



**Taking the Leap:
Using Twitter to Gain
Competitive Advantage**

**Walter Neary
PRNews Big 3 Conference
San Francisco
Aug. 9, 2012**

007 Ideas to take Twitter to the next level

- 1. Be watchful: Learn about who you want to engage**
- 2. Be agile with many tools**
- 3. Have a clear purpose**
- 4. Be genuine**
- 5. Belong; fit in**
- 6. Cover a lot of territory**
- 7. Be shaken; don't get stirred**

007 Ideas to take Twitter to the next level



1. Be watchful:
Learn about who
you want to
engage



2. Be agile with many tools

Prepare the car

Ask yourself, ‘Why would anyone want a PR relationship with me?’ & then show it through social media. Add value to conversations.

Pick the social media platforms that the media and your customers like to use. Everyone can be the media now; look at how traditional media and people interact.

Build Trust. Engage in conversation before it becomes urgent.

Be real about who you are and who you are not, and be real about what you can and cannot do.

3. Have
a clear
purpose



ROI/Measurement

Tools:

- Google Analytics
- Hubspot
- Bitly
- Bufferapp
- SocialBro
- Empire Avenue (check out the @Lockergnome video)

Consider:

- Business results: effect on the bottom line
- Political/human aspects: consider why politicians doorbell
- The plural of ‘anecdote’ is not ‘data:’ consider Math

For the big picture:

- “Grouped” by Paul Adams



Walter Neary @wtneary

20 Jul

@thenewstribune Hiya, are you able to correct the calendar item at bit.ly/Pr7yHv just in case people don't make it to the comments?

[Details](#)






Tacoma News Tribune

@thenewstribune

 Follow



@wtneary On it. Thanks for the heads up.

 Reply  Retweet  Favorite  Buffer

11:21 AM - 20 Jul 12 via TweetDeck · [Embed this Tweet](#)

hi @comcastwa are there any system problems that would affect e-mail addresses on your system? we seem to be having one.

10:49 AM Dec 2nd via web

↩ Reply ↻



westseattleblog

West Seattle Blog

@westseattleblog Not that I know of yet, what's the issue?

12:30 PM Dec 2nd via web in reply to westseattleblog

🗑 De



ComcastWA

WA Comcast Team

@ComcastWA We just learned it was something else hanging up the software we use w/comcast e-mail. Never mind! Sorry!

12:49 PM Dec 2nd via web in reply to ComcastWA

↩ Reply ↻ R



westseattleblog

West Seattle Blog

4. Be Genuine







5. Belong; fit in



Be Worth Knowing

“You are now entering the trust zone”

- Brian Solis

Ask:

What would an outsider make of your social media presence?

What would an outsider make of your brand’s social media presence?

Do:

Clean up your online presence (Facebook, Google+, etc

Round out your online presence. Be more than a caricature. Be you.

Avoid:





6. Cover a lot
of territory



Example : January 2012 Storms

Your Social Media Vehicles Have Relationships Too



Comcast's Latest Storm Repairs Report bit.ly/yAVbSi Video of repairs at bit.ly/z7jCbD



Comcast in Washington State
Comcast in Seattle, Spokane and Washington State; community involvement, products and services news

HOME MEDIA CONTACTS SPONSORSHIP WHAT IS THIS SITE? WHERE WE GIVE POSTS

2011 NEWS RELEASES COMMUNITY INVESTMENT NEWS RELEASES COMCAST NEIGHBORHOODS OUTAGES

2012 COMCAST WASHINGTON NEWS RELEASES

Time-Lapse Video of Comcast Storm Repairs in January 2012

JANUARY 30, 2012 BY WTNEARY LEAVE A COMMENT



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Get news in your email



Comcast in Washington State

Visit the link below for information about the 800 Comcasters and contractors working throughout Washington today to help people recover from the storm. Thanks so much to employees' family members who are reading this post, for sharing your families with us when your own homes may not have power.



Saturday morning storm update from Comcast

wacomcast.com

Comcast has about 800 employees in the field throughout Western Washington and Spokane this Saturday morning, as we all recover from the storm. As you can see from the first update below, mostly be...



Benaar Woo-hoo! Internet back on! Thanks @ComcastWA, @ComcastBill & all the techs out there in the snow today.

