Twitter- Presentation Overview

What is Twitter?
It is a "social networking and microblogging service utilizing instant messaging, SMS or a web interface," as it is defined on its own website. https://about.twitter.com/

Following
Registered users, who get a username preceded by @, subscribe to other users' streams and follow them. At the same time, each user is followed by those who he/she follows or by different people; the

How does it work?

Timeline
Each user has a profile with a stream where his/her updates are published. Those updates, called tweets, can be read, commented on, and shared by those who follow him/her. Vice versa, each user's page has a timeline where

TWEETS
Every update reaches maximum 140 characters. Tweets can be just words or might have attached images, videos, links and hashtags. The latter are words preceded by #, which become links. Tweets brevity aims to encourage real-time information sharing.

Milestones
- **Mar. 2006**: Founder Jack Dorsey sends 1st tweet
- **Aug. 2007**: The hashtag (#) debuts. Was suggested by user @ChrisMessina
- **Jan. 2009**: A planes crashed in NYC's Hudson River. The first photo taken and shared was a Twitter image. It was spread around the world
- **Mar. 2011**: 1 billion tweets shared per day
- **Sep. 2011**: 100 million monthly active users
- **Oct. 2011**: Promoted tweets debut on user's timelines
- **Nov. 2012**: President Obama's victory tweet becomes the most retweeted ever (810,000+)
- **Aug. 2013**: 500 million tweets are sent per day, 5,700 tweets per second
- **Feb. 2014:** 200 million active users

Nomenclature
@: username / mention to reply
#: hashtag
RT: retweet or share other's tweets
"": Quote tweet and comment on it
DM: Direct Message (private, between users)

Users
Students, doctors, companies, journalists

- 241 million monthly active users. 76% of them are on mobile
- 35+ languages spoken. Top 5 countries: US, Brazil, Japan, UK, Indonesia.
- Active: 73% of accounts post more than one tweet per trimester.
According to the Pew Research Center, in the US:
- Most users are in the 18-29 age range
- Distribution by gender is almost equal, with women leading with one percentage point up
- Most users are urban and suburban areas dwellers, with some college education
- Most users are African-American. Hispanic are the next biggest group

Editorial Use

- Breaking news: If witnessed by the journalist, can provide flashes of what's going on before conveying the full story. If he/she is not in location, can gain easy contact with witnesses who are and verify what's really happening.
- Keep track: By using a specific # or creating an account for an ongoing story, journalists help audiences to keep track of that story.
- Sources: Journalists have direct access to sources that otherwise might have been unreachable. They can keep in touch with their sources, and be aware of possible news stories or story ideas. They can also inform those sources when the news story they took part in is published, and encourage them to RT.
- Increase reach: By sharing their works on Twitter, as well as the behind the scenes of the coverage, journalists make sure that more people get access to their stories. Doing so also helps people to connect a journalist with his/her beat.
- Feedback: They can start a conversation with the audience and know their reaction to a news story. They can also crowdsource information for certain projects

Marketing use

Listening
- Gain insight – Twitter allows brands to receive nearly instant feedback from consumers. Easily traced through '@' mentions or through '#' hashtags
- Influencers –Identifying and following relevant influencers can help you to expand your reach and
- Streamline conversation – By the use of hashtags, both companies and consumers can monitor or locate conversations relevant to their interest

Monitoring
- Providing customer service – CS issues streamlined via hashtags. Efficient and allows customers to build a relationship with the brand account
- Establishing a brand voice – Creating an online 'voice' humanizes your brand, increasing the likelihood individuals will connect with your product or service
- Add Value – Give followers a reason to follow you. Use 4:1:1 rule (relevant re-tweets, self-promotion, brand personality) to maintain consistency

Engaging
- Encourage Consumer generated content – Nobody knows what consumers want better than themselves. CGC is cheap, simple, and easy way to brainstorm
- Tweet current, relevant, sharable content - Including links/media within the tweets improves engagement (tweet with photo is 2x more likely to be retweeted

Strengths

- Streamline conversation (#)
- Real-time communication
- Free-monitoring tools available
  - o Customer sentiment
  - o Engagement
  - o Identify influencers (Klout)
- Concise messages
- Significant user base
- Virality
- Create an online personality

Competitors

Direct: MicroBlogging Services
- **Tumblr (2007):** Microblogging platform designed specifically for sharing photos, videos, chats, and links.
- **Sina Weibo (2009):** Chinese equivalent of Twitter used by 30% of internet users in China
- **Plurk (2008):** Lets users share 210 (previously 140) character updates
- **FriendFeed (2007)** – Real time aggregator of updates from social media, websites, and microblogging

Weaknesses

- Message limited to 140 character length
- Difficulty measuring reach
- Little use for images or videos within the site (unless linked by bit.ly to an outside source)
- Lack of control over viewership – Difficult to target tweets for specific groups
- Content lifetime – regardless of engagement level tweets become irrelevant quickly ('real time')