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**The new sound of marketing success: Tweet, tweet Companies grow social networks**

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**Article Text:**

Kim Walsh typed on a laptop and her words were projected onto a large screen.

While that's pretty typical for a classroom setting, Walsh's spin included a lesson she taught and simultaneously demonstrated in real-time.

She tweeted.

Walsh, president of **Inside Out Creative** - a public relations and marketing design firm with offices in York, Harrisburg, Palm Beach and New York - taught a recent seminar on the effective ways to use social networking sites, including Twitter.

That site, at [www.twitter.com](http://www.twitter.com), allows users to create a profile and post updates in 140 characters or less. Each post is called a tweet.

About a dozen people attended Walsh's seminar, held at the Offices of Staub & Associates in Spring Garden Township. It covered the different ways professionals can use social-networking tools to promote business.

"It's just regular typing of information to folks," she said. "Go in, create your profile . . . get your background up there."

Walsh also recommends people get a feel for Twitter, read what others post, before jumping in and entering a message.

Some get carried away with details and forget the message they want to send via Twitter, she said.

"I don't care what you had for breakfast," Walsh said. "If you wouldn't say it at a dinner party, don't bother saying it on Twitter."

Ed Staub, principal of Sandler Training/Staub & Associates, said Twitter uses technology that can help qualify potential business.

"We can reach more people," he said.

"It's a proactive approach." MUG: Walsh MUG: Staub

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## **TWITTERS USERS' GUIDE Here are definitions of common Twitter terms:**

### 1. Tweet

When a Twitter user posts an update to their Twitter account, that update is often referred to as a “tweet.” Tweet can be used as a noun, referring to the actual written update, or a verb, referring to the action of publishing an update.

### 2. Follow

You can sign up to follow other Twitter users, and they can sign up to follow you. If you follow someone, it simply means that you automatically receive their Twitter updates. The most recent updates appear on top of the page when you log in.

### 3. @ reply

An “@” precedes messages sent from one person to another that are public. In other words, anyone who can see your Twitter updates can see the @ replies that you send or that are sent to you. These messages appear on Twitter updates as @username (with “username” replaced by the person’s actual username from their Twitter account).

### 4. Direct Message

A direct message is a private message from one Twitter user to another. You can view your direct messages in your direct message inbox after you log in to your Twitter account, but no one else can see them. You can only send a direct message to Twitter users that you are already following.

## **LOCAL NETWORKS**

Here are some organizations Kim Walsh, president of Inside Out Consulting, worked with to use social media:

**FASTSIGNS** uses Twitter, Facebook, blogging and LinkedIn to build awareness of its brand, establish itself as an expert in signage, create recognition of clients and research prospects and new business relationships.

**York County Library System** uses YouTube videos of library families and leaders to send to legislators and share with the public to build support for funding.

**Confectionately Yours Gourmet Confections** is using Facebook and blogging as a way to promote the cookie business and increase one-to-one orders and retail sales. Besides word of mouth, this is the owner’s only way of advertising her rapidly growing business.

**Mary Yeaple** uses Facebook and Twitter as a way to promote client projects and community endeavors including the York St. Patrick's Day Parade, PennMar Irish Festival, and Irish cultural events around town.

**White Rose Bar and Grill** uses Facebook as an important part of its marketing strategy. Their photos are loaded from events such as happy hours and the recent ribbon-cutting and grand opening of the new addition, and new products and services are promoted, such as Saturday and Sunday brunch. The fan page helps build awareness.

**York County Chamber of Commerce** uses YouTube, LinkedIn, Twitter, Flickr and Facebook to build awareness of the organization's product, services and events. This has helped the organization increase marketing reach without increasing costs.

**York County Chapter of the American Red Cross** uses Facebook and Twitter as marketing tools and to respond to immediate needs. Most recently, with the large house fire in York, the organization used these two technologies to ask for donations and then to get volunteers to handle the donations that flooded in.