



The Sci-Fi show *Eureka* uses **Twitter** to build interest and conversation around their **S.A.R.A.H.** character. Employees from the agency and client assume the voice of S.A.R.A.H. and respond to people's comments with "unscripted" tweets, turning TV audiences into advocates without any Web design, development or hosting costs.



Zappos CEO **Tony Hsieh** and 435 of his **employees** use **Twitter** to provide transparency and to demonstrate the company's commitment to excellent service as a defining feature of the brand. He personally responds to people's questions and concerns while also promoting sales and events. Mr. Hsieh now has over 22,000 followers on Twitter.



JetBlue views **Twitter** as an information booth and customer service tool with a corporate communications manager dedicated to monitoring and responding to what is said about the brand. Mr. Johnston's personal responses provide the opportunity to guide, inform and address concerns in real time as they are happening in the real world.

Twitter, the pioneering **micro-blogging** service, allows people to send and receive real-time updates (called "tweets") about the little things in life happening between blog posts and e-mails – each limited to 140 characters. These "tweets" can be viewed by whoever opts to "follow" you, and can be sent, received and updated in real time via your Web browser, SMS, RSS, instant messaging and e-mail.

Global visitors to Twitter grew almost fivefold to **5.6 million** in September from a year ago. With so many people trying to stay connected and living their daily lives out loud, it's easy to see why brands are intrigued by the opportunities to **listen** to, learn from, or even communicate directly with their audiences.

Most brands are still quite cautious about how to approach a social network like Twitter where the standard rules of engagement don't apply, but some **brands** willing to take the risk are finding a great deal of reward in this new way to help build more personal relationships, 140 letters at a time.

Can your brand turn a little small talk into a personal relationship?