

Social Media Quickstart

Part 3

twitter

*with Nick Nanton, Esq.
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TWITTER

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NICK: Hello and welcome back to our Social Media presentation. The module that we're going to discuss now is about Twitter. Twitter is the "gorilla" that everyone is talking about right now.

So, by now, you've heard of Twitter, but what is it? Twitter is a social networking and micro Blogging service. A micro- blog is like a Blog, but a micro- blog is just a few short sentences. It's a microcosm of what an actual Blog would be. It's just a lot shorter, a lot easier to read and as I heard it put very well the other day by a Social Media expert, Peter Shankman, that in the 80's teenagers had the attention span of about three and a half minutes and that coincided with MTV and the length of the average music video. So we might blame MTV for that. Now, the average attention span is about 140 characters or approximately 2.7 seconds, which we can blame Twitter for. So people's attention span is getting shorter, but we can still communicate with them and interestingly, as you'll find out, it's refreshing to see how much you can communicate in 140 characters or less. So Twitter is a micro- blogging service that enables its users to send and read other users' updates, which are known as "tweets." The key is these tweets have to be 140 characters or less.

The way I want you to think about Twitter is that it is the world's largest cocktail party. So when you walk into a cocktail party there are different factions of people all around the room. There are some people you've probably seen before over on one side of the room talking about their kid, there are some people on the other side of the room talking business and there are people mingling. You can walk around and talk to all sorts people and jump in and out of conversations. That is really what Twitter is. And as an overall thought that really is what Social Media is in a lot of ways.

But the key to this is, and the reason why I'm talking about it as a cocktail party is behavior. Some marketers get involved and only have one-way conversations. You know these types of people, they sign-up for an account and they immediately go post a Tweet that says, "Special sale at my store today." You wouldn't walk into a cocktail party

your profile as well that can contain your photo and more info about you., etc.

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Although I do teachIn my seminars I often talk about brand awareness and companies likelik Nike and Ford and Coca-Cola, theywho spend billions of dollars helping you understand what their cool little symbols mean. Most of us don't have the dollars to do that, and have a limited budget to explain who we are and what we do. So, think about a picture, or a video or, your personality in general and , what that can do to help you be memorable to your audience. These elements of who you are willYounow help people instantly connect with you. Although my picture doesn't ,Using your picture makes it a lot easier for people to recognize youme and then as they delve deeper, my goal is that they start out seeing me as reputable, andI'm friendly because of the way I'm presented in this photo.and Using a picture on your profile is an instant way that you can take your brand to another level and help people understand who you are and what you do pretty quickly.do.

The other thing I want to talk about for a second is why the transparency of Social Media is so important. The reason why personality branding works so well in Social Media is because it allows you to step out in front of your brand. That's what you're going to be called to do on the internet and in our new economy., If you're not already feeling the pressure to move in this direction, you will very soon. The general perception in this new economy is that the only reason people hide behind their brand is because they don't trust their brand. They're not willing to stand out and give the quality that they know they need to have in order for them to be proud of that, so they do not associate their name with the brand. I'm not going to say that's the only reason, and there are times when a logo does make more sensecorporate brand does make sense, but that's one of the main reasons. So stand out in front of your brand. Use your personal picture and , and your personality, whenever you can.

The other question you need to ask yourself is whether you want to link to your Blog instead of your corporate website, if they are separate. You only get one link from your Twitter profile so you want to decide on thewhat is most beneficial link for you to send your traffic to. I link to my NickNanton.com personal site, which is kind

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A great way to manage these searches is through an RSS feed. I don't have too much time to talk about RSS feeds but they're a great way to keep up with things you want to keep up with – news, etc. You can subscribe to RSS feeds from your favorite Bloggers, new sites and websites. Once you have subscribed, any time they post something new, it is automatically sent to you. Using RSS feeds for Twitter searches is a great way to stay up-to-date with conversations that you might normally miss, not only for yourself and your business, but also any interests you may have. So, for example, I'm really interested in electric guitars and let's say I want to know what everyone's saying about electric guitars, so I do a search, setup a feed and I can get every new Tweet that says the words "electric guitars".

Let's talk about TweetLater.com. Tweet Later is a resource you can use to schedule your tweets. So, for example, if you want to say something at 3:00pm tomorrow to remind a friend of a meeting or say happy birthday, so you don't forget to do it, you can go over to TweetLater and schedule the tweet to go out at the specific time you want. You can also schedule Tweet Later to automatically "direct message" somebody. A "direct message" is a message sent privately to a specific person and is not public on Twitter.

There are many things you can do with this service. You can use this service to send automatic direct messages or automatic replies to people when they start following you, or when someone follows you, you can then auto-follow them back. TweetLater also has their own search function, so you can set it up to monitor what's being said about you, your clients and your competitors.

Okay, next, Twitterholic. This is pretty cool too. With this tool, you can see who the most popular Twitter users are and how each user ranks on Twitter based on how many followers they have. You can see how you rank overall among all twitter users and by location. So for example, I'm ranked 20,000th overall and I'm 117th in Orlando. Dwight Howard (Orlando Magic Basketball Player) has almost a million; he's the biggest one in Orlando.

This service will also tell you when you joined Twitter. For me, it shows that I joined April 1st, 2008, so about 15-months ago or so. I



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**Have Questions?
Ready to Get Started?**

Contact Us!

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We Look Forward to Helping You!