

Social Market Leadership Web Seminar Series - Why You Should Get Proactive on Twitter *Now!*

David Nour, CEO

The Nour Group, Inc. – Atlanta

@davidnour

#NACWA12



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Your Host...

David Nour
The Nour Group, Inc.

- ❖ Business Relationship Experts
- ❖ Social & Growth Strategists
- ❖ Thoughts & Practice Leadership
 - ❖ *Relationship Economics*
 - ❖ *ConnectAbility*
 - ❖ *The Entrepreneur's Guide to Raising Capital*
 - ❖ ***Return on Impact (ASAE, 2012)***
 - ❖ Social Networking Best Practices Series...



Save the Dates...



NACWA
Social Market Leadership
Web Seminar Series

2012 Dates: September 12, October 10,
November 7 & December 12

2013 Dates: January 9 and February 13

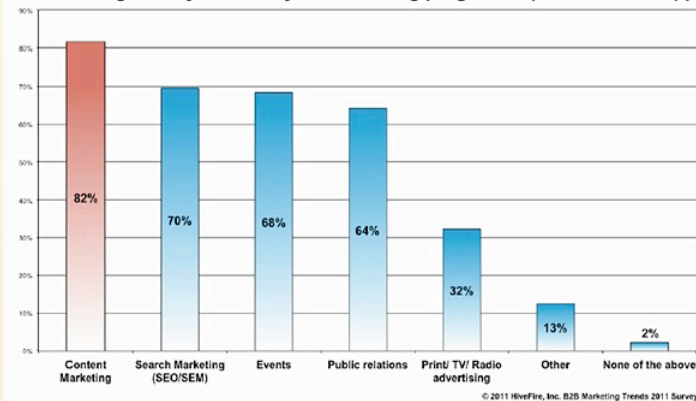
All Seminars are from 2:00 - 3:00 PM Eastern

Today's Agenda

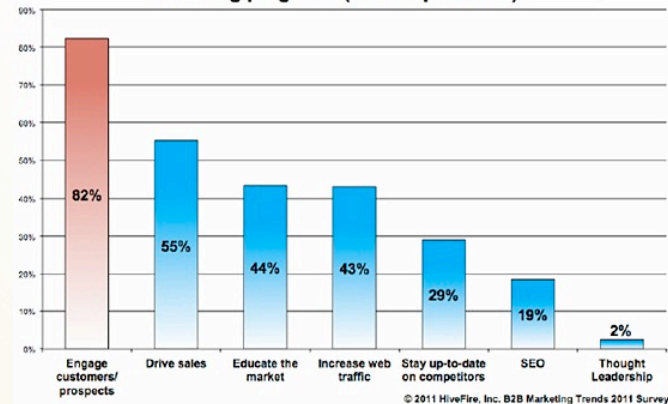
- Twitter's Impact
- Getting Started...
- Tweeting with Value-Add
- Enhance Twitter Experience
- Your Fellow Clean Water Utilities on Twitter
- Get the Right Followers
- Twitter *Next*...

Twitter's Impact

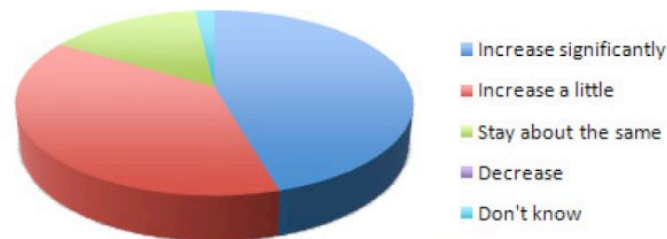
What strategies do you use in your marketing programs? (Check all that apply)



What are the main objectives of your content marketing program? (select up to three)



**In these next 6 months,
do you expect your company's
use of Twitter to:**



Source: MarketingProfs Twitter Survey, April 2009

Interesting Perspective...

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

~ 1 billion users

The Twitter logo, consisting of the word "twitter" in a light blue, rounded, lowercase font with a white outline.

~ 300 million users

From Celebrities...



THE_REAL_SHAQ



TheEllenShow



jimmyfallon



aplusk



MCHammer

To Corporate Brands...

Delta Assist (DeltaAssist)

Bio Timeline Mentions Favorites

64,139 Followers 32,597 Following 102,646 Updates 65 Klout

Bio We're listening around the clock, 7 days a week. We try to answer all tweets but if you require a response pls visit www.delta.com/talktous or call 800-221-1212

The Home Depot (HomeDepot)

Bio Timeline Mentions Favorites

95,303 Followers 34,366 Following 13,009 Updates 73 Klout

Location Your Local Store

Bio Hey, this is Kelly and Blake on our social media team, joined by Jon and team from @HomeDepot_Care. Tell us about the project you're working on!

Twitter <http://twitter.com/HomeDepot>

Website <http://homedepot.com>



To Clean Water Utilities...

