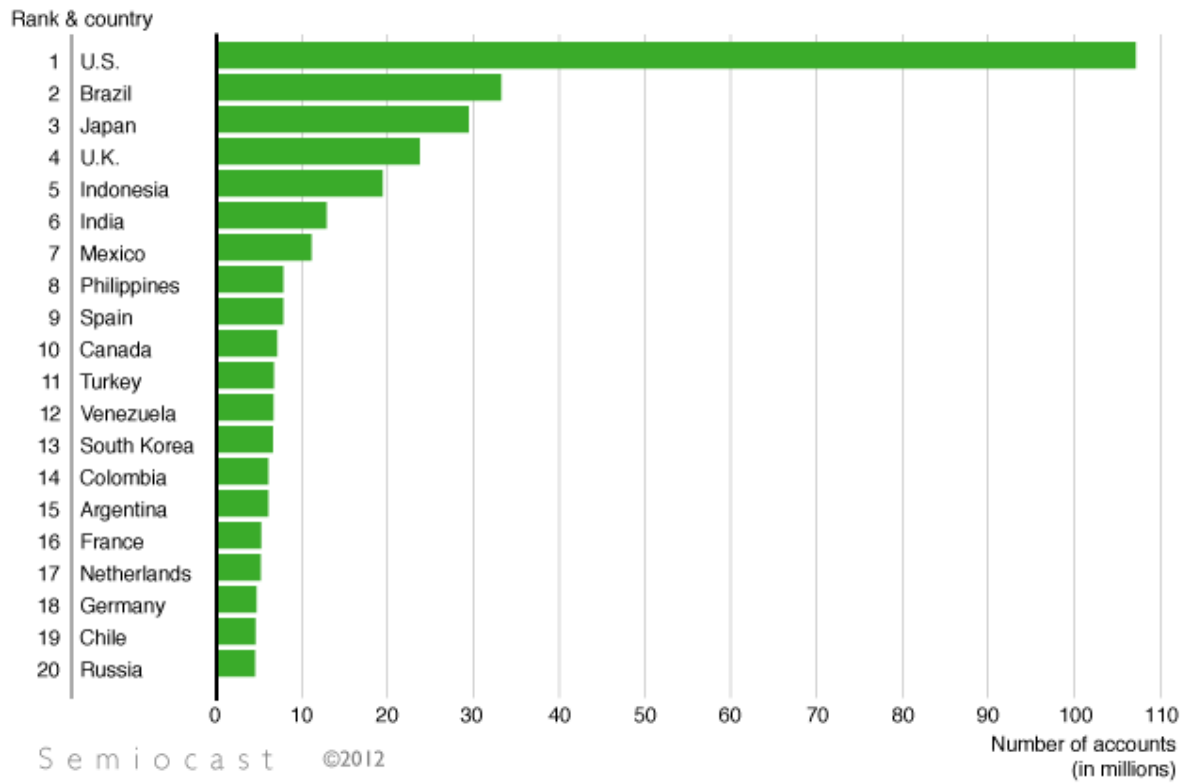


Jack Dorsey / Co-Founder

Users: More Than 60% English Speaking



Top 20 countries in terms of Twitter accounts
(accounts created before 01-01-2012)



Real-Time Trends From: 34 countries





Twitter Is Addictive, Similarly to FB

Frequency of use for users of different social networking site platforms

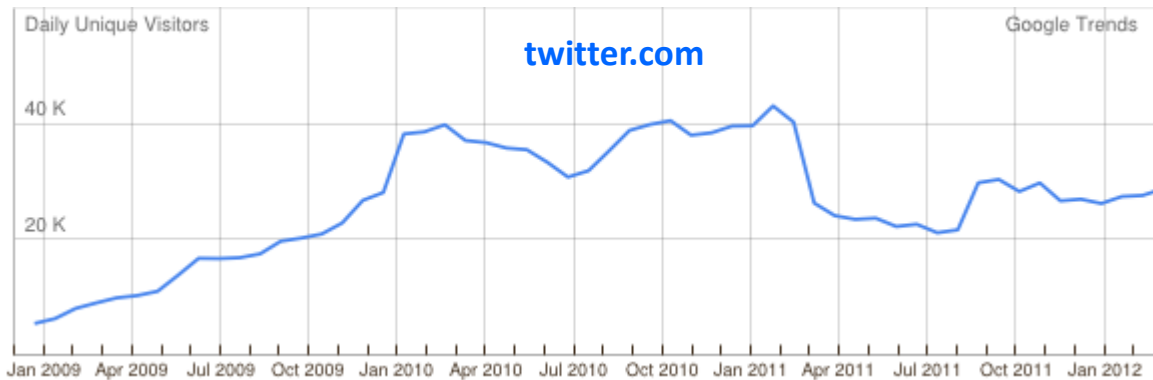
% of users on the following social networking sites who use that site with the following frequency. For instance, 3% of MySpace users use the site several times a day.

	MySpace	Facebook	LinkedIn	Twitter	Other SNS
Several times a day	3%	31%	3%	20%	15%
About once a day	5%	21%	3%	13%	17%
3-5 days a week	2%	15%	4%	6%	14%
1-2 days a week	17%	17%	18%	9%	16%
Every few weeks	12%	11%	28%	12%	19%
Less often	33%	5%	35%	23%	14%
Never	29%	1%	9%	18%	5%

Source: Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample is 2,255 and margin of error is +/- 2.3 percentage points. N for social network site and Twitter users is 975 and margin of error is +/- 3.5 percentage points.

