



How 2 Make #TWITTER the Ultimate PR Platform

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10.5.11

What I'll Cover...

- How 2 Find Key Influencers
 - How 2 Interact w/them 2 Increase their Awareness of U & your #Twitter Stream
- The Art of the RT
 - Choose Content & Craft Messages That Will Get RT'd & @mentions/replies
- *But First...Some Situational Awareness...& Today's #HASHTAG*

#PRNDigital



The External Environment



Washington Wire
Political Insight and Analysis From The Wall Street Journal's Capital Bureau

JULY 13, 2011, 7:32 PM ET
Dogfighting on Twitter Over the F-35



Anonymous hacks defense contractor: Email data, 'schematics' stolen

By Zack Whittaker | August 19, 2011, 8:37am PDT

The New York Times
Expect the World®

Pentagon Faces Possibility of Hundreds of Billions in Spending Cuts Over 10 Years

By ELISABETH BUMILLER
Published: August 1, 2011

facebook



Lockheed Martin
Product/Service



Wall Lockheed Martin · Everyone (Top Posts) ▾

We Are All Bidder
70 Venus Hussein Happ
when are you guys going to stop making cluster bombs?
August 17 at 3:29am · Like · Comment

Los Angeles Times

Northrop Grumman to cut 500 aerospace jobs

Northrop is offering buyouts but plans layoffs if fewer than 500 people volunteer to leave before Oct. 28. The aerospace industry has been downsizing in anticipation of a smaller Pentagon budget.

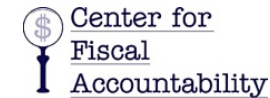


Lockheed Martin shows MEADS battle manager in Huntsville, wants Congress to keep tri-national deal

Published: Monday, August 22, 2011, 6:40 AM Updated: Monday, August 22, 2011, 6:47 AM



CITIZEN OUTREACH
Putting the Public Back in Public Policy



Forbes How The Budget Agreement Will Hit Defense Contractors

"All that can be said with certainty right now is that the outlook for defense spending is steadily deteriorating, and stakeholders should be prepared for tough sledding ahead."

— Loren Thompson

the weekly Standard

www.weeklystandard.com

The (Raw) Deal on Defense


7:10 PM, AUG 2, 2011 · BY GARY SCHMITT AND THOMAS DONNELLY




#Twitter Influencer Serendipity



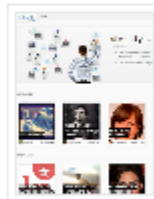
“ Congrats [@storify](#) [@klout](#) [@google](#) (G+) among top 50 websites of 2011 by [@time](#) <http://t.co/260EJbF> ”

raytheoncompany 
August 17, 2011 at 16:05


I just discovered Storify on TIME's list of Best Websites. Explore it and more must-see sites on TIME.com.

 time.com


Twitter is full of pithy, smart stuff, much of which is seen by relatively few people before it is buried and forgotten. The best of it is worth preserving and sharing more broadly. Enter Storify, a clever service that lets you bundle up related tweets, TwitPics, Facebook updates, Flickr photos and other elements onto one page.



“ [@raytheoncompany](#) Thanks! (the father of our co-founder [@burtherman](#) works at Raytheon) ”

Storify 
August 17, 2011 at 16:08


“ [@Storify](#) [@burtherman](#) Very cool...what a small world:-) Which part of the biz does your Dad work 4? We'll send him a note. ”

raytheoncompany 
August 18, 2011 at 15:41

“ [@raytheoncompany](#) Small world indeed! He's Morris Herman, works in Goleta as an engineering fellow ”

burtherman 
August 18, 2011 at 15:55

“ [@burtherman](#) -- smaller world still: Shared our exchange during preso 2day. Audience member bought your dad's house 20 years ago:-) Cheers! ”

raytheoncompany 
August 23, 2011 at 19:16

“ [@corinnekovalsky](#) Nice post! (And my dad also passed on your email :)) ”

burtherman 
August 25, 2011 at 9:56

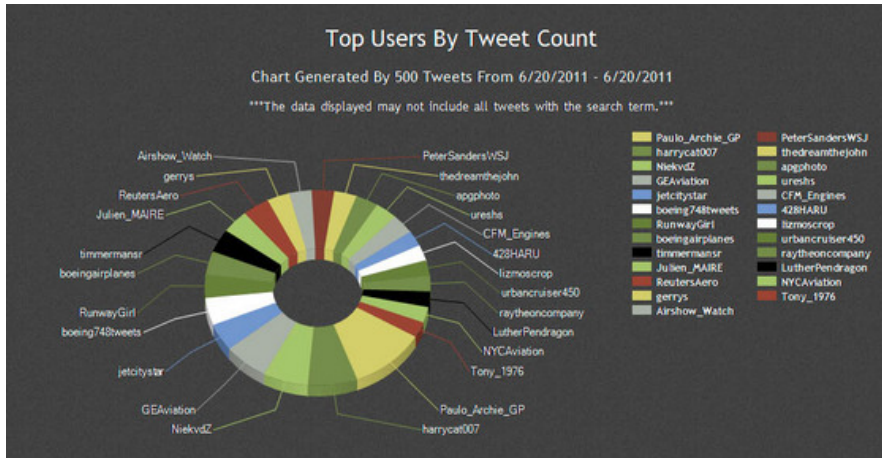
Serendipity, Storify and Twitter (a threesome made for storytelling)

corinnekovalsky.tumblr.com

Last week, we sent a tweet on the Raytheon company account congratulating Storify and a few others for



#PAS2011– Not all Influencers are Created Equally



@Raytheon named a Top Ten Power Tweeter 4 #PAS11 by @Flightglobal

raytheon
 You're welcome. Right back at you. CU next year at #farn12;-)
 24 Jun at 17:19

jetcitystar
 Thanks for the #FF. Great job at #PAS11 !
 24 Jun at 14:44

flyingwithfish Flying With Fish
 @raytheoncompany Thanks for the #FF! You did a great job at #PAS11
 23 minutes ago

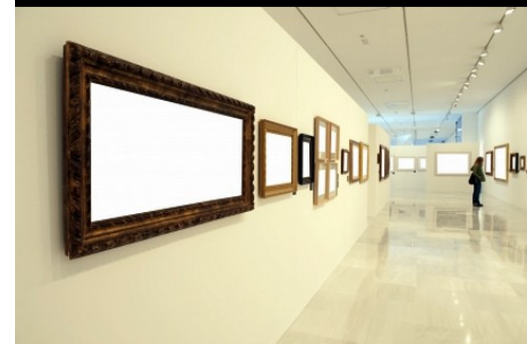
in reply to :

@raytheoncompany
 Raytheon Company
 @flyingwithfish See you next year at #farn12;-)
 16 minutes ago via web
 ☆ Favorite ↻ Retweet ↩ Reply

The Art of the RT & Content Curation

- Research; know your audience(s); Talk 2 them (not “at” them); Stay true 2 your FOCUS
 - Global Security; Support 4 our Troops; Math & Science Education
- 80/20 Rule
 - 80% content that’s NOT about U – 20% promotional content
- TweetTeam w/beats
 - Time commitment
 - Editorial judgment
 - Think like a reporter...be interesting & timely
 - Write tweets like headlines
 - Share stories as content, avoid marketing speak
 - Link back to your website (Hub & Spoke)
 - Become a trusted resource
- CoTweet; HootSuite; Storify; Curata...
 - Play chess...move tweets around depending on news value & interest

Content Curator



Emerging Online Editorial Role

The Art of the RT

Tweets Favorites Following Followers Lists

Raytheon 53 **raytheon** Raytheon
Frontline #photos of the U.S. military in action around the globe via @militarytimes rtn.co/qb23KI #thankyouforyourservice
26 minutes ago

Raytheon 53 **raytheon** Raytheon
Missed Friday's joint chief of staff change of responsibility ceremony? Chk out this site rtn.co/r9ecIF via @afps_articles
4 hours ago

