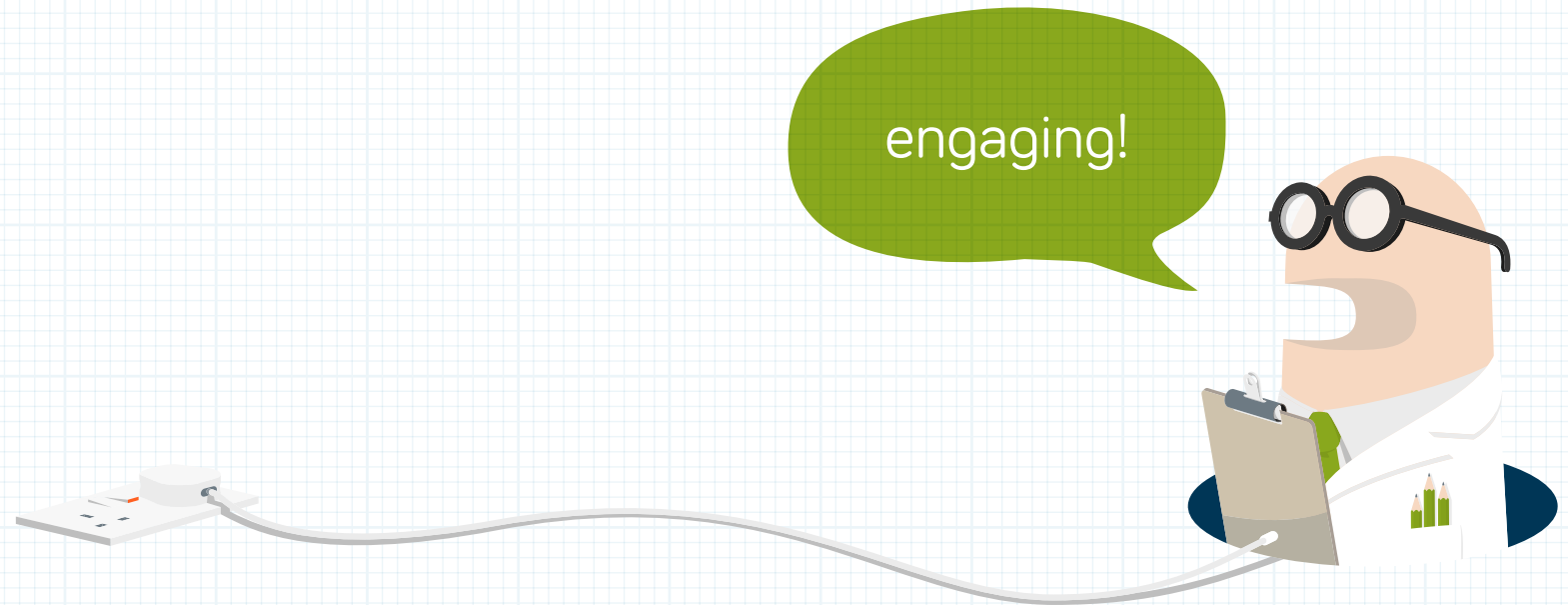


Brandwatch Report/ Brands on Twitter/ 2013



A look inside global brands' Twitter usage

Discover how the world's leading brands stay on top of their market using Twitter, from their type of engagement to the platform they perform it on.



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Brandwatch Report

Brands on Twitter/ 2013

“ A brand must use consumer participation to shape the fundamentals of what it offers people, and constantly keep up with changing needs. It’s the game of relevance, and brand and consumer must be on the same side. ”

Tracey Follows, Planning Partner, VCCP

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Brands on Twitter/ 2013

Introduction/

It's 2013: Are brands getting better at using Twitter?

Each day, brands are actively discussed just about everywhere online. Some are listening to this, but many simply aren't paying attention. Many still miss out on crucial opportunities by treating Twitter as exclusively a broadcast platform, expecting to influence customers with little to no community-building efforts. Limiting Twitter solely to a one-way platform ignores the vital importance of broader engagement with customers.

Used effectively, Twitter can bring brands closer to their audience, generate traffic to their website, find potential customers, cultivate relationships with advocates, increase brand awareness and much more.

Here at Brandwatch, we're passionate about tracking how businesses are using social media to achieve great success. Each year, we analyze how the world's leading brands are using Twitter: from their level of engagement to the different platforms they perform it on, as well as comparing this to usage in previous years.

To gather these insights, Brandwatch carefully selected a sample of 253 top brands that we felt best represented the market, covering a broad segment of popular brands in the US, UK and elsewhere. The results are especially valuable for businesses looking to adapt and compare with the leading competition in the wider market.

If you'd like to discover how social media can benefit your business, or discuss the countless ways that using social media monitoring and analytics can add value to your bottom line, then check out our [library](#), gaze at our [gallery](#), or get in touch with us for a [live demo](#) of our platform.