- <http://pewresearch.org/pubs/2025/social-impact-social-networking-sites-technology-facebook-twitter-linkedin-myspace>
- June 16, 2011

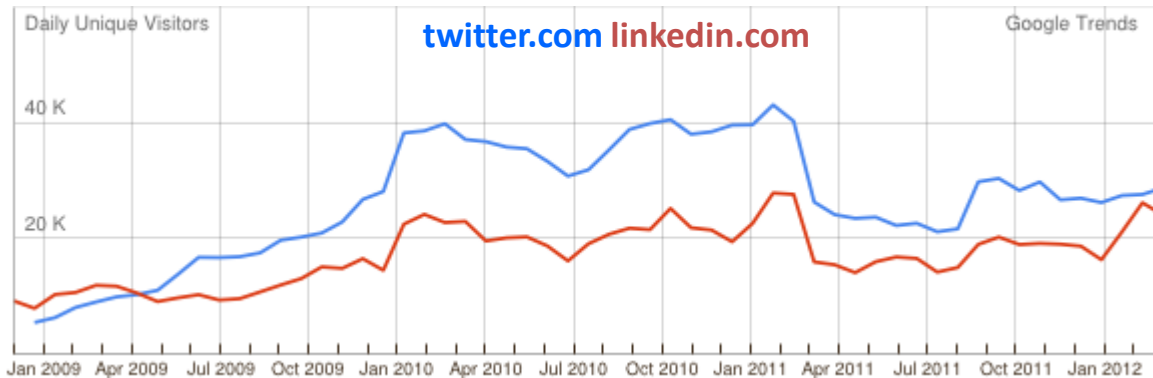
Twitter in the CR Canibalized By Google+ in 2011



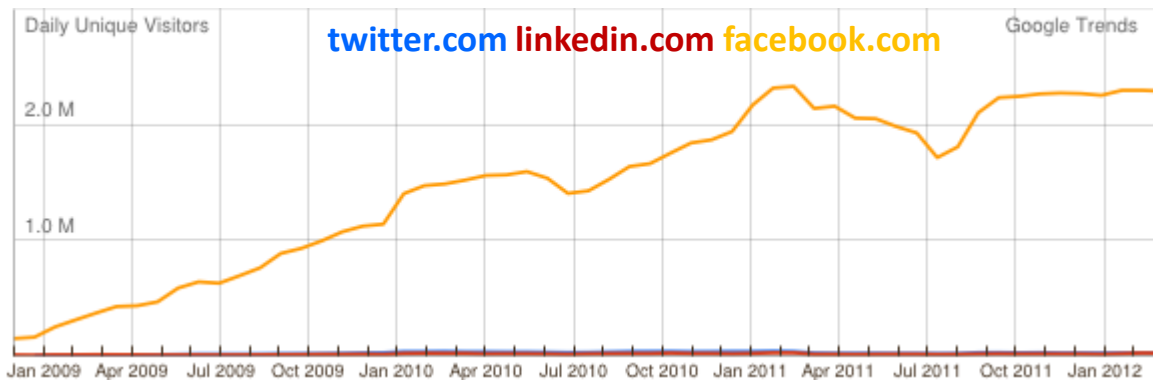
ca 70,000 users



Avg. Time spent 21 min.**



ca 219,000 users



ca 3,630,000 users



Avg. Time spent 37 min.**

Czech Twitter Is Male, Created By 500 People



User Profile Czech R.

- ✓ ca 79 thousand profiles ***)
 - ✓ Out of which 9,000 accounts not active
 - ✓ Ca 30,000 accounts tweeted just 0-5x lifetime
 - ✓ 1/3 of users founded account in 2011 **)
- ✓ Est 75% men (vs. FB: 49%)
- ✓ Mainly 20-34 y.o.
- ✓ Only 250 accounts have more than 1,500 followers
 - ✓ 93% have up to 100 followers
 - ✓ 48% up to 5 followers

Users Habits in the Czech Rep.

- ✓ Active mainly 7-9p.m., Mo-Thu **)
 - ✓ vs. FB on Thu, 6-10 p.m. **)
- ✓ Avg. Time spent = 21 minutes *),
 - ✓ vs. FB 37 min.
- ✓ Issues on avg. 13,9 tweets per months
- ✓ Every 10th tweet is retweet **)
- ✓ ¼ of tweets contains a link **)
- ✓ Half of the Czech and Slovak Twitter content written by 500 users **)

*) Source: Micromedia, **)source: H1.cz , ***) Klaboseni



Key Czech Twitter Influencers

- Thought Leaders
 - @josefslerka
 - @cermak
 - @DavidGrundl
 - @Medvidekpu
 - @RadekHulan
 - @prchal
 - @beblav7
 - @mr_storyteller
 - @Filipkraucher
 - @Michal Truban
 - @bigvilik
 - @ErikMeldik
 - @michalmesko
 - ***
 - @dakrup
 - @stastnyblog
 - @trf

