

# TABLE OF CONTENTS

<b>Chapter 1: WHY YOU NEED TO BE ON TWITTER NOW</b>	<b>1</b>
1. Twitter is Still Growing	1
2. Twitter Users are Older, Informed and Abundant	2
3. PR Professionals are Continuing to Develop Best Practices on Twitter	3
4. Twitter Drives Traffic, Quells Controversy and Supports Marketing Campaigns	5
5. It Will Cost You More Not to Use Twitter	8
6. Keep Investors Informed	8
7. Monitor the Conversation Relevant to You	9
8. Eleven Reasons to Twitter for Business	9
<b>Chapter 2: CASE STUDIES – Concrete Examples to Take to Your Execs</b>	<b>11</b>
1. Dell Rules Twitter Marketing	11
2. Cisco’s Many Twitter Accounts	12
3. Comcast Cares About Customer Service	13
4. Roger Smith Hotel	13
5. Jet Blue	15
6. Zappos	17
<b>Chapter 3: KEY DEFINITIONS AND OPERATIONS Simple Guidelines for Breaking in to Twitter PR</b>	<b>19</b>
1. Sign up for a Twitter Account	19
2. Listening to Conversations Will Help You Strategize	21
3. Learn to Navigate Twitter to Get the Most Bang for Your Time	22
4. Creating Messages	24
5. @Replies and Mentions	24
6. How to Respond to Messages	25
7. Use Hashtags to Monitor and Respond to Important Tweets	25

<b>Chapter 4: BUILDING YOUR BRAND</b>	
<b>Create a Provocative “Handle” and Interactive Profile to Draw Followers and Build Buzz</b>	<b>27</b>
1. Settle on a Strategy	27
2. Spend Time Deciding on a Transparent Brand Voice	30
3. Use Logos, Backdrops and Photos to Exhibit Transparency and Draw Followers	33
4. Choose the Tweeter with the Best Voice	33
5. Get the Legal Department Involved for Seamless Interactions	34
<b>Chapter 5: BUILD AN AUDIENCE</b>	
<b>Gain Followers and Their Trust by Observing Simple Rules of the Road</b>	<b>37</b>
1. How Many Tweets per Day?	37
2. Tweet What is Relevant to your Audience	37
3. Use Hashtags to Build the Right Audience	38
4. Pay-Per-Tweets are Useful and Effective when Transparent	40
5. Follow the Right Assortment of People to Establish Credibility	41
6. Be Responsive to Your Followers	42
<b>Chapter 6: WRITE EFFECTIVE TWEETS</b>	
<b>Drive Buzz and Results in 140 Characters or Fewer</b>	<b>45</b>
1. Be Original	45
2. Be Cognizant of Tweeting Styles that Don’t Work	51
3. Learn to Write for Search and Extend your Audience	54
4. Shortened URLs and How to Use Them	55
5. Learn the Lingo, Save Space	55
6. How TwitPic Works	56
7. Add a Face to Your Handle with BubbleTweet	58
<b>Chapter 7: UTILIZE ESSENTIAL TWITTER TOOLS</b>	
<b>Apps and Add-Ons that Will Make Your Experience on Twitter More Useful and Valuable</b>	<b>61</b>
1. TweetDeck	61
2. CoTweet	61
3. Twhirl	62
4. Social Oomph	62
5. Popular Twitter Widgets	63

6. Tools for Efficiently Following Others	64
7. Image Sharing Services	64
8. Tweet on the Go with Handheld Applications	65
9. Twitter Schedulers, for the Tweeter with a Life	65
10. Daily Retweet	65
11. How to Find a Twitter Tool If You Need One	65

## **Chapter 8: MONITORING ESSENTIALS**

### **How to Track What's Being Said about You or Your Brand, Company or Products** **69**

1. Who Is Tweeting About You and What Are They Saying?	69
2. Determining What/Who Is Useful and What/Who Is Not	70
3. Following an Event	70

## **Chapter 9: TWITTER FOR MEDIA RELATIONS**

### **How and When to Pitch Journalists Using Twitter** **73**

1. Basic Rules: Same as It Ever Was	73
2. How to Cultivate Journalists and Bloggers on Twitter	74
3. Pitching Journalists on Twitter (or Not)	75

## **Chapter 10: TWITTER PR FAUX PAS**

### **The Most Common Mistakes Made by PR People on Twitter** **77**

1. Lack of Personality	77
2. Over-Hyping	77
3. Nose-Picking	77
4. Over-Tweeting	77
5. Too Many Purposes, One Account	78

## **Chapter 11: MEASUREMENT AND METRICS**

### **How to Measure your Twitter Efforts' Value and Prove it to Management** **79**

1. Learn to Measure Followers in Terms of Quality, not Quantity	81
---	----

## **Chapter 12: TWITTER CRISIS TIPS** **85**

2. Mitigate in Real Time	85
3. Build an Audience before a Crisis Erupts	86

## **GLOSSARY OF TERMS** **87**