



Washington State Tourism



@experiencewa A Twitter Case Study

September 23, 2009



Department of Commerce
Innovation is in our nature.

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

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

Why is Washington State Tourism on Twitter?

www.twitter.com/experiencewa

twitter Home Profile Find People Settings Help Sign out

experiencewa
ExperienceWA.com
Washington State Tourism

Name Experiencewa
Location Washington
Web <http://experiencewa.com>
Bio Official Twitter feed for Washington State Tourism; follow us for Northwest travel news, deals and expertise!

1,474 following 2,186 followers

Tweets 1,360

Favorites

Following

View All...

RSS feed of

Exciting news! RT @suefrause: Individual tickets on sale (online) for Vancouver 2010 Winter Olympic Games <http://shar.es/1rGk4>
about 1 hour ago from TweetDeck

Head to Rattlesnake Hills for HalloWINE 2009; Oct. 31, free entry, dress up for discounts on wine <http://www.rattlesnakehills.com>
about 4 hours ago from web

RT @SeattleMaven: A little reminder that S@lheartSAM is closed Mon-Tues for their 'off-season' schedule. <http://bit.ly/X5Uu0>
about 4 hours ago from TweetDeck

RT @FOktoberfest: Get ready to see pumpkin guts fly in the #fokt Texas Chainsaw Pumpkin Carving Contest in 10 minutes!
11:58 AM Sep 20th from web

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

Who do we follow on Twitter?

Photo Credit: Spokane

Home Profile Find People Settings Help Sign out

twitter

 **VisitSpokane**

✓ Following 

Spokane Regional CVB's official position on Prop 4: VOTE NO! For more info: <http://bit.ly/8hPCX> & [@saveourspokane](http://bit.ly/ynN4N) & <http://bit.ly/ynN4N>

10 minutes ago from TweetDeck

Participate in the Spokane River Clean Up this Saturday! <http://bit.ly/1GyR9P>

about 1 hour ago from TweetDeck

Spokane's Sister City celebration is this week. <http://bit.ly/6QHIW> (via [@SpokaneCity](#) & [@SweetValeta](#))

about 3 hours ago from TweetDeck

Name Spokane Regional CVB
Location Spokane, WA
Web <http://www.visitspokane.com>
Bio Near nature. Near perfect. Big city amenities, natural beauty, 4 seasons. Contact Spokane Regional CVB: tweet@visitspokane.com. Acct mgr: [@Bethany_Kate](#)



219 following 1,241 followers

Tweets 693

Favorites


Actions
[message](#) VisitSpokane
[block](#) VisitSpokane


Following

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Who do we follow on Twitter?

twitter Home Profile Find People Settings Help Sign out

**visitmtrainier**
VisitRainier

✓ Following 

Share with us! We've started our Visit Rainier Facebook page & would LOVE to hear your experiences & see your photos! <http://bit.ly/Dnk57>
15 minutes ago from TweetDeck

Mt Rainier's White River Campground closes for the season Oct 4th. Have you been? Sunset Mag's pick as a Northwest Best! <http://bit.ly/2qdgB>
44 minutes ago from TweetDeck

Thanks for the #FF love! @thehikingcenter, @GoParks, @HikingTwits, @PuyallupFair, @NPSEMR_SEast, @usparkscm, @WhitePassByway
9:04 PM Sep 19th from TweetDeck

Name Visit Rainier
Location Mt. Rainier
Web <http://www.VisitR...>
Bio The Official Mt. Rainier Twitter page. Your Source for Information on Mt. Rainier Lodging, Hiking, Activities, News, Events and More!