Uživatel	KloutScore	Network Influence	Ampl. Probab.	True Reach	Typ
1. michaldragan	74	65	100	13204	Thought Leader
2. webnode	73	60	17	20161	Thought Leader
3. josefslerka	72	61	100	15200	Thought Leader
4. cermak	72	61	49	13972	Thought Leader
5. DavidGrundl	72	60	68	13243	Thought Leader
6. Medvidekpu	71	60	55	13437	Pundit
7. RadekHulan	69	60	46	8430	Pundit
8. prchal	69	60	100	6655	Pundit
9. beblavy	69	60	89	7352	Pundit
10. mr_storyteller	69	61	100	5883	Pundit
11. Filipkraucher	68	68	100	2346	Pundit
12. michal_truban	68	59	85	7188	Pundit
13. bigvilik	68	60	100	5798	Pundit
14. ErikMeldik	68	63	100	3620	Pundit
15. michalmesko	68	59	100	6023	Pundit

Source: Klábosení, March 2012

Miloš Čermák (cermak) on Twitter - Mozilla Firefox

Soubor Úpravy Zobrazení Historie Záložky Nástroje nápověda

Seznam - Najdu tam, co hledám x Pošlete nám tip na zprávu eTicker Zpr... x Yahoo! Mail: The best web-based em... x jana budikova - Hledat Googlem x Miloš Čermák (cermak) on Twitter x +

Twitter, Inc. (US) https://twitter.com/#!/cermak

Home @ Connect # Discover Search

made using FreeTwitterDesigner.com

Miloš Čermák
@cermak
Czech Republic

Following 2,299 TWEETS 406 FOLLOWING 11,346 FOLLOWERS

Tweet to Miloš Čermák
@cermak

Tweets

Following Followers Favorites Lists Recent images

Similar to Miloš Čermák

žufanka @zufanka Follow
suchosch @suchosch Follow
Adam Javůrek @adbar Follow

twitter
© 2012 Twitter About Help Terms Privacy Blog Status Apps Resources Jobs Advertisers Businesses Media Developers

Tweets

Miloš Čermák @cermak 10h
A další výročí pro nás internetové dedky! Mimochodem, tuhle espezetku Pavla Benesi chci. futura.cz/clanky/prvni-l-...

Miloš Čermák @cermak 11h
Crowdsourcing na neklidnou noc. Jak byste vy resili DILEMA DIGITALNIHO RIDICE? plus.google.com/u/0/1044071130...

Miloš Čermák @cermak 13h
@matejsimek Uprimne doufam, ze ne!
↳ In reply to Matěj Šimek

Miloš Čermák @cermak 16h
Americky televize me stvou, na Kavcich horach se rozhoduje o svobode v Evrope a okoli, a tady ty ignoranti vysilaji porad jen basket!

Miloš Čermák @cermak 16h
@jilm Cougar craving, good for you!
↳ In reply to David Antoš

Miloš Čermák @cermak 16h
Zatracenej casovej posun, prej se dneska protestuje proti cesky vlade. Jediný namesti tady v Extonu je v obchodnim centru, ale hned tam jdu!

Miloš Čermák @cermak 17h
Chapu, ze Schwarzenberga pobavila zprava, ze odchazi kvuli Necasovi. Pote, co neodesel ani kvuli Cunkovi, je to fakt ubohy pokus o vtip!

Miloš Čermák @cermak 18h
Tomu rikam firma! Goldman Sachs ma 33 tisíc zamestnancu, z toho je 12 tisíc viceprezidentu. Tam viceprezidenti asi i uklizeji zachody.

Miloš Čermák @cermak 21h

CZ výběr

A private list by Jana Budikova



88

MEMBERS

0

SUBSCRIBERS

Edit

Delete

Tweets

[List members](#)
[List subscribers](#)
Recently added members - [View all](#)**Jindrich Sidlo** @jindrichsidlo

Following

**Antonin Bouchal** @Scorpio1337c...

Following

**Michal Ischia** @ischiam

Following

**Lukáš Jirovský** @elfineer

Following

More lists by [@JanaBudikova](#) - [View all](#)
[CZ výběr](#)
[hot-news](#)
[Inspiring-People](#)

twitter

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Tweets

**Petr Staníček** @pixycz

26m

Chtěl jsem předkompilovat aplikaci, ať se to pak nehoní na poslední chvíli - a v tom: máš kompilaci, dnes to spouštíme...?

[#ProjektoveRizeni](#)
**Martin Javorek** @mjavorek

38m

Všimli jste si, jak jsou teď hezky vidět v noci planety? Včera pouhým okem Venuše, Jupiter, Saturn i Mars :-)

**Tomucha** @tomucha

46m

Android market me nenecha vypnit popis ve slovenstine. Neni to podporovany jazyk. [#Aaaaaaaarrghhhh](#) [#fail](#) [#fail](#)

**Richard Bukovansky** @rbukovansky

55m

Já vám dám lazy! Mov, add, inc na vás! [#modrivedi](#)

**Tomáš Werner** @Tomas_Werner

56m

Tak ja se venku potim v kratkem tricku, a nekeri jeste ani nesundali zimni bundy.To jsou dneska lidi. Urednici, zasahnete, regulujte ! :-)

**Neviditelný pes** @neviditelnypes

1h

Absurdarium: Panorama s King-Kongem [goo.gl/meMx9](#)

**Jenda Perla** @Perlino

1h

The State of LinkedIn - 150mio users worldwide [pinterest.com/pin/1387672322...](#)

**Vtipy, vtipy, vtipy** @twitt_vtipy

1h

Než začnete fňukat nad ubohými zotročovanými čínskými dětmi, uvědomte si, že měly nový iPad v ruce o hodně dřív než vy // via [@stary_mrout](#)