Spokesdrop, NEORS (wallywaterdrop)

Bio Timeline Mentions Favorites



1,501 Followers 1,445 Following 6,994 Updates 52 Klout

Location Cleveland, Ohio

Bio Spokesdrop for folks who keep our Great Lake great: Northeast Ohio Regional Sewer District (Official: @neorsd) | Follows/RTs do not mean NEORS endorsement

Twitter <http://twitter.com/wallywaterdrop>

Website <http://neorsd.org>

DC Water (dcwater)

Bio Timeline Mentions Favorites




3,326 Followers 280 Following 7,581 Updates 58 Klout

Location Washington DC

Bio We are DC Water. And water is life. Tweets not consistently monitored from 9 p.m. to 7 a.m. or on weekends. Please call 202-612-3400 for assistance after hours.

SAWS (MySAWS)

Bio Timeline Mentions Favorites



2,378 Followers 1,870 Following 5,654 Updates 62 Klout

Location San Antonio, Texas

Bio Refreshing ideas and water-licious tweets from San Antonio Water System, providing sustainable, affordable water services to more than one million consumers.

Twitter <http://twitter.com/MySAWS>

Website <http://www.saws.org>



SF Water Power Sewer

@SFWater

San Francisco Public Utilities Commission - Your awesome water, wastewater and municipal power agency!
San Francisco, CA · <http://sfwater.org>



1,361 TWEETS

2,063 FOLLOWING

4,981 FOLLOWERS

@davidnour

#NACWA12

Gain Attention & Consumer Insights

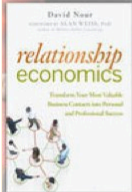
- Build Critical Online Relationships
- Engage Them with Value Add / Share the latest
- Reinforce Existing Customer Base
- Learn the Latest From Your Constituents
- Follow Key Trends / Influencers
- Learn from Consumer Behaviors

Getting Started

- Relationships are Between Individuals!
- Brand Your Online Presence
- Provide Additional / Useful Information
- Include Your Utilities' URL and Other Social Sites
- Promote Your Value-Add but Don't Sell!

NOURGROUP

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relationship economics®
the art & science of relationships

The Nour Group, Inc.
3500 Lenox Road, NE
Suite 1500
Atlanta, GA 30326
www.NourGroup.com
404-419-2115

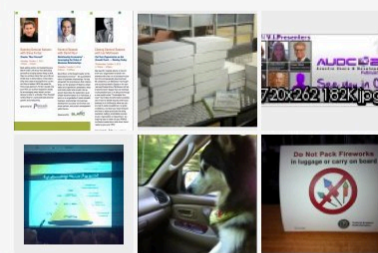
Tweets

Following

Followers

Favorites

Lists



Similar to you



Paul Michelman @pmichelman
Follow



Phil Barta @PhilBarta
Follow

© 2012 Twitter About Help Terms Privacy
Blog Status Apps Resources Jobs
Advertisers Businesses Media Developers



David Nour
@davidnour

Lifelong student of #BusinessRelationships; growth consultant,
international speaker, author: #RelationshipEconomics,
#ConnectAbility, #ROIBook
Atlanta · <http://www.relationshipeconomics.net/blog>

3,329
TWEETS

69
FOLLOWING

4,063
FOLLOWERS



Tweets



58 David Nour @davidnour 4h
Ultimate Wingman GA Heroes Banquet – Nov. 15, Cobb Energy
Centre in Atlanta: @waldowaldman hosts the Ultimate Wi... bit.ly
/VP8RUH
Expand



58 David Nour @davidnour 4h
Confidence Among Small U.S. Businesses Cooled in September
infoinc.com/NACD/101012.ht...
Expand



58 David Nour @davidnour 4h
Trade Group Says Economic Uncertainty Causing Companies to Pull
Back on Business Travel infoinc.com/NACD/101012.ht...
Expand

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Tweet with Value-Add

- Is it Relevant To Them?
- Would They Care?
- Sharing Practice or Thought Leadership
- Improves Their Lives
- Worthy for THEM to share with Others?

No



Hi! I'm Tony Hsieh the CEO of Zappos.com.

Have a question? Here's how to get the fastest response:

Customer service:
Help finding a product
cs@zappos.com
1-800-927-7671

Interviews, PR:
Speaking requests
pr@zappos.com

**Marketing, Sponsorships
Donation & Charity Requests:**
solicitation@zappos.com

Merchandising:
Steve Hill, VP Merchandising
shill@zappos.com

Job Inquiries:
<http://jobs.zappos.com>

Inside Zappos:
<http://blogs.zappos.com>

"You can't stop the waves, but you can learn to surf." -Jon Kabat-Zinn

8:55 PM Sep 2nd from web

Quote

RT

Following "best practices" is a great way to stifle innovation & ensure that your business is average and behind the times.

4:50 PM Sep 1st from web

Tip

RT

Prankster at Zappos builds a better mousetrap -



**Exclusive
inside
video**

6:58 PM Aug 31st from web

Told ghost stories w/ friends last night. Now wondering whether ghosts sit around campfires & tell each other People Stories?

12:38 PM Aug 31st from txt

RT

Stuck on 2-lane road driving behind the car of Twitter CEO @ev. I guess I misunderstood when he told me to follow him.

