

What is Twitter?

The image shows a screenshot of the Twitter homepage from 2010. At the top right, there is a "Sign in" button with a dropdown arrow. Below it, the Twitter logo is displayed in a blue, bubbly font. To the right of the logo, the text reads "Share and discover what's happening right now, anywhere in the world." Below the logo and text, there is a search bar with the placeholder text "See what people are saying about..." and a "Search" button. To the right of the search bar is a yellow "Sign up now" button. Below the search bar and sign up button, there is a section titled "POPULAR TOPICS BY THE MINUTE, DAY, AND WEEK" with a question mark icon. This section lists several trending topics, including "Justin Bieber", "National Grammar Day", "Alice", "Eenie Meenie", "Haiti", "Indonesia", and "#everyd". Below the trending topics, there is a footer with copyright information and a list of links: "About Us", "Contact", "Blog", "Status", "Goodies", "API", "Business", "Help", "Jobs", "Terms", "Privacy". On the right side of the footer, there is a "Language: English" dropdown menu.

Have an account? [Sign in](#)

twitter™

Share and discover what's happening right now, anywhere in the world.

See what people are saying about...

[Search](#)

[Join the conversation](#)

[Sign up now](#)

POPULAR TOPICS BY THE MINUTE, DAY, AND WEEK ?

🕒 [Justin Bieber](#) [National Grammar Day](#) [Alice](#) [Eenie Meenie](#) [Haiti](#) [Indonesia](#) [#everyd](#)

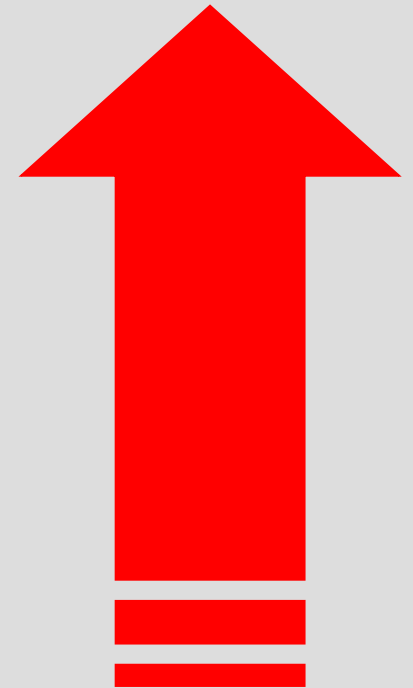
📅 [Justin Bieber](#) [Chile](#) [Pocong](#) [Yang Anak Indonesia](#) [Twitter Speeding](#) [Kate](#) [Betty White](#) [Indonesia](#) [Go](#)

📅 [Justin Bieber](#) [Chile](#) [Hawaii](#) [Haiti](#) [Canada](#) [Guru](#) [BBC](#) [#thingswewantback](#) [#its2010whyyoustill](#) [#amitheonlyone](#) [#FF](#) [#son](#)

© 2010 Twitter [About Us](#) [Contact](#) [Blog](#) [Status](#) [Goodies](#) [API](#) [Business](#) [Help](#) [Jobs](#) [Terms](#) [Privacy](#) Language: [English](#)

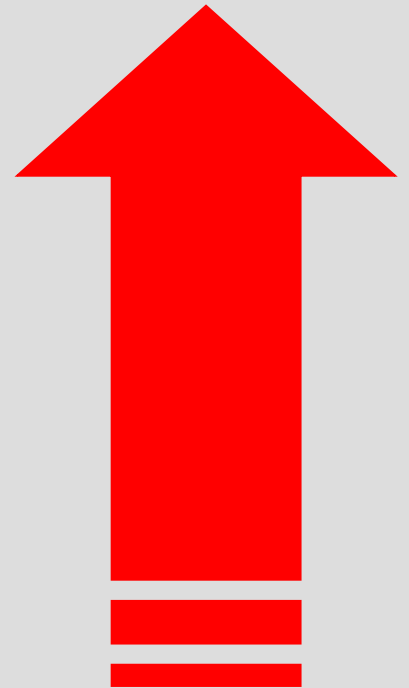
What is Twitter?

- 500,000 new users per day
- Over 300 Million Twitter Accounts
- 250 million tweets sent per day
- 1 billion search enquiries each day



What is Twitter?

