

Twitter – what is it good for?

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Fastest Growing Member Community Destinations in February 2009

RANK	Site	Feb 08	Feb 09	% growth
1	Twitter.com	475,000	7,038,000	1382%
2	Zimbio	809,000	2,752,000	240%
3	Facebook	20,043,000	65,704,000	228%
4	Multiply	821,000	2,394,000	192%
5	Wikia	1,381,000	3,758,000	172%

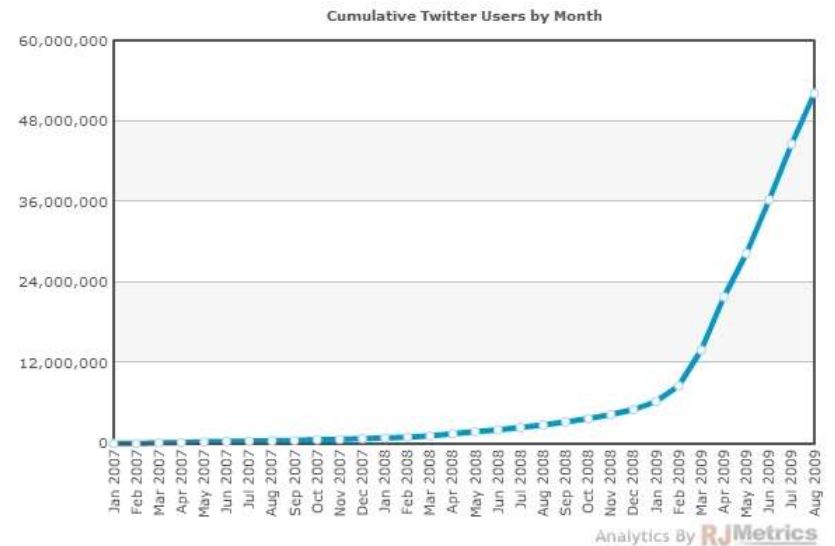
source: Nielsen NetView, 2/09, U.S., Home and Work

Unique Visitors to Twitter.com by Age Demographic

Age Group	Unique Audience	Composition %
2-17	250,000	3.6
18 - 24	**	**
25 - 34	1,379,000	19.6
35 - 49	2,935,000	41.7
55+	1,165,000	16.6
65+	477,000	6.8

source: Nielsen NetView, 2/09, U.S., Home and Work

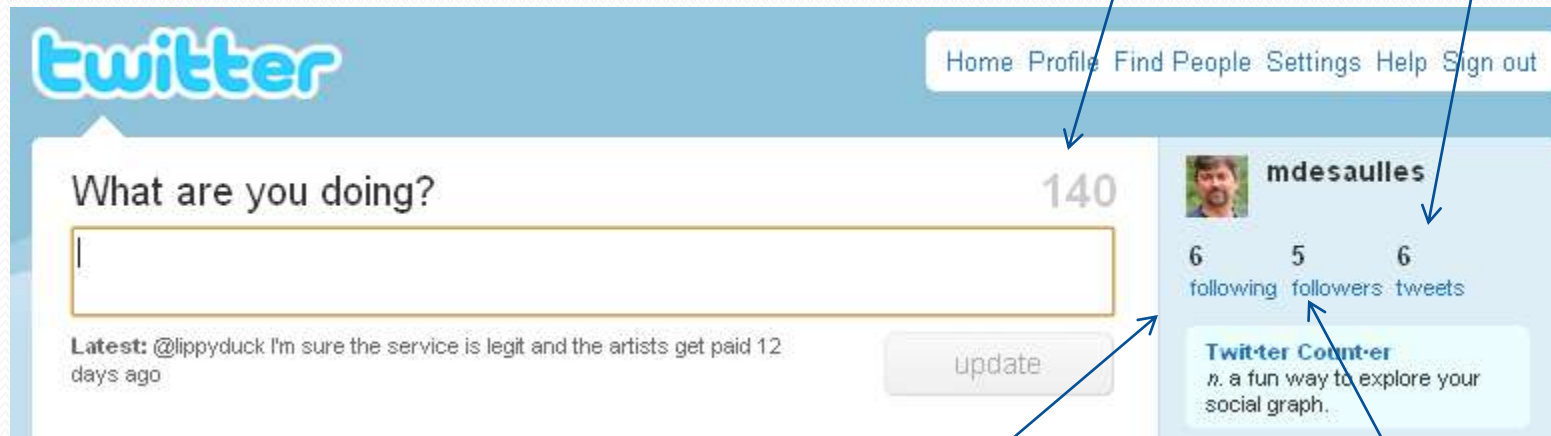
**These demographics have insufficient sample sizes



What is it?