7:59 PM Aug 30th from txt

**Exclusive
Inside**

RT

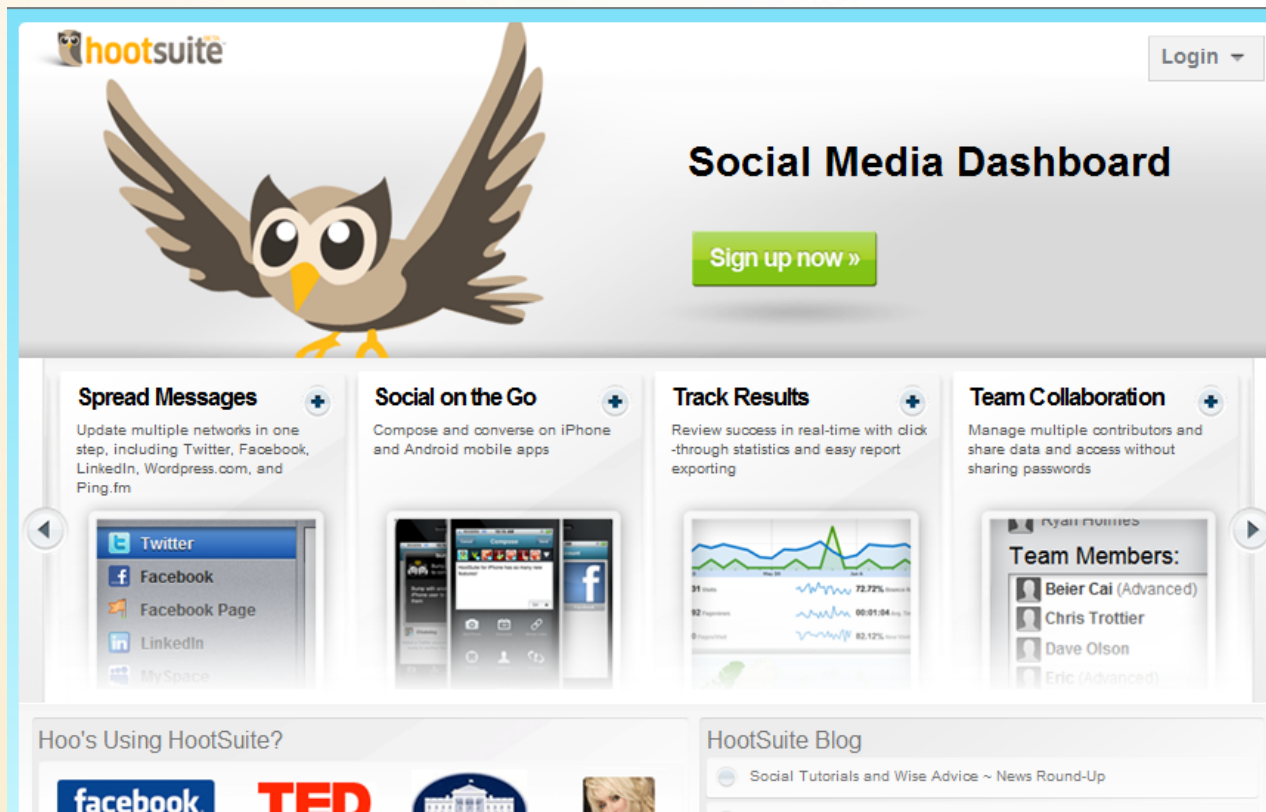


Insights

RT

- At @pud wedding learning the world is just a reflection of who you are.

Enhance Twitter Experience



HootSuite: Read Mentions & DM Updates

The screenshot displays the HootSuite interface with three main panels:

- Home Feed (davidnour):**
 - AMAnet** (10:10am via HootSuite): How Companies Really Become "Best Places to Work" (BNET) #Management | <http://ht.ly/37LTh>
 - ChamberMag** (10:06am via TweetDeck): US Chamber Urges Swift Action to Complete Pending Korea-U.S. Free Trade Agreement - <http://tinyurl.com/2fmf2ps>
 - MissouriChamber** (9:57am via Web): Can our students "wait for superman" for education reform? Business screening with @uschamber today in STL: <http://bit.ly/bpcRgQ> Retweeted by ChamberMag
 - forrester** (10:05am via TweetDeck): Only 29% of Europeans believe their bank acts in their best interests; how Customer Advocacy drives loyalty & sales <http://forr.com/bH6sQW>
 - HBSExecEd** (10:05am via HootSuite): Do you subscribe to HBS Exec Ed's YouTube channel? <http://ow.ly/374ig>
- Mentions (davidnour):**
 - LisaKraus** (Nov 10, 6:11pm via Echofon): @BrittBaptiste @FutureVoices1 So nice meeting you! B sure to follow: @PYMLive @davidnour @ChecklistQueen @RedVelvetEvents @PlannerWire [Show Conversation](#)
 - SalesXecution** (Nov 10, 2:34pm via HootSuite): @davidnour Agreed competing w/ Dinner adds to this group already short attention span. U did a Gr8 job with what you had to work with! [Show Conversation](#)
 - Salesologist** (Nov 10, 2:23pm via HootSuite): @davidnour So while I referred 2 UR Preso as "Surfacey", I don't think U could have gone deeper & held their attention. So job well done. [Show Conversation](#)
 - Salesologist** (Nov 10, 2:20pm via HootSuite): @davidnour Heard at my table and adjoining tables - I know this stuff....but my question: How many actually apply the concepts U put forth. [Show Conversation](#)
 - Salesologist** (Nov 10, 2:18pm via HootSuite):
- Direct Message (Inbox) (davidnour):**
 - AdamMichelin** (Mar 4, 9:31am): I have possible speaking opp for u at a NY b2b tradeshow on May 27th. Interested?
 - carolynstrauss** (Mar 3, 9:32am): David, love your tweets and links. Thinking of you and wishing you a wonderful Wednesday. Thank you. Namaste.
 - marksylvester** (Jan 23, 10:42am): this is the link <http://bit.ly/66VOKr> for wav to txt
 - marksylvester** (Jan 22, 1:42pm): - thanks bud. Already 101 views of the deck on slideshare - link <http://www.slideshare.net/marksylvester/david-nour-connectability-webinar>
 - drbret** (Dec 15, 2009, 3:38pm): Great talking to you today, David. Bret
 - AOPA001** (Dec 7, 2009, 11:01pm): Thanks, David. Glad we had a chance to meet. Hope we connect again! All the best! Craig

