
twitter for Brands



Twitter Overview

- **Twitter is a micro-blogging service that allows public sharing of news and information in posts that are limited to 140 characters or less.**
- **There are over 100 million Twitter users.**
- **Brands are using Twitter to broadcast information and build relationships with fans through conversation.**



Twitter Overview

Home Connect Discover Search

visitsaltlake

@visitsaltlake
Official information source for events, meetings and travel in Salt Lake
Salt Lake City, UT · <http://VisitSaltLake.com>

Follow

6,194 TWEETS
10,216 FOLLOWING
10,350 FOLLOWERS

Tweet to visitsaltlake

@visitsaltlake

Tweets

Following

Followers

Favorites

Lists

Recent images

twitter

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

Tweets

48 **visitsaltlake** @visitsaltlake 1h
@dewtourdude We love to hear it! When are planning to visit again?
↳ In reply to Taylor Jones

48 **visitsaltlake** @visitsaltlake 1h
@green_knees Sounds like a great time! What is your favorite thing to do in #SLC?
↳ In reply to Sara E. Howard

48 **visitsaltlake** @visitsaltlake 16h
Are you a frequent traveler to #SLC? Where is your favorite place to stay in the area?

48 **visitsaltlake** @visitsaltlake 18h
Want to save big at #SLC ski resorts? Check out the Ski Salt Lake Super Pass! bit.ly/qdHl8

48 **visitsaltlake** @visitsaltlake 22h
@chellor We're glad everything worked out! Enjoy #adieswholunch!
↳ In reply to chellor

What Users Can Do

- Tweet anytime, from anywhere via both web and mobile apps
- Follow users and brands to automatically receive their updates
- Mention a user in a tweet
- Reply to a user's tweet
- Retweet a message that another user posted
- Use a Hashtag to follow a topic



Kelsey Ohman
View my profile page

5,045 TWEETS	232 FOLLOWING	207 FOLLOWERS
------------------------	-------------------------	-------------------------

Compose new Tweet...



47 Kelsey Ohman @kelzy907
What a well-deserved win tonight. Awesome game, gotta keep playing like this. #Bruins

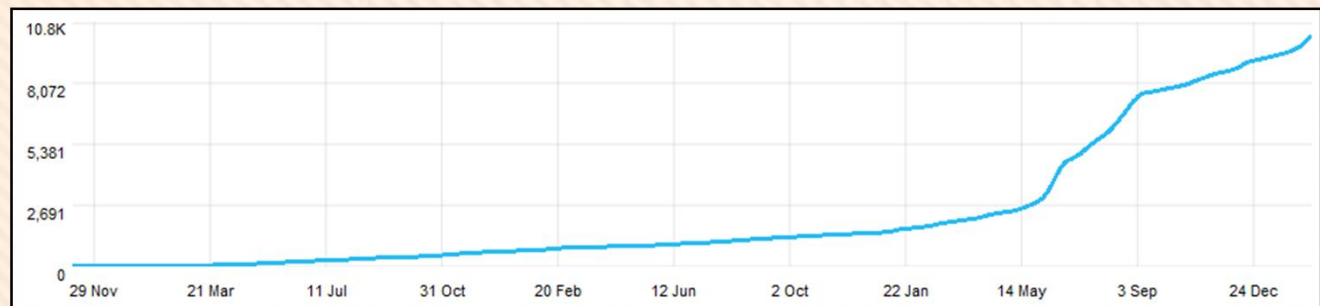
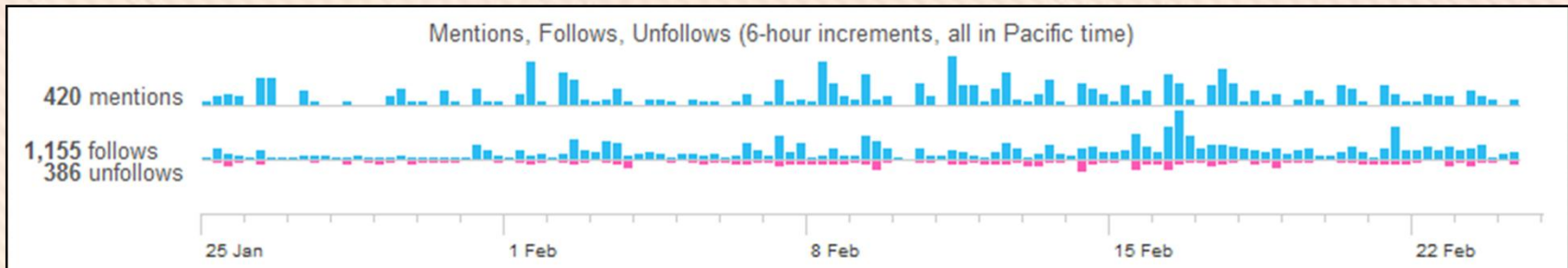
10:31 PM - 22 Feb 12 via HootSuite · Details

