

# Twitter for Media Companies

Brent D. Payne

# Twitter Account Types: News Feed

## Create a News Feed from RSS

- Use your most frequently updated quality content
- Do NOT 'at reply' users from this account
- Do NOT follow people back from this account; follow your own accounts



The screenshot shows the Twitter profile for CNN Breaking News (@cnnbrk). The profile includes the account name, location (Everywhere), website (http://cnn.com/), and bio. The account has 18 following and 2,538,088 followers. The main content area displays a tweet from 1:43 PM on August 8th: "FAA: 3 people were aboard small plane that collided with helicopter - <http://bit.ly/18k6xY>". Below this are two more tweets: "Rescuers search Hudson for survivors after small plane, helicopter collide - <http://bit.ly/qwoSk>" (12:18 PM) and "Police: Helicopter, small plane collide over Hudson River - <http://bit.ly/qwoSk>" (11:34 AM). The right sidebar shows the account's statistics and a list of accounts being followed.

**twitter** Home Profile Find People Settings Help Sign out

**CNN** Breaking News **cnnbrk**

Following Device updates: OFF

**Name** CNN Breaking News  
**Location** Everywhere  
**Web** <http://cnn.com/>  
**Bio** CNN.com is among the world's leaders in online news and information delivery.

18 following 2,538,088 followers

**Tweets** 1,065

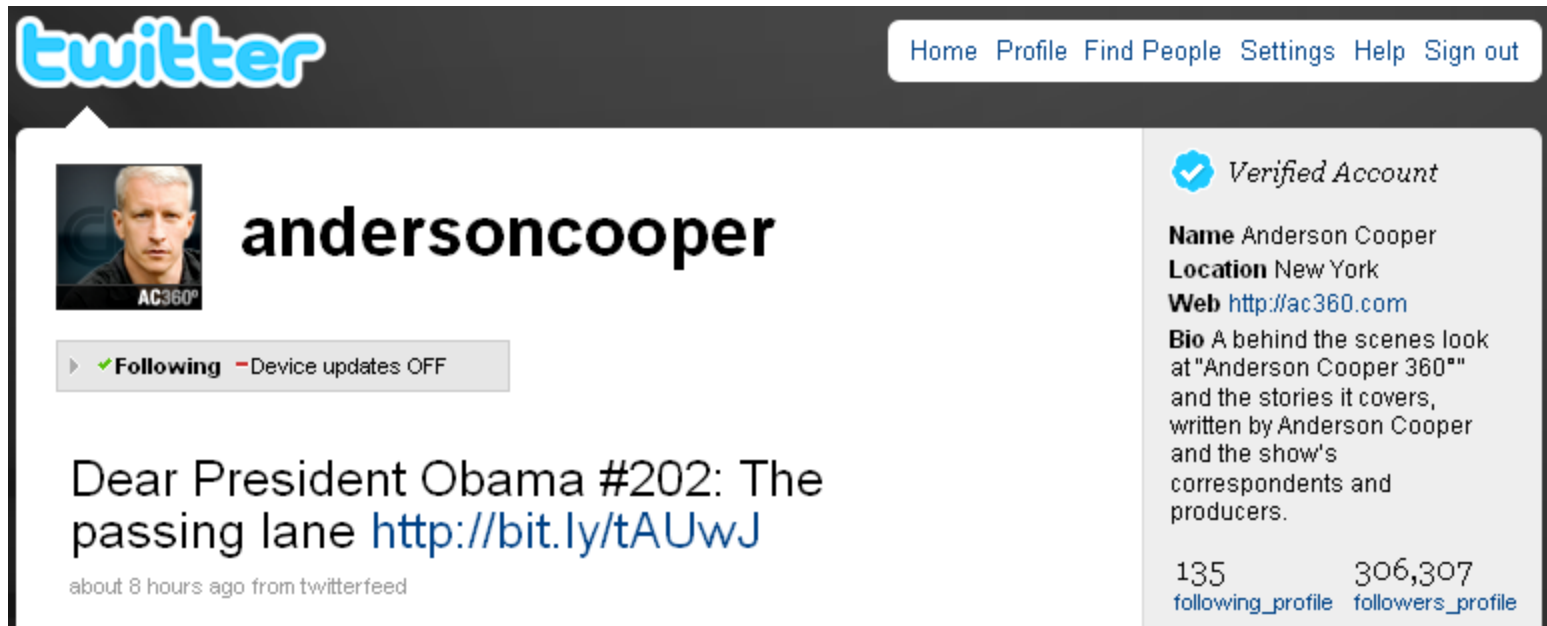
**Favorites**

**Actions**  
block cnnbrk

**Following**


RSS feed of cnnbrk's tweets

