Washington State Tourism

@experiencewa
A Twitter Case Study

September 23, 2009

Department of Commerce
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Twitter Speak

- **Tweet:** A post or status update on Twitter, limited to 140 characters

- **Retweet (RT):** To reuse someone else's content as your own tweet

- **At Reply (@username):** A public tweet directed at another Twitter user or users

- **Direct Message (DM):** A private message to another Twitter user

- **Link:** A Tweet that includes a URL

- **Hash Tag (#):** Used to group topics by keyword, making them easier to search

- **Short URL:** A shortened URL – a better fit for 140-character Tweets

- **Tweeps/Tweeple:** People who use Twitter

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Why is Washington State Tourism on Twitter?
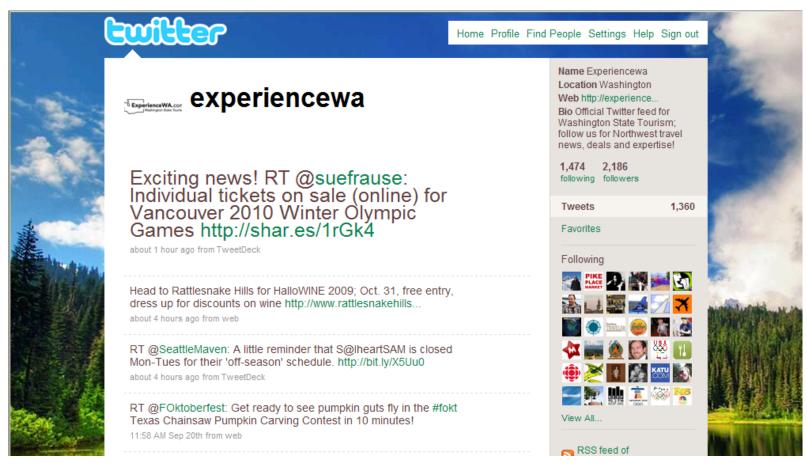
Objectives

- Engage with online community in new way

- Interact with travel industry partners around the state

- Serve as news vehicle

- Raise awareness of Washington state as a travel destination

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Why is Washington State Tourism on Twitter?