← Reply 🗑 Delete ★ Favorite 🔄 Buffer

55 Derek Britton @BostonFan87
@kelzy907 That was the slump buster I was looking for. Great energy!

22 Feb

Twitter Analytics




- **Twitter Analytics** are provided for brands who run promotions on the network.
- **Analytics data** include demographic and statistical information about followers, as well as campaign management features.


Twitter Interactions


 48 **visitsaltlake** @visitsaltlake
@kourtney_pope Welcome home! Just in time for the long weekend!


 48 **visitsaltlake** @visitsaltlake
It's Alumni Weekend for @UUtah Utes Men's Basketball! RT if you love the #Utes!


 48 **visitsaltlake** @visitsaltlake
Fingers crossed! RT @Snowbird Blue skies and sunshine today, and the forecast calls for 3-7" of #snow tomorrow. Keep your fingers crossed!

Direct messages New message ×

 **Snomie** @snomie 21 Feb at 16:42 >
Thanks for the follow! Let me know if I can help you with anything. - Jed (writer for Snomie)

 **Elaina Saperstein** @CoachElaina 21 Feb at 14:20 >
Glad you're following & thank you! Let me know if you're a coffee lover too!

 **iTravel Chat** @iTravelChat 21 Feb at 10:42 >
Thanks for following! We are working on developing the site - please get in touch or invite your friends to follow in advance of our launch.

 **Scott S** @stryderphoto 20 Feb at 20:27 >
By the way I've done a few blog posts of SLC breweries and more to come. See www.craftbrewerytour.com or twitter @craftbrewrytour

- **@Reply:** A public tweet where the target person receives a notification about the tweet. It starts with the @ symbol. It does not show up in the timeline of all followers.
- **@Mention:** A public tweet where the person who is mentioned receives a notification. It also shows up in the timeline of everyone who follows the tweeter. It does NOT start with @ but starts with anything else.
- **RT:** A re-broadcast of a tweet posted by another user, shared with your followers.
- **DM:** A direct message sent privately to a specific user.


Twitter Trends

- **Hashtag:** Topical words or phrases designated by the # symbol that can be tracked for various purposes.
- **Trending Topics:** Hashtags that are used at a high frequency, organized by location and updated in real-time on the Twitter feed.
- **Promoted Tweets/Topics:** Brands can opt to promote a specific tweet or trending topic, which appear prominently on users' feeds.



 **48 visitsaltlake** @visitsaltlake
Happy International Pancake Day! Where is your favorite place in #SLC to get a delicious #breakfast?

Salt Lake City trends · [Change](#)

- #HTCOne  Promoted
- #Oscars
- #myweakness
- #bestdressed
- Billy Crystal
- Tom Cruise
- Christopher Plummer
- Octavia Spencer
- Meryl Streep
- Ryan Seacrest

 **docpemberton** Doc Pemberton
I'd like to raise a glass (of Coke) to all those who love and drink my invention. #youdeserveashoutout
1 hour ago
 Promoted by Coca-Cola

What Brands Can Do

- Engage with fans, building relationships and learning more about brand's audience
- Customer service, which promotes a transparent and responsive brand image
- Contests, giveaways, and promotions
- Twitter Chats
- Drive traffic to brand website, blog, etc.