# Twitter Account Types: Celebrities



The image shows a screenshot of the Twitter profile for Anderson Cooper. The profile is for the user 'andersoncooper', who is a verified account. The profile picture shows Anderson Cooper with the handle 'AC360°' below it. The bio reads: 'A behind the scenes look at "Anderson Cooper 360"' and the stories it covers, written by Anderson Cooper and the show's correspondents and producers. The profile statistics show 135 following and 306,307 followers. A tweet is visible, reading: 'Dear President Obama #202: The passing lane http://bit.ly/tAUwJ', posted about 8 hours ago from twitterfeed. The navigation bar at the top includes Home, Profile, Find People, Settings, Help, and Sign out.

**twitter** Home Profile Find People Settings Help Sign out

 **andersoncooper**

AC360°

▶ **Following** - Device updates OFF

Dear President Obama #202: The passing lane <http://bit.ly/tAUwJ>

about 8 hours ago from twitterfeed

**Verified Account**

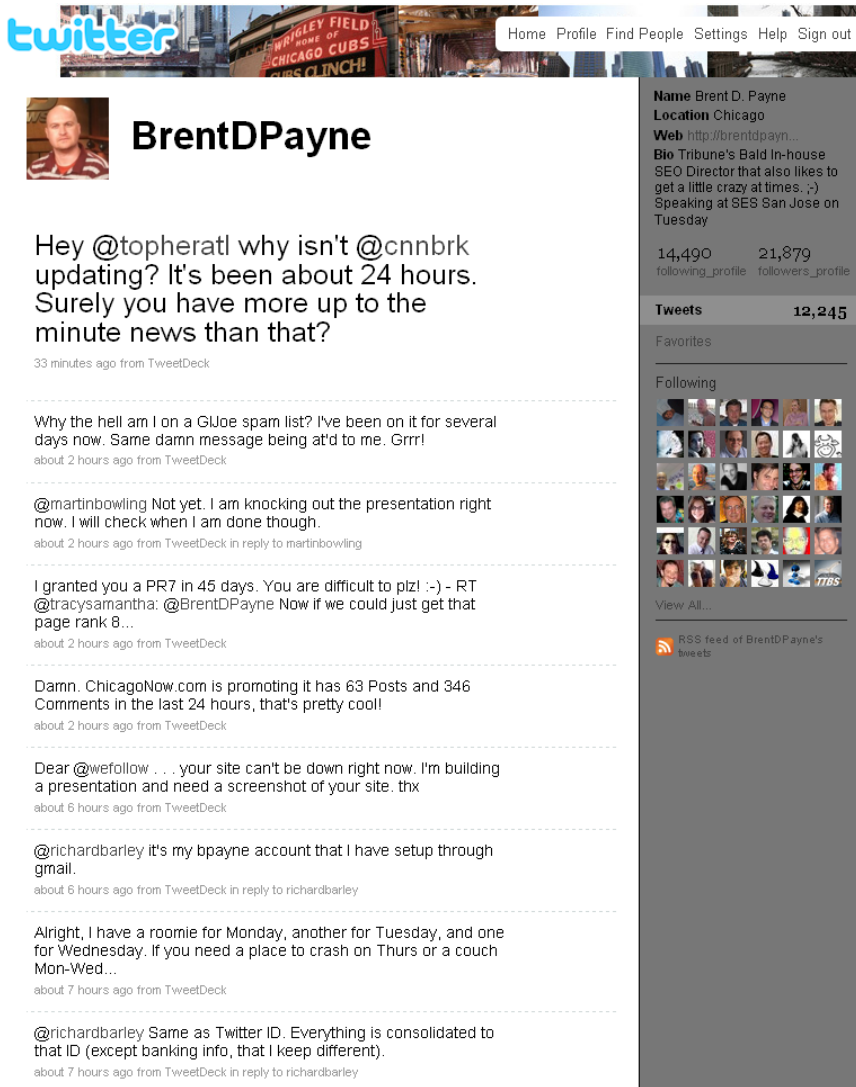
**Name** Anderson Cooper  
**Location** New York  
**Web** <http://ac360.com>  
**Bio** A behind the scenes look at "Anderson Cooper 360" and the stories it covers, written by Anderson Cooper and the show's correspondents and producers.

135 following\_profile 306,307 followers\_profile

## Force Celebrities to Create Accounts

- Make it a job requirement to have a Twitter profile
- Give them freedom to be human (i.e. complain about their commute)
- Get them to interact with their followers (follow them back, at reply, DM, etc.)

