

# TWITTER IN TWO PAGES

## TWITTER AND THE LEADERSHIP EXCHANGE

During the Leadership Exchange, we hope that you'll use Twitter to share your impressions with the rest of the group and with others in the Greater Philadelphia region. This summer, the Economy League will use Twitter to suggest some people and organizations in the Bay Area whose tweets you might like to follow, and to update you on the Bay Area agenda learning visit.

## UNPACKING THE CODE

**Tweet:** noun and verb.

**Follower:** someone who opts to "subscribe" to your tweets. "Following" thus is akin to "subscribing."

**@EconomyLeague:** the Twitter "handle" for the EconomyLeague. It's your name on Twitter.

**bit.ly, tiny.url, goo.gl, ow.ly,** etc: examples of free URL (web address) shorteners that collapse your long URL into something much shorter so you don't use up all your 140 characters.

**#LEXphl:** the hashtag for the Leadership Exchange. If you include this in your tweets about the Leadership Exchange, it makes it easy to search all the tweets in the universe for just those relating to the Leadership Exchange.

**RT:** means "retweet." A useful way to spread the word about something compelling that someone tweeted to you. Also indicated by this symbol: ↻

## PUTTING TWITTER TO WORK

You (or your organization) don't have to be the sole source of content for your tweets.

- **Become a reliable source** of information on topics and trends relevant to you or your business.
- **Share events and news from other organizations:** Related to your mission or area of operations
- **Retweet:** Verbatim sharing of someone's message.
- **Share links with brief comment:** Choose good links and pass them along with an annotation.
- **Be a connector:** Introduce people in your network to each other. ("@Seamus you should meet @Habib. You both comment on world music.")
- **Recognize achievements of people in your network.**
- **Crowdsource questions:** Ask a question. You might be looking for sources of information on a topic ("I'm going to the X conference in Kansas City. What are your restaurant faves?"), experiences ("I'm writing about best customer service experiences. Pls send me yours."), etc. The NYTimes tech writer David Pogue (@pogue) does this all the time when he's desperate for column ideas!
- **Live Tweet:** At a conference or meeting.

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## ORGANIZATION/INDIVIDUAL ACCOUNT EXAMPLES

**@alabamapower:** uses Twitter to round out its profile among customers by highlighting community projects and new technology, as well as releasing company info. Note the static background information: while it uses Twitter to convey messages about outages, it's clear people should contact customer service with problems needing immediate attention. And it provides the info to do that.

**@philaculture, @phillyfunguide, @phlculturejobs:** the Greater Philadelphia Cultural Alliance segments grant, organizational, and advocacy news (@philaculture) from PhillyFunGuide and its Job Bank (@phlculturejobs).

**@stephenstang:** mix of tech and Science Center news with personal updates, but his bio suggests that his tweetstream will be that mix of personal and professional.

**@EconomyLeague:** goal is to become a trusted source in the regional governance, infrastructure, and economy space. By disseminating information, ours and that of other organizations, via Twitter, we stay in contact with the people who like to know about the same things we like to know about. Also, Twitter supplements our monthly newsletter by filling in the time in between. And, we stay in touch with journalists.

## TWO IMPORTANT BEST PRACTICES

- 1) If you use Twitter for work, be sure to pay attention to the conversation about your organization. People who really use Twitter don't see a difference between Tweeting or sending an email or leaving a voicemail, and thus might ask a question or make a comment via Twitter. You'll want to address those just as you would any other inquiry.
- 2) Try to stay on topic. If you want to talk about regional real estate AND soccer, say so in your bio. What's frustrating to followers is when someone starts tweeting frequently on topics not mentioned in the bio. Tweeting solely for the Leadership Exchange? you could say "Sending dispatches from the Bay Area related to the Greater Philadelphia Leadership Exchange." If you want to start talking about yoga, too, then add that to your bio. This is especially important for organizations that tweet.

## RESOURCES

**URL shorteners:** type "bit.ly" or any of the others into your search engine to go to the site. You can use most of them without creating an account. But with an account, you can track activity on these tweets.

What to tweet -- **ideas:** <http://bit.ly/apGdDm>

Mashable's guide to **retweeting:** <http://mashable.com/2009/04/16/retweet-guide/>

Mashable's **complete Twitter guidebook:** includes the basics we've covered, but w/video tutorials, how to find people on Twitter, managing your Twitter account, and much more: <http://mashable.com/guidebook/twitter/>

6 companies' **social media policies:** <http://bit.ly/bJSsso>

Great article about "**the networked mindset,**" whether it's Twitter or wikis or any other platform. <http://www.monitorinstitute.com/documents/WorkingWikily2.0hires.pdf>