Tuesday, November 23, 2010 10:21:48 AM via Twitter for iPhone

[Reply](#)



donetella @ComcastWA-i give you all major props for doing all you can do to help us customers. be safe!!

Tuesday, November 23, 2010 9:57:20 AM via Twitter for BlackBerry® in reply to ComcastWA

[Reply](#)



tbc5150 @ComcastWA Perfect. Thanks again. Been asking this for two years and only ever received template email answer. Appreciate it.

3:46 PM Dec 2nd via Twitter for iPhone in reply to ComcastWA



KING5Seattle RT @ComcastWA The cable should be back up as of 10:42 p.m. #thanks

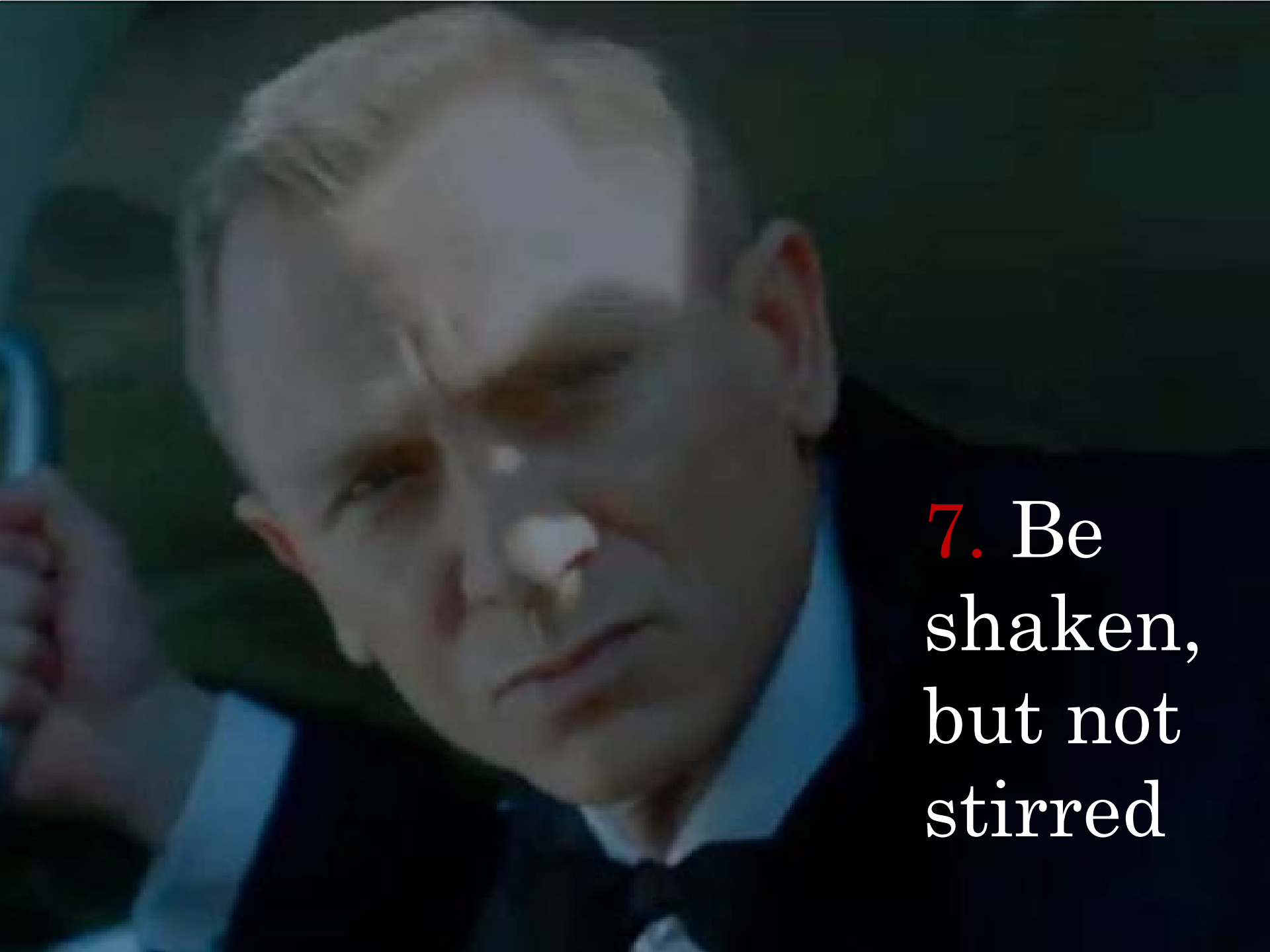
Monday, November 08, 2010 10:53:50 PM via web

