



Enliten Update

May 27, 2009 Vol. 4

Top Uses of Twitter in the Enterprise

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

Top Uses of Twitter in the Enterprise

There are wide ranging opinions on the uses of Twitter and other 'microblogging' sites. Ask industry peers, the people you know, work with or Tweet with for their thoughts. Input "Twitter Benefits" into Google and you'll find an endless list of articles and websites on the subject.

Update Responses

We received a number of responses to our initial Update on Twitter. Here are a couple of the more representative comments:

"Our Creative Services organization is researching Twitter to gain a better understanding as to how it might be used as a communications medium to facilitate and improve communications between individuals and groups."

"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."

"Those who use Twitter must be prepared to participate in two-way exchanges and accept the possibility that they may touch on sensitive topics or negative perspectives."

Conference Topics of Discussion

At the recent Professional Development Conference of the Communications Media Manager Association (CMMA) Twitter and Social Networks were major topics of conversation in both Management and Technical Topic Go-A-Rounds. The consensus is that organizations need to research and evaluate the social sites to determine if they have value. Some managers expressed concern regarding the time and effort needed to adequately use the mediums, especially as the number of applications and sites continue to grow. Many of the organizations have individuals assigned to the initiatives and many of them are millennials. Yammer (www.yammer.com) was discussed as the business version of Twitter.

Uses of Twitter

The typical list of Top Twitter Uses will include: customer communications and engagement; marketing products and services; establish company brand; building relationships; employee networking and idea exchange; knowledge sharing and problem solving; project status updates; news and information updates.

A leading objective for Twitter is to **direct traffic** to websites

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

For information on

FGDLA:

www.fgdla.us

Enliten's

marketing company products and promoting corporate branding, ideas, and philosophies. Although it hasn't been fully developed (or at least success stories reported), Enliten believes Twitter will find success directing targeted recipients to video clips of corporate information and products.

In addition, Enliten believes that Twitter can be an excellent tool for conducting research, reaching out for information and getting feedback on virtually any topic, company, product, or service.

In an article on Twitter in the May 26, 2006 edition of USA Today, Salesforce.com CEO Marc Benioff claims the Twitter will lead to new categories on the Web — "from real-time journalism to the next generation of customer service and call centers."

Users of Twitter

There are a number of websites ranking Twitter Sites. Twitterholic.com (www.twitterholic.com) lists the top sites based on the number of followers. Ashton Kutcher and Ellen DeGeneres lead with about 1.8M and 1.6M respectively. CNN Breaking News is a close third with 1.55M, falling behind Kutcher after their well-publicized battle for the top Twitter site.

The first company doesn't show up until Whole Foods Market takes 31st place. Zappos (#38), JetBlue Airways (#66), and Dell Outlet (#75) are other companies on the list. The balance primarily includes personal sites for celebrities along with news media or publication sites.

In a recent article posted on Forbes.com, Helen Coster notes:

The "chief blogger" for Eastman Kodak uses Twitter to connect with customers and positions its brands as cutting-edge;

"Dunkin' Dave" tweets with his followers about employer Dunkin' Donuts, employing a laid-back tone as he addresses thoughts and perspectives on caffeine and other company points of interest;

Dell has sold over \$1 million worth of refurbished computers via its "DellOutlet" Twitter page.

Online retailer Zappos uses Twitter to connect employees and customers in a friendly, personal way. The company aggregates employee "tweets" on a single stream under the heading "Powered by twitter, Zappos.com, clothing and you."

Future issues will address:

***Twitpic.com, the Twitter site for pictures.
Tips for using Twitter.***

An aggregated version will be available upon request.

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

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