At the bottom of the interface, the user name "davidnour" and a "Log Out" link are visible.

@davidnour

#NACWA12

HootSuite: Segment Streams and Listen!

The screenshot displays the HootSuite dashboard with three segmented streams. The top bar includes a 'Compose message...' field, a 'Send Now' button, and a search bar labeled 'Search Twitter...'. Below the top bar, there are tabs for 'davidnour', 'RelationEcon', 'David Nour', and 'David Nour'. The main content area is divided into three columns, each representing a different stream:

- Enterprise Social Networking:** Contains tweets from users like shradr, thepriestinhell, DR4WARD, Iain2008, fredboulanger, Avid_ProTools, and enterprisetwo. The tweets discuss topics like funding for Enterprise Social Networking, media exceptions, and social networking software.
- pfizer_news:** Contains tweets from CHIReports, Sequilabs, julienlivis, pfizer_news, and montebani. The tweets focus on biomarkers, vaults, and Pfizer's RSV program.
- Enterprise Storage:** Contains tweets from ARM_DamianH, iyanferdian, ITnewsfacts, gerald323, itmarketplace, RDCushing, and RDCushing. The tweets primarily discuss Symantec's SaaS enterprise storage products.

@davidnour

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HootSuite: Shorten URL, Schedule Tweets

Compose message...

140

Shrink

Send Now

Select All

Select None

Schedule Message

November 2010

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

2010-11-11

1 : 00

☒ AM ☐ PM

☐ Email me when message is sent

Okay

HootSuite: Hashtags, Links, ReTweets

The screenshot displays the HootSuite interface with a tweet stream. Annotations highlight key features:

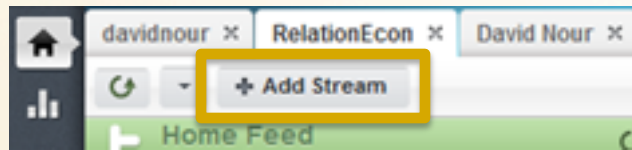
- Shorten URL's:** An arrow points to the URL <http://ow.ly/387M9> in the top search bar.
- Hashtags:** An arrow points to the hashtag [#socialnetworking](#) in a tweet by [socialmedia_jpn](#).
- Links:** An arrow points to the link <http://bit.ly/a0GINE> in a tweet by [frusters](#).
- reTweet:** An arrow points to the text "RT @TheMahrCompany" in a tweet by [North_Group](#).

The tweet stream includes various tweets from users like [peterptng](#), [stevebomford](#), [socialmedia_jpn](#), [workmeter](#), [KC616](#), [BCCommercialAg](#), [ad4gulf](#), [frusters](#), [ChennaiRentals](#), and [TheMahrCompany](#).

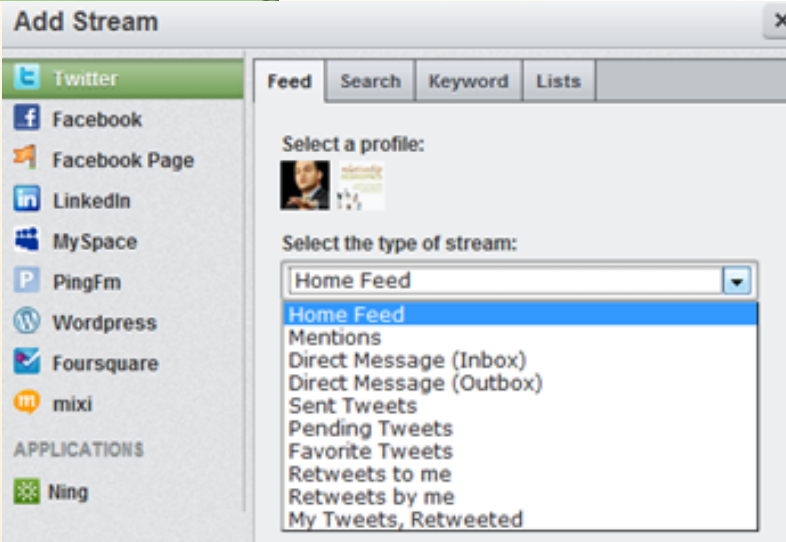
At the bottom, the user [Ali Kafashzadeh](#) is logged out.