- Dec 09 – Dec 10 – 25 Billion Tweets sent
- 20% contain reference to a brand
- 57 of FTSE 100 are on Twitter
- 72% of those have not used their account to respond to customers



What is Twitter?

The screenshot shows the Twitter profile page for Costa Coffee. At the top left is the Twitter logo. To the right are navigation links: Home, Profile, Find People, Settings, Help, and Sign out. The profile header includes a coffee cup icon, the name "CostaCoffee", and a "Follow" button. Below the header is a tweet: "We've finally arrived on Twitter!" dated "3:23 PM Oct 11th, 2008 from web". On the right side, there is a summary box with the following information:

- Name: Costa Coffee
- Location: London
- Web: <http://www.costa...>
- Bio: Coffee and specialty drinks.
- 0 following
- 887 followers
- 25 listed
- 1 Tweet
- 0 Favorites
- Actions: block CostaCoffee, report for spam

Why bother?

“Twitter is an effective tool to not only communicate with customers and prospects but to engage with them, creating advocates.”

Stephanie Nelson at Dell



Why bother?

“It’s a micro-blog that gives companies a great way to dialogue with customers & humanize the brand by giving glimpses not otherwise shared.”

Alicia Jones at Honda



Why bother?

“I use Twitter to stay close to our customers and partners, understand reality and be able to communicate in ways they want me to.”

Darcy Wilson, Rymer MD of Starbucks
UK & Ire



So...what else can you do?

<http://twitpic.com/135xa> - There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.

12:36 PM Jan 15th, 2009 via TwitPic

Retweeted by 34 people



jkumps

Janis Krums

So...what else can you do?



markshaw Mark Shaw



@KathrynRoberts1 @RyvitaCrunch excellent.. And exactly as it should be.
Your a customer.. How do you now feel about Ryvita?

9 minutes ago

in reply to @markshaw ↑



@KathrynRoberts1

kathryn roberts

@markshaw well it made me look at their
website which I hadn't done before and
obviously I feel 'loved' as well.

6 minutes ago via TweetDeck ☆ Favorite ↻ Retweet ↩ Reply

So...what else can you do?



@markshaw

Mark Shaw

Gotta say.. great service from Ocado.. did 1st order last night.. booked 6-7pm slot today.. turned up dead on time at 6pm & all things there

25 Jun via [HootSuite](#)

So...what else can you do?



markshaw Mark Shaw

Gotta say.. great service from Ocado.. did 1st order last night.. booked 6-7pm slot today.. turned up dead on time at 6pm & all things there

25 Jun

— in reply to @markshaw ↑



@ocadouk

Ocado

@markshaw great to hear - welcome to Ocado :-)

25 Jun via TweetDeck

So...what else can you do?



The image shows a screenshot of a Twitter interface. At the top left is the Twitter logo. To the right are navigation links: Home, Profile, Find People, Settings, Help, and Sign out. The main content is a tweet from the user @cpwcares. The tweet text reads: "Morning all. Fraser here from @cpwcares. I'll be watching the tweets today. If you have any Carphone issues/queries, I'm here to help!". Below the text, it says "about 15 hours ago from HootSuite". To the right of the text are icons for Reply and Retweet, and a star icon for favoriting. Below the tweet is the user's profile picture, a small cartoon character, and the username "cpwcares". At the bottom of the page is a footer with copyright information and various links: © 2010 Twitter, About Us, Contact, Blog, Status, Goodies, API, Business, Help, Jobs, Terms, Privacy.

twitter

Home Profile Find People Settings Help Sign out

Morning all. Fraser here from
@cpwcares. I'll be watching the tweets
today. If you have any Carphone
issues/queries, I'm here to help!

about 15 hours ago from HootSuite

Reply Retweet

 cpwcares

© 2010 Twitter About Us Contact Blog Status Goodies API Business Help Jobs Terms Privacy

So...what else can you do?



