



IF YOU ARE IN BUSINESS, YOU OUGHT TO BE USING TWITTER

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[Twitter](#) is defined as a “social networking and microblogging service that enables its users to send and read messages known as tweets.” When I mention Twitter in a business setting, I typically get a raised eyebrow and eye rolling. People still believe Twitter is a waste of time and can’t understand why anyone in the world would care if you just ate a poppy seed bagel or you just left the barber shop, and you’re on your way to get an ice cream cone. When people boo-hoo Twitter as a joke, I shake my head and tell them, “You don’t have a clue.”

The Twitterverse is ripe with opportunity. [Adrian Dayton](#), author of “*Social Media For Attorneys, Twitter Edition*,” likens Twitter as “a gigantic cocktail party where there is a tremendous opportunity to network with people all across the world.”

I use Twitter as a source for information. I follow entrepreneurs, attorneys, technology experts, and marketing geniuses. These people send me articles, blogs, and advice on running [Kramm Court Reporting](#).

I know that businesses such as Sony, Zappos, and Comcast hire full-time employees to monitor the Twitterverse. Only a fool in modern times would not want to know if anyone is talking about you or your product on the internet. With free tools such as [Tweetdeck](#), it is easy to lurk, watch, listen and participate. You can create a key word column in Tweetdeck and monitor any tweet on the planet that has that key word in the Tweet. For example, if you own a life insurance company in Toledo, Ohio, you can monitor if your competitors are using Twitter by searching the words **LIFE INSURANCE TOLEDO**. You can pay attention to your competitors, vendors, and the product you are selling on a citywide basis to internationally.

I have connections via Twitter with entrepreneurs in England, Chili, and Brazil.



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The people who use Twitter are generous with information. I believe the type of person who is attracted to Twitter is the type of person that likes to communicate and share. Shutdown people are not going to want to have anything to do with Twitter.

My advice to a Twitter novice: Create an account and use your name so people can find you. Your bio is searchable. Use the words you expect someone would need to [Google](#) to find you. Download Tweetdeck. Listen and lurk. When there is a conversation that you can jump in and contribute, go for it. Always be credible. Never exaggerate. The golden rule on the web is trust. If people trust you, they will follow you. You will be a thought leader. The moment people think you are not trustworthy, you are done.

Twitter is all about paying it forward. The key is to give information your followers need, never spamming people, sending out Tweets about how great you and/or your company are. An example of paying it forward is if you hear a great speaker, send out the person's name and website url. If you go to a great restaurant, let everyone know. My personal rule is to send out three tweets a day.

Twitter is not a waste of time. It is not to be scoffed at. I suggest you begin tweeting today. The Twittersverse is waiting for you.



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