140 characters or less

I've made 6 posts

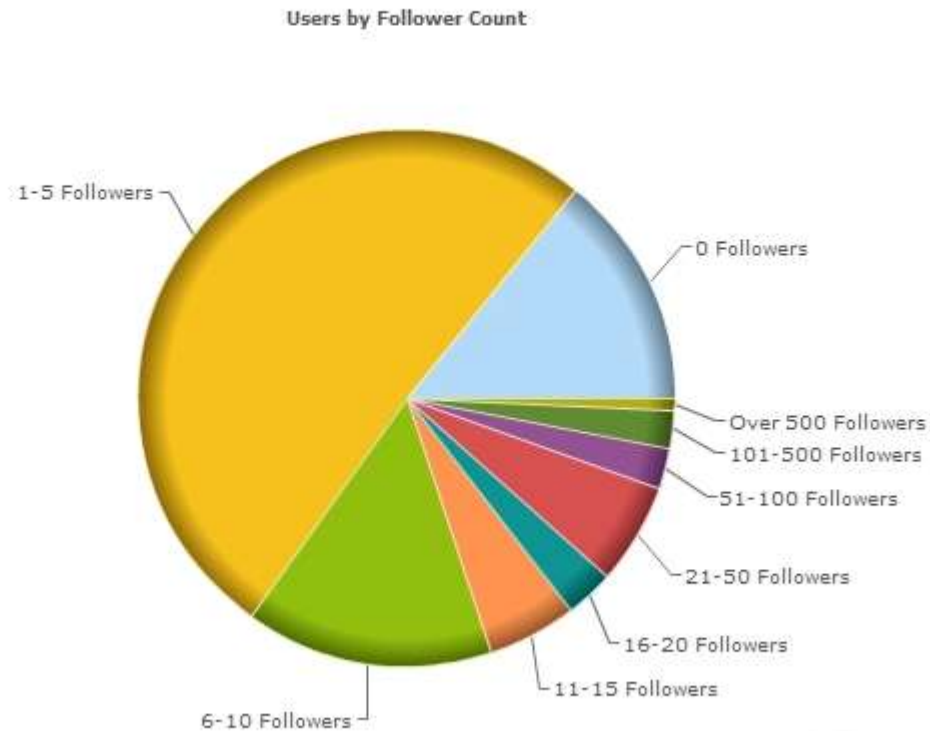


I follow 6 people

5 people follow what I write

The 80:20 rule

According to the data, **the average Twitter user has 42 followers**. It's interesting to see the distribution of users by the number of people following them:



Analytics By **RJMetrics**

What's the point?



Uses

- Microblogging – when you don't have much to say
- Updating your friends/family/colleagues
- Marketing your service
- Following celebrities
- Getting the news out
- Real-time search

Marketing your service

Twitter provides a window into the real-time thoughts of customers – leverage what you learn to improve your marketing. Experiment with coupons on Twitter as way of increasing customer engagement, and





sales. BJ often tweets Twitter-exclusive coupons for customers to print out and redeem at their favorite tasti location. He creates specific codes for each coupon that are entered into the point of sale cash registers at tasti locations to enable the tracking of coupon conversions and the


resulting sales. From the numbers, BJ concluded that Twitter coupon campaigns can outperform similar targeted ads on other social network platforms or certain PPC ads if Twitter is used effectively. However, BJ sees these efforts as merely the beginning of what tasti can do on Twitter. Next stop? Experimenting with paperless mobile coupon options and Twitter accounts for individual stores.


Real Time Search (almost)


Real-time results for nhs + Save this search


 **RositaAndres** At a fringe event re **NHS**. Absolutely packed, standing room only. Clearly lots of interest in where the money will get spent. #cpc09Preci ...
1 minute ago from web


 **mitchellrj** Cameron wrong about Labour being the only party to cut **NHS** spending. RT @FactCheck: Labour **NHS** cuts? <http://bit.ly/2CFacA>
1 minute ago from TweetDeck


 **tworai @loilis** when I has swine flu I had grim hot and cold flushes D: google swine flu **nhs** test or something and it'll tell you :)
2 minutes ago from UberTwitter


 **the_stringbean** Just received spam from my doctors surgery with all the addresses in the To: Doesn't the **NHS** teach its staff basic privacy!?
4 minutes ago from TweetDeck

 **Abstardeluxe** Teh problem with the **NHS** is that when you're all well it's lovely, the fact is when you or a loved one are sick, you see just how shit it is
6 minutes ago from Power Twitter

 **Island Pulse** Are you ready to sign up for the Isle of Wight **NHS** 'Get Moving' Challenge? <http://bit.ly/V1S4R>
6 minutes ago from VP to Twitter

 **NHS Norfolk** **NHS** Norfolk & UNICEF In "Baby Friendly" Breastfeeding Training: <http://tinyurl.com/ye44ad2>
8 minutes ago from web