The image is a screenshot of a Twitter post. At the top left is the Twitter logo. To the right are navigation links: Home, Profile, Find People, Settings, Help, and Sign out. The main content is a tweet from Wendy Beech-Ward (@wendybeeeward) posted at 12:21 AM on June 6th via Echofon. The tweet text reads: "Seriously frustrated after a wasted 6 hours & being told by 2 people from #thomson that bags would arrive tonight. Still no bags! Rubbish!!". Below the text are icons for Reply and Retweet. At the bottom of the tweet is the user's profile picture, name, and handle. The footer of the screenshot shows copyright information for 2010 Twitter and various links like About Us, Contact, Blog, Status, Goodies, API, Business, Help, Jobs, Terms, and Privacy.

twitter

Home Profile Find People Settings Help Sign out

Seriously frustrated after a wasted 6 hours & being told by 2 people from [#thomson](#) that bags would arrive tonight. Still no bags! Rubbish!!

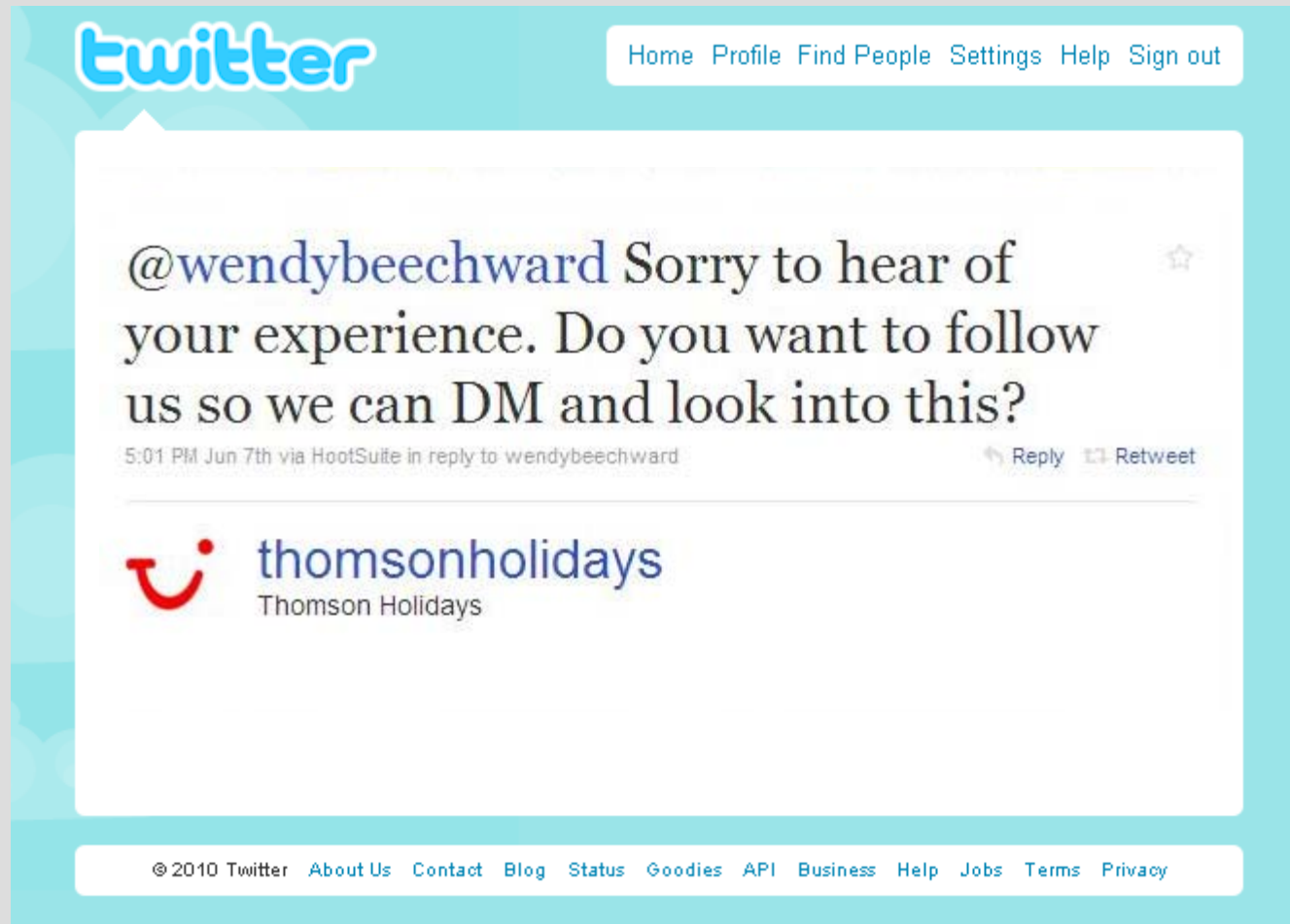
12:21 AM Jun 6th via Echofon

Reply Retweet

 [wendybeeeward](#)
Wendy Beech-Ward

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So...what else can you do?