www.twitter.com/experiencewa

Quick Facts about @experiencewa

- Launched: January 2009

- Average tweets per day: 7

- Amount of retweeted content: 42%

- Amount of @reply content: 12%

- Total following: 1,474

- Total followers: 2,186 and growing…

  - Washington state residents
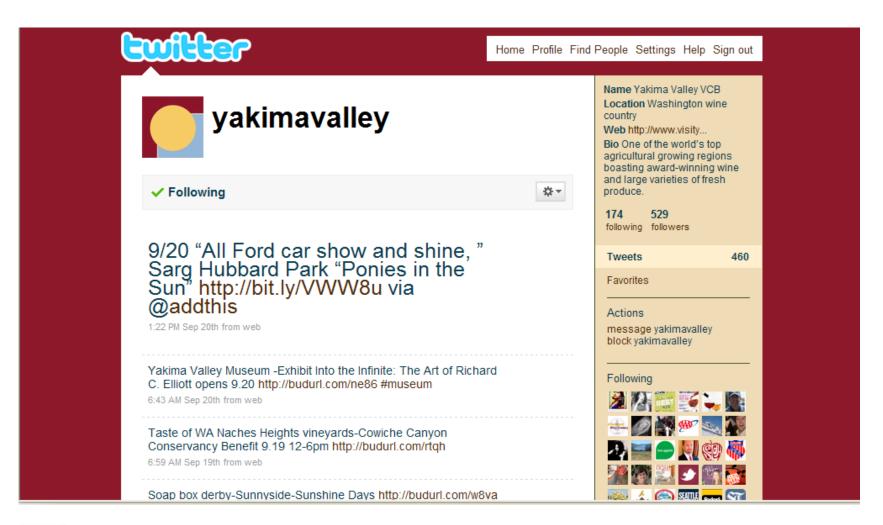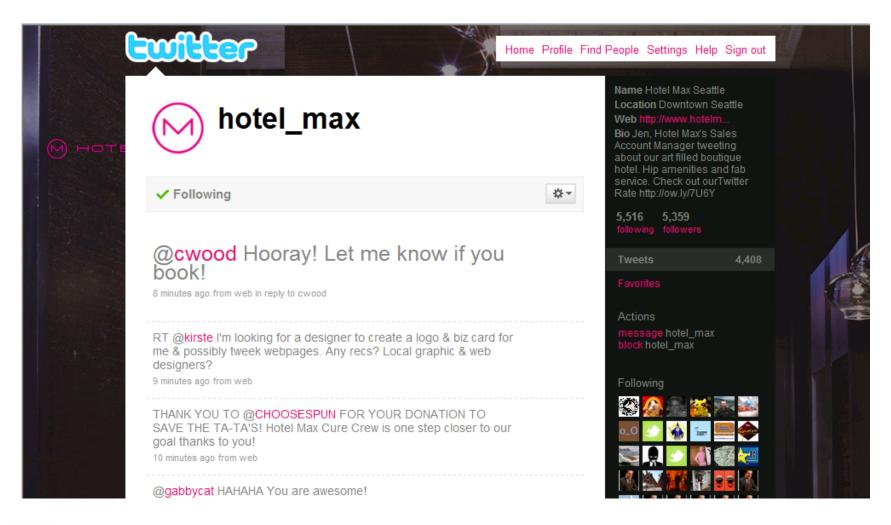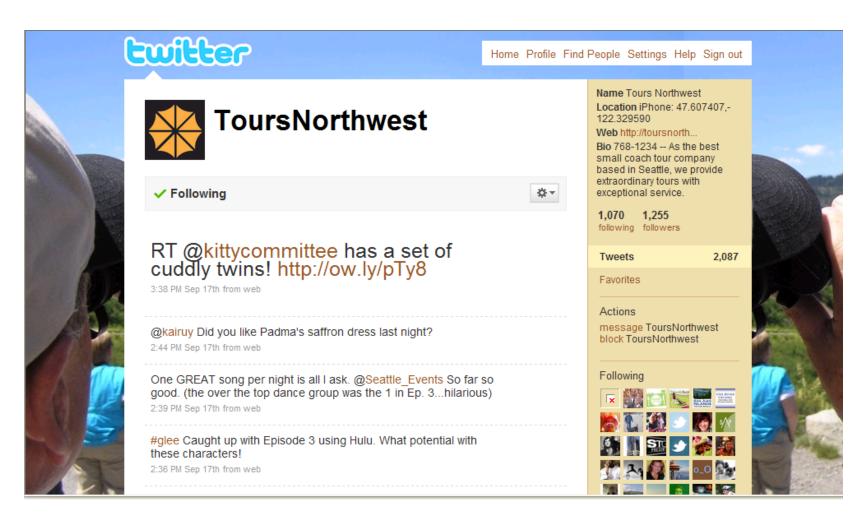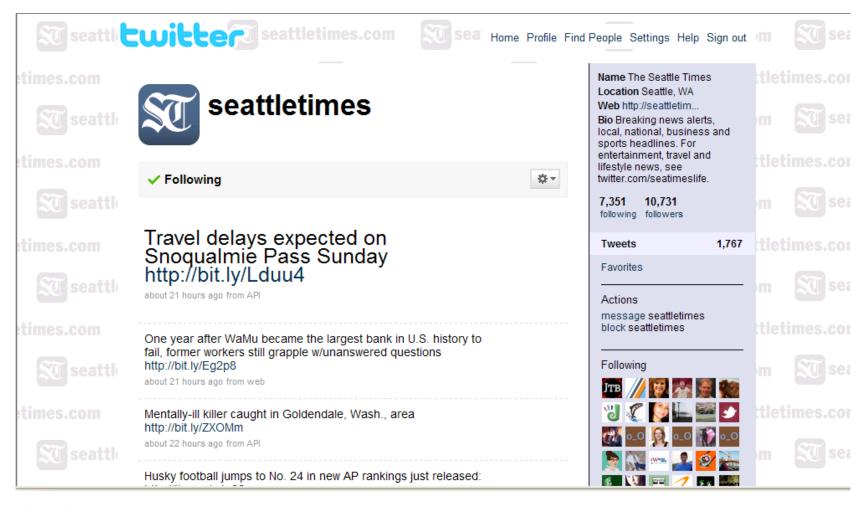
  - Travel industry partners