 **chrisjwatts** George Osborne's current public pay freeze plans now covers the whole of **NHS** except cleaners!
10 minutes ago from web

 **KronosUK** Case study: ABM University **NHS** Trust selects Kronos for staff rostering <http://tinyurl.com/yaw2dg6>
10 minutes ago from web

Home

@mdesaullles

Direct Messages 0

Favorites

nhs

Trending Topics


- #outrageous
- Goodmorning
- #musicmonday
- PhotoSketch
- #takemehome
- Hotmail
- Brett Favre
- Halloween
- #cpc09
- #hh109


Following


- RSS feed
- RSS feed for this query


Monitor your reputation


Real-time results for "brighton uni" + Save this search


 ITSupportJobs Servicing Support Engineer, After Sales, Field Support - **Brighton Uni**... <http://jobsurl.com/cd6de>
about 12 hours ago from API


 abbeyncfy ok sooo, thats **brighton uni** off the list. ://!
about 21 hours ago from web


 PaulOckenden Just rec'd a flyer for 1 day "get your business in the papers" course at **Brighton Uni**. £425+VAT. I'd rather spend that on a proper PR person
4 days ago from TweetDeck

 rinoa2530 Got to bed at 2am, exhaustion won out over annoyance. Will be complaining to Sussex and **Brighton uni** though.
4 days ago from web

 nfarnfield @gmuirhead She is at **Brighton Uni** and now in an apartment overlooking the sea, very nice too
4 days ago from TwitterGadget

 StevenRayMorris **brighton uni** @robotnic
5 days ago from web

 robotnic @StevenRayMorris Are you applying to Sussex Uni in Brighton or **Brighton Uni** itself?
5 days ago from Tweetie

 ThirstyCreative Started MA Digital Media Arts at **Brighton Uni**, first day jitters over. Second day jitters started now preparing portfolio presentation.
6 days ago from web

Home

@mdesaulles

Direct Messages 0

Favorites


"brighton uni"

Trending Topics

- #outrageous
- Goodmorning
- #musicmonday
- PhotoSketch
- #takemehome
- Hotmail
- Brett Favre
- Halloween
- #cpc09
- #hhl09

Following


- RSS feed
- RSS feed for this query




Following celebrities

The image shows a screenshot of a Twitter profile for Stephen Fry. The profile is verified and has 54,497 following and 789,729 followers. The main content is a tweet from @ScottishStevie about a BBC doc series. The right sidebar shows navigation links, a verified account badge, and statistics for tweets, favorites, and actions.

twitter Home Profile Find People Settings Help Sign out

 **stephenfry**

[+ Follow](#) 

"Excess Babbage" LOL
[#bbcnamestorm](#) - from
[@ScottishStevie](#)
about 2 hours ago from Tweetie

Help name this New DigiRevolution open source BBC doc series!
[@bbcdigrev](#) I'm being int'ed for it now. <http://bit.ly/2CLEfY>
[#bbcnamestorm](#)
about 3 hours ago from Tweetie

Verified Account

Name Stephen Fry
Location Los Angeles, CA (34.092636,-11)
Web <http://www.stephe...>
Bio British Actor, Writer, Lord of Dance, Prince of Swimwear & Blogger


54,497 following **789,729** followers

Tweets 4,125

Favorites


Actions
[block stephenfry](#)


Following





Hash tags


Real-time results for #con09 + Save this search


 Azbats RT @robsteadman: Appalling performance from Osborne. And disgraceful policies. Unelectable by anyone but morons. [#con09](#) [#cpc09](#) [#Tories](#)
4 minutes ago from Twlnbox


 psbook Woops! David Cameron caught with champers --> <http://is.gd/40JUA> [#con09](#) [#cpc09](#)
10 minutes ago from TweetDeck


 cmi_policy RSA Fringe on public services. Philip Hammond says innovation in public services is imperative [#con09](#)
11 minutes ago from Seismic

 MirrorJames Oh dear again - it was Dave! <http://bit.ly/XWAJO> [#con09](#) [#cpc09](#)
18 minutes ago from web

 ChrispLOL Stagflate? Staghunt? RT @tomcallow GOO all austerity no ambition. UK economy won't grow under Cons - it will stagnate! [#cpc09](#) [#con09](#)
33 minutes ago from web

 tomcallow Osborne is all austerity and no ambition. The UK and its economy will not grow under the Tories - it will simply stagnate! [#cpc09](#) [#con09](#)
37 minutes ago from web

 shefaly Who is this man chairing Cons Women's event? He calls a man in the audience 'a brave man'. Same old conservative BS eh? [#con09](#)
39 minutes ago from web

 ChrispLOL RT @clawsfour RT @labourpress: Osborne we're in this together - except 4 wealthiest 3,000 estates - will still get big IHT cut [#cpc09](#) [#con09](#)
39 minutes ago from web

favorite tweets.

