

CLEMATIS TWITTER GUIDE

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BROUGHT TO YOU BY
@AGUYONCLEMATIS

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GETTING READY FOR THE CLEMATIS TWEETUP!

I hope you are as excited about the Clematis Tweetup as I am. So far, the response I have received has surpassed my wildest expectations.

Twitter is about starting with a small group of friends and then having fun growing your friends and followers. We will have a screen which will be displaying tweets which are using the hashtag [#ctwpb](#) in real-time. So make sure you add the hashtag as you're tweeting up a storm!

In preparation, I wanted to highlight our sponsors and make sure that everyone is following them on Twitter. Each of our sponsors have been instrumental in what promises to be an EPIC event!

Forte Ristorante & Wine Bar

[@FORTEwpb](#) has been 100% on board and extremely supportive from the very beginning. [@FORTEwpb](#) understands the power of Twitter and is a lot of fun to follow (make sure you keep your eyes open for tweets about 50% dinner discounts and reverse happy hours).

Sunfest

[@SunfestFL](#) this year is taking large steps in the social media arena, from a Facebook powered online music lineup <http://2010.sunfest.com/> to a fun Twitter strategy which will be announced in the weeks leading up to SunFest 2010. We're hoping that we have so much fun with Twitter this year, and that Twitter becomes an integral part of the SunFest experience for years to come.

Palm Beach Post

[@PBPost](#) has kept the county up to date with news for over 100 years. Starting as a weekly paper (1909), moving to a semi-weekly and then to a daily paper (1916). Since August 2008 the Palm Beach Post has been publishing the news in real time using Twitter. [@PBPost](#) was launched during Sunfest and we could not have asked for a better sponsor.

There will be a lot of other great individuals and companies at the tweetup – including (and most importantly) YOU!

Looking forward to seeing you!

[@aGuyonClematis](#)

TWITTER 101 FOR WEST PALM BEACH BUSINESSES

Note: This article was originally published by Twitter. You can read the original version at: <http://business.twitter.com/twitter101>

Every day, local business, organizations and individuals in Palm Beach County use Twitter to create, discover and share ideas with others. Now, people are turning to Twitter as an effective way to reach out to businesses, too. From stores to big brands, from brick-and-mortar to internet-based or service sector, people are finding great value in the connections they make with businesses on Twitter.

Read on to learn what Twitter is and to get detailed examples of how companies are using it. On these pages we'll also reveal how Twitter can help your business right now.

SO WHAT DOES TWITTER DO FOR BUSINESSES?

Twitter is a communication platform that helps businesses stay connected to their customers. As a business, you can use it to quickly share information with people interested in your company, gather real-time market intelligence and feedback, and build relationships with customers, partners and other people who care about your company. As an individual user, you can use Twitter to tell a company (or anyone else) that you've had a great—or disappointing—experience with their business, offer product ideas, and learn about great offers.

Local Dining establishment using Twitter: Forte Ristorante & Wine Bar ([@ForteWPB](#)) is located on the corner of Clematis and Dixie in the heart of downtown West Palm Beach. In an increasingly competitive area, Forte uses Twitter to announce special discounts (50% off wine & reverse happy-hour), daily specials, as well as unique additions to their wine menu.

SO HOW DOES IT WORK?

Twitter lets you write and read messages of up to 140 characters, or the very length of this sentence, including all punctuation and spaces. The messages are public and you decide what sort of messages you want to receive—Twitter being a recipient driven information network. In addition, you can send and receive Twitter messages, or tweets, equally well from your desktop or your mobile phone.

When you combine messages that are quick to write, easy to read, public, controlled by the recipient and exchangeable anywhere, you've got a powerful, real-time way to communicate.

And real-time communication is turning out to be ground-breaking for users and businesses alike.

Local Not-for-profit using Twitter: YourPBC.org ([@yourpbc](#)) is a project of the Community Foundation for Palm Beach and Martin Counties with the goal of “informing Palm Beach County by making local issues easy to understand, discuss and act upon.” Using twitter, [@yourpbc](#) is able to post information about time sensitive issues, such as the importance of each household sending back their Census forms, and receive immediate feedback from their followers.

SO HOW DO BUSINESSES USE TWITTER?

Twitter connects you to your customers right now, in a way that was never before possible. For example, let’s say you work for a custom bike company. If you run a search for your brand, you may find people posting messages about how happy they are riding your bikes in the French Alps—giving you a chance to share tips about cyclist-friendly cafes along their route.

Local Business using Twitter: Velocity Cycling Studio ([@velocitycycling](#)) is a Cycling (aka “spin”) Studio located on the 500 block of Clematis St. With many of Velocity’s patrons being avid cycling enthusiasts, Velocity Cycling uses twitter to post news, up-to-the-minute commentary and pictures from cycling events around the world.

Others may post minor equipment complaints or desired features that they would never bother to contact you about—providing you with invaluable customer feedback that you can respond to right away or use for future planning. Still others may twitter about serious problems with your bikes—letting you offer customer service that can turn around a bad situation.

You don’t have to run a bike shop or a relatively small company to get good stuff out of Twitter. Businesses of all kinds, including major brands, increasingly find that listening and engaging on the service leads to happier customers, passionate advocates, key product improvements and, in many cases, more sales.

Band using Twitter: Dave Matthews Band guitarist Tim Reynolds ([@TimReynoldsTR3](#)) visit’s West Palm Beach each year and performs with his band TR3 at Roxy’s Pub ([@RoxysPub](#)). Tim Reynolds engages his audience through twitter. While posting the usually tour announcements, Tim also takes the time to Retweet feedback, images and movies he gets from his global and local audience. This constant engagement and

retweeting gives Tim Reynolds fans an interactive experience and encourages fans to interact directly with Tim Reynolds.

But Twitter isn't just about useful immediacy. The conversational nature of the medium lets you build relationships with customers, partners and other people important to your business. Beyond transactions, Twitter gives your constituents direct access to employees and a way to contribute to your company; as marketers say, it shrinks the emotional distance between your company and your customers. Plus, the platform lends itself to integration with your existing communication channels and strategies. In combination, those factors can make Twitter a critical piece of your company's bigger digital footprint.

For instance, let's say you run a big retail website. In addition to learning more about what your customers want, you can provide exclusive Twitter coupon codes, link to key posts on your blog, share tips for shopping online, and announce specials at store locations. And you can take things a step further by occasionally posting messages about fun, quirky events at your HQ, giving others a small but valuable connection with the people in your company.

Local Radio Station using Twitter: Buzz103 "the Buzz" (@buzz103) sends Smitty (@smittyballs) to on "assignment" during their radio show. Along with the standard call-in number, Buzz103 uses twitter which allows people to communicate directly with both Smitty, the crew (@JeremyLoper and @RandiRasar) back at the station and the audience listening to the show. Using twitter they post comments & images and provide an interactive experience for their listeners.

The twitter users mentioned on this page are a very small sampling of all the great people using twitter near you. The best way to get started is to get onto twitter today and start following people & businesses that interest you.

WHAT IS A TWEETUP AND WHY SHOULD I ATTEND ONE?

In a nutshell, a tweetup is a cute name given to a meetup which is attended by Twitter users. If you're local to West Palm Beach you will probably enjoy attending the Clematis Tweetup, which is held on the 2nd Wednesday of each month in the Clematis District of West Palm Beach.

TWEETUPS ARE FOR MEETING FRIENDS

Twitter is all about "The Local". If you use Twitter, you're more than likely to make friends with people who live and/or work near you. While you will certainly know some of the people you use Twitter with, it's very likely that you have people you interact with on a daily basis who you have never had the opportunity to meet face to face.

A Tweetup gives you the opportunity to meet up with old friends, put a face/name to a Twitter avatar, and make new friends.

TWEETUPS ARE FOR MAKING FRIENDS

Tweetups are social gatherings, very few of which have set agendas. Since Twitter users come from ALL segments of society, you'll find a wide range of people, interests and backgrounds.

As more businesses start using Twitter you'll find that professionals and business owners are attending tweetups to gain experience in social media as well as expand their network.

At a tweetup you'll identify "Twitter Experts". These are either people who have been using Twitter for several years and have grown a significant group of followers, or individuals from PR or social media companies who use Twitter professionally.

Twitter is also used by local and national media. It is very likely that members of your local paper, radio or TV station will be enjoying the tweetup with you.

And the best part about Twitter is that it's mostly used by normal people like you and me – people who just want to kick back after a long day and enjoy the company of old and new friends. So come on out and enjoy the company!

Warning: *Tweetups have been known to be addictive!!! Some people (you know who you are) will drive hundreds of miles to attend a tweetup. Thankfully, FUN has no negative side effects, so use moderation and have a GREAT time.*

TWEETUPS ARE FOR GETTING THE WORD OUT

Twitter users are generally very generous in helping spread the word about events or products they like, and since they are generally followed by hundreds of like minded Twitter users it makes them an extremely useful demographic to have as fans of whatever you are doing.

Getting involved in a tweetup and meeting Twitter users face to face can help you make a useful contribution to the Twitter ecosystem and allow you to avail yourself of this valuable resource.

Warning: Tweetups are not for pushing product. If you are not contributing to the tweetup, but expect the Twitter users to push your product, you may get the exact opposite result.

TWEETUPS ARE ABOUT GETTING/GIVING HELP

If you are just getting into Twitter, attending a tweetup will be invaluable in getting your Twitter account and follower list started. Make sure you get the Twitter account IDs of every person you meet and then make an effort to engage them when you get back on Twitter.

If you have questions about Twitter or how to use it effectively, make sure you hit up one of the Twitter experts who are attending. If you are an expert in any field and want to contribute your expertise, make sure you let people know.

Experts in Twitter or any other areas are always very generous with advice. Having said that, offering to buy them a beer in exchange for the free advice can go a long way!

THE BIG WEST PALM BEACH TWITTER DIRECTORY (BETA)

DOWNTOWN RESTAURANTS, BARS AND CLUBS

@gratifyWPB
@FORTEwpb
@UncleLouieG_WPB
@HotPiePizza
@respectablest
@RoxysPub
@RoccasTacos
@ReefRoadWPB
@FEELGOODSBAR
@LostWeekendWPB
@gardenofliferaw
@wildolivescafe
@HavanaCubanFood
@BBKingsWestPalm
@33480barngrill
@DuffysMVP
@GoVegatDarbster
@CAROUSELCANCAN
@purplelotuskava
@okeesteakhouse
@Islandjackswpb

FINANCE

@KuritAbramsIns
@economist
@dougkass
@hedge_funds
@nicholasbrack

RADIO STATIONS AND PERSONALITIES

@WRMFMorningShow
@Buzz103
@TheMorningBuzz
@joemama80
@JeremyLoper
@RandiRasar
@Batnails
@smittyballs
@meatheadbuzz103
@wildmorningshow
@tinyonwirk
@X1023FM

SOCIAL MEDIA RESOURCES

@VirtualJenn
@Jinfinite8
@BigCouchMedia
@Murrayiz
@mmWine
@Lapp
@cwylie0
@fsutoby
@krow272
@SternalPR
@michaeldelicio
@Chadyi
@MarkLaymon
@DeshonAllen
@PBCTweetup

MEDIA OUTLETS & RESOURCES

@PBPost
@page2live
@PBPulse
@wptvTRAFFIC
@Fox29WFLX
@wptvLIVE
@CBS12
@WPBF25News
@WPTV
@WPB_WX
@DineMag
@pbpostrealtime
@pbpsports
@PBPjasonlieser
@pbpulsemusic
@pbpulsedining
@GatorBenPBP
@LeslieStreeter
@LCtvWellington
@SpenWen
@XplorePalmBeach
@UtalkNews
@pbpulsestyle
@FranklyFlorida
@wpbeat
@allisonsross
@mpattersonPBP
@pretaporterpB
@pbpjane
@CleanPlateBPB

THE BIG WEST PALM BEACH TWITTER DIRECTORY (BETA)

MEDIA OUTLETS & RESOURCES

@SwirlGirls
@billdipaolo
@SFLFoodandWine
@iowaroby
@SuzanneBoyd
@pbpSchools
@AlysonS
@OECalendar
@pbpWatchdog

NON PROFIT

@MHFoundationInc
@quantumfnd
@cfpbmc
@HabitatPBC
@literacycbc
@hugskissesinc
@yourPBC
@KomenSouthFla
@RedShoeINC

RELIGIOUS

@Imayer

PALM BEACH COUNTY RESOURCES

@ClerkPBC
@DowntownWPB
@westpalmbeach
@palmbeachisland
@chamberupdate
@pbcredcross
@myPBC
@CrimeStoppersPB
@PalmBeachCivic
@PBCSAC
@CommishMitchell
@ SFWMD

PLACES TO GO

@PBImprov
@KravisCenter
@LionCountry
@PalmBeachZoo
@FourArts
@cityplacewpb
@RPChapel
@PBKennelClub
@SFScienceMuseum
@FlaglerMuseum
@divaducktour
@southflfair
@PBConventionCtr
@HotelBiba

OTHER PALM BEACH BUSINESSES

@flyfromPBI
@PBPCwpb
@SirSpeedyPB
@velocitycycling
@CrownePlazaWPB
@Gstreamgoodwill
@BRCityPlace
@Computer_Hero
@zsazsaandco
@LotusPalmBeach
@forteweb
@AbercrombieWPB
@pbmarathon
@ASanctuarySalon
@PBAtlantic

LIBRARY RESOURCES

@MyCityLibrary
@littlepig1
@treetweets
@pbclibrary
@PBCLA
@BookGoddess