



Not Just a Social Network

Sales & Business Management

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Launched in August 2006 to the public, **Twitter** gained popularity very quickly with 1 million+ users. A free service that combines social networking, blogging and texting, it can best be described as a **social micro-blogging service** because it limits each post to **140 characters** that can be sent via mobile texting, instant message (IM) or through the web. Designed with the idea of keeping in touch with friends, Twitter has become more than just a social networking tool, but a **business tool** as well.

All you have to do is to look at how **President Barack Obama** and his camp used Twitter in his presidential campaign. It was a great way to help drive traffic to their campaign site, to let his followers know where events were being held and to encourage people to vote on Election Day.

While many of us are not prominent, we can still have followers who are interested in our posts. Consider providing **tweets/posts** that benefit the reader to demonstrate your expertise and include a link to an article or web site you find interesting.

In this no pressure environment, Twitter makes it simple to connect with other people based on the rhetorical question "**What are you doing?**" No response is expected when users send a message to Twitter but users can choose to receive updates via their cell phones, IM or web site when they want and can pay as much or as little attention as they want.

By meeting people online in a casual, open environment where people speak easily about everyday things, debate a topic or share common interests, the **Twitter platform** promotes relationship development very quickly among different people. So don't be surprised if one of your new online friends may very well be able to help you into your next job or refer you some new business.

About the Author:

Eleanor Kwan, CSP, is the CEO and Founder of **ShapeYourVision®**. Her company helps companies and individuals optimize their sales performance through strategy consulting, custom sales training and coaching. For more information, visit www.ShapeYourVision.com.

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