  - Media

  - Travelers

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Who do we follow on Twitter?

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How do we Twitter?

Most popular Twitter topics:

- Festivals and events

- Hotel deals and packages

- Travel tips and trends

- Transportation news

How do we Twitter?

From TweetStats:

10 12 2009 2010 adventure amazing annual art article beach beautiful beer best big blog budurl cascades celebrate check
chocolate cities city coming cool day days deal did dinner downtown event events excited family farmers favorite fest festival
food forget forks free friday fun getaway gig going good great happy harbor head home hotel @hotel_max
@hotel_murano hotels hour ideas info inn island islands juan july june kids @king5seattle know la lake leavenworth list live local
looking love loving make market mt museum music named national need new news night olympic open org outdoor ow
package packages park parks peninsula perfect pics pike place places planning port post rainier restaurants rock room rt san
sat saturday season seattle @seattlemag @seattlemaven seattles @seattletimes spokane spring start starts state story
suggestions summer sunday tacoma taste tasting thanks tickets time times today tomorrow tonight tour tourism trail
travel trip tweeps twilight valley visit @visitmtrainier @visitspokane wa walla washington week
weekend whidbey wine wineries winery www yakima @yakimavalley year yum

Your top five words: rt, seattle, weekend, www, washington. (Tell your tweeps)

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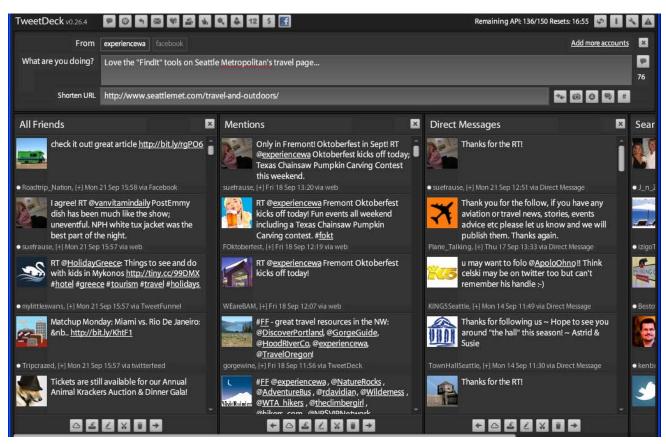# What have we learned from Twittering?

- It's addictive

- Information spreads quickly

- Giving credit goes a long way

- Links are your friend

- You have to *follow* to be *followed*

- If someone has a negative opinion, you'll hear about it

What have we learned from Twittering?

- Tools like TweetDeck are big time-savers

How should you Twitter?

It's probably easier than you think!

- **DO** Tweet about what you already know

- **DON'T** be afraid to ask your followers for their insight

- **DO** engage directly with your followers through @ Replies and DMs

- **DON'T** reinvent the wheel – leverage relevant information that other people are already Tweeting for RTs

- **DO** follow your followers' followers

Want to know more?

Helpful resources:

- Twitter's Help Portal (http://help.twitter.com/portal)

- The Wall Street Journal: How to Twitter (http://online.wsj.com/article/SB123638550095558381.html)

Tools:

- TweetDeck (www.tweetdeck.com/beta)

- TweetStats: (http://tweetstats.com/)

Short URL Generators:

- Bit.ly (http://bit.ly/)

- Tiny.cc (http://www.tiny.cc/)

Want to know even more?

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