



Comments & Responses to *Twitter Updates*

The following are selected comments and excerpts from responses to Enliten *Updates* on Twitter.

Steve Snyder of State Farm shared that the company's Creative Services group is experimenting with Twitter. According to Steve, "Twitter is fast becoming one of the most used social networking sites on the Internet and it can provide an efficient means of communicating between individuals." Steve adds that State Farm hopes to gain a better understanding as to how it might be used as a communications medium, along with its potential to facilitate and improve communications between individuals and groups.

Ana Clarkson (an emerging media analyst) provided insightful thoughts and perspectives, as submitted by John Clarkson, Boy Scouts of America.

"I think of Twitter as a community where you can have a dialogue with people who share a similar mindset or common interests. It's a community for collaboration, a resource for testing ideas and finding answers. I use twitter to broaden my sense of what's being talked about in the social media, and more generally, marketing space. I've read anecdotes about judges and attorneys probing their Twitter followers for obscure case law examples and getting instant answers. In this way it's like a human-powered Google."

"The intellectual aspect of the community is reflected in Twitter's asymmetrical network model: someone can follow you without you following them back, and vice versa (as opposed to Facebook where if you're someone's friend, they are your friend too). The ratio of someone's followers/following offers insight into the magnitude of their influence. Twitter is a place where you can do a lot of broadcasting, but there's also value in it for those who merely want to listen."

Jim Allen of Mississippi Power responded, "I'm following a few well-known people and well-known companies. The biggest benefit I see is that Twitter is a source for finding and viewing those little golden nuggets of info that would ordinarily be missed." Jim agrees with Enliten's perspectives, that Twitter is of value regarding: real-time journalism; driving people to websites (if done right); making product announcements; and to generate support for a product or issue (if done right).

Kevin Campbell of Dow Corning shared his thoughts on Twitter, including, "Many people are trying to figure out just what the value is. However, even though they don't understand it they are using it. Just look at what the news organizations are doing with it now. You can often find headlines on Twitter before they appear in other media."

One reader submitted: "I sought out information on Digital Asset Management. In response to my query I received web links to sites with the information I was seeking. If I was a more experienced user, I'd have entered #DAM into the search box. Also, use of the # (hash) before a subject will bring up all public "tweets" about the subject."