



@TheCR Quick Case

Your Name: Rachel Happe

Organization: The Community Roundtable

Name Your Technique (be creative): Be A Twitter Winner

Competency (Bold one or more):

Strategy
Leadership
Culture

Community Management

Content & Programming
Policy & Governance
Tools
Metrics & Measurement

What was the problem or opportunity?

As a brand new company we needed to get our brand out to the market and quickly. A large percentage of our target market is using Twitter and we wanted to start the conversation with them.

What was the goal?

Grow our brand Twitter presence quickly with our target market using [@TheCR](#) rather than our personal accounts.

What did you do?

We set up our Twitter account early to 'park' the domain but word got out earlier than we had intended and a lot with a lot of tweeting. Because Jim & I have robust networks of our own, many of those people were interested in what we were doing and spread the word early about our new Twitter account.

Early on, we did not yet have much of our own content, so we began culling and retweeting things that would be of interest to our intended audience.

Once we got into our launch funnel, we started actively following individuals discussing events or content that indicated they were in our core audience. Examples of



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	<p>this were people discussing Community 2.0, FoumeOne's Unconference, Enterprise 2.0, #CmtyChat, etc.</p> <p>By providing relevant aggregation of content and proactively reaching out to follow our niche audience, The Community Roundtable's Twitter following has grown relatively quickly.</p>
What was the impetus for doing it the way you did?	Starting a business
How many resources (time/money/heartburn) did it take? Be specific.	For the initial 4-6 week period we spent roughly an hour a day nurturing our Twitter presence. This has varied as we've moved on - some periods when there are events or discussions going on are higher and some periods are a little lower.
Which tools were used (software, hardware, office supplies, models, books, etc.)?	We use Seismic Desktop since it has both multi-account and group functionality. We use Twitter search to monitor for keyword conversations - watching for terms like 'community management', 'community manager', and 'Enterprise 2.0'. We use Bit.ly to track RTs and click-throughs.
Who was involved (roles - not names)?	The two principals of The Community Roundtable.
What was the quantifiable outcome, if any?	We started our Twitter account on April 13 th , 2009. As of June 26, 2009 we have 935 followers and we follow 1,119 people. In May we had 3,459 click-throughs on tweeted items. We've had 650 updates.
Did anyone have an 'A Ha'	We weren't sure what to expect when we



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moment? Did they gush?
If so, please share.

started in terms of metrics so no particular a ha there.

One realization that we did have was that RTing things with event hashtags is a great way to gain additional exposure as many people watch event streams who may not be tweeting themselves.

Were there any other unexpected outcomes – good or bad?

Anecdotally, The Community Roundtable has been able to establish a market presence relatively quickly – at least in terms of awareness. There are a number of factors to this but we believe having a Twitter presence has contributed to this.

What did you learn?

People will follow a clearly marked ‘brand’ account if it offers relevant information.

It is difficult as the people responsible for the account to navigate the line between what we send to our personal accounts vs. the brand account. Many personal followers do so because we share information, which we now share primarily through @TheCR account. We RT from both accounts occasionally but want @TheCR to have unique value on its own. Not always obvious what information goes where.

What would you do differently?

Early on, we would have parked the Twitter account but not started following people immediately, which is what got people tweeting about it earlier than we had intended.

We also are continuing to work on establishing a consistent cadence, tone, and scope for the account. That is an on-going process.



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Any parting advice?

It is neither as difficult or as simple as it might appear. Unlike a lot of marketing, it does not require any big spurts of effort or cost but instead requires regular care and feeding.