666 following 847 followers

Tweets 507

Favorites

Actions
[message](#) visitmtrainier
[block](#) visitmtrainier

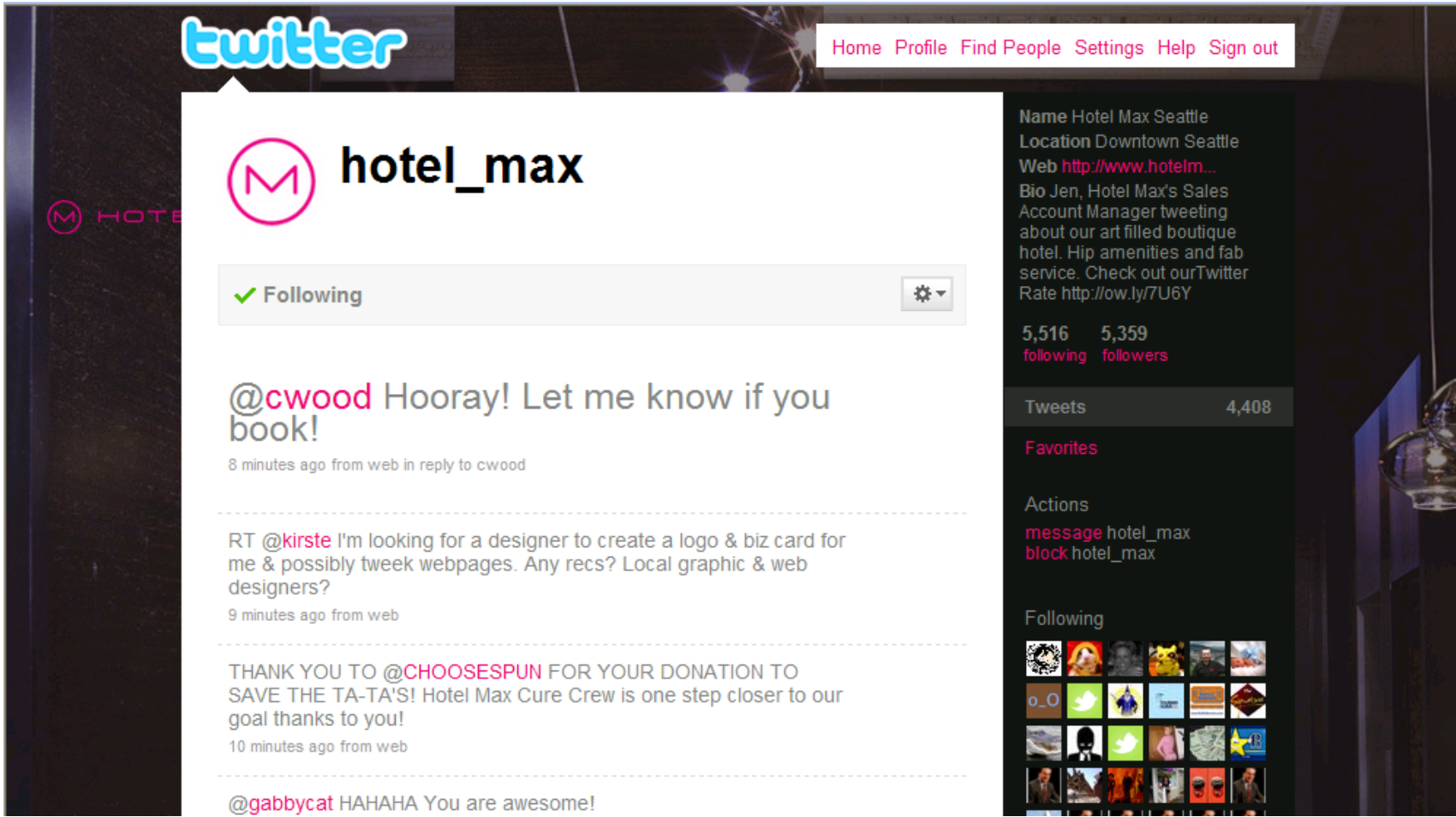
Following

-

Who do we follow on Twitter?

The screenshot shows the Twitter profile for 'yakimavalley'. The profile picture is a yellow circle on a blue and red background. The name is 'yakimavalley'. The bio states: 'Name Yakima Valley VCB', 'Location Washington wine country', 'Web http://www.visity...', and 'Bio One of the world's top agricultural growing regions boasting award-winning wine and large varieties of fresh produce.' The profile shows 174 following and 529 followers. There are 460 tweets. The 'Following' list includes several profile pictures. The main content area shows three tweets: 1) '9/20 "All Ford car show and shine, " Sarg Hubbard Park "Ponies in the Sun" http://bit.ly/VWW8u via @addthis' (1:22 PM Sep 20th from web); 2) 'Yakima Valley Museum -Exhibit Into the Infinite: The Art of Richard C. Elliott opens 9.20 http://budurl.com/ne86 #museum' (6:43 AM Sep 20th from web); 3) 'Taste of WA Naches Heights vineyards-Cowiche Canyon Conservancy Benefit 9.19 12-6pm http://budurl.com/rtqh' (6:59 AM Sep 19th from web). A fourth tweet is partially visible: 'Soap box derby-Sunnyside-Sunshine Days http://budurl.com/w8va'.

