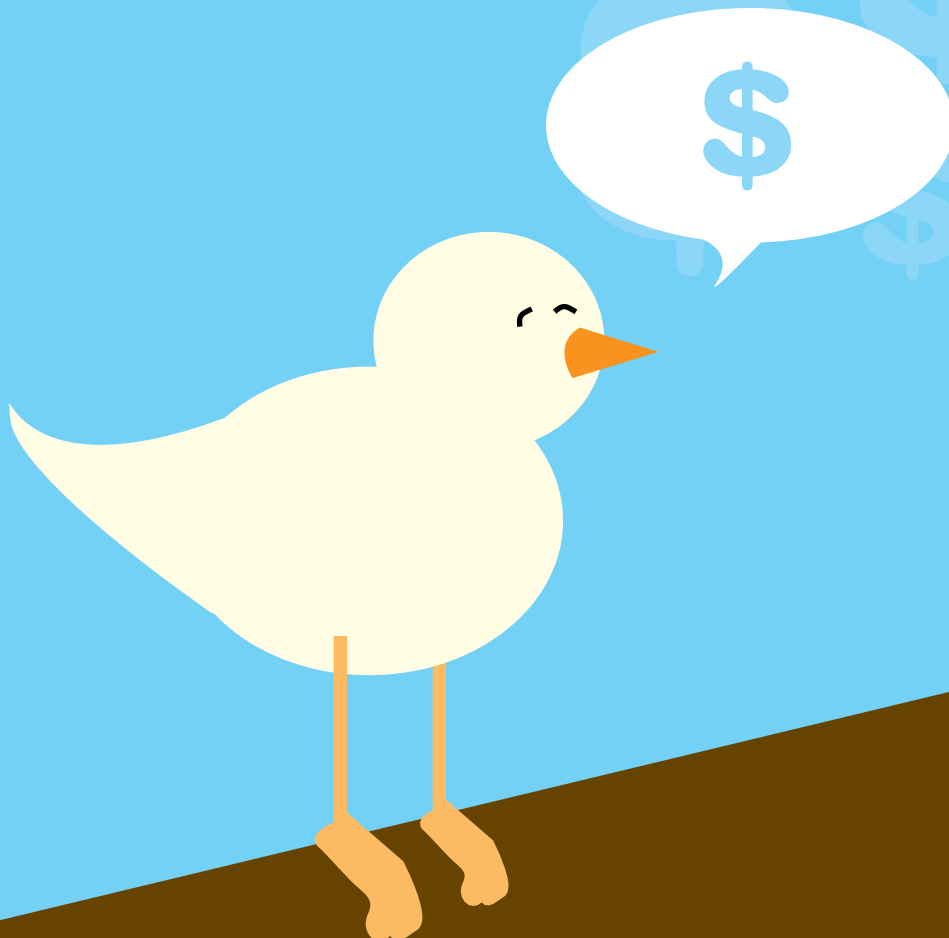


min Reports:

Twitter Best Practices For Media Companies

A user's guide to leveraging Twitter to build audience and revenues

by Steve Smith, Digital Media Editor, *min*



Volume 1

 **Access
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Advertising: 301-354-1695

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min editorial offices

110 William Street, 11th Floor
 New York, NY 10038

Ph: 212-621-4874; Fax: 212-621-4879

www.minonline.com

Access Intelligence LLC

4 Choke Cherry Road, 2nd Floor
 Rockville, MD 20850; Ph: 301-354-2000

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Letter from the Editor

"So, how do you guys handle this?" Whenever we at *min* bring editors and publishers together small talk inevitably leads to shop talk. Shop talk almost always leads to the offhand and informal exchange of hints and tips about how each publication goes about the day-to-day tasks of putting out content. This has been especially true during the new media era, when many of us were trying to figure out new technologies in a vacuum. Email, blogging, site design, content management systems, search strategies, video, podcasting, mobile—all of these technologies flew at content companies faster than our staffs could absorb them.



That is why we at *min* started our series of Best Practices features in the original *min's* New Media Report a decade ago. We tried to answer that perennial peer-to-peer question: "How are you doing that?" We interview your peers to see and share how they are absorbing and implementing the new technologies and platforms. What are their internal best practices? How can you avoid their own early mistakes? Twitter is the perfect subject with which to revive this format for our readers, as we do here with our *min* Special Report, "Twitter Best Practices." Twitter is a young and promising evolution of the Web that no one can claim to have figured out quite yet, not even its own inventors. Call this our "*min* mini," a pocket-size professional conference in a box, but without the tasteless chicken lunch.

How to Use This Book

We have divided our sources' advice into discrete aspects of the Twitter experience.

Chapter 1: Testing Toward Best Practices

This chapter takes a long view of the Twitter phenomenon, and lists sources we will be quoting throughout the book.

Chapter 2: Setup and Back-End Chores

Here we explore how various magazine brands got started in their Twitter adventure. What policies have been established in-house? Is there a strategy in place? How are duties assigned and managed. Which departments have ownership of the process?

Chapter 3: Audience Development

How are companies using their own tools and talent to cultivate a Twitter following, and how are they using Twitter to develop new audiences for their brands?

Chapter 4: Leveraging the Feed

Twitter makes content. How do sites use this channel to create events, online exchanges, streams of conversation and opinion that can be used elsewhere online and offline?

Chapter 5: Small and Short Talk

The largest part of the research report will be devoted to tactics and lessons learned about conversing on Twitter. Dos and don'ts for conversations. How are the gurus actually conversing to good effect?

Chapter 6: Measuring Success

How are magazines gauging their success on Twitter and determining the amount of time and resources it deserves?

Chapter 7: Twitter Resources

Everyone has favorite Twitter services, sites and software tools. We poll the experts for the best they have used.

Happy tweeting,

Steve Smith

Digital Media Editor, *min*, minonline, *min's* b2b