**Neviditelný pes** @neviditelnypes

1h

Aj ty podnikáš v aj tý? [goo.gl/Iz1qw](#)

**Daniel Dočekal** @Medvidekpu

1h

Když vidím to počasí jel bych okamžitě k moři. Nikdy mi po letech v Holandsku nepřestane chybět

[from Germany](#)
**Václav Moravec** @vaclavmoravec

2h

Tepre při venčení psa si vždy uvědomím, že jsem se ráno nestihl



How Twitter Works

Communicate

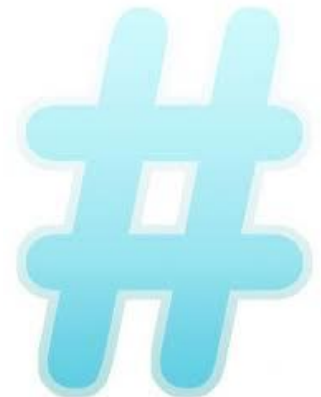
- Tweet
- Retweet
- Reply
- Share your blog post / other attached info (www.bit.ly for shortening URL)
- Share your photos and videos
- Linkage from news sites / blogs / ...
- Cross linkage to FB, G+, LinkedIn
- Direct Messages

Filter tweet stream/Search (Twitter Users Post 100,000 Questions A Day)

- Hashtags
- Keywords
- Lists
- Favorities
- Trends – by chosen location
- Mentions

Expand / build network

- Follow
- #followfriday / #ff / #ff_cz
- Who to follow
- Browse Categories
- Find friends
- Authorized user



Twitter's Real-Time: Advantage or Issue ?



- World's First Live-Tweeted Open-Heart Surgery is a Success
- Twitter Revealed Epidemic Two Weeks Before Health Officials
- The Best Tweets About The D.C. Earthquake
- Recruiters Use Social Networks to Screen Candidates
- Using Twitter Improves Students' Grades
- Russians Tweet, Post Video of Anti-Putin Protests



- Hackers Seize NBC News Twitter Account, Falsely Report Attack on Ground Zero
- Hackers Break Into Fox News Account, Tweet Fake Obama Assassination News
- Twitter Is In Trouble In Brazil Because Drivers Are Tweeting To Avoid The Cops
- London Olympics Restrict Volunteers Twitter and Facebook Use
- Man sued for keeping company/ yet private Twitter followers
- Twitter Ordered to Give Up WikiLeaks Data
- Associated Press reporters told off for tweeting

Companies' Reputation Maker or Breaker ?

- Can Twitter Stop Chiquita From Splitting Cincinnati?
- McDonald's Twitter Campaign Goes Horribly Wrong #McDStories
- Vodacom's CEO Replies Directly To Angry Twitter Followers
- How a Tweet Turned Into Kellogg's New Cereal





Impact of Twitter Presence Positive If...

Understanding The Twitterverse



Succeeding Companies Understanding the Need for Speed and Action



Succeeding Companies Create Interesting Content



The best way to get followers is through Retweets

What Makes People Retweet?

92% - Interesting Content

84% - Humor

66% - Personal Connection

21% - Celebrity Status

32% - Offered Incentive (Tangible or Virtual)

26% - "Please RT!"

A Strategic Approach to Using **Twitter**

STRATEGY	FOLLOW	CREATE	ENGAGE
Customer Relations	Your customers and potential customers	Content relevant to your customers: tips, company info, etc.	Answer questions, respond to comments about your brand
Crisis Management	Your brand, products and relevant issues	Direct to additional resources, updated information, explanation	Answer questions, respond to comments, raise issues, provide info
Corporate Reputation Management	Industry leaders, similar interest groups, news/media	Insights, expertise, become a thought leader	Jump in the conversation. Be transparent and add value
Event Coverage	Those interested or attending event, media	Event information, updates, behind the scenes coverage	Set up Tweet-ups, talk to attendees, ask and answer questions
Product Promotion & Sales	Current and potential customers, those interested in similar products	Links to online promos, insider info on upcoming sales, discount codes	Check replies and DMs, answer questions, provide info when needed
Issue Advocacy	Those interested in your cause, industry leaders, news	Added value: health tips, disaster alerts, fundraising info	Know your followers, thank them for support, get them involved

TRAIN!

MONITOR!

ACT FAST!



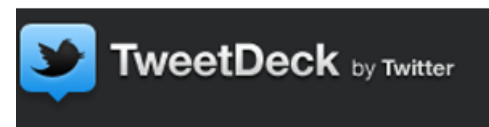
twitter

360
DIGITAL
INFLUENCE
Ogilvy Public Relations Worldwide





twitter
unleashed!
and LIVE

A small blue Twitter bird is shown in profile, facing left. It has a red collar with a black strap around its neck.

klábosení

Saturday, Mar. 10, 2012

Like 2 Send +1 1 Tweet 1,601 Share 71

Reinventing the Wheel TOO

Published by [Chris Zane](#) - 61 news spotters today

Next update in about an hour

See all articles

HEADLINES STORIES EDUCATION BUSINESS TECHNOLOGY LEISURE #CUSTSERV #CEM

Playing the Customer Service Rating Game - NYTimes.com

boss.blogs.nytimes.com - I have a good friend who recently had to do one of the most painful and stressful things we have to do in life. She had to make funeral arrangements for her husband, who had died unexpectedly. At t...



drouke

What Is Customer Service - An Extreme John Feature

extremejohn.com - Once in a while here at Extreme John! take the time out to give my opinion on something that I feel I am qualified enough to give advice on. By no means do I consider myself a know all, but the fac...