So...what else can you do?



markshaw Mark Shaw



@easyjetcare thanks EW... i am flying on wed... and returning on Thurs eve... speaking at an event in Glasgow..

15 minutes ago

in reply to @markshaw ↑



@easyJetCare

easyJet Care

@markshaw Good luck then! ^EW

10 minutes ago via CoTweet ☆ Favorite ↻ Retweet ↩ Reply

So...what else can you do?



The image shows a screenshot of a Twitter interface. At the top left is the Twitter logo. To the right are navigation links: Home, Profile, Find People, Settings, Help, and Sign out. The main content is a tweet from the user Dolan_Bikes. The tweet text reads: "Will you help us with a short survey about the brand. Takes 2-3 mins only-- > <http://bit.ly/cAssak>". Below the text, it says "10:22 AM Jul 13th via TweetDeck" and "Retweeted by 1 person". To the right of the tweet are icons for Reply and Retweet. At the bottom of the tweet is the user's profile information: a profile picture of a stylized 'D' and the name "Dolan_Bikes" with the display name "Dolan-Bikes" below it. At the very bottom of the screenshot is a footer with copyright information and various links: © 2010 Twitter, About Us, Contact, Blog, Status, Goodies, API, Business, Help, Jobs, Terms, Privacy.

twitter

Home Profile Find People Settings Help Sign out

Will you help us with a short survey about the brand. Takes 2-3 mins only--
> <http://bit.ly/cAssak>

10:22 AM Jul 13th via TweetDeck

Retweeted by 1 person

Reply Retweet

 **Dolan_Bikes**
Dolan-Bikes

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So...what else can you do?



The image shows a screenshot of a Twitter post. At the top left is the Twitter logo. To the right is a navigation bar with links: Home, Profile, Find People, Settings, Help, and Sign out. The main content is a tweet from the account @premierinn, which has a profile picture of a hotel building. The tweet text reads: "Our #concierge is available today to answer your questions!" followed by a URL "http://bit.ly/9v1tJA". Below the text are interaction options: "9 hours ago via web", "☆ Favorite", "↻ Retweet", and "↩ Reply". At the bottom of the page is a footer with copyright information and various links: © 2010 Twitter, About Us, Contact, Blog, Status, Goodies, API, Business, Help, Jobs, Terms, and Privacy.

twitter

Home Profile Find People Settings Help Sign out

 @premierinn
Premier Inn

Our #concierge is available today to answer your questions!
<http://bit.ly/9v1tJA>

9 hours ago via web ☆ Favorite ↻ Retweet ↩ Reply

© 2010 Twitter About Us Contact Blog Status Goodies API Business Help Jobs Terms Privacy

So...what else can you do?



The image is a screenshot of a Twitter post. At the top left is the Twitter logo. To the right are navigation links: Home, Profile, Find People, Settings, Help, and Sign out. The main content of the tweet is a promotional message for a competition. The text reads: "COMPETITIONS: Don't forget, you have three ways to win FREE HOLLAND'S PIES & PUDS FOR A YEAR - blog post explains all!". Below this is a link: "http://bit.ly/cey1cz". The tweet is dated "5:29 PM Jul 12th via web" and has been "Retweeted by 10 people". There are icons for "Reply" and "Retweet". At the bottom of the tweet is the profile information for "HollandsPies", which includes a small profile picture of a pie and the text "Hollands Pies". The footer of the Twitter interface shows "© 2010 Twitter" and various links: About Us, Contact, Blog, Status, Goodies, API, Business, Help, Jobs, Terms, and Privacy.

twitter

Home Profile Find People Settings Help Sign out

COMPETITIONS: Don't forget, you have three ways to win FREE HOLLAND'S PIES & PUDS FOR A YEAR - blog post explains all!

