

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

Tips for Using Twitter in the Enterprise

Twitter Tips

Here are a few recommendations/tips on using Twitter as a business networking tool. It is assumed that the use of Twitter is in addition to a workable, manageable blend of communication tools such as phone, e-mail, and other Internet-based applications.

1. Follow people who are relevant.
2. Invite (engage with) other business associates you consider relevant.
3. Write in a personal, engaging manner.
4. Share interesting information and direct people to relevant Internet sites.
5. The # (hash) before a subject will bring up all public "tweets" about the subject.
6. Budget the necessary time to assure the tool can be of value in addition to time invested in other social media networks.
7. Use the search engine to find information on topics and issues. Information is likely to be more time and targeted than what is found on other search engines.
8. Establish a strategy for using Twitter, including business drivers and objectives, to track and measure value of the initiative.
9. Wondering who sends tweets from your area? Twitter suggests inputting 'location:cityname' for a list of people who from that city.

Following are links to an article and blogs outlining in more detail Twitter Tips for Business:

Nine Twitter tips for business

How to strike the right balance when using this popular messaging service
Jason Snell, Macworld.com
<http://www.macworld.com/article/140254/2009/05/twitterdos.html?t=104>

50 Ideas on Using Twitter for Business

Chris Brogan Blog
<http://www.chrisbrogan.com/50-ideas-on-using-twitter-for-business/>

Twitter Tips for Business

Al Krueger Blog
<http://cometbranding.com/blog/twitter-tips-for-business/>

Opinions, Thoughts & Perspectives

Throughout the years, **Enliten** has invited industry professionals to provide their Opinions, Thoughts & Perspectives on their products or services, as well as applications and trends impacting enterprise communications.

In a slightly different approach, **Enliten** extends the opportunity for you to share your opinions and thoughts on the following questions, which will be featured in future issues of **Update**.

Please answer any or all:

1. How is your organization using Twitter, Yammer, and other social network sites?
 - a. For Internal communications?
 - b. For External communications, marketing, etc?
2. What type of success are you experiencing?
3. Are you using mobile video applications?
Please describe.
4. What do you see as being the next great video or rich media application in the enterprise?

Ask how Enliten helps organizations!

TwitPic

As of April 2009, www.Twitpic.com has more than one million users. The TwitPic API lets you upload and post images to Twitter accounts. You can upload an image for later posting or upload an image to TwitPic and automatically send it as a status update to Twitter.

If you have a Twitter account then you already have a Twitpic account, just login to Twitpic with your Twitter username and password and you are all set.

TwitPic Overloaded

The TwitPic site went down after at least 7,000 people attempted to view the photo of the U.S. Airways flight 1549 after it landed in the Hudson River in January 2009. The photo was taken from a commuter ferry by Sarasota, Fla., resident Janis Krums.

According to Noah Everett, the founder of TwitPic, who runs the service by himself, after the photo of the plane was re-tweeted by a large number of people and then picked up by several news sites, including [Silicon Alley Insider](#), the resulting traffic was too much for the site's servers.

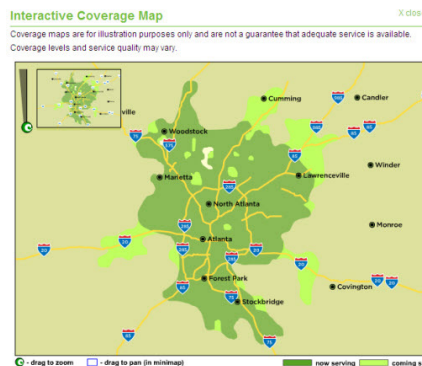


4G Service Update

Clearwire's WiMAX service is now available for most of the Atlanta metro area. Up until now, Clear's WiMAX service has only been available in one other market, Portland, OR. Other Clear WiMAX markets are planned for Las Vegas, Chicago and Dallas later this year. Mobile WiMAX service available in Baltimore under Sprint's Xohm brand will be merged under the Clear moniker at some point in the future.

For more on Sprint and Clearwire WiMAX service:

www.xohm.com



Find out how we can help you!

770/590-1590

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

For information on FGDLA:

www.fgdla.us

Enliten's

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.

Visit the **Enliten Web Site** www.enliten.net

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

Get the Info!

Feel free to forward this e-mail to other associates interested in receiving **Enliten Updates** and the PoE.

Or send an e-mail requesting to be added to **Enliten's** distribution list:

rp1@enliten.net

www.clear.com
www.clearwire.com

Tidbit Briefs/Questions

1. Friday, June 12th the television Digital Transition takes place.
2. www.twitvid.com hopes to become the twitpic of video.
3. Are you using www.secondlife.com? Is anyone?
4. Are you keeping up with the increasing number of web sites enabling, supporting video applications?
5. How engaged is your training organization with video and rich media?
6. For **Twitterverse** (by Jesse and Brian Solis) go to:
<http://www.flickr.com/photos/briansolis/3570379944/sizes/o/>

*An extended version of the **Mobile Video Updates** can be accessed at www.enliten.net*

An aggregated version on Twitter is available upon request.

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

We asked and have received!

In each issue of Update we encourage readers to submit their input, including suggested topics to cover in future issues. Here are some of the topics:

Video and web conferencing
Telepresence
Using video for training
Captioning
Multi-lingual narrations
Blended communications

In addition, readers requested: graphics; pictures; testimonials; user case studies; and links to sites (lots of links).

We will do our best to improve with each issue.