

#amtwit

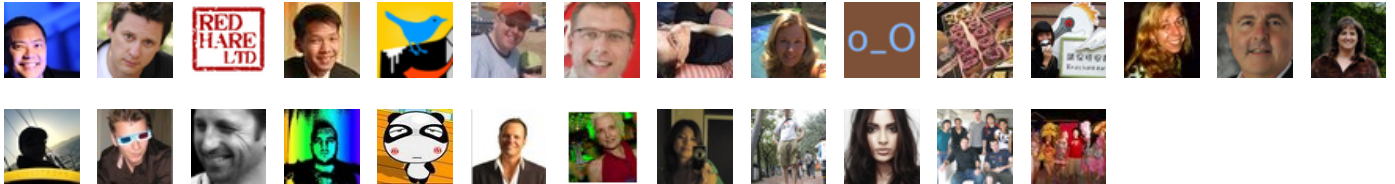
AmCham HK Twitter Power Lunch

An introduction to Twitter and what it can do for us personally and professionally

Trending Words

twitter, @jayoatway, event, @davko1, rt, power, social, lunch, it's, brand., use, fear, <http://tr.im/r9fz>, follow, message

Event Participants





Join @JayOatway @EricPong and me at AmCham lunch preso on Wed about Twitter Power <http://tr.im/r2PX> (follow in realtime with #amtwit)

06-Jul-09 16:31 | davko1



Tomorrow's Power Twitter lunch in HK is going to be awesome. Get tickets here: <http://tr.im/r9Fz> (or track it at #amtwit)

07-Jul-09 00:23 | JayOatway



Twitter Power event with @davko1 and @JayOatway, hosting by @ChiefRedHare is now SOLD OUT!!! Follow the event live <http://tr.im/r9Fz> #amtwit

08-Jul-09 02:13 | RedHareLtd



Power event with @davko1 and @JayOatway, hosted by Red Hare's @ChiefRedHare is now SOLD OUT! Follow the event live <http://tr.im/r9Fz> #amtwit

08-Jul-09 02:13 | RedHareLtd



Twitter event with @davko1 and @JayOatway, hosted by Red Hare's @ChiefRedHare is SOLD OUT! Follow the event live <http://tr.im/r9Fz> #amtwit

08-Jul-09 02:14 | RedHareLtd



RT @RedHareLtd Twitter event with @davko1 and @JayOatway..... is SOLD OUT! Follow the event live <http://tr.im/r9Fz> #amtwit

08-Jul-09 02:31 | melvinyuan



Getting Internet setup, using a wireless modem over 3G and it's working great! #amtwit

08-Jul-09 04:01 | davko1



My Twitter Power Lunch #amtwit <http://flic.kr/p/6CViS6>

08-Jul-09 04:14 | JayOatway



Lots of questions about Twitter already and we haven't even started yet! #amtwit

08-Jul-09 04:18 | davko1



The Cliftons training center facility is a great space. #amtwit

08-Jul-09 04:28 | davko1



About to kick-off our presentation at Twitter Power Lunch -- everybody say Hi and include our hashtag #amtwit

08-Jul-09 04:35 | JayOatway



hi everyone at Twitter Power! hope the event is going well!! #amtwit

08-Jul-09 04:35 | TwitORMcom



At Twitter Power lunch- @davko1 is explaining hastags -- follow us today at #amtwit. Here's a link for hastags: <http://hastags.com>

08-Jul-09 04:41 | JayOatway



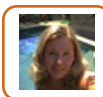
@JayOatway I went ahead and setup a twapperkeeper for your event #amtwit at <http://twapperkeeper.com/amtwit/>

08-Jul-09 04:42 | jobrieniii



@davko1 Great start of the meeting except the drinks. #amtwit

08-Jul-09 04:43 | Kenth



Howdy from Calgary, Alberta....What's for lunch? #amtwit (Does that really mean, am a twit?)

08-Jul-09 04:47 | Prairies



#amtwit what is twapperkeeper?

08-Jul-09 04:47 | Kenth



#amtwit in the meeting @crownring

08-Jul-09 04:50 | crownring



@JayOatway Correct me if I'm wrong - didn't you mean to say hashtag and direct to <http://hashtags.org>? #amtwit

08-Jul-09 04:52 | fsutoby



Twitter as a platform will last because it is user-driven #amtwit

08-Jul-09 04:53 | davko1



Twitter is safe because you can block users, control who accesses your feed #amtwit

08-Jul-09 04:53 | davko1



what are the security issues please? #amtwit

08-Jul-09 04:56 | crownring



@jayoatway talking about Zappos Twitterers as example of transparency. Credit to the brand. #amtwit

08-Jul-09 04:56 | davko1



Trying to explain that businesses shouldn't use Twitter to spam out their message #amtwit

08-Jul-09 04:58 | JayOatway



At #amtwit - Jay, any real example of company using Twitter in a good or bad way?