HootSuite: Add Streams Per Account / Filter

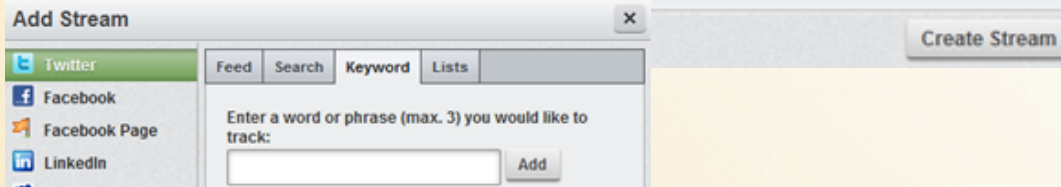
1



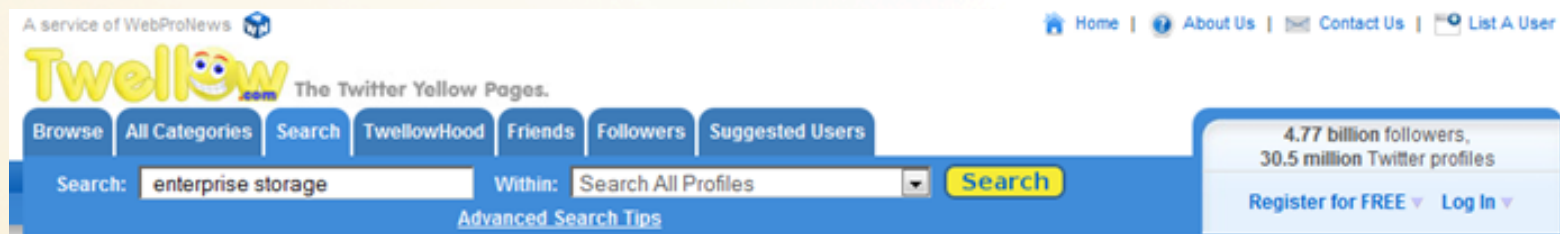
2



3



Follow Influencers - Twellow



Track Keywords / Unique Conversations

- Look beyond your own utility and follow any keywords that are relevant to your specific community
- Engage in relevant discussions to share your expertise or guidance; participate, do not promote
- “Listen Louder” to find the pain and cater accordingly
- Establish the process to feed the right internal or technical individual / team with the relevant market info

Know Your Market Influencers



KLOUT *the Standard for Influence*

[sign in](#) | [sign up](#)

View Your Klout Influence Report

Learn more about our scoring methodology
[Klout Score](#) | [True Reach](#) | [Amplification](#) | [Network](#)

Klout Score

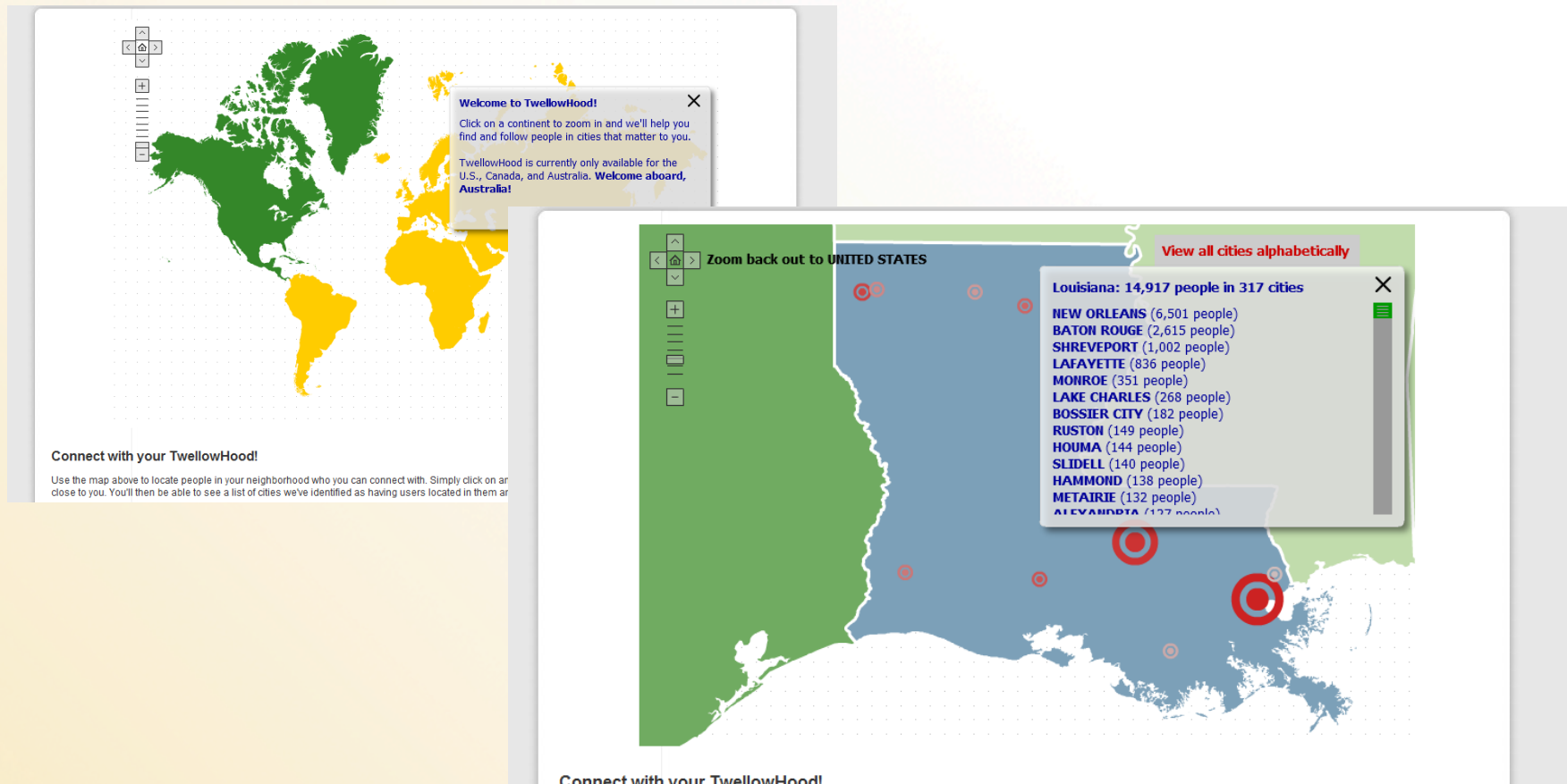
The Klout Score is the measurement of your overall online influence. The scores range from 1 to 100 with higher scores representing a wider and stronger sphere of influence. Klout uses over 35 variables on Facebook and Twitter to measure True Reach, Amplification Probability, and Network Score.

