

# Twitter for Hospitality



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## Twitter: Facts & Figures

- Created & founded in 2006
- 50 Million daily users
- 27% of users are in the U.S.
- 40% of users don't Tweet, but watch
- Twitter hosts approximately 1 billion Tweets every 5 days



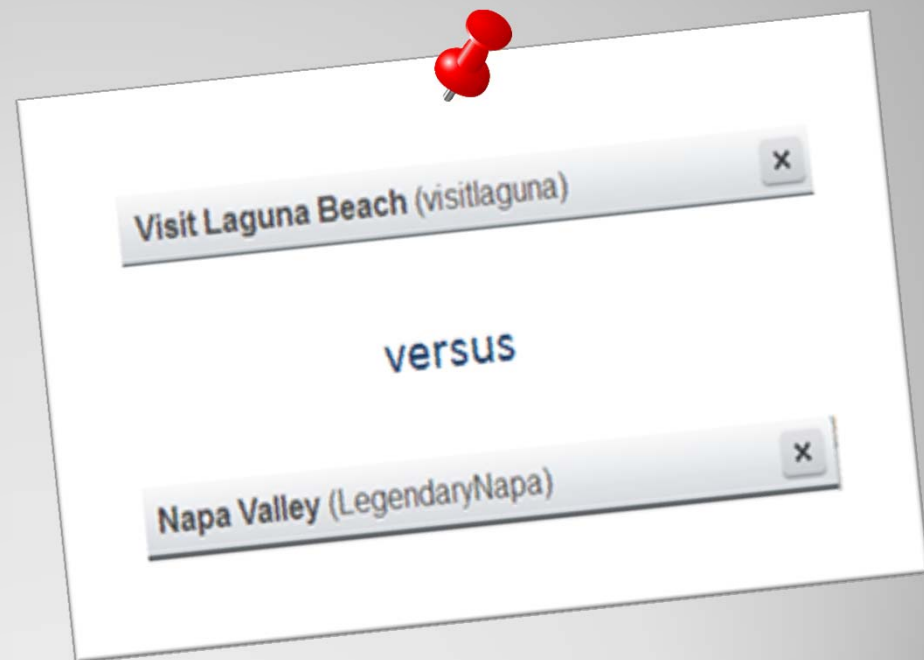
## Twitter: Must Do List

- Capitalize your handle
- Uniform imagery
- Why use Twitter lists?
- Don't cross-post
- Use busy & relevant hashtags
- Tweet under 110 characters



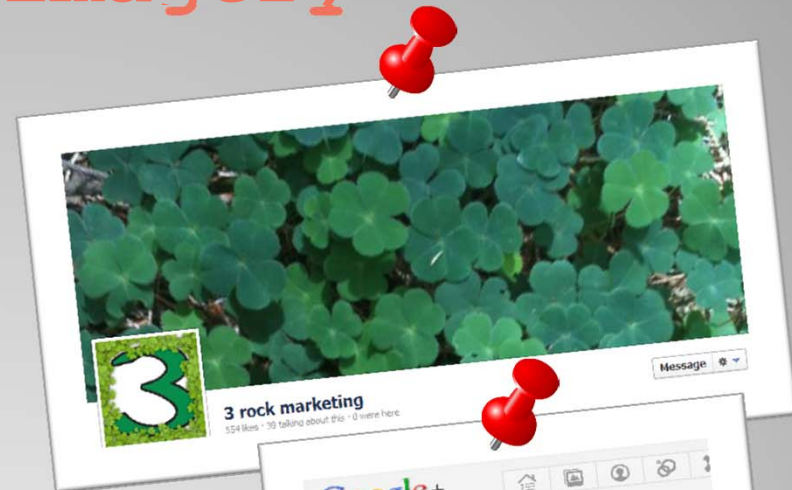
# Capitalize Your Handle

- Why?
  - Easier to read
  - Brand uniformity
  - Looks professional



# Uniform Imagery

- Why?
  - Reinforces your brand
  - Consumer comfort
  - Professional appearance