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Key Findings/

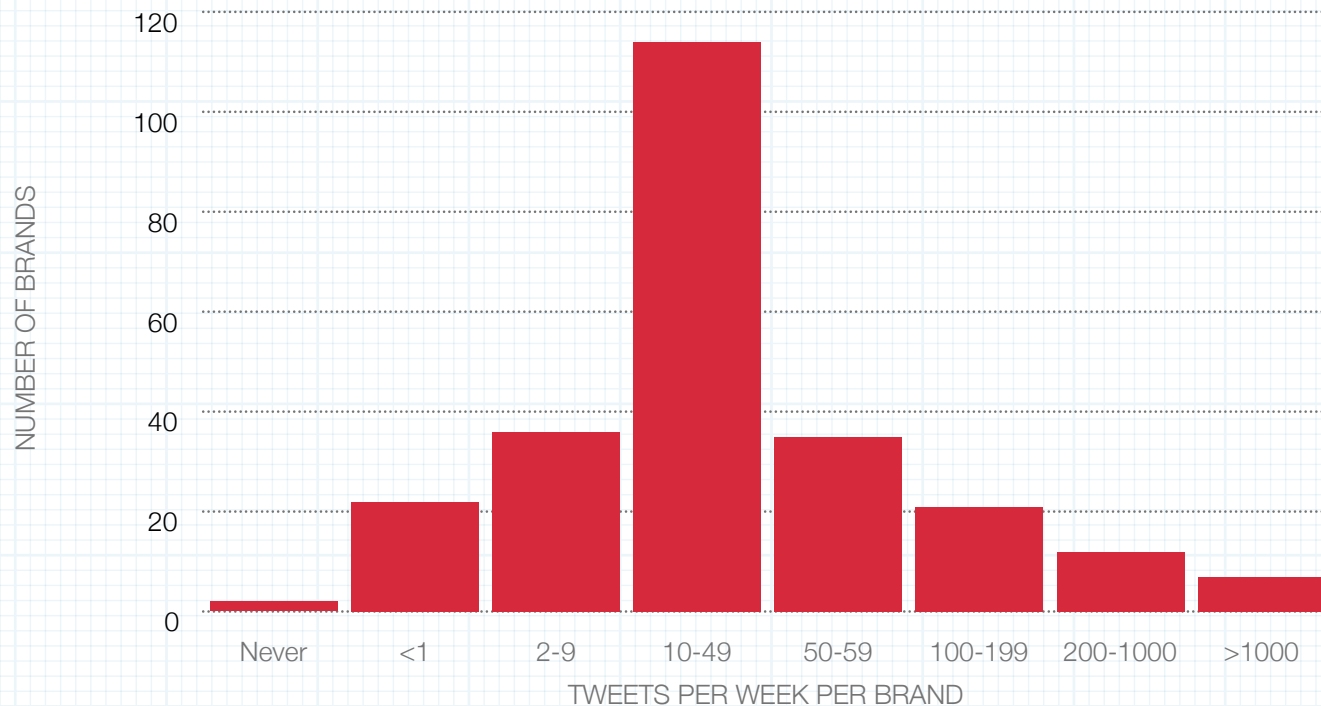
2013 changed the way global brands use Twitter:

- Of 253 monitored brands, 2.4% did not use Twitter at all.
- Apple was the most famous brand notable in its absence from Twitter, still opting to avoid social media.
- Approximately 97% of major brands tweeted in 2013, compared to 90% in 2012 and only 62% in 2011.
- Brands tweeted on average 30 times a week or more, a four-fold increase since 2012.
- Nearly two thirds of all brands had multiple accounts.
- 69% of brands used Twitter for both broadcast and engagement purposes.
- A third of all brands exclusively used the Twitter website for tweet publication.
- Both the emergence of new tools and clients preferring the web interface negatively affected the most popular platforms from 2012.
- A whopping 57% of brands changed tools in the past 12 months.

Brands on Twitter/ 2013

Twitter Activity/

Of the 253 brands monitored, 6 never tweeted or did not even have a Twitter account.