Raytheon 53 **raytheon** Raytheon
This season of sesame street will focus on #math & #science rtn.co/r4PAis by @thealexknapp via @forbes #stem
5 hours ago

Raytheon 53 **raytheon** Raytheon
Missed this year's @us_air_force @usnavy football game? Here's the recap from @CBSsports (BTW AF wins in OT 35-34) rtn.co/pxbCa9
18 hours ago

Raytheon 53 **raytheon** Raytheon
@cgi_motion Thanks very much for including us. Cheers!
20 hours ago

Raytheon 53 **raytheon** Raytheon
RT @USAmbNATO: Next week Leon Panetta makes first visit to #NATO as #SecDef; big speech planned for Wednesday.
30 Sep

Raytheon 53 **raytheon** Raytheon
Thank you ADM Mullen @thejointstaff ... Welcome GEN Dempsey @Martin_Dempsey ow.ly/1xTOHd
30 Sep

What's happening?

Timeline @Mentions Retweets Searches Lists

Your tweets, retweeted

Raytheon 53 **raytheon** Raytheon
Frontline #photos of the U.S. military in action around the globe via @militarytimes rtn.co/qb23KI #thankyouforyourservice
22 minutes ago

Raytheon 53 **raytheon** Raytheon
Missed Friday's joint chief of staff change of responsibility ceremony? Chk out this site rtn.co/r9ecIF via @afps_articles
4 hours ago

Raytheon 53 **raytheon** Raytheon
This season of sesame street will focus on #math & #science rtn.co/r4PAis by @thealexknapp via @forbes #stem
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Raytheon 53 **raytheon** Raytheon
RT @USAmbNATO: Next week Leon Panetta makes first visit to #NATO as #SecDef; big speech planned for Wednesday.
30 Sep

Raytheon 53 **raytheon** Raytheon
Thank you ADM Mullen @thejointstaff ... Welcome GEN Dempsey @Martin_Dempsey ow.ly/1xTOHd
30 Sep

Raytheon 53 **raytheon** Raytheon
Raytheon's Lynn Mortensen featured in @diversityjrn's 2011 #WomenWorthWatching list: rtn.co/nRlh1i #diversity



Using #Twitter 2 Amplify #PR Reach


raytheoncompany


That's you!
Lists ▾

What do you think about an #AgentPhilCoulson movie @jon_favreau? We had fun working w/ @clarkgregg last week <http://t.co/jUvKEUh>


2 minutes ago via Tweet Button

@clarkgregg We'll work on our xos 3 if you work on Iron Man 3! or better yet, the Agent Phil Coulson of SHIELD movie:-) #exoskeleton

24 minutes ago via web

 clarkgregg .Thanks@raytheoncompany for letting me rock out in an XOS 2. My birthday is in April. When's the XOS3 coming out?


about 1 hour ago via TweetDeck
Retweeted by you


raytheoncompany

That's you!
Lists ▾

@time names our XOS 2 #Exoskeleton a "best invention of 2010" & @wolfblitzercnn has an exclusive tonight <http://rtn.co/9PU2BS>

less than a minute ago via bitly

 wolfblitzercnn Watch Sitroom 6PM ET, Ironman: real life robotic exoskeleton gives soldiers super-human strength <http://bit.ly/arxRvv>

about 1 hour ago via web
Retweeted by you and 13 others

@time names our XOS 2 #Exoskeleton suit one of the best 50 #inventions of 2010 <http://rtn.co/alxMaQ> #usarmy

about 5 hours ago via web

On this #veteransday, we honor all those who serve and remember all those who have paid the ultimate price to protect our freedom.

Digital Rx

- Be appropriate to your industry/environment
- Do your homework
- Stay focused
 - Find your Niche
- Content curation makes us all online editors
- 80/20
- Digital & Social amplifies integrated communications
 - Hub & Spoke
 - Storyteller – NOT Marketer



Brand Journalists