# What are Twitter Lists?

- Why?
  - Filter the noise
  - Play the politics
  - Listen without following
  - Curate content



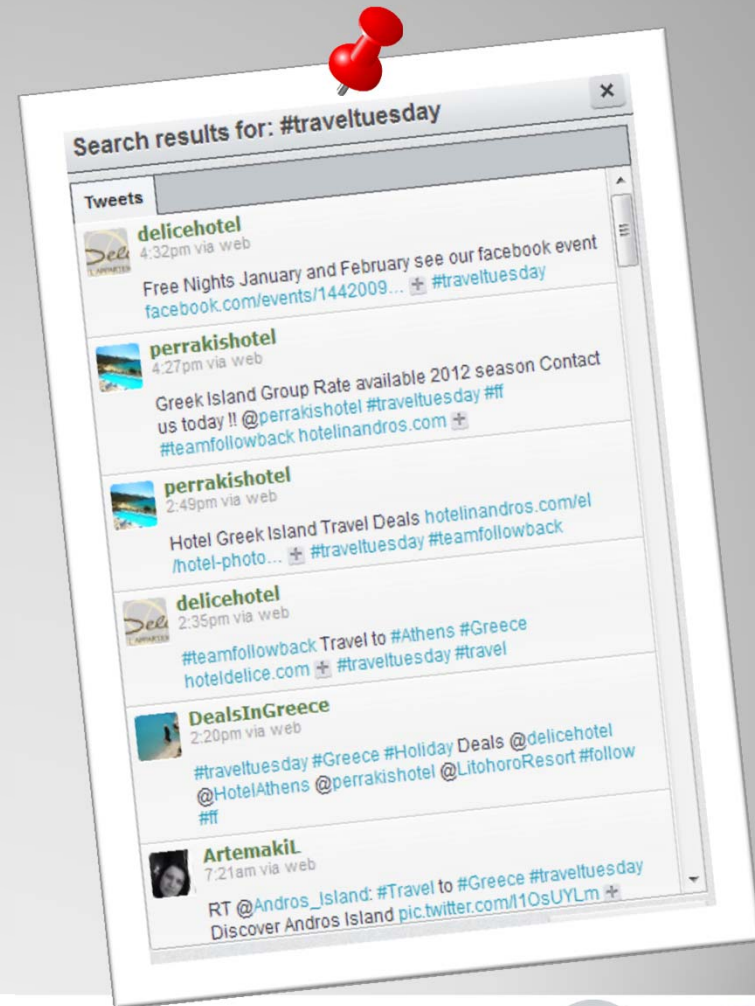
## Do Not Cross-Post

- Why?
  - Respect the SM outlet
  - Respect your fans & followers
  - It's just lazy!



# Busy & Relevant Hashtags

- Why?
  - Join the conversation
  - Get discovered
  - Increase Tweet reach



## Tweet Under 110 Characters

- Why?
  - Short & sweet
  - Greater chance of re-Tweet
  - Don't have to edit your message



## Resources

- [www.hootsuite.com](http://www.hootsuite.com)
- [www.twittercounter.com](http://www.twittercounter.com)
- [www.twittergrader.com](http://www.twittergrader.com)
- [www.tweepi.com](http://www.tweepi.com)
- [www.manageflitter.com](http://www.manageflitter.com)
- [www.socialloomph.com](http://www.socialloomph.com)
- [www.visibletweets.com](http://www.visibletweets.com)
- [www.buffer.com](http://www.buffer.com)
- [www.bitly.com](http://www.bitly.com)



# What do we do at 3 rock marketing?

- **Social Media**

Set Up | Training | Strategy | Optimization | Advertising | Reporting | Monitoring | Output | Viral Campaign Management | At Event Coverage | Workplace Policies, Procedures & Guidelines | Custom Facebook Development | f-commerce

- **Website Development & Design**

Design | Creation | Coding | Content Creation | Analytics | Integration | Hosting | Management | e-Commerce | Mobile Optimization

- **Email Marketing**

Template Creation | Social Media Integration | Analytics | Video Email

- **Visual Media**

Photography | Videography | Graphic Design

- **New Media Relations**