Washington State Tourism

@experiencewa
A Twitter Case Study

September 23, 2009
Twitter Speak

- **Tweet**: A post or status update on Twitter, limited to 140 characters
- **Retweet (RT)**: To reuse someone else’s content as your own tweet
- **At Reply (@username)**: A public tweet directed at another Twitter user or users
- **Direct Message (DM)**: A private message to another Twitter user
- **Link**: A Tweet that includes a URL
- **Hash Tag (#)**: Used to group topics by keyword, making them easier to search
- **Short URL**: A shortened URL – a better fit for 140-character Tweets
- **Tweeps/Tweeple**: People who use Twitter
Why is Washington State Tourism on Twitter?

Objectives

• Engage with online community in new way
• Interact with travel industry partners around the state
• Serve as news vehicle
• Raise awareness of Washington state as a travel destination
Why is Washington State Tourism on Twitter?

www.twitter.com/experiencewa

Exciting news! RT @suefrause: Individual tickets on sale (online) for Vancouver 2010 Winter Olympic Games http://shar.es/1rGk4
about 1 hour ago from TweetDeck

Head to Rattlesnake Hills for HalloWINE 2009; Oct. 31, free entry, dress up for discounts on wine http://www.rattlesnakehills
about 4 hours ago from web

RT @SeattleMaven: A little reminder that S@heartSAM is closed Mon-Tues for their ‘off-season’ schedule. http://bit.ly/X5Uu0
about 4 hours ago from web

RT @FOktoberfest: Get ready to see pumpkin guts fly in the #fckt Texas Chainsaw Pumpkin Carving Contest in 10 minutes!
11:56 AM Sep 20th from wcb
Quick Facts about @experiencewa

- Launched: January 2009
- Average tweets per day: 7
- Amount of retweeted content: 42%
- Amount of @reply content: 12%
- Total following: 1,474
- Total followers: 2,186 and growing...
  - Washington state residents
  - Travel industry partners
  - Media
  - Travelers
Who do we follow on Twitter?

VisitSpokane


10 minutes ago from TweetDeck

about 1 hour ago from TweetDeck

Spokane’s Sister City celebration is this week. http://bit.ly/6QHIW (via @SpokaneCity & @SweetValetta)
about 3 hours ago from TweetDeck
Who do we follow on Twitter?

VisitRainier

Share with us! We've started our Visit Rainier Facebook page & would LOVE to hear your experiences & see your photos! http://bit.ly/Dnk57

15 minutes ago from TweetDeck


44 minutes ago from TweetDeck

Thanks for the #FF love! @thehikingcenter, @GoParks, @HikingTwits, @PuyallupFair, @NPSEMR_SEast, @usparkscm, @WhitePassByway

9:04 PM Sep 18th from TweetDeck
Who do we follow on Twitter?

yakimavalley

9/20 “All Ford car show and shine,” Sarg Hubbard Park “Ponies in the Sun” http://bit.ly/VWW8u via @addthis
1:22 PM Sep 20th from web

5:43 AM Sep 20th from web

Taste of WA Naches Heights vineyards-Cowiche Canyon Conservancy Benefit 9.19 12-6pm http://budurl.com/rtqh
5:56 AM Sep 19th from web

Soap box derby-Sunnyside-Sunshine Days http://budurl.com/wr8va
Who do we follow on Twitter?

@cwood Hooray! Let me know if you book!
8 minutes ago from web in reply to cwood

RT @kirste I'm looking for a designer to create a logo & biz card for me & possibly tweak webpages. Any recs? Local graphic & web designers?
9 minutes ago from web

THANK YOU TO @CHOOSESPUN FOR YOUR DONATION TO SAVE THE TA-TA'S! Hotel Max Cure Crew is one step closer to our goal thanks to you!
10 minutes ago from web

@gabbycat HAHABA You are awesome!
Who do we follow on Twitter?

RT @kittycommittee has a set of cuddly twins! http://ow.ly/pTy8

@kairuy Did you like Padma's saffron dress last night?

One GREAT song per night is all I ask. @Seattle_Events So far so good. (the over the top dance group was the 1 in Ep. 3...hilarious)

#gee Caught up with Episode 3 using Hulu. What potential with these characters!
Who do we follow on Twitter?

Travel delays expected on Snoqualmie Pass Sunday
http://bit.ly/Lduu4
about 21 hours ago from API

One year after WaMu became the largest bank in U.S. history to fail, former workers still grapple with unanswered questions
about 21 hours ago from web

Mentally ill killer caught in Goldendale, Wash., area
http://bit.ly/ZXOMm
about 22 hours ago from API

Husky football jumps to No. 24 in new AP rankings just released.
Who do we follow on Twitter?

BudTravel

RT @SeatGuru And that goes for everyone! Have seat reviews to share?! Tweet me, email me (erin@seatguru.com), or submit it on the site!!

about 3 hours ago from web

@jacqi47 that's pretty good! we'll give you old faithful. now get to Pearl Harbor, pronto! http://bit.ly/3WsJFA

about 6 hours ago from web in reply to jacqi47

RT @elliottdotorg RT @msnbc_travel: Why 2010 will be the year of the travel deal http://bit.ly/1V7kVC

about 6 hours ago from web
How do we Twitter?

Most popular Twitter topics:

• Festivals and events
• Hotel deals and packages
• Travel tips and trends
• Transportation news
How do we Twitter?

From TweetStats:

10 12 2009 2010 adventure amazing annual art article beach beautiful beer best big blog budurl cascades celebrate check chocolate cities city coming cool day days deal did dinner downtown event events excited family farmers favorite fest festival food forget forks free friday fun getaway gig going good great happy harbor head home hotel @hotel_max @hotel_murano hotels hour ideas info inn island islands juan july june kids @king5seattle know la lake leavenworth list live local looking love loving make market mt museum music named national need new news night olympic open org outdoor ow package packages park parks peninsula perfect pics pike place places planning port post rainier restaurants rock room san sat saturday season @seattlemag @seattlemaven seattles @seattletimes spokane spring start starts state story suggestions summertime sunday tacoma taste tasting thanks tickets time times today tomorrow tonight tour tourism travel trip tweeps twilight valley visit @visitmtrainier @visitspokane wa walla washington week weekend whidbey wine wineries winery www yakima @yakimavalley year yum

Your top five words: rt, seattle, weekend, www, washington. (Tell your tweeps)
What have we learned from Twittering?

• It’s addictive
• Information spreads quickly
• Giving credit goes a long way
• Links are your friend
• You have to follow to be followed
• If someone has a negative opinion, you’ll hear about it
What have we learned from Twittering?

• Tools like TweetDeck are big time-savers
How should you Twitter?

It’s probably easier than you think!

- **DO** Tweet about what you already know
- **DON’T** be afraid to ask your followers for their insight
- **DO** engage directly with your followers through @ Replies and DMs
- **DON’T** reinvent the wheel – leverage relevant information that other people are already Tweeting for RTs
- **DO** follow your followers’ followers
Want to know more?

Helpful resources:
• Twitter’s Help Portal (http://help.twitter.com/portal)
• The Wall Street Journal: How to Twitter (http://online.wsj.com/article/SB123638550095558381.html)

Tools:
• TweetDeck (www.tweetdeck.com/beta)
• TweetStats: (http://tweetstats.com/)

Short URL Generators:
• Bit.ly (http://bit.ly/)
• Tiny.cc (http://www.tiny.cc/)
Want to know even more?

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