

### An introduction to micro-blogging

#### Do you tweet?

One of the new social media tools that could be useful for analyst relations is the micro-blog (e.g., Twitter, Jaiku and Pownce). Micro-blogs enable users to type brief text updates (e.g., 140 characters for Twitter) and post them to be viewed by either anyone or by a limited group. It resembles instant messaging in its brevity, but offers one-to-many distribution and message archiving capabilities.

In this SageCircle AR Briefing, we provide AR teams with a quick introduction to micro-blogging using the most popular service as an example. The goal is to help you get up-to-speed on the implications of micro-blogging for AR so that you can make the important decision whether to add Twitter to your mix of interactions.



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## Key Issues addressed in this AR Briefing

- What is micro-blogging
- Getting started on Twitter
- Tools and tips on being an efficient Twitter user
- The SageCircle survey of analysts on Twitter
- How Twitter can fit into the mix of interactions

### The SageCircle Advantage

#### – We're ready when you need us

- Created Analyst Twitter Directory
- Highly visible user of Twitter
- Extensive user of other social media
- Actively researching analyst micro-blogging

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*Peggy O'Neill, former VP of Analyst Relations, Oracle*

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## SageCircle AR Briefing: Twitter 101

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