

Sharing of Thoughts, Perspectives, Experiences with/from End-users

**Twitter, A Social Media for Everyone?
Growing, but Sustaining?**

Twitter Overview

Twitter is a free social networking service that enables users to send and read other users' updates (known as tweets). Tweets are text based posts of up to 140 characters in length that are displayed on a user's profile page. Senders can allow anybody to access tweets or restrict access to other users who subscribe to them. Subscribers are known on Twitter as followers. Users can send tweets via the Twitter website or by Short Message Service (SMS). Wikipedia describes Twitter as the SMS of the Internet.

According to Jason Hiner in a May 11, 2008 article published in TechRepublic there seems to be four natural stages the average Twitter user goes through from first trying it to becoming a regular user:

1. Confusion and indignation;
2. Realization that Twitter is a valuable tool;
3. Remembering to tweet;
4. Thinking in under 140 characters.

Individual "tweets" of up to 140 characters may seem pointless. But taken collectively a stream of messages can become a powerful tool for solving problems and providing insights into the digital mindset. As reported by Claire Cain Miller in a New York Times article published on April 14, 2009, companies and government agencies are starting to embrace Twitter to find out what their customers are thinking.

Starbucks used Twitter to help dispel a rumor that it would not send coffee to troops in Iraq in protest of the war.

Dell used feedback from Twitter users to improve functionality for a line of laptop computers.

Dominos used Twitter to help disseminate a corporate message in response to an inappropriate YouTube video posted by employees of a North Carolina franchise.

The Center for Disease Control (CDC) monitored Twitter to detect outbreaks of swine flu across the United States and to provide frequent updates on the flu status.

Banks use Twitter to inform their clients and build business.

Celebrities, politicians and sports figures use Twitter to communicate with their fans and constituency.

Despite the dramatic growth of Twitter many users don't always

NOTICE

The ideas, thoughts, and perspectives included in the *Update* are from **Enliten** clients, other end-user submittals, and **Enliten** experiences with industry vendors.

**Your suggestions and contributions are encouraged!
Especially, if you use Twitter to drive video applications.**

Ask how Enliten helps organizations!

Find out how we can help you!

Enliten is a proud sponsor of the Communications Media Management Association (**CMMA**) and Federal Government Distance Learning Association (**FGDLA**).

For information on how and why to join CMMA:

www.cmma.net

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www.fgdla.us

Enliten's

sustain its use. According to a Wall Street Journal article published on April 29, 2009, 60% of users who sign up for Twitter don't come back the following month. So, while Twitter's traffic has grown to over 6 million unique viewers per month, only 40% of new users stay in.

In summation the primary benefits of Twitter may be the simplicity of use and the direct connection to people whose activities you care about. Enterprises are just starting to recognize and leverage the power of Twitter to speak to and most importantly listen to a virtual community that can be assembled at any time, at a moments notice.

Future issues will address:

**Top uses and benefits of Twitter for the Enterprise
Leverage Twitter for Video and Rich Media Applications**

An aggregated version will be available upon request.

As always, we welcome your input, thoughts and perspectives.
Send them to rp1@enliten.net.

Enliten's Perspectives on Twitter & Social Networks

Social networks have been a dominant topic of interest for most everyone and every organization. To get a handle on the latest trend...or rage, Enliten conducted a very non-scientific study on social networks considered business related (probably). The study consisted of informal discussions with numerous clients, friends and industry contacts. Our findings and perspectives:

People use them (some fanatically), including: LinkedIn; Plaxo; Ning, and Twitter.

Others don't (no interest).

Some join multiple social networks.

Companies and organizations are trying to figure them out: Should they embrace social networks or forbid their usage? At this point, very few have a clear understanding on what to allow and how to use them.

People talk about them, write about them, and report on them: with a wide range of opinions as to the value, benefit, or how to best leverage them.

The most dedicated and aggressive users are looking for employment or clients.

Over a period of time, people tend to only focus on one or two networks.

Research indicates usage for many wanes, sometimes quickly.

Organizations finding great value sell products or services.

Enliten recommends everyone and every organization review the "list (and categories)" of social networks (<http://traffikd.com/social-media-websites/>) and make the effort to understand how social sites work, at least a representative number and varying types. Simply put, Twitter and other social networks are here to stay and some to prosper. Find the ones that work for you and how to leverage them to meet your business objectives.

Page of Enlitenment (PoE) will continue to be published on an infrequent, but hopefully, regular basis.

The PoE will feature detailed articles and white papers, all of which can be found on the home page of **Enliten's** website or in the Resource Center Section.

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Gain access to industry articles and case studies at the **Enliten Resource Center**.

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