

### **Twitter used locally...**

Earlier this summer, I was given the following opportunity. In this, can we use social media to create awareness for an artist, drive traffic to their website, drive publicity for his upcoming concerts, and drive sales?

*Here is the breakdown:*

Local musician plays 3 big shows in 1 week ( [www.justinklump.com](http://www.justinklump.com) )

But, who is he?

We wrote Press Release, Built up online follower base (We meaning... Gunnar Simonsen and partners)

Sent 4 tweets...that resulted in 100 hits to musician website

By the week of the concerts... (which also was less than a week after the death of Michael Jackson)

Was the #1 trending topic on Twitter in the city (This means people were tweeting about this “unknown” musician)

We built the base and fed them content.. the base in turn... took it and ran with it

Imagine of this was multiplied 100 fold? The potential reach is unimaginable!

### ***From local grass roots to global mass movements...***

#### **Iran Protests: Twitter, the Medium of the Movement - Time.com**

On June 13, when protests started to escalate, and the Iranian government moved to suppress dissent both on- and

off-line, the Twitterverse exploded with tweets from people who weren't having it, both in English and in Farsi. While the front pages of Iranian newspapers were full of blank space where censors had whited-out news stories, Twitter was delivering information from street level, in real time:

Examples of real tweets:

*Woman says ppl knocking on her door 2 AM saying they were intelligence agents, took her daughter*

*Ashora platoons now moving from valiasr toward National Tv staion. mousavi's supporters are already there. my father is out there!*

*we hear Idead in shiraz, livefire used in other cities RT*

The U.S. State Department doesn't usually take an interest in the maintenance schedules of dotcom start-ups. But over the weekend, officials there reached out to Twitter and asked them to delay a network upgrade that was scheduled for Monday night. The reason? To protect the interests of Iranians using the service to protest the

presidential election that took place on June 12. Twitter moved the upgrade to 2 p.m. P.T. Tuesday afternoon — or 1:30 a.m. Tehran time.

As you can see from these two cases... if used correctly... Twitter can be an effective tool.