True Reach is the size of your engaged audience and is based on those of your followers and friends who actively listen and react to your messages. Amplification Score is the likelihood that your messages will generate actions (retweets, @messages, likes and comments) and is on a scale of 1 to 100. Network score indicates how influential your engage audience is and is also on a scale from 1 to 100. The Klout score is highly correlated to clicks, comments and retweets.

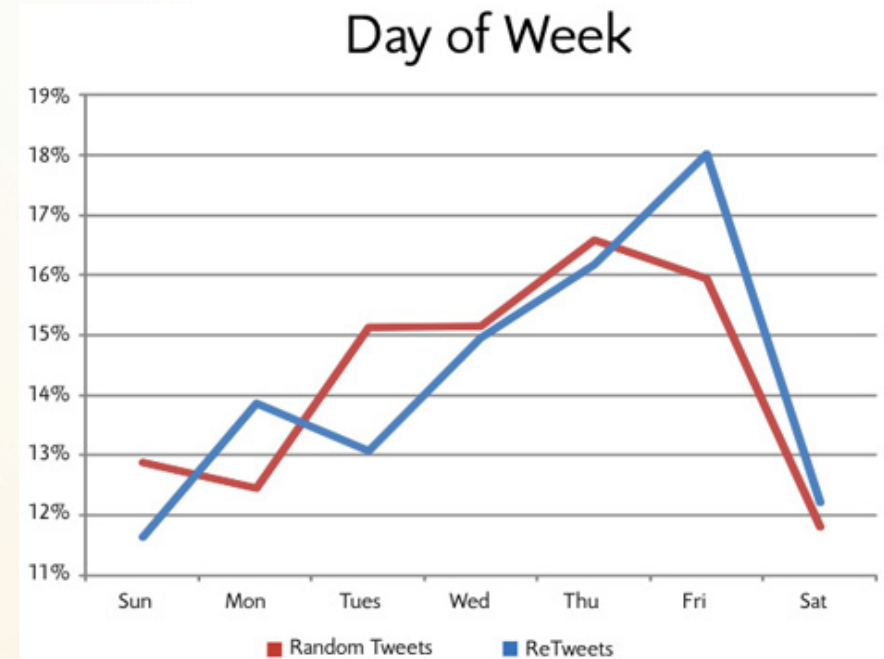
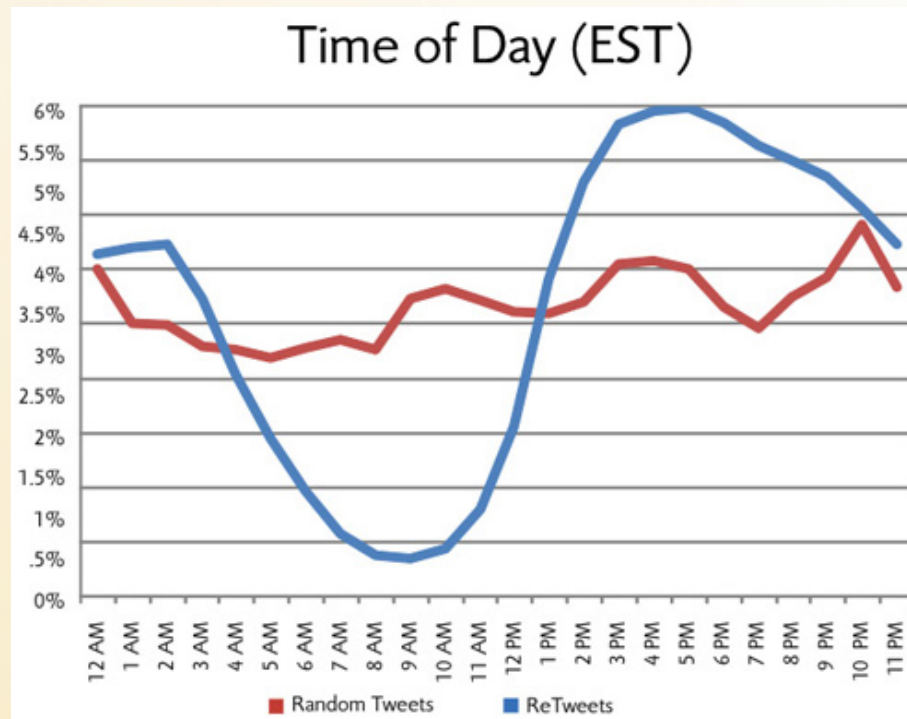
@davidnour