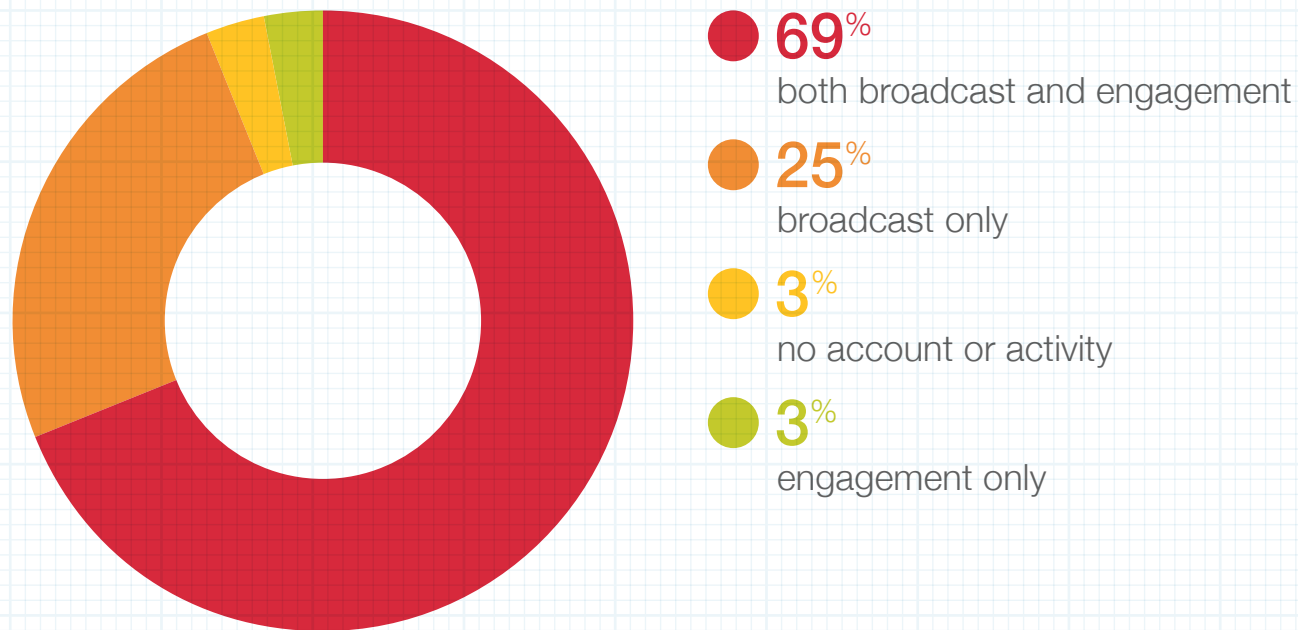


- In 2013, 97.6% of the monitored brands tweeted, compared to 90% in 2012 and just 62% in 2011.
- 145 brands (more than half) tweeted 30 times per week or more.
- It is generally easier for customers to find brands on Twitter if the handle is as close to the company's name as possible, and can be inconvenient if it's not. @Moonpig, for instance, is not managed by the greeting card company. It is actually owned by a father who used his children's nickname and "regrets it every Christmas and Valentines."
- Twitter clearly specifies in its terms that usernames are provided on a first-come, first-served basis and cannot be reserved. Those 2.4% that are yet to secure their Twitter handle better act fast.

Brands on Twitter/ 2013

Twitter Engagement/

Most brands used Twitter for both broadcast and engagement reasons.

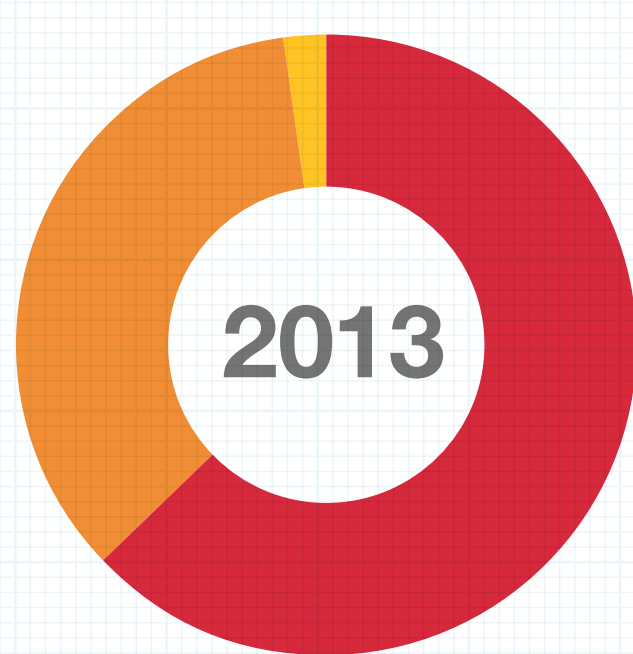


- Most brands recognized that Twitter is best utilized as a two-way publishing channel.
- Just 3% of the brands used Twitter exclusively for engagement, only responding to customer inquiries.
- Among the 100 most-followed brands, @Notebook, @ESPN, @PlayStation and @Disney engaged the most with their Twitter audiences.
- UK brands @BBCBreaking, @chelseafc and @arsenal are among those that scored the highest levels of engagement.
- One quarter of all brands used Twitter solely as a broadcasting channel, using it in the same way as they do traditional media.

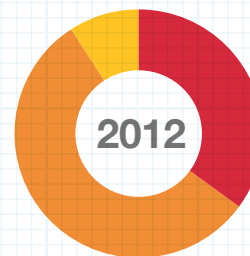
Brands on Twitter/ 2013

Twitter Profiles/

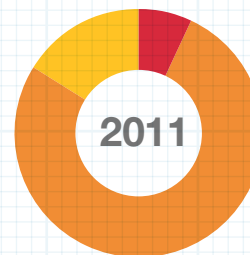
The majority of brands had multiