

Twitter Moves Beyond Fad Stage at IDG and Reed

Social media—Twitter in particular—is being taken very seriously at IDG and Reed Business Information, two of the publishers that have landed in our latest b2b Twitter Account Snapshot (see chart below). Both are leaning heavily on social media to bind personal relationships between the reader and the brand.

At IDG's *PC World*, the editors tweet frequently to deepen relationships and establish ongoing conversations with their audience. Alexa Wiggins, *PC World*'s director of online marketing, tells *min's b2b* that LinkedIn, Facebook and Twitter have enabled the editors to have a direct link to the concerns of their audience. For instance, a Twitter question might be, "My computer crashed, what should I do?" The editor's response links to the site where a concise resolution can be found. And then the community grows as the response is re-tweeted to a new network of "friends." As Wiggins describes it, *PC*

World approaches social media as a way to share content and readership, not to launch marketing programs.

At Reed's *Publishers Weekly* and *Variety*, the regular tweeting of editors to keep the reader informed and connected has been built into the business model. Twitter is viewed as a new delivery system for content, one that reaches the audience outside the bounds of print, Web sites and e-newsletters. "Twitter also offers us a way to do something we haven't been able to do before, which is to claim our brand, so to speak," says Rachel Deahl, news editor of *Publishers Weekly*. "We can now tweet our news before others tweet it for us."

The main goal, when it comes to Twitter use, is to educate readers, says Dan Blank, RBI's director of content strategy & development. "It is interesting being b2b, because we are always walking that fine line [between business and more general

information]," Blank says. When editors reply to tweets, they steer away from the sensational, celebrity-driven posts, because they want their core audience to be the business-driven b2ber. The question to ask always is: Does this tweet enhance the audience's business and work flow with useful and pertinent information?

Abe Burns, director of online marketing at *Variety*, is also focused on engaging readers with the brand. At the entertainment bible, Twitter enables editors to quickly share pertinent stories with the showbiz industry—with a producer or agent who is on the road who needs news and analysis ASAP, Burns says. Twitter also lends itself well to entertainment awards polls—Emmy predictions, for example—that in turn help keep the *Variety* brand alive and well in the 21st century. —Greer Jonas

b2b Twitter Account Snapshot

We did our monthly Twitter check on Monday, Aug. 17, to see how the b2b magazine Web sites listed in our Digital Media Boxscores on pages 2-3 are faring in their quest for Twitter followers. Below are the top 10 b2b magazine Twitter accounts sorted by the biggest increase of followers from July to August.

	Title/Publisher	Followers (8/17)	Followers (7/20)	Diff. in # Followers
1	Variety.com/Reed	18,665	15,931	2,734
2	Adweek/Nielsen	9,169	6,634	2,535
3	Fast Company/Mansueto Ventures	33,210	30,676	2,534
4	Ad Age/Crain	31,209	29,066	2,143
5	Billboard/Nielsen	5,353	3,428	1,925
6	Inc./Mansueto Ventures	14,942	13,071	1,871
7	Entrepreneur	9,663	8,390	1,273
8	Publishers Weekly/Reed	7,740	6,793	947
9	PC World/IDG	7,137	6,205	932
10	Wireless Week/Advantage	3,408	2,707	701

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strong opinions with authority and then pursue those individuals as sources for articles.

On the interactive side, Tomasulo says that Twitter is a very effective means of getting immediate reader response and pushing those readers to a feature on the

Web site that asks for deeper interaction. "Most of the people who take our insta-polls are probably coming from Twitter," she says.

While Hanley Wood often links their Twitter, Facebook and LinkedIn presences by referring people from one to

the other, Tomasulo thinks that Twitter occupies a discrete place. "I feel closer to readers than I ever did before. I learn from their concerns. It is a way of interacting with them every day."—Steve Smith, *min's b2b* Boxscore Analyst