#NACWA12

Twellowhood – Follow People in a GEO...



Optimize Your Tweet Schedules...



Source: FastCompany.com

Attract and Retain The Right Followers

- **Build Relationship – Build Community**
Engage in Conversations
- **Tweet on Topic**
Be the Resource / Lead the Conversation
- **Inbound Marketing**
Pull Traffic to Your Utilities' Twitter Profile

Focus on Your Topic!

lebrun
 @TWalkH
 be it!
 2:40 PM Sep 3rd from w...

@ericaholt Yeah... compared to email
 2:39 PM Sep 3rd from w...

Hmmm. I just notice tweeted... I guess I'
 2:29 PM Sep 3rd from w...

@geoffatdell I'm pa for "sprog" - <http://i>
 9:47 AM Sep 2nd from A

@chrisah I agree NFL to impose sucl away
 7:14 AM Sep 2nd from w

radian6
 radian6's Favorites

djwaldow @davidalston dude. @radian6 is a very shareworthy product. Love you guys
 2:21 PM Aug 24th from TweetDeck

SydneyOwen Oh @radian6, we spend more time with each other than I do with real, live, human beings. You're a good friend.
 10:02 AM Aug 20th from TweetDeck

Lorenzo_CW radian6 is like a huge shopping center for digital knowledge
 8:16 PM Aug 19th from web

JennFowler @davidalston that. Is. Awesome!!!! If I didn't already think that you, and Radian6 were awesome that would have done it.
 1:57 PM Aug 19th from Tweetie

tiphereth @radian6 its such an amazing and powerful tool - I love it and we're already getting a lot of value
 10:15 PM Aug 18th from TweetDeck

mediaist Happy to be back using Radian6 for Social Media

radian6
 Name radian6
 Location Canada, Chicago, Seattle, &
 Web <http://radian6.com/>
 Bio The social media monitoring platform for PR, marketing and customer support pros in corporate and agency settings. Managed by @amercadabra @huggard @davidalston

7,021 6,790
 following followers

Tweets 841


Favorites

Actions
 block radian6

Following


Fully charged (100%)
 Current power plan: HP

In-Bound Marketing with Widgets

 davidnour

[About Twitter](#)
[Resources](#)
[Open Source](#)
[Employees](#)
[Contact us](#)
[Security](#)
[Help center](#)


Follow buttons



Promote your Twitter account and make it easy for people to follow you directly from your website.

[See all Follow buttons](#)

Tweet button



Add a Tweet button to your website and let people easily share your content on Twitter.

[Create Tweet button](#)


Widgets



Put your updates anywhere or create a live stream for an event. Compatible with Facebook, MySpace, Blogger etc.

[See all widgets](#)

Twitter logos & icons



Twitter-approved logos & icons for your use.

[Download Twitter logos & icons](#)

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Market / Promote Your Twitter Stream

Resources > Widgets > Profile widget for My Website

Customize Your Profile Widget

Settings

Preferences

Appearance

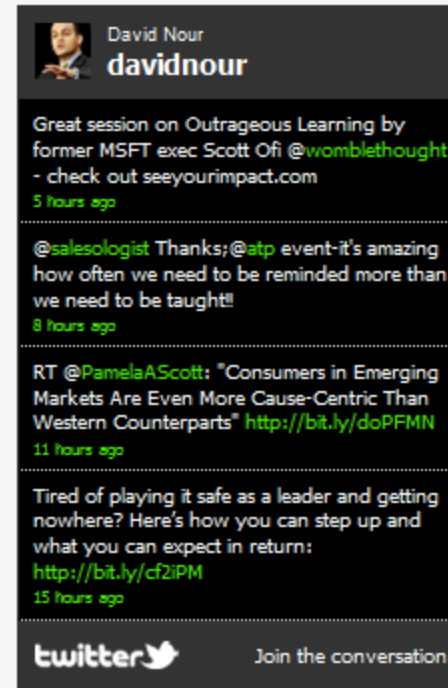
Dimensions

```
<script
src="http://widgets.twimg.com/j/2/widget.js"></
script>
<script>
new TWTR.Widget({
  version: 2,
  type: 'profile',
  rpp: 4,
  interval: 6000,
  width: 250,
  height: 300,
  theme: {
    shell: {
      background: '#333333',
      color: '#FFFFFF'
    },
    tweets: {
      background: '#000000',
      color: '#FFFFFF',

```

Copy and paste this code into an HTML webpage

OR



Test settings

Finish & Grab Code

@davidnour

#NACWA12

Integrate Your Twitter Presence Offline...

