

Three Ways for Brands to Think About Twitter's Features



@wpsands

1. How can the brand develop relationships with customers?

Feature	Description
@ Replies	Any Twitter update that begins with a username. The update will appear in that person's @ replies tab.
Mentions	@ replies have merged into Mentions. If your brand appears in a tweet, you'll find it along Twitter's sidebar.
Following	Following allows the brand to subscribe to the tweets of its customers so that they appear in the company timeline.
Direct Messages (DM)	A DM is a private message limited to 140 characters.

2. How does the feature amplify the brand's value proposition?

Feature	Description
Tweet	A tweet is a 140 character update that answers the question "How can I make my customer's life better?"
Retweet (RT)	A behavior where one user's tweet is tweeted again from someone else. The RT convention is a symbol of attribution.
Shortened URLs	Since tweets are limited to 140 characters, shortened URLs let brands direct their followers to blog posts, reviews, and video clips about your product.
Permalinks	The unique URL of each and every tweet. These can be emailed, sent via IM, or retweeted.
SMS	Customers can choose to receive your tweets over SMS directly to their mobile phones.

3. How do brands find and aggregate conversations using the service?

Feature	Description
Trending	Popular conversations on Twitter.
Hashtags (#)	Hashtags are used to aggregate tweets around topics. Tweets can later be sorted or organized by their hashtag.
Search	Method of retrieving indexed tweets via Twitter's keyword search tool.
Favorites	Feature that allows a Twitter user to mark or save a tweet so that it can be referred to later.
Persistent RSS Feeds	The RSS feed for a Twitter search can be used with a feed reader like Google Reader.
Favorites RSS	The RSS feed for your favorite tweets. http://twitter.com/favorites/[insert-your-ID].rss