08-Jul-09 04:58 | cynthiamania



@jayoatway talking about having his own Twitter account hacked 2 weeks ago. #amtwit

08-Jul-09 05:00 | davko1



RT @JayOatway Trying to explain that businesses shouldn't use Twitter to spam out their message #amtwit <right on>

08-Jul-09 05:01 | EurekaJanet



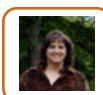
On Twitter, don't tell people about your brand, *be* the brand. Authenticity matters. #amtwit

08-Jul-09 05:02 | davko1



RT @JayOatway: Trying to explain that businesses shouldn't use Twitter to spam out their message #amtwit ...

08-Jul-09 05:03 | rmolden



RT @rmolden RT @JayOatway: Trying to explain that businesses shouldnt use Twitter to spam out their message #amtwit ...

08-Jul-09 05:03 | terrytraveland



What's everyone's favorite URL shortening service? Share with the Power Lunch at #amtwit

08-Jul-09 05:11 | JayOatway



@JayOatway #amtwit bit.ly the best of the bunch in my view, esp if you use the browser sidebar

08-Jul-09 05:13 | loosewire



@JayOatway <http://tr.im> - if for no other reason than it's a great URL for the service! #amtwit

08-Jul-09 05:13 | emesel



I signed in Twitter and aheaded the pages at #amtwit

08-Jul-09 05:18 | winniejia



How many hours a day do you spend on Twitter? Sometimes it's never off. #amtwit

08-Jul-09 05:28 | davko1



wefollow.com is a phone directory for Twitter by topic. #amtwit

08-Jul-09 05:33 | davko1



"You tweet how do you eat?" @jayoatway explaining how he makes a living. #amtwit

08-Jul-09 05:35 | davko1



@JayOatway I have two, Hootsuite makes checking stats easy with owly and Bitly for all other tweets. a bit messy, but convenient #amtwit

08-Jul-09 05:36 | douglaswhite



Journalists used to make a living on content, today they make a living on how much traffic they generate. #amtwit

08-Jul-09 05:37 | davko1



Twitter: the next best thing to being there. I unable attend @JayOatway Twitter talk @ Hong Kong AmCham, but I'm tracking it via #amtwit

08-Jul-09 05:41 | kari_jensen



It's not about which tool you use, it's about what mix of tools. #amtwit

08-Jul-09 05:43 | davko1



@jayoatway will he support tweet for pay? No. But each person sets their own ethical standards. #amtwit

08-Jul-09 05:45 | davko1



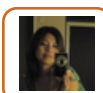
Talking about how to get "old school" bosses to let you use Social Media -- it's got to produce results! #amtwit

08-Jul-09 05:46 | JayOatway



Engagement is the point of social media, don't fear negative comments about your brand. Fear ignorance. #amtwit

08-Jul-09 05:47 | davko1



RT @davko1: Engagement is the point of social media, don't fear negative comments about your brand. Fear ignorance. #amtwit

08-Jul-09 05:54 | Mylinhnigan



@JayOatway I would say that a measured amount of generic posting can raise awareness, but no engagement = death #amtwit

08-Jul-09 06:12 | douglaswhite



If you haven't been following #amtwit today, check it out. A nice example of how online/offline conversations collide <http://bit.ly/aTKpJ>

08-Jul-09 06:28 | MarketingEds



@JayOatway @davko1 Thanks for insights and povs on twitter today. Great lunch. Kudos to AmCham for organizing. #amtwit

08-Jul-09 06:39 | Kenth



Thanks to all who came to the AmCham lunch today, so glad we did away with slides and just riffed. So many smart questions! #amtwit

08-Jul-09 06:48 | davko1



Exec search consultant said bosses forbid social media in the workplace. Mind still boggling abt that. #amtwit

08-Jul-09 06:50 | davko1



@davko1 I just noticed that our mktg person in Australia asked you what Cliftons location you were in! So funny! Quick response! #amtwit

08-Jul-09 07:38 | KrisSaul



@KrisSaul I know, so responsive! Very impressed with Cliftons! #amtwit

08-Jul-09 07:48 | davko1



@moonstarlady Creativity always builds on the past. Twitter may not last 10yrs, but new tools will build on what it has begun. #amtwit

08-Jul-09 08:12 | JayOatway



@rrskda Your right, only that which can measured can be improved upon. Fortunately, SM tools can easily provide lots of metrics #amtwit

08-Jul-09 08:15 | JayOatway



@jobrieniii Thanks so much for the Twapperkeeper. You helped make a point as to how helpful Twitter can be. Much appreciated #amtwit

08-Jul-09 08:18 | JayOatway



@JayOatway True. I guess I'm looking for which metrics have been proven to correlate to a dollar value--it's all pretty new to me #amtwit

08-Jul-09 08:20 | rrskda



@rrskda Twitter can be a bit like attending a business conference--everyday! New relationships can breed new biz opportunities #amtwit

08-Jul-09 08:27 | JayOatway