[Reply](#) [Ret](#)



bmvaughn @ComcastMelissa @ComcastWA @ComcastCares Thanks so much for fixing my cable yesterday so I can watch the World Cup Announcement today!

Thursday, December 02, 2010 7:35:46 AM via web



7. Be
shaken,
but not
stirred

Think First, Publish Second

Wendy's  @Wendys

1 Aug 12 

@TabithaHale @AlexaShrugged An independent franchisee posted the sign, which he's taken down. We proudly serve ALL customers!



Tabitha Hale

@TabithaHale



.@Wendys I'm sorry, are you saying @ChickfilA won't serve all customers? Can you please show me where they have denied ANYONE service?

Wendy's  @Wendys

1 Aug 12 

@OrwellForce We're honored to serve every customer-- we assume they are as well!



Orwell Force

@OrwellForce



Sorry @Wendys but your original tweet was clearly directed at @ChickfilA. Don't treat people like idiots.



Lori @chiggers9

1 Aug

RT @wendys: @DLoesch We can't **speak** for another **company**, Dana, but there's no reason to believe they aren't proud to serve all, as we are!



Ben Howe @BenHowe

1 Aug

The @Wendys PR strategy: **Waltz into debates, toss insinuations around, treat customers** like they're stupid, then spam apologies. Good plan.

Example : The Conan Conspiracy



kinderelli WTF Comcast, you suck! #CableOut

Mon Nov 8 21:17:53 2010 via web



RecoveringDJ Me neither!! RT"@KING5Seattle: RT @karajrob Not too happy about the #Comcast outage

Mon Nov 8 21:16:50 2010 via Twitter for iPhone



KING5Seattle RT @karajrob Not too happy about the #Comcast outage <http://twitpic.com/358cbk> [we're told a technician is working on it]

Mon Nov 8 21:14:16 2010 via web



belltowngeek @ConanOBrien The day we've all waited for, Conan's triumphant return... and Comcast cable is out city-wide Fix It! #Seattle #comcastfail

Mon Nov 8 21:12:38 2010 via Echofon

2 Retweets



sgnp Hey all Seattle Comcast Customers: It's not just you.

Mon Nov 8 21:09:30 2010 via Twitter for iPhone



sgnp Hey all Seattle Comcast Customers: It's not just you.

9:09 PM Nov 8th via Twitter for iPhone



JordanEvich I hate comcast! #bigdems

9:09 PM Nov 8th via Twitter for BlackBerry®

Our technicians are working to repair a cable outage that began about 8:30 pm and is impacting several Seattle neighborhoods.

9:16 PM Nov 8th via web
Retweeted by 1 person



ComcastWA
WA Comcast Team

Anger is understandable folks & we're not enjoying this either. We want to offer service 24/7. We're sorry we let you down tonight.

10:11 PM Nov 8th via web
Retweeted by 2 people



ComcastWA
WA Comcast Team

Dialogue: The Conan Conspiracy

A Product Of The
BUSINESS JOURNAL
Business Leaders Get It.

TODAY ON TECHFLASH

[Zynga stock down after company posts Q4 net loss, revenue growth](#)
[Apple CEO Tim Cook asks for time on dividend, defends labor conditions](#)

[Webcast: Apple, Microsoft execs speaking now at investor conference](#)

[Seattle startup nFluence announces dealBoard app](#)

[Job recruiters prefer LinkedIn, Twitter to Facebook](#)

[Apple's smaller iPad and its plans to take on Amazon](#)

[Facebook on NASDAQ would surpass Amazon in market cap](#)

MOST VIEWED MOST EMAILED

1. Seattle startup nFluence announces dealBoard app
2. Space Curve announces former IBM exec as CEO, raises

VENTURE BLOG

NETWORKS

Comcast TV outage in Seattle

John Cook on Monday, November 8, 2016, 10:16pm PST
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Anger is understandable folks & we're not enjoying this either. We want to offer service 24/7. We're sorry we let you down tonight.

