



Socially Speaking:

Twitter as a public agency new media tool

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Socially Speaking

Data Points:

Top five sites popular social networking sites

- Facebook (113 million monthly visits, 722.4 million inbound links)
- MySpace (56.8 million monthly visits, 345.1million inbound links)
- Twitter (19 million monthly visits, 486.7 million inbound links)
- Linkedin (11 million monthly visits and 29.4 million inbound links),
- Classmates.com (14.6 million visits, 997 thousand inbound links).

Source: eBizMBA.com October 2009

- YouTube (Oct 2009) 14.8 billion videos, 1 billion+ views a day



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KSBA on Twitter: What were we thinking?

- Desire to do something new
- Only about 75% of 877 school board members online, but...
- ...more than 1,800 educators, others on subscriptions for daily electronic news service
- eNews Headlines: How it operates and why people care
- Twitter as bonus for eNews subscribers, other education information “works”



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Other social media options / considerations

- Facebook – more personal in how it is used, although media and some do agencies use it for information, too (KSP)
- My Space – more youth oriented, not our target audience
- Linked In – professional but individual in nature
- YouTube – simply beyond our capabilities...at this time



Ten Tweet Tips for Tremendous Twittering

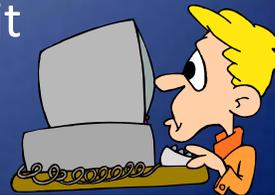


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#1

Link away Twitter's

140 character limit





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#2

Posting:

Your own stuff



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#3

Posting:

Other folks' stuff



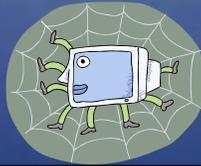


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#4

Posting:

Advancers



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#5

Abbreviate for Adults

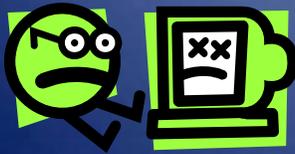




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#6

Correct
those
typos



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#7

Professional,
not personal





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#8

Follow, but
check those
following you



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#9

Promote,
Promote,
Promote





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#10

DO IT EVERYDAY



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KSBA Data Points:

- 271 followers
- Nearly 1,700 tweets
- Ed Comm Holliday: 513 followers, 345 tweets

Reactions?

Like: Breaking news, teasers prior to eNews postings

Like: Finding my typos

Don't like: Drawing attention to the negatives



Ten Tweet Tips for Tremendous Twittering

Where do we
go from
here?



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