<http://bit.ly/cey1cz>

5:29 PM Jul 12th via web

Retweeted by 10 people

Reply Retweet

 **HollandsPies**
Hollands Pies

© 2010 Twitter About Us Contact Blog Status Goodies API Business Help Jobs Terms Privacy

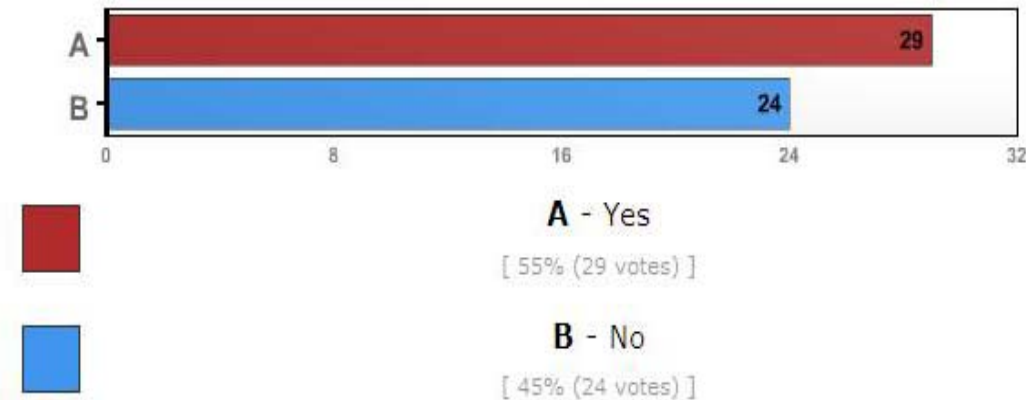
So...what else can you do?



At Vue Cinemas, does the fact that the pic n mix boxes are square, & therefore don't fit easily into the round cup holders irritate you?

By: @markshaw | Twtpoll created less than 2 weeks ago

Total: 53 votes



So...what else can you do?



The image shows a screenshot of a Twitter post. At the top left is the Twitter logo. To the right are navigation links: Home, Profile, Find People, Settings, Help, and Sign out. The main content is a tweet with the text: "Welcome to all our new followers. To book a Taxi just DM Trip details. Please Include a mobile contact number. (cd)". Below the text is the timestamp "about 18 hours ago from Twitteiator" and interaction options "Reply" and "Retweet". At the bottom of the tweet is the profile picture of a taxi and the handle "@tweetalondoncab". The footer of the page contains copyright information and various links: © 2010 Twitter, About Us, Contact, Blog, Status, Goodies, API, Business, Help, Jobs, Terms, Privacy.

twitter

Home Profile Find People Settings Help Sign out

Welcome to all our new followers. To book a Taxi just DM Trip details. Please Include a mobile contact number. (cd)

about 18 hours ago from Twitteiator

Reply Retweet

 tweetalondoncab

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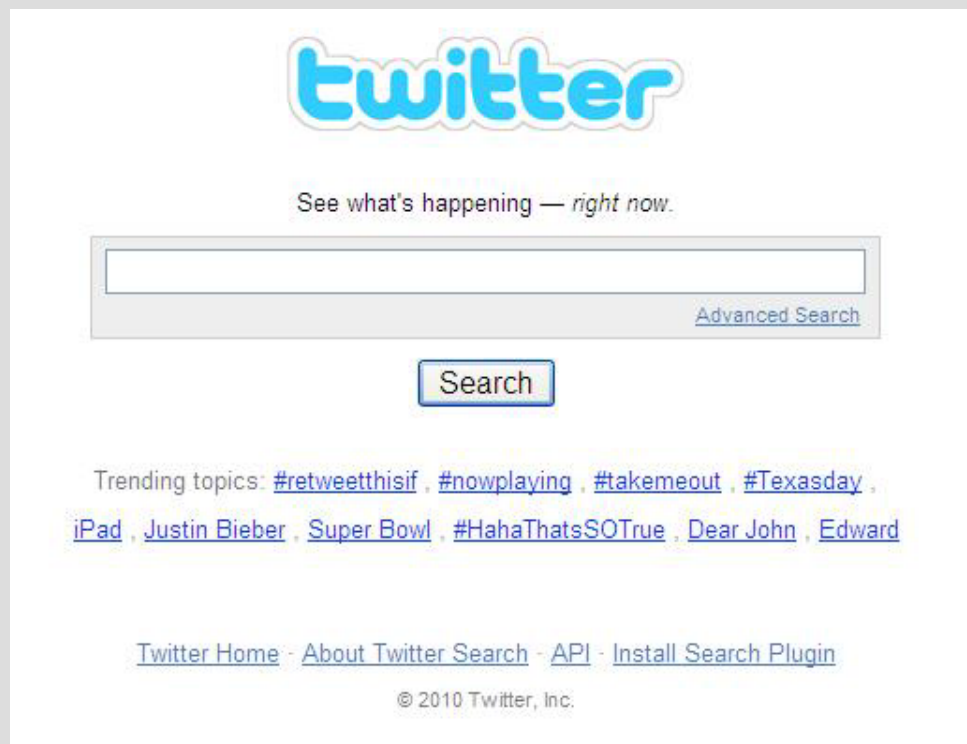
The 4 Rs...