Who do we follow on Twitter?



The image is a screenshot of a Twitter profile page for the user 'hotel_max'. The profile is shown in a dark-themed interface. At the top, the Twitter logo is visible in the upper left, and navigation links (Home, Profile, Find People, Settings, Help, Sign out) are in the upper right. The profile header includes a pink circular profile picture with a white 'M', the name 'hotel_max', and a 'Following' button with a gear icon. The bio states: 'Name Hotel Max Seattle, Location Downtown Seattle, Web http://www.hotelm..., Bio Jen, Hotel Max's Sales Account Manager tweeting about our art filled boutique hotel. Hip amenities and fab service. Check out ourTwitter Rate http://ow.ly/7U6Y'. Statistics show 5,516 following and 5,359 followers, with 4,408 tweets. The 'Actions' section includes links for 'message hotel_max' and 'block hotel_max'. The 'Following' section shows a grid of 12 user avatars. The main content area displays three tweets: a reply to @cwood saying 'Hooray! Let me know if you book!' (8 minutes ago), a retweet from @kirste asking for a designer (9 minutes ago), and a thank-you message to @CHOOSEPUN (10 minutes ago). A tweet from @gabbycat saying 'HAHAHA You are awesome!' is partially visible at the bottom.

Who do we follow on Twitter?

twitter Home Profile Find People Settings Help Sign out

 **ToursNorthwest**

✓ Following 

RT @kittycommittee has a set of cuddly twins! <http://ow.ly/pTy8>
3:38 PM Sep 17th from web

@kairuy Did you like Padma's saffron dress last night?
2:44 PM Sep 17th from web

One GREAT song per night is all I ask. **@Seattle_Events** So far so good. (the over the top dance group was the 1 in Ep. 3...hilarious)
2:39 PM Sep 17th from web

#glee Caught up with Episode 3 using Hulu. What potential with these characters!
2:36 PM Sep 17th from web

Name Tours Northwest
Location iPhone: 47.607407,-122.329590
Web <http://toursnorth...>
Bio 768-1234 - As the best small coach tour company based in Seattle, we provide extraordinary tours with exceptional service.

1,070 following 1,255 followers

Tweets 2,087

Favorites

Actions
[message ToursNorthwest](#)
[block ToursNorthwest](#)

Following

- 

Who do we follow on Twitter?

seattletimes.com twitter seattletimes.com Home Profile Find People Settings Help Sign out

seattletimes

✓ Following

Travel delays expected on Snoqualmie Pass Sunday
<http://bit.ly/Lduu4>
about 21 hours ago from API

One year after WaMu became the largest bank in U.S. history to fail, former workers still grapple w/unanswered questions
<http://bit.ly/Eg2p8>
about 21 hours ago from web

Mentally-ill killer caught in Goldendale, Wash., area
<http://bit.ly/ZXOMm>
about 22 hours ago from API

Husky football jumps to No. 24 in new AP rankings just released:

Name The Seattle Times
Location Seattle, WA
Web <http://seattletimes.com>
Bio Breaking news alerts, local, national, business and sports headlines. For entertainment, travel and lifestyle news, see twitter.com/seattletimeslife.

7,351 following 10,731 followers

Tweets 1,767


Favorites


Actions
message seattletimes
block seattletimes

Following

Who do we follow on Twitter?

twitter Home Profile Find People Settings Help Sign out

 **BudTravel**

✓ Following 

RT @SeatGuru And that goes for everyone! Have seat reviews to share?! Tweet me, email me (erin@seatguru.com), or submit it on the site!!
about 3 hours ago from web

@jacqi47 that's pretty good! we'll give you old faithful. now get to Pearl Harbor, pronto! <http://bit.ly/3WsjFA>
about 6 hours ago from web in reply to jacqi47

RT @elliottdotorg RT @msnbc_travel: Why 2010 will be the year of the travel deal <http://bit.ly/1V7kVC>
about 6 hours ago from web

Name BudTravel
Web <http://BudgetTrav...>
Bio Budget Travel magazine's intrepid correspondent.