# Twitter Account Types: Employees



**twitter** Home Profile Find People Settings Help Sign out

**BrentDPayne**

Hey @topheratl why isn't @cnnbrk updating? It's been about 24 hours. Surely you have more up to the minute news than that?

33 minutes ago from TweetDeck

Why the hell am I on a GJJoe spam list? I've been on it for several days now. Same damn message being at'd to me. Grrrr!

about 2 hours ago from TweetDeck

@martinbowling Not yet. I am knocking out the presentation right now. I will check when I am done though.

about 2 hours ago from TweetDeck in reply to martinbowling

I granted you a PR7 in 45 days. You are difficult to plz! :-)) - RT @tracysamantha: @BrentDPayne Now if we could just get that page rank 8...

about 2 hours ago from TweetDeck

Damn. ChicagoNow.com is promoting it has 63 Posts and 346 Comments in the last 24 hours, that's pretty cool!

about 2 hours ago from TweetDeck

Dear @wefollow... your site can't be down right now. I'm building a presentation and need a screenshot of your site. thx

about 6 hours ago from TweetDeck

@richardbarley it's my bpayne account that I have setup through gmail.

about 6 hours ago from TweetDeck in reply to richardbarley

Alright, I have a roomie for Monday, another for Tuesday, and one for Wednesday. If you need a place to crash on Thurs or a couch Mon-Wed...

about 7 hours ago from TweetDeck

@richardbarley Same as Twitter ID. Everything is consolidated to that ID (except banking info, that I keep different).

about 7 hours ago from TweetDeck in reply to richardbarley

**Name** Brent D. Payne  
**Location** Chicago  
**Web** http://brentdpayn...  
**Bio** Tribune's Bald In-house SEO Director that also likes to get a little crazy at times. ;-)  
Speaking at SES San Jose on Tuesday

14,490 following\_profile 21,879 followers\_profile

**Tweets** 12,245

Favorites

Following

View All...

RSS feed of BrentDPayne's tweets

## Allow Employees to Tweet

- Set some ground rules about proprietary information
- Underscore that company grievances should be addressed with Human Resources
- Provide information to employee about libel/slander and the consequences
- Allow them to promote the company and the competitor
- Allow them to be genuine and personable
- Give them freedom to be themselves in all aspects of their lives
- Understand and accept that mistakes and issues will occur
- **Do NOT officially endorse them**

# Twitter Account Types: Brand Persona

## Create a Brand Persona

- Create a character that your audience can connect with personally
- Spend time to create a decent avatar
- Mimic your brand perception or mimic the target audience demographic
- Create a detailed personality, writing style, interests, etc. for the persona
- Be sure to have the persona engage with the audience via 'at replies', 'direct messages', and even send event invites
- Keep who's behind the 'veil of Oz' private, always
- Do NOT allow those behind the veil to inject personal opinions inconsistent with the brand persona
- **Make it your brand's social media face**

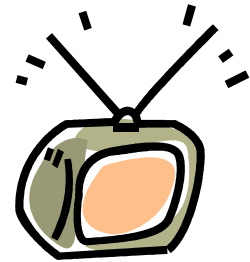


The screenshot shows a Twitter profile for 'ColonelTribune'. The profile includes a blue verified badge, a profile picture of a man in a military-style hat, and a bio that reads: 'The Colonel knows Chicago. He is also a more gentlemanly version of @ChicagoTribune'. The profile statistics show 15,609 following and 362,183 followers. The profile is currently following '@SweetGoGo'.

The main content area displays a tweet from '@SweetGoGo' that says 'Thank you.' with a timestamp of 'about 2 hours ago from HootSuite in reply to SweetGoGo'. Below this are several other tweets, including one from '@ChicagoNow' with a link to 'http://ow.ly/juNI', one from '@kategardiner' mentioning 'mobile.chicagonow.com', a retweet from '@SteveDahlShow' and '@Bill80' about 'Hawks hero Patrick Kane arrested', one from '@scarpetablog' saying 'Great, thanks for the update.', one from '@vueplanet' saying 'Glad it's worth it.', one asking 'Anyone go to #Lollapalooza today? Anyone there now? How's it going?', and one from '@jeda\_21' saying 'Too bad it's recurrent.'.

The right sidebar contains the profile information, a 'Tweets' count of 6,413, a 'Favorites' section, an 'Actions' section with 'message ColonelTribune' and 'block ColonelTribune' options, a 'Following' section with a grid of profile pictures, and an 'RSS feed of ColonelTribune's tweets' link.