Real people talking about

Real stuff in

Real time

Right now



The 4 Rs...



[@therobharrison](#)

Rob Harrison

Can anyone recommend a good provider
for dns hosting? #DNS

14 minutes ago via web

The 4 Rs...



@AccountTaylor

Sam Taylor

Can anyone recommend a hosting company for my website? Many thanks. Please RT.

14 minutes ago via web

The 4 Rs...



[@robertwent](#)

Rob Went

Can anyone recommend a British based
virtual server hosting company?

[#webhosting](#) [#netmag](#)

The 4 Rs...



@Aralosseien

Ara

Another question: anyone recommend a good uk-based web hosting service? Or international one, if support would be good during UK hours.

5 minutes ago via web

7 steps to more traffic:



 Kate Hannah

Kellogg's UK

@KelloggsUK Manchester, UK

Official UK Press Office tweets for Kellogg's. The person in the pic is who you're talking to today.

<http://www.kelloggs.co.uk/whatson/pressoffice/Contacts>

✓ Following



About @KelloggsUK

2,441

Tweets

4,147

Following

5,425

Followers

180

Listed

You and @KelloggsUK

You follow accounts that follow @KelloggsUK - view



7 steps to more traffic:

Johnnie Barnes



7 steps to more traffic



The image shows a screenshot of a Twitter post. At the top left is the Twitter logo. To the right is a navigation bar with links: Home, Profile, Find People, Settings, Help, Sign out. The main content is a tweet by user 'markshaw' (Mark Shaw). The tweet text reads: 'At starbucks in London Colney. Jess has just wolfed down a marshmallow Twizzler covered in hundreds & thousands. Me, small latte...'. Below the text is a timestamp 'about 10 hours ago from UberTwitter' and a 'Delete' button. The user's profile picture and name are visible below the tweet. At the bottom of the page is a footer with copyright information and various links: © 2010 Twitter, About Us, Contact, Blog, Status, Goodies, API, Business, Help, Jobs, Terms, Privacy.

twitter

Home Profile Find People Settings Help Sign out

At starbucks in London Colney. Jess has just wolfed down a marshmallow Twizzler covered in hundreds & thousands. Me, small latte...

about 10 hours ago from UberTwitter

Delete

 **markshaw**
Mark Shaw

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7 steps to more traffic



The image shows a screenshot of a Twitter interface. At the top left is the Twitter logo. To the right are navigation links: Home, Profile, Find People, Settings, Help, and Sign out. The main content is a tweet from user starbucksukmd (Darcy Willson-Rymer) replying to @markshaw. The tweet text reads: "@markshaw Thanks for your visit I hope the latte and service were good. New Look or Sainsbury's store at Colney?". Below the text are options to Reply and Retweet. At the bottom of the screenshot is a footer with copyright information and various links: © 2010 Twitter, About Us, Contact, Blog, Status, Goodies, API, Business, Help, Jobs, Terms, Privacy.

twitter

Home Profile Find People Settings Help Sign out

@markshaw Thanks for your visit I hope the latte and service were good. New Look or Sainsbury's store at Colney?

