

## Tweeting for the Man: A Twitter Strategy Guide

Twitter has exploded over the past two years. In March, the site doubled its unique users to reach 9.3 million. In terms of Google searches, Twitter has become more popular than Britney Spears, and is just about even with Barack Obama. The micro-blogging site has gone mainstream. Many of us have started our own Twitter accounts, our moms and uncles and co-workers and parent companies are all on it. (Which has some asking if its star has already begun to fade).

It doesn't matter if Twitter has gone from geeky to hip and back to geeky just because everyone is doing it; what matters is how we use it, how it evolves, and what role it can play in connecting us to each other, our clients, and consumers.

Twitter is important because it represents countless conversations happening right now, each of which are being indexed for search. It's like a searchable chat room for the world. And that is why the IPG Emerging Media Lab has recently (re)committed itself to developing a strategy around our Tweets. As we found out, it's more complicated than meets the eye—for example, who must Tweet and when? Does a team use one account or several? Are we using it to announce events and publications, or to gather information and data? And what the heck do you do with a hash tag? Our mobile expert Josh Lovison got us back on track.



## Definition of a tweet

A tweet consists of any of the following, compressed into 140 characters:

1. Text – “This text could count as a tweet.”
2. Reply – “@jldawg This would show up as a reply to my tweet.”
3. Hashtag – “This deck is awesome, and this tweet is tagged #ipglab”
4. Re-Tweet – “RT @jldawg Re-tweets are a repost of another tweet.”
5. Link – “http://bit.ly/1k5g OMG, check it out, a link that’s been compressed!”

Well that’s awesome, but now that I know what content to put into a tweet, how do I put these tweets into the Twitterverse?

## Methods of tweeting

### Browser:

Twitter.com: Standard, but not as optimized.  
Site badges use twitter.com to post.

Firefox Extensions: Integrated, easy to use.  
Automatically shorten URLs.

Suggestion: TwitterFox

### Desktop Apps:

TweetDeck: Power users. Tons of functionality and style.

IM Clients: Digsby is an integrated IM client.  
Multi-functional app that can tie in AIM accounts, Facebook, and Twitter

### Mobile:

Text Message: Always accessible.  
Requires setting up phone on twitter.com.

Smartphone apps: Very functional, easy to use. Lots of options for each  
Blackberry: Twitterberry, SocialScope  
iPhone: Tweetie, TwitterFon

Recommendation: Use Firefox browser extension, or for IE users, an IM client with Twitter integration.  
Mobile apps are helpful if at conferences or out of office.

## A good tweeter keeps a few things in mind:

1. Hashtag, baby. Tagging tweets is the best way to grow an audience as it lets people find you through SEARCH!!!
2. Spread the love. Twitter is all about scratching backs in order to get your own scratched. Be generous with replies, re-tweets, and following.
3. At the end of the day, it’s all about followers. As they say, “he who dies with the most followers, still dies – but has the most mourners.”
4. Content matters less than frequency. At 140 characters, relevance comes from timeliness, not details. Don’t worry about being Shakespeare.
5. Brand thyself. It’s not just quantity – there needs to be an overarching theme to stand out from the crowd, i.e. What’s your “thing?”

## Questions for a Twitter strategy:

Accounts: Do we have separate accounts that the primary account re-tweets, or do we all post to the same account and tag it with initials to determine who the author is?

Content Requirements: How often should we Tweet? Daily?

Strategy: Who do we follow, how do we syndicate in other places, should we have tagging guidelines, etc?

The screenshot shows the Twitter profile for IPG Emerging Media Lab. The header includes the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, Sign out. The profile information includes: Name: Emerging Media Lab, Location: Los Angeles, Web: http://blog.ipglab.com, Bio: Keeping our clients ahead of the digital curve. The 'Following' section shows several user avatars. The main bio text reads: 'To talk more about how to best utilize Twitter, or to explore project possibilities, contact Josh at josh.lovison@ipglab.com'. Below this are links to www.twitter.com/IPGLAB, www.IPGLab.com | blog.IPGLab.com, and advance.IPGLab.com. The address is listed as 5700 Wilshire Blvd, Suite 452, Los Angeles, CA 90036, with phone (323) 930-3500 and email info@IPGLab.com.

## More Twitter reading:

To Tweet or Not to Tweet:  
<http://advance.ipglab.com/?p=6>

Mainstream Media Mistakes on Twitter:  
<http://mediatransparent.com/category/mass-media/newspapers/la-times-newspapers-mass-media/>

Twitter Doubles Unique Visitors to 93 Million in March  
<http://www.techcrunch.com/2009/04/15/boom-twitter-more-than-doubles-unique-visitors-to-93-million-in-march/>

Twitter More Popular than Britney  
<http://www.techcrunch.com/2009/04/14/its-official-twitter-is-more-popular-than-britney/>

Do Top Strategy Consultants Have a Twitter Strategy?  
<http://www.thestrategyweb.com/top-strategy-consultants-what-is-your-twitter-strategy>

Twitter Strategies: Noise to Signal Ratio  
<http://innerarchitect.com/2009/04/08/twitter-strategies-noise-to-signal-ratio-the-boy-who-cried-wolf/>

How Speakers Can Manage Twitter  
<http://ioncorporation.com/blog/?p=958>