What Brands Can Do ENGAGE WITH FANS

The screenshot shows a Twitter thread. The first tweet is from @imgreekbro (Erklis Diamataris) with 38 replies, mentioning a trip to Utah and Chicago. @visitsaltlake (48 replies) responds asking about favorite parts of the trip. @imgreekbro replies that skiing in Snowbird was the favorite. @visitsaltlake replies that they love Snowbird too. A second tweet from @ashley_janese (16 replies) expresses dislike for packing. @Extra Space Storage (42 replies) responds with packing tips and a 'Hide conversation' link. A third tweet from @visitsaltlake (48 replies) asks for favorite places to stay in the area.

38 Erklis Diamataris @imgreekbro 14h
About to leave salt lake city , Utah thanks for a great trip. On to Chicago then new york. #travelfohercules

48 visitsaltlake @visitsaltlake 14h
@imgreekbro We hope you enjoyed your stay in #SLC! What was your favorite part of the trip?

38 Erklis Diamataris @imgreekbro 14h
@visitsaltlake I had an amazing time and I have the feeling this won't be my last visit to Utah. My favorite part was skiing in snowbird !

48 visitsaltlake @visitsaltlake 14h
@imgreekbro That's great! We love Snowbird too! Hope to see you again soon.
← Hide conversation

16 Ashley Chaudron @ashley_janese 12h
I hate packing because I always feel like I'm forgetting stuff

42 Extra Space Storage @extraspace
@ashley_janese We suggest making a list of things you need to pack and checking each one off as you go along. This will keep you organized.
← Hide conversation

48 visitsaltlake @visitsaltlake
Are you a frequent traveler to #SLC? Where is your favorite place to stay in the area?

- Brands can easily engage with fans on Twitter, particularly fans who share the brand's interests, by responding to their tweets.
- Brands can also build relationships with fans by asking them to share their opinions and suggestions.

What Brands Can Do CUSTOMER SERVICE

 **58 Becky S.** @Lunajubar 23 Feb
#Tapas place I had a [restaurant.com](#) coupon for is #closed!
#ItFigures.

 **54 Restaurant.com** @Restaurant_com
@lunajubar Sorry about this! We can help! Can u send the cert # &
ur Rcom acct email addy to social@restaurant.com?
[← Hide conversation](#)

 **Bill Gerth** ✓
@comcastcares
*My name is Bill Gerth also known as @comcastbill. We are here
to Make it Right for our customers.
William_Gerth@comcast.com
Philadelphia, PA · <http://www.comcast.com>*

- **Twitter users often tweet at brands to solve customer service-related problems.**
- **Brands who respond quickly and publicly are brands that succeed on Twitter.**

What Brands Can Do

CONTESTS & PROMOTIONS

 **48** **visitsaltlake** @visitsaltlake

Today is the last day to enter to win your Dream #SLC Winter Vacation! Get ready to start voting tomorrow!

bit.ly/DreamWinterVac...

 **54** **Restaurant.com** @Restaurant_com

Who loves free food? RT this or txt #RDCWIN to 78166 to enter to win a \$50 eGift Card & receive our alerts! rst.cm/9dFfw 4msg/mnth

 **54** **Restaurant.com** @Restaurant_com

@CrochetMom65 Congrats on winning the #RDCWIN Twitter Sweeps! Please DM us your name and email so we can send more info!