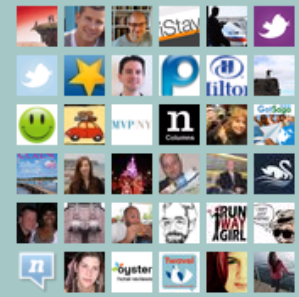
1,627 following 3,642 followers

Tweets 1,387

Favorites

Actions
[message](#) BudTravel
[block](#) BudTravel

Following



[View All](#)

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

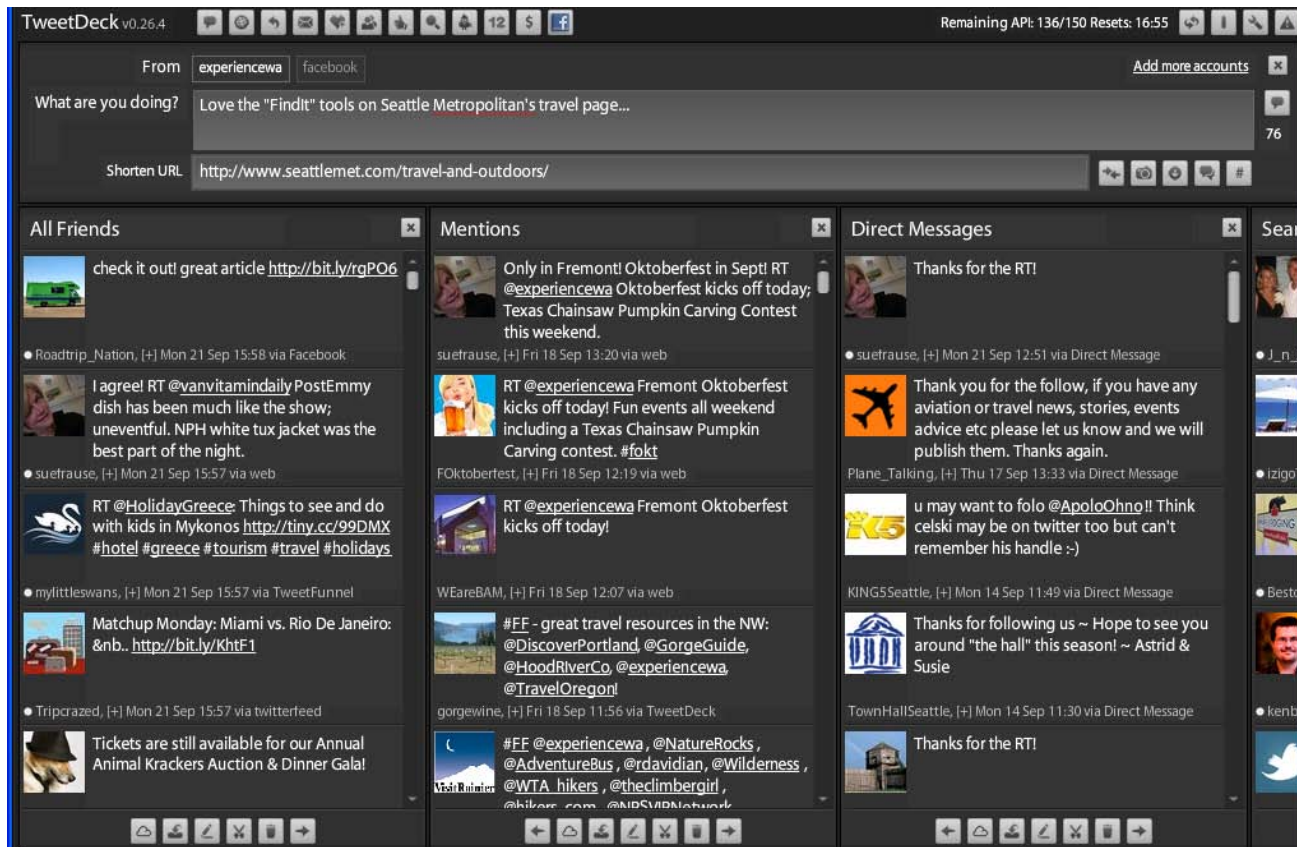
Your top five words: rt, seattle, weekend, www, washington. ([Tell your tweeps](#))

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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