about 10 hours ago from TweetDeck in reply to markshaw

Reply Retweet

 starbucksukmd
Darcy Willson-Rymer

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7 steps to more traffic



The image shows a screenshot of a Twitter post. At the top left is the Twitter logo. To the right is a navigation bar with links: Home, Profile, Find People, Settings, Help, and Sign out. The main content is a tweet by user 'markshaw' (Mark Shaw). The tweet text reads: 'In keeping with my awful #worldcup ☹️ score predictions... I am hoping for a 3-1 win to Spain.. With a David Villa hatrick...'. Below the text, it says 'about 22 hours ago via UberTwitter' and 'Retweeted by 1 person'. There is a 'Delete' button with a trash icon. At the bottom of the tweet is the user's profile picture, name 'markshaw', and full name 'Mark Shaw'. The footer of the page contains copyright information and various links: © 2010 Twitter, About Us, Contact, Blog, Status, Goodies, API, Business, Help, Jobs, Terms, Privacy.

twitter

Home Profile Find People Settings Help Sign out

In keeping with my awful #worldcup ☹️
score predictions... I am hoping for a 3-
1 win to Spain.. With a David Villa
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Mark Shaw

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7 steps to more traffic



The image shows a screenshot of a Twitter post. At the top left is the Twitter logo. To the right are navigation links: Home, Profile, Find People, Settings, Help, and Sign out. The main content is a tweet from @markshaw: "Hi Mark, 3-1 Spain 20/1 with Ladbrokes <http://bit.ly/dmcO8E>". Below the text is the timestamp "about 21 hours ago via twitsonic" and interaction options "Reply" and "Retweet". At the bottom of the tweet is a red square logo with "Ladbrokes" and the text "GERMANYvSPAIN" and "Ladbrokes". The footer of the page contains copyright and navigation information: "© 2010 Twitter About Us Contact Blog Status Goodies API Business Help Jobs Terms Privacy".

twitter

Home Profile Find People Settings Help Sign out

@markshaw Hi Mark, 3-1 Spain 20/1
with Ladbrokes <http://bit.ly/dmcO8E>

about 21 hours ago via twitsonic

Reply Retweet

Ladbrokes GERMANYvSPAIN
Ladbrokes

© 2010 Twitter About Us Contact Blog Status Goodies API Business Help Jobs Terms Privacy

7 steps to more traffic



The image shows a screenshot of a Twitter post. At the top left is the Twitter logo. To the right is a navigation bar with links: Home, Profile, Find People, Settings, Help, and Sign out. The main content is a tweet from @markshaw that says "Get your £20 free bet?" followed by a URL "http://bit.ly/aTsepJ". Below the text, it says "about 19 hours ago via itweetlive in reply to markshaw". To the right of the tweet are icons for Reply and Retweet. Below the tweet is a profile card for user "8882010" with the name "888 World Cup" and a profile picture showing a soccer ball. At the bottom of the page is a footer with copyright information and various links: © 2010 Twitter, About Us, Contact, Blog, Status, Goodies, API, Business, Help, Jobs, Terms, Privacy.

twitter

Home Profile Find People Settings Help Sign out

@markshaw Get your £20 free bet? ☆

<http://bit.ly/aTsepJ>

about 19 hours ago via itweetlive in reply to markshaw

Reply Retweet

 8882010
888 World Cup

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7 steps to more traffic



The image shows a screenshot of a Twitter post. At the top left is the Twitter logo. To the right is a navigation bar with links: Home, Profile, Find People, Settings, Help, and Sign out. The main content is a tweet by Mark Shaw. The tweet text is: "Wow, glorious blue skies, suns out, birds are twittering, its gonna be an awesome day.. How is it where you are?". To the right of the text is a star icon. Below the text is the timestamp "about 3 hours ago via UberTwitter" and two action buttons: "Reply" and "Retweet". Below the tweet is the user's profile information: a profile picture of Mark Shaw, the name "markshaw" in purple, and the full name "Mark Shaw". At the bottom of the page is a footer with copyright information and various links: © 2010 Twitter, About Us, Contact, Blog, Status, Goodies, API, Business, Help, Jobs, Terms, Privacy.

twitter

Home Profile Find People Settings Help Sign out

Wow, glorious blue skies, suns out, birds are twittering, its gonna be an awesome day.. How is it where you are?

about 3 hours ago via UberTwitter

Reply Retweet

 markshaw
Mark Shaw

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7 steps to more traffic

Me and Kris Akabussi at Starbucks



Contact

- www.MarkShaw.biz
- @MarkShaw
- [Facebook.com/twitterexpert](https://www.facebook.com/twitterexpert)
- 020 8242 4007