CatchDriverMarketing

Stop your belly achin' and bring me my food - Baltimore customer service

examiner.com - I was in a local restaurant over the weekend. I was looking forward to a quiet lunch in the midst of a busy morning of home maintenance and running errands. However, I was disappointed in more th...



Melissa Kovacevic

The Final Frontier: Customer Expectations - Forbes

forbes.com - Comedian Louis C. K. does this marvelous bit where he berates consumers about how spoiled they are about technology today. How folks have come to take for granted what a mere decade ago would have ...



Sarah Hedayati

Playing the Customer Service Rating Game - NYTimes.com

boss.blogs.nytimes.com - I have a good friend who recently had to do one of the most painful and stressful things we have to do in life. She had to make funeral arrangements for her husband, who had died unexpectedly. At t...



Frank Eliason



created 9 months ago
Chris Zane



Subscribe



Embed



Editor's note

Reinventing the Wheel: The Science of Creating Lifetime Customers

Chris Zane

paper.li
community / blog / newsstand

Stories

See all



CX Journey: Strike 3 - You're Out!

cxjourney.blogspot.com - Strike 3 - You're Out! I was shopping at a Ralph's (a grocery store in the Kroger family) last Saturday. As I was waiting in the checkout line, the line started to get longer; there was one person ...



Chris Zane
ChrisZane

ChrisZane The Simple Complexity of Outstanding Customer Service | Brass Tack Thinking
shar.es/gSOvP
yesterday · reply · retweet · favorite

CEOShow What CEOs Can Learn From Jeremy Lin - Forbes onforb.es/wpOMhR
12 days ago · reply · retweet · favorite



Twitter Usage By Companies



- **Creative advertising**

Advertisers content along with other users free of charge + pay extra to be more prominent.

1) “promoted tweet”

- A] Original promoted tweets
- B] Sending promoted tweets to targeted subsets of people
- C] Distinctive purple check mark for political ads
- D] Sending promoted tweets to mobile phones
- E] Sending offers to Twitter users in exchange for certain Actions, e.g. tweeting a hashtag (AMEX, Dell, Best Buy, H&M)

2) “promoted trend”

3) “promoted accounts”



(nike) on Twitter - Mozilla Firefox

Úpravy Zobrazení Historie Záložky Nástroje nápověda

il (1) Nike (nike) on Twitter (6) Welcome, Jana! | LinkedIn

Twitter, Inc. (US) https://twitter.com/#!/Nike

Home Connect Discover Search

Nike @Nike
If You Have A Body, You're An Athlete.
Beaverton, Oregon <http://www.nike.com>

Follow 1,657 TWEETS 142 FOLLOWING 303,718 FOLLOWERS

LIFE IS A SPORT. #MAKEITCOUNT

Tweet to Nike

@Nike

Tweets

Following Followers Favorites Lists Recent images

Similar to Nike

Reebok @Reebok Follow
Nike Womens Marathon @nikewms... Follow
Walt Clyde Frazier @WaltFrazier Follow

Tweets

NikeFuel @NikeFuel
At #SXSW it all #counts. And we're just getting started. Watch this:
gonike.me/6014r8fr
Promoted by Nike
Hide video

SXSW #COUNTS

5,627,230

50+ RETWEETS 36 FAVORITES

4:29 PM - 14 Mar 12 via Nike Publisher - Details

© 2012 Twitter About Help Terms Privacy Blog Status Apps Resources Jobs

17:56 16.3.2012

Disney on Twitter - Mozilla Firefox

vy Zobrazení Historie Zálžky Nástroje Nápořádá

Disney (disney) on Twitter (6) Welcome, Jana! | LinkedIn

Twitter, Inc. (US) https://twitter.com/#!/Disney

Home @ Connect # Discover Search

Disney @Disney **Following**

We seek to estimate the future and its bearing on our existence, as well as dwelling fondly on the past or indulging in escapist dreams. - Walt Disney
<https://facebook.com/Disney>

1,104 TWEETS
33 FOLLOWING
1,187,191 FOLLOWERS

DUMBO

Tweet to Disney
@Disney

Tweets
Following
Followers
Favorites
Lists

twitter
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Blog Status Apps Resources Jobs
Advertisers Businesses Media Developers

Tweets

Disney @Disney
Imagination is the only limitation of possibility. di.sn/pC
Promoted by Disney
Hide photo
50+ RETWEETS 50+ FAVORITES
10:57 PM - 5 Mar 12 via Disney - Details
Reply Retweet Favorite

Disney @Disney 42m
Which #DisneyMovie moment makes you feel like anything is possible?

Disney @Disney 19h
Father of invention(s): di.sn/sl
View photo

Disney @Disney 15 Mar
1 part fair maiden, 1 part dashing prince, 2 parts good timing. Combine until happily ever after. di.sn/pn
View photo

Disney @Disney 14 Mar
Ever have one of those moments when gravity just isn't on your side? di.sn/po
View photo

Disney @Disney 14 Mar

CS 17:55 16.3.2012

Domino's Pizza U.K.'s #letsdolunch: Simple Concept, High Involvement

- Domino's Pizza U.K. offered cheaper pizza.
- The promotion, which ran from 9 a.m. to 11 a.m. on March 5, cut the price of the chain's Pepperoni Passion Pizza by one pence every time someone tweeted the hashtag #letsdolunch.
- After 85,000 tweets, the price dropped from £15.99 to £7.74, and Domino's offered that price from 11 a.m. to 3 p.m. that day.
- A similar campaign also took place in Ireland that day with the #pizzalunch hashtag, which lowered the price to €13.24 from the original €20.