# Get Big Fast: Promote Your Profiles



## Make Your Audience Aware

- Use your readership of **print media** to promote your twitter profile
- Use your viewership of **television** to promote your twitter profile
- Promote your twitter profile to your listeners via **radio**
- Don't forget the easiest of them all... your **website** visitors!

# Get Seen: Use Twitter Directories

A service of WebProNews 

**Twellow**  The Twitter Yellow Pages.

News

112,133 Profiles

Page 1 of 5,607 



1. **CNN Breaking News** | (*cnnbrk* on Twitter)

CNN.com is among the world's leaders in online news and information delivery.



Login to Follow

Followers: 2,527,571 Location: Everywhere

Is this you?



2. **Ryan Seacrest** | (*RyanSeacrest* on Twitter)

Get official tweets from Ryan and his producers about the radio shows, American Idol and breaking news from Hollywood!



Login to Follow

Followers: 1,921,359 Location: Hollywood, CA

Is this you?



3. **The Onion** | (*TheOnion* on Twitter)

America's Finest News Source



Login to Follow

Followers: 1,406,963 Location: FishTime

Is this you?



4. **A Googler** | (*google* on Twitter)

News and updates from Google



Login to Follow

Followers: 1,311,511 Location: Mountain View, CA

Is this you?



5. **Perez Hilton** | (*PerezHilton* on Twitter)

Perez Hilton is the creator and writer of one of the most famous websites in the world. And he also loves music - a lot!



Login to Follow

Followers: 1,290,879 Location: Hollywood, California

Is this you?

## Use Twitter Directories

- List yourself in the top Twitter directories
- WeFollow, Twellow, Muck Rack, etc.

wefollow 

Muck Rack

News

Followers: 7,976,379



**cnnbrk** (2,527,570 followers)

CNN.com is among the world's leaders in online news and information deli...



**nytimes** (1,559,122 followers)

Where the Conversation Begins. Home page stories from NYTimes.com, spec...



**TheOnion** (1,406,964 followers)

America's Finest News Source



**TIME** (1,245,412 followers)

Breaking news and current events from around the globe. Hosted by TIME's...



**mashable** (1,237,311 followers)

The hottest Twitter news, Twitter tips and Twitter help. Plus, the best...



Discover what's happening right now in the world of journalism



**newley** "Lament for a Dying Field. Photojournalism" NYTimes <http://bit.ly/12qnGY> about a minute ago by *Newley Purnell*, Freelance Journalist



**arashmarkazi** I love the throwback AFL look for the Hall of Fame game if for no other reason than it looks like the Houston Oilers are back playing again. 2 minutes ago by *Arash Markazi*, Writer, *Sports Illustrated*



**AnnCurry** Jimi Hendrix Purple Haze at Woodstock: enjoy <http://tinyurl.com/58e9gb> 2 minutes ago by *Ann Curry*, Anchor and News Correspondent, *NBC News*



**terryteachout** Most people think they don't like opera. You won't change their minds by telling them they should. <http://tinyurl.com/9p7ar> 2 minutes ago by *Terry Teachout*, Drama Critic, *Wall Street Journal*



**st\_jimtroter** Antonio Cromartie may not like camp food, but Tennessee's Alge Crumpler doesn't look like he's missing many meats. 3 minutes ago by *Jim Trotter*, Senior Writer, *Sports Illustrated*



**BluntForceCook** @postcollegecook I prefer my zukes fried or grilled, but I won't turn down an excuse to imbibe. 4 minutes ago by *J.M. Hirsch*, Food Editor, *Associated Press*



**Omarkelly** Titans TE Alge Crumpler looks like an offensive lineman. Boy did that guy let himself go. 4 minutes ago by *Omar Kelly*, Dolphins Reporter and Blogger, *South Florida Sun-Sentinel*



**wsjrock** Make that 7 pieces - there are keyboards behind those laptops. Read playing a lot of lead guitar. 5 minutes ago by *Jim Fusilli*, Rock & Pop Critic, *Wall Street Journal*

[More News Twitter Users »](#)

# Engage the Locals: Have a Tweetup



## Tweetup = Local Engagement

- Invite top referrers or bloggers specifically
- Pick a decent venue that can handle 2x expected turn out
- Utilize event sites like EventBrite or Meetup.com
- Have one or two celebrities attend to create a draw
- Clarify dress code, theme, location, food or no food, etc.
- Promote the Tweetup from all profiles
- Have large nametags available and plenty of pens
- Take lots of pictures and post them publicly
- **Remember to MINGLE!**
- **Do NOT buy the alcohol!**