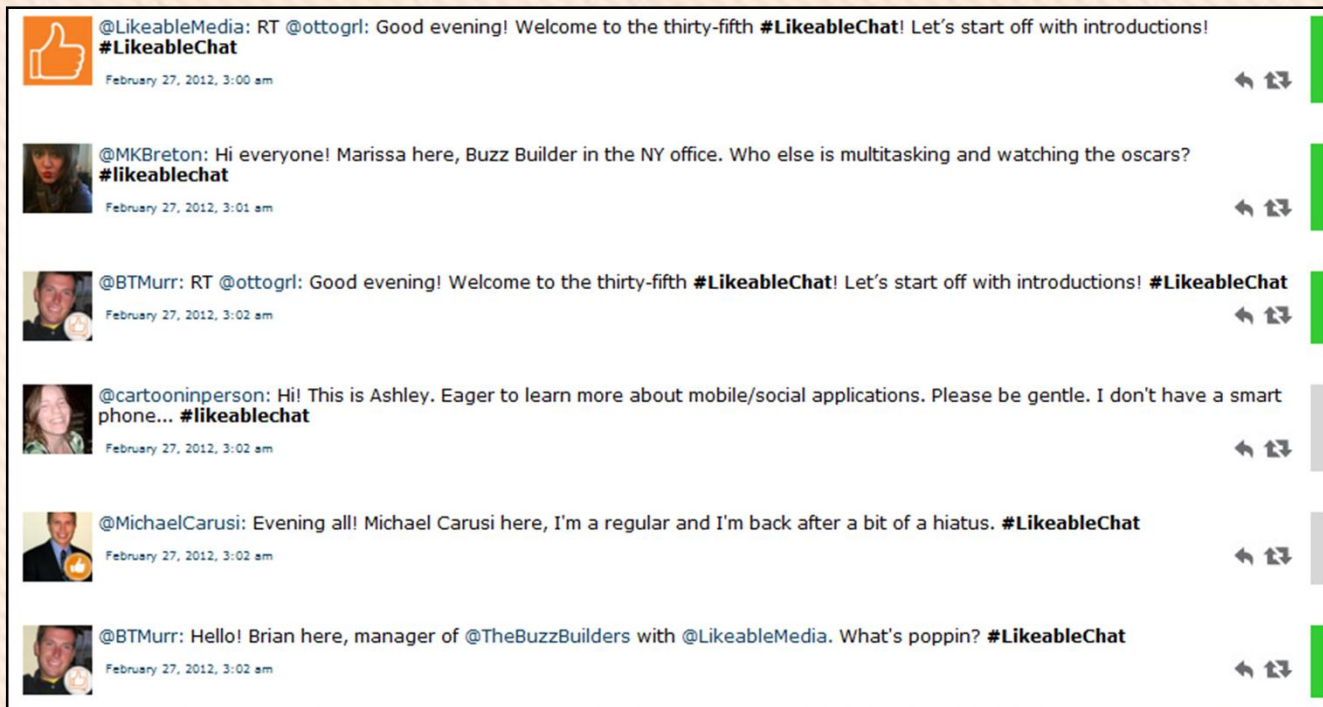
 **48** **visitsaltlake** @visitsaltlake

#SLC has so many great restaurants to choose from! Tweet us a pic from your favorite place to dine for the chance to win

[#ShotoftheWeek!](#)

- **Twitter is a great outlet for running contests, promotions, and giveaways.**
- **These kinds of promotions often increase brand awareness and reward loyal fans.**

What Brands Can Do TWITTER CHATS




- Brands can host or participate in Twitter Chats – regularly scheduled discussions that utilize a hashtag to monitor the conversation, which often revolves around a specific topic of interest.
- Twitter Chats are a great way to increase brand awareness.

What Brands Can Do DRIVE TRAFFIC

 **48 visitsaltlake** @visitsaltlake

Want an exclusive sneak peek of the City Creek Center? Check out our blog for the scoop on the opening gala! bit.ly/A6fTSW

 **42 Extra Space Storage** @extraspaces

Feeling like stuffed animals are taking over? Check out our blog for great storage ideas! bit.ly/wc6Qb0

 **48 visitsaltlake** @visitsaltlake

Do you love to pin? Check out Visit Salt Lake on [@Pinterest](#) here, and follow us! bit.ly/VSLPinterest

 **48 visitsaltlake** @visitsaltlake

Get great shots of #SLC's great outdoors recently? Share them with us on our Flickr page! bitly.com/SLCFlickr

- Brands can drive traffic to their website, blog, or other social media accounts through Twitter.
- Tweeting about an external site in a compelling manner makes fans more likely to click through to the site and share it with others.