Home

@mdesaullles

Direct Messages **0**

Favorites

Trending Topics

#Outrageous

GoodMorning

#musicmonday

#takemehome

PhotoSketch

Halloween


Hotmail


Brett Favre

#charitytuesday

FTC

Following

 RSS feed

 RSS feed for this query

Twitter in Libraries

General announcements

Urgent announcements



The screenshot shows the Twitter profile for MRRL (Missouri River Regional Library). The profile includes a header with the Twitter logo and navigation links (Home, Profile, Find People, Settings, Help, Sign out). The profile picture is a building, and the name is 'mrll'. The bio states: 'Public Library serving Cole and Osage Counties in Mid-Missouri.' The profile shows 97 following and 389 followers, and 601 tweets. The main content is a tweet from 8:16 AM Sep 20th: 'Apologies for our quietness on Twitter, but we are working really hard on the next version of MRRL's website for you all!'. Below this are three retweets: one from @dssnote about a blood drive, one from @libraryfuture about an FDA recall, and one from MRRL's #followfriday series. The bottom of the tweet list shows two more tweets: one about library card sign-up and one about a canceled cultural concert.

twitter Home Profile Find People Settings Help Sign out

mrll

Follow

Name Missouri River Regio
Location Jefferson City, MO
Web <http://www.mrrl.org>
Bio Public Library serving Cole and Osage Counties in Mid-Missouri.

97 following 389 followers

Tweets 601

Favorite

Actions
block mrrl

Following

View All...

RSS feed of mrrl's tweets

Apologies for our quietness on Twitter, but we are working really hard on the next version of MRRL's website for you all!
8:16 AM Sep 20th from TweetDeck

RT @dssnote: Hey Jeff City peeps. The Red Cross is holding a blood drive - 3rd floor rotunda of the Capitol til 2pm. (via <http://ff.im/7XgkV>)
8:08 AM Sep 11th from web

RT @libraryfuture: The FDA operates a twitter feed for recalls. @FDArecalls Very cool! #gov20e RT @BillDrew4 @timoreilly @oberlind
12:54 PM Sep 8th from TweetDeck

MRRL's #followfriday - reader's edition: @genrelibrarian @LitChat @researchcommunk @kennethcdavis
9:07 AM Sep 4th from TweetDeck

September is Library Card Sign Up Month - come on in and get the smartest card around!
9:41 AM Sep 2nd from TweetDeck

JC's recycling program will be starting soon - information can be found at <http://bit.ly/fD1cC> - they have a FAQ, video explanations & more
2:27 PM Sep 1st from TweetDeck

Tonight's Cultural Concert has been canceled due to an illness in the band. No reschedule date has been set yet.
12:07 PM Aug 20th from web

Not just in the US

The image shows a screenshot of a Twitter profile for UniBrightonIS. The profile header includes the Twitter logo, navigation links (Home, Profile, Find People, Settings, Help, Sign out), and the profile name 'UniBrightonIS' with a red 'IS' logo. A 'Follow' button is visible. The main content area displays several tweets, including one from @arlandx about a Students Union shop and another about Aldrich library. The right sidebar shows profile information: Name (Information Services), Location (Brighton, England), Web (http://www.bright...), Bio (Information Services provides Libraries, Computing and Media Services for the University of Brighton), 52 following, and 70 followers. It also lists 'Tweets' (54), 'Favorites', 'Actions' (block UniBrightonIS), 'Following' (a grid of user avatars), and an 'RSS feed of UniBrightonIS's tweets'.

twitter Home Profile Find People Settings Help Sign out

IS UniBrightonIS

Follow

@arlandx We believe that the Students Union shop sells stamps and there is a post box on the Falmer campus
2:50 AM Oct 1st from TweetDeck in reply to arlandx

Aldrich library has roaming helpers so just ask if you need a hand with anything! We're here to help...
2:11 AM Oct 1st from web

@arlandx Good question. No Post Offices on campus. Which site are you on?
1:13 PM Sep 30th from TweetDeck in reply to arlandx

have you tried the all new Community @ Brighton site yet?
<http://bit.ly/2YPdNA> check it out and let us know what you think!
3:43 AM Sep 30th from TweetDeck

Libraries, media centres and poolrooms back to normal opening ours now, you can stay in Aldrich Library until 2am if you really want to...
12:45 AM Sep 29th from web

Name Information Services
Location Brighton, England...
Web <http://www.bright...>
Bio Information Services provides Libraries, Computing and Media Services for the University of Brighton.

52 following 70 followers

Tweets 54

Favorites

Actions
block UniBrightonIS

Following

View All...

RSS feed of UniBrightonIS's tweets