1 minute ago via web ☆ Favorite ⌵ Retweet ↻ Reply

A major Comcast [cable TV outage](#) has impacted parts of Seattle, including Queen Anne, Green Lake, South Seattle and downtown.

"Our technicians are working to repair a cable outage that began about 8:30 pm and is impacting several Seattle neighborhoods," Comcast

@ComcastWA Nah! Just add hashtag 4 context. ;) i.e. a "#teamcoco" would've given me clue what u referring 2. Tho long nite 4U=forgiveness!

11:21 PM Nov 8th via web in reply to ComcastWA

Reply 0 0



BMW

Brian M. Westbrook

NBC conspiracy to scerw @ConanOBrien premiere RT @ComcastWA details on Seattle outage: Queen Anne, Green Lake, South Seattle, Downtown out

10:39 PM Nov 8th via HootSuite

Reply 13



heididarling

@heididarling lol Well thank you for not revealing it was really the Trilateral Commission and Knights Templar ordering this ;)

10:41 PM Nov 8th via web in reply to heididarling



ComcastWA
WA Comcast Team

@comcastwa I wouldn't cross either of them. Good luck with the outage. :)

10:48 PM Nov 8th via HootSuite in reply to ComcastWA

Reply 0 0



heididarling

Comcast in Washington State

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What We Learned from Conan, #TeamCoco and other Customers

NOVEMBER 10, 2010 BY [WTNEARY](#) [LEAVE A COMMENT](#)

Comcast video customers in several parts of Seattle suffered a TV outage Monday that was just classic in terms of timing. The outage knocked out the end of Monday Night Football and started a couple hours before [Conan O'Brien](#) made his debut on TBS. We couldn't have planned it to be more irritating.

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BIS_Tacoma A great use case of the benefits of [#socialmedia](#) RT [@wtneary](#) Thoughts...RT [@ComcastWA](#): What Comcast's... learned ... <http://bit.ly/ayHJsd>

Thursday, November 11, 2010 11:39:37 AM via web



jonfran21 [@ComcastWA](#) good article! and thx again 4 getting service restored quickly

Wednesday, November 10, 2010 1:49:16 PM via web in reply to [ComcastWA](#) [Reply](#)

@roguecnidarian I know they can be dicks, but @comcast is still crazy fast here in Spokane. Get it while it's good...

6:59 PM Oct 26th via Tweetie for Mac in reply to roguecnidarian

↩ Reply 13 Retv



chrislongman

Chris Longman

@chrislongman Not only people named Dick, but in Spokane we also have Kens, Julies, Shirleys, Steves, Alans, even a Walter :D

8:05 PM Oct 26th via TweetDeck in reply to chrislongman

🗑️



ComcastWA

WA Comcast Team

@ComcastWA lol, you guys rock!

10:34 PM Oct 26th via Tweetie for Mac in reply to ComcastWA



chrislongman

Chris Longman

007 Takeaways

- 1. Be watchful: Learn about who you want to engage**
 - Listen/Know the person/community
- 2. Be agile with many tools**
 - SM platforms complement each other
- 3. Have a clear purpose**
 - Have a reason you can evaluate
- 4. Be genuine**
- 5. Belong; fit in.**
 - It's a 3-D world; you stand out if you're 1-D
- 6. Cover a lot of territory**
 - Get all the pieces working together
- 7. Be shaken; don't get stirred**
 - Read anything at least 3 times before you post

Thanks

Steve Kipp, VP Communications, Comcast in Washington

The @ComcastCares Team in Philly

Contact : Walter Neary

Walter_Neary@cable.comcast.com

Walter.Neary@gmail.com

Twitter: @WTNeary

The brand: @ComcastWA

www.comcastinwashingtonstate.com

A large group of people, including men in suits and women in formal dresses, are gathered on a stage. Many are clapping, suggesting a celebratory or significant event. The scene is lit with stage lights, and the overall atmosphere is one of a formal occasion.

Questions?