The graphic features a large pepperoni pizza on the left. On the right, a red shield-shaped banner contains the text 'Domino's Tweet Treat' at the top, followed by 'Today's Pizza: Pepperoni Passion'. Below the banner, the text 'We're preparing your tasty dough' is written in yellow. A paragraph of text explains the promotion: 'There's been a host of tweets this morning, so we've got a topping deal for you. We're applying the price to the Pepperoni Passion at the moment so please keep an eye on our Facebook wall and @Dominos_UK on Twitter where we'll announce when the pizza is ready to order.' At the bottom, a yellow-bordered box displays the 'Final Price' as £9.00 and a countdown timer showing 'Lunchtime will be in 0 Hrs 9 Mins 22 Secs'.

Domino's Tweet Treat

Today's Pizza: Pepperoni Passion

We're preparing your tasty dough

There's been a host of tweets this morning, so we've got a topping deal for you. We're applying the price to the Pepperoni Passion at the moment so please keep an eye on our Facebook wall and @Dominos_UK on Twitter where we'll announce when the pizza is ready to order.

Final Price £9.00

Lunchtime will be in 0 Hrs 9 Mins 22 Secs



McDonald McDStories: Beware - Not All Consumers Like You!



@StMizzousky

Matt Morehead

The McRib contains the same chemical used to make yoga mats, mmmmm

#McDStories

9 hours ago via Twitter for iPhone · Favorite · Undo · Retweet · Reply

Retweeted by becomwc123 and 3 others



JB

@joshuabartky



"A woman is accused of offering sexual favors in the drive-through lane in exchange for McNuggets." #McDStories

3:07 PM · 16 Jan 12 via web · Embed this Tweet



@DigitalStokes

Jeff Stokes

I used to like McDonalds. I stopped eating McDonalds years ago because every time I ate it I felt like I was dying inside.

#McDStories

23 Jan via HotSub · Favorite · Undo · Retweet · Reply



McDonald's @McDonalds

"When u make something w/pride, people can taste it." - McD potato supplier #McDStories mcd.to/zlXXu

Promoted by McDonald's · Dismiss



@natebramble

Nate Bramble

My father used to bring us to McDonalds as a reward when we were kids. Now he's horribly obese and has diabetes. Lesson learned #McDStories

4 hours ago via Twitter for iPhone · Favorite · Undo · Retweet · Reply

Retweeted by phoneranger and 10 others



@Alice_2112

May

Hospitalized for food poisoning after eating McDonalds in 1989. Never ate there again and became a Vegetarian. Should have sued. #McDStories

23 Jan via web · Favorite · Undo · Retweet · Reply



@SkipSullivan

Skip Sullivan

One time I walked into McDonalds and I could smell Type 2 diabetes floating in the air and I threw up. #McDStories

18 Jan via Twitter for iPhone · Favorite · Undo · Retweet · Reply

Retweeted by _changoleon and 90 others



Companies Advertising Examples



- Nike ([NKE](#))

- In January 2012 sponsored a tweet inviting users to “make it count,” a promotion foreshadowing the launch of its body-monitoring bracelet, FuelBand.

JUST DO IT.



- Walt Disney

- Walt Disney ([DIS](#)) promoted trend to premiere *Toy Story 3*, for a full day currently sells for about \$120,000 in the U.S.
- In February 2012, unveiled a campaign for the new Pixar film, *Brave*, with a promoted trend **that invited users to recount their own stories of courage.**

Twitter Testimonials



- **Verizon Wireless, John Harrobin, Vice President of Digital Media and Marketing:**
 - “We want to be where our customers are, however Facebook ads more often result in sales. Twitter users are more likely to click on ads and engage with the company’s message, so it’s often **the first place we use to dispense information.**”
- **Rick Wion, McDonald’s social media director:**
 - „I am pleased with Twitter’s ad tools and we will continue to use them despite the potential for blowback.“
 - “We know that at times, promoted trends can be used by critics to take potshots, but in every case where we’ve used them, the positive conversations and tweets from our customers far outweigh the negative.”
- **GM’s Ewanick:**
 - GM Twitter ads during the Super Bowl nearly doubled the GM’s number of followers, to more than 80,000.
 - Maintaining a Twitter presence and supporting a Twitter ad campaign is **more resource-intensive than running old-fashioned TV and print ads.**
 - “All that engagement and authentic-seeming messaging can be exhausting. **A company tweet “can’t look like it came from some corporate thing.”**

When You Get In Trouble

...



When You Get To Trouble As A Company...



1.



@PuppyOnTheRadio

73% complete

BREAKING NEWS: Qantas introduce #QantasLuxury class. Same as standard class, but the plane leaves the ground.

22 Nov via Twitter for iPhone ☆ Favorite ↗ Retweet ↻ Reply

2.



@Alice_2112

May

Hospitalized for food poisoning after eating McDonalds in 1989. Never ate there again and became a Vegetarian. Should have sued. #McDStories

23 Jan via web ☆ Favorite ↗ Retweet ↻ Reply

3.

is fed up of dirty homo's and is going after beaver

about 4 hours ago from CoTweet



VodafoneUK
Vodafone UK

4.