# Take Off The Gloves: Poach

## Poach Your Competitor's Followers!

- Follow those that follow your competitor...and engage with them

twitter

Home Profile Find People Settings Help Sign out



Suntimes

Following Device updates OFF

Cubs put RHP Carlos Zambrano on DL; recall RHP Jeff Stevens. (via @ChrisDeLuca) (via @craignewman)

5:10 PM Aug 8th from Tweetie

If you're into Lollapalooza, @craignewman, @kevinal... @cst\_people will be livetweeting all weekend. No m... weather! #lolla09

4:25 PM Aug 7th from Tweetie

Wow, I finally found a good #Lollapalooza live stream: http://uFHVl #lolla09 (via @cst\_people)

3:57 PM Aug 7th from Tweetie

And speaking of Matt Forte, we'll have a collectible print of the #Bears' running back in tomorrow's print edition of the Sun-Times.

7:42 PM Aug 8th from Tweetie

Matt Forte played more than any other top RB last season, check it out http://bit.ly/OU5FJ (via @BradBiggs)

7:41 PM Aug 8th from Tweetie

BREAKING: Congress passes additional \$2 billion in funding to fuel Cash for Clunkers program.

7:33 PM Aug 8th from Tweetie

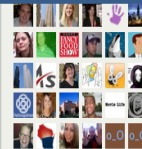
Women who gain weight rapidly using Depo Provera are more likely to suffer long-term weight gain http://ow.ly/eAq says a new study.

Name Suntimes  
Location Chicago, Ill.  
Web http://www.suntim...  
Bio What you need to know: now. News, entertainment, sports and business news from the Chicago Sun-Times and more. And yes, it is real people here.

10,973 11,622  
following followers

Tweets 15,277

Favorites



View All...

RSS feed of Suntimes's tweets

Follow t  
24/7 at

twitter

Home Profile Find People Settings Help Sign out



ColonelTribune

Following Device updates ON

This seems to be a good deal for shoppers . . . from Fungalista on @ChicagoNow: http://ow.ly/juNi

about 3 hours ago from web in reply to katega

RT @SteveDahlShow RT @Bill80: Hawks hero Patrick Kane arrested. http://bit.ly/AYNdu

about 9 hours ago from web

@scarpetablog Great, thanks for the update.

about 22 hours ago from HootSuite in reply to scarpetablog

@vueplanet Glad it's worth it.

about 23 hours ago from HootSuite

Anyone go to #Lollapalooza today? Anyone there now? How's it going?

about 23 hours ago from HootSuite

Name ColonelTribune  
Location Chicago  
Web http://www.facebo...  
Bio The Colonel knows Chicago. He is also a more gentlemanly version of @ChicagoTribune

15,608 361,638  
following followers

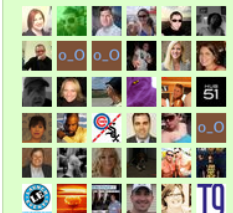
Tweets 6,412

Favorites

Actions

message ColonelTribune  
block ColonelTribune

Following



View All...

RSS feed of ColonelTribune's tweets

POACH YOUR COMPETITOR

SUN-TIMES

Get news now.

Follow Chicago's #1 newspaper online all the time via Twitter.



# Get A Little Dirty: Cheat



**twollow**  
Auto Follow People on [Twitter](#)

HB Hummingbird II v2.0 by Mesiab Labs

Download Beta Community Support \$70k Affiliates

Brand New Version 2!  
Public, Private & Exclusive  
Marketing Software for Twitter.  
Powered by Mesiab Labs and Retweet.com

SocialToo

Twitter Scripts.net

## Twitter Automation

- Auto-follow all followers of a particular user
- Auto-follow all those that a particular user follows
- Auto-follow those that follow you
- Auto-follow those that tweet a particular keyword
- Auto-follow by geography
- Auto-unfollow anyone that isn't following you
- Only follow those that have x number of followers but under y number
- Only follow those that have tweeted at least x number of times
- Only follow those that have a non-default profile image
- Setup a tweet for a later date and time
- MUCH, MUCH, MORE!!
- **NOTE: I do NOT condone cheating!**

# Contact Info

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  - Instant Messenger/Personal Email: [bpayne@gmail.com](mailto:bpayne@gmail.com)
  - Twitter: [@BrentDPayne](https://twitter.com/BrentDPayne) (follow w/ caution)
  - Driver's License Number: BDP24456U8
  - Passport Number: 443876284