Josh Babetski
Senior Product Manager/Evangelist
MapQuest

300 Granite Run Drive, Suite 200
Lancaster, PA 17601

jbabetski@mapquest.com

tel 717 581 4888
aim jbabetski11
@quixado on many online communities.



BURTON

Amanda Wormann
Social Media Manager

twitter.com/burtonsnowboard
facebook.com/burtonsnowboards
youtube.com/burtonsnowboards

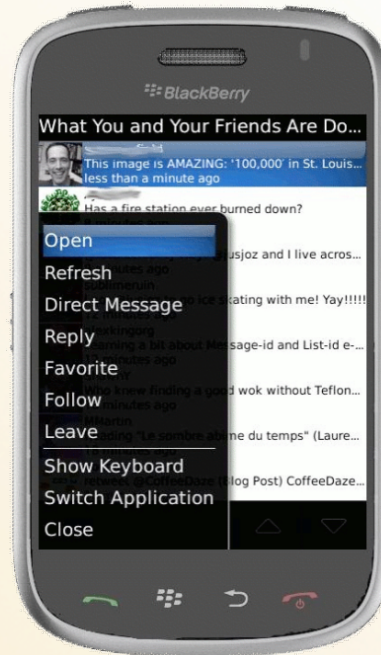
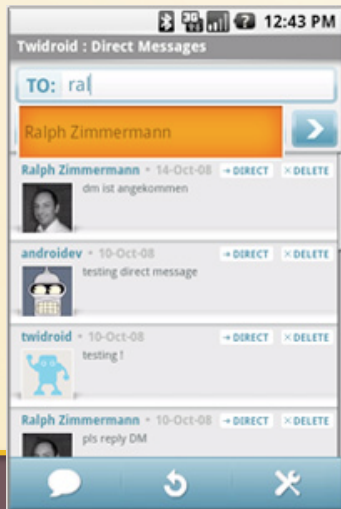
P. (802) 651 0342
F. (802) 651 0333
M. 
E. amandaw@burton.com
W. www.burton.com

Tony Bacigalupo **New Work City**

Mobile:  **Office:** (888) 823-3494
Email: tony@nwcny.com **Twitter:** @nwc
Twitter: @tonybgood **Web:** nwcny.com
Web: tonybacigalupo.com **Address:** 394 Broadway, 8th Floor
New York, NY 10013

Work alongside: entrepreneurs • freelancers • consultants • independents • geniuses

Twitter is Everywhere Your Customers Are



@davidnour

#NACWA12

Five Twitter Tools to Explore...

1. Twitter Search – Twitter's built-in people search is the easiest place to start, but isn't necessarily the best way to find people on Twitter. Twitter Search is much better, especially using their advanced search page
2. Twellow – Is an excellent search tool for prospective clients with over 6.2 million Twitter user profiles now indexed in Twellow and placed into a huge number of categories
3. Tweepz – Allows you limited searches to specific parts of Twitter's user information (such as name, bio and location)
4. Twitterel – You can search for prospective clients to follow by doing keyword searches of tweets
5. WeFollow – Is a Twitter user directory that organizes people by hashtags



Twitter Kiss of Death!

1. Do Not purely tweet self promotional stuff.
2. Don't spam your timeline
3. Be a real person
4. Never ignore any messages sent to you
5. Get rid of auto messages
6. NEVER refer to your followers as your fans!
7. Never post offending opinions, politics, religion
8. Follow people that will benefit your business
9. Don't leave me hanging - add links for logical call to action
10. Get involved & engage others in a conversation

NACWA Social Market Leadership Webinars

- Nov. 7 – Are You *Really* LinkedIn?
- Dec. 12 – Leveraging Facebook for Utility Organizations
- Jan. 9 – YouTube and The Power of Online Video
- Feb. 13 – Social Media & Clean Water Utilities – Case Studies and Best Practices

ReturnOnImpactBook.com



It's time to Rethink and Reinvent ROI.
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Beyond a Social Construct

We've all read really interesting books that theorize how something should or could be done. Much of it sounds fascinating and we can't wait to jump in and try some of the ideas. Two challenges: first, beyond our every desire, we simply may not have the knowledge or the ability. Second, beyond our every intention, reality sets in with pesky details like competing priorities, resources (time, human, capital), buy-in from senior leadership or the board as well as those across business units, geographies, or other functions. Hence the fundamental difference between strategy formulation and strategy execution.

[Learn More](#)

[invent]

We've all read really interesting books that theorize how something should or could be done. Much of it sounds fascinating and we can't wait to jump in and try some of the ideas.

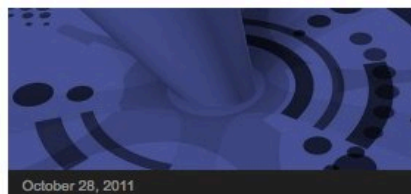
[join the community](#)

Social = Listen Louder!



October 28, 2011

1 to Everything



October 28, 2011

[What is IMPACT?]

[click here to find out more](#)

Follow Us!



@davidnour

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2. Attend the Webinar Series consistently...
3. Subscribe to Monthly Newsletter
4. Return on Impact Group
5. Follow @davidnour





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