



*Best Of*

## Twitter usages for corporations September 2009

### 1. Mes premiers pas avec twitter: comprendre et débiter<sup>i</sup>

Short video by Fadhila Brahimi describing this microblogging platform useful for the personal or professional branding.

<http://www.emilieogez.com/web-20/microblogging-web-20/mes-epremiers-pas-avec-twitter-comprendre-et-debuter/>

### 2. Mode d'emploi technique: Twitter Search In Plain English<sup>i</sup>

Interesting video explaining how Twitter Search creates new opportunities for business feedback, tracking real time news and discovering trends

<http://www.commoncraft.com/twitter-search>

### 3. Best practices for corporate twittering<sup>i</sup>

Many companies want to start using Twitter to promote their brand and business, but don't really know where to start. As most companies are starting to realize, Twitter is a great way to start a dialogue with customers and prospects. Here is a short list of best practices for corporate Twittering. Most small-to-medium businesses should be able to achieve results with a couple of hours of effort per week.

<http://socialmediatoday.com/SMC/119962>

### 4. Ten basic rules of Twitter<sup>i</sup>

One of the funniest things about Twitter is how it has spawned a language unto itself for those who use it. So to help you avoid being a "twidiot" or a "twanker" - here are a few rules that seem to have become generally accepted for how to get set up, brand yourself or your organization and converse on Twitter.

<http://www.socialmediatoday.com/SMC/116567>



## 5. Twitter bible: everything you need to know about twitter<sup>i</sup>

This is an article from "CIO Insider" by journalist CG Lynch who tracks how technologies developed in the consumer space and on the Web become palatable for business use. Here are some hints on how to start with Twitter for business use

[http://www.cio.com/article/492019/Twitter\\_Bible\\_Everything\\_You\\_Need\\_To\\_Know\\_About\\_Twitter](http://www.cio.com/article/492019/Twitter_Bible_Everything_You_Need_To_Know_About_Twitter)

## 6. Twitter for recruiters: How to, help and hype<sup>i</sup>

Twitter may be the only tech business that gets more buzz than Google. However, Twitter is not as ubiquitous as the media would have you believe. The microblogging platform has the potential to be a beneficial tool for recruiters with the inclination and the patience to master it. It has three main benefits: it's a recruiting tool, a branding tool and an industry barometer. To remove some of the mystery surrounding Twitter, this paper tries to show recruiters how to get started with it and use it effectively in your work.

<http://www.etheryl.net/BOOSTZONE/myfiles.mv?action=download&id=157174565933831040085&contextid=1247123724&context=G&scope=grad&type=pdf>

---

<sup>i</sup> You might need a password to read the whole article. Please contact us at [bestof@boostzone.fr](mailto:bestof@boostzone.fr)  
The links are given without guaranty of accessibility by Boostzone Institute.  
The readers have to respect the copyright when applicable.