I find it ironic that Detroit is known as the #motorcity and yet no one here knows how to fucking drive

about 3 hours ago via web

↻ Reply ↗ Retweet



ChryslerAutos
Chrysler Autos

5.



@KennethCole
Kenneth Cole

Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo> -KC

2 hours ago via Twitter for BlackBerry® ☆ Favorite ↗ Retweet ↻ Reply

6.



@bing
Bing

How you can #SupportJapan - <http://binged.it/fEh7iT>. For every retweet, @bing will give \$1 to Japan quake victims, up to \$100K.

via CoTweet ☆ Favorite ↗ Retweet ↻ Reply

7.



@tweetbox360

Microsoft UK PR

Remember Amy Winehouse by downloading the ground-breaking 'Back to Black' over at Zune: social.zune.net/album/Amy-Wine...

5 hours ago via web ☆ Favorite ↗ Retweet ↻ Reply ↻ Buffer

When You Get To Trouble As An Individual



1. • Tweet bad things about your potential or current employer

- Connor Riley had a job offer from Cisco on the table. [She tweeted](#): “Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work.”
- Shortly after that, there was a reply from Cisco employee Tim Leivad: “Who is the hiring manager? I’m sure they would love to know that you will hate the work. We here at Cisco are versed in the Web.”

– Revealing the back-stage stories or rumours from your office

2. • Sharing your opinions on hot topics

– Insensitive jokes about disasters

- Comedian Gilbert Gottfried, voice of the Aflac duck, [made some jokes about the Japanese tsunami](#) over Twitter. He said, “Japan is really advanced. They don’t go to the beach. The beach comes to them.”
- Aflac is the largest insurance company in Japan. Gottfried was fired.

– Jokeing about sex, religion, racism, or any other perceived vulgar topics

- „ I so hope Steve Irwin's daughter gets laid #logies“
- E.g. Opinion on same sex marriage

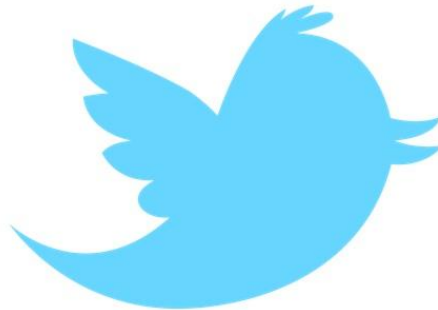
– Showing empathy / sympathy with bombers/terrorists

3. • Messing with celebrities (they'll fight back)

- Jane Adams, star of HBO's *Hung*, skipped out on her \$13.44 bill for restaurant check. When her server, Jon-Barrett Ingels, tweeted about it, her agent came back the next day to pay it.
- Ingels tweeted again about the lack of a tip, so Adams herself came back a month later to give a \$3 tip. She complained to management and [Ingels was fired!](#)

4. • Tweeting from your personal account on behalf of a company (Chrysler)

**Or When You Surprisingly
Don't ...**



Mozilla Firefox y Nástroje Nápověda E How Facebook's New Ads May Affect... x jana@janabudikova.com - Yahoo! Mail x Msgr. Miloslav Vlk (kardinalvlk) on T... x +

twitter.com/#/kardinalvlk

Home @ Connect # Discover Search



Msgr. Miloslav Vlk

@kardinalvlk

Aby všichni byli jedno

Praha <http://www.kardinal.cz/>

Following 412 TWEETS 8 FOLLOWING 4,913 FOLLOWERS

Tweet to Msgr. Miloslav Vlk

@kardinalvlk

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 Lada Brúnová @ladab Follow

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Tweets

 **Msgr. Miloslav Vlk** @kardinalvlk 6h
Ve Vatikánu zavládla s výpadkem facebooku nefalšovaná panika. Část biskupů se z obavy z blížícího se konce světa začala po letech modlit.

 **Msgr. Miloslav Vlk** @kardinalvlk 29 Feb
Celý týden jsem na exerciciích ve Vranově. Ve volnu chodím k rybníčkům na Babí dolý, večer vařím, piju víno a hraju kanastu s biskupy.

 **Msgr. Miloslav Vlk** @kardinalvlk 28 Feb
[@straiki](#) Synu, to je kardinál a polský primas Józef Glemp, vášnivý myslivec.
[In reply to Tomáš Vahalík](#)

 **Msgr. Miloslav Vlk** @kardinalvlk 23 Feb
[@martinkubelka](#) [@ladab](#) Synu, já nejsem žádný študák. Já si nechávám šít u Gammarelliho, Mancinelliho a nebo (to nejraději) u Michela Ombrosa.
[In reply to Martin Kubelka](#)

 **Josef Šlerka** @josefslerka 22 Feb
Univerzita a demokracie - článek od [@kardinalvlk](#) na podporu protestů pro Dobešovi goo.gl/m6APd
[Retweeted by Msgr. Miloslav Vlk](#)

 **Msgr. Miloslav Vlk** @kardinalvlk 22 Feb
Jsem z toho trochu zmatený. Podle této zprávy tisk Duku pohřbil vzápětí po jeho návratu... t.co/Qskghv0d
[View video](#)

 **Msgr. Miloslav Vlk** @kardinalvlk 22 Feb
Pár postřehů... kardinal.cz/index.php?cmd=... Půlnoční rvačku s karabiniéry a následnou honičku v klikatých uličkách Říma jsem pro jistotu vynechal.

CS 1 7.3



Václav Klaus

@vaclavklaus

Vždy jsem chtěl být prezident. A tak jím jsem.

<http://www.klaus.cz>

Following



179 TWEETS

0 FOLLOWING

3,218 FOLLOWERS

Tweet to Václav Klaus

@vaclavklaus



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Msgr. Miloslav Vlk @kardinalvlk
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Tweets



Václav Klaus @vaclavklaus

5 Mar

Drzost podřízených nezna mezi. Ted si nekdo na chodbe prozpevoval. Putin - in, Klaus - aus... Jeste ne, vazeni, jeste ne!



Václav Klaus @vaclavklaus

17 Feb

Člověk si ani v tom Turecku neodpočine. Opravdu, ale opravdu nechápu, proč někdo řeší mnou udělené milosti. Já si nebudu doma dělat peklo.



Václav Klaus @vaclavklaus

14 Feb

Milý Jaromíre, chtěl bych Vám popřát všechno nejlepší ke kulatým narozeninám! A konečně předběhněte toho Sakica v bodování. #jagr #68 #ikona



Václav Klaus @vaclavklaus

3 Feb

Jednou pisi z pocitace a podruhe z telefonu. Jednou s diakritikou, podruhe bez. A dost te kritiky.



Václav Klaus @vaclavklaus

3 Feb

Stop #ACTA! Ale bohužel, opravdu bohužel, si myslím, že na mně nezáleží. ://



Václav Klaus @vaclavklaus

3 Feb

Kdyz se clovek nepripomene, tak si nikdo nevzpomene. #ff #ffcZ Jen ten Hajek s Jaklem mne prorad pripominaji, jak jsem dobrej. Uz me nudi.



Václav Klaus @vaclavklaus

31 Jan

Moc rád, opravdu moc rád bych měl na svých stránkách takový ten twitterovský plugin. Prý se to nehodí. A pak že prezident může všechno. :/



Václav Klaus @vaclavklaus

30 Jan

Co to maji vsichni za cerny pasky na profilovkach? Zase nekdo umrel?

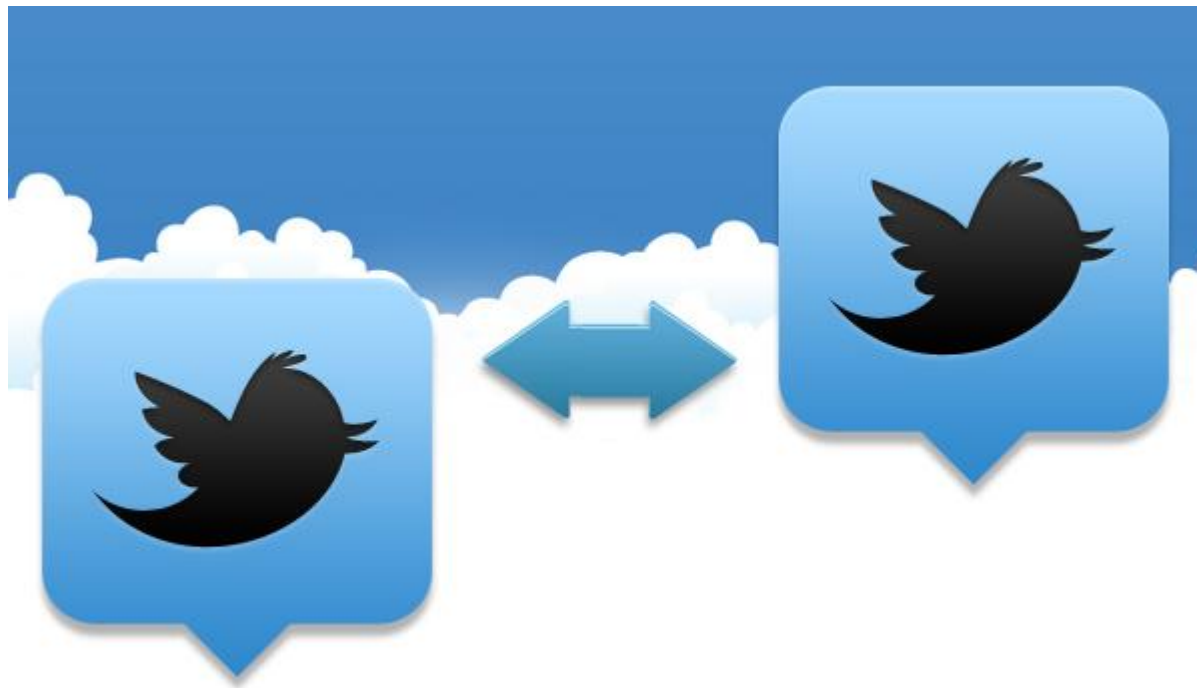
The Twitter Summary

- Attract others by authenticity, human engagement, humor
- Set up social media policy for employees in your Co.
- Monitor the sentiment of mentions of yourself/your brand
- Act Fast when in trouble, don't lie or manipulate the tweets
- Follow netiquette, think first about transparency to all
- Assure consistency and persistent approach
- Assure allocation of personal time, company resources



Additional practical info at:

- http://blog.hubspot.com/Portals/249/docs/ebooks/how_to_attract_customers_with_twitter.pdf





Thank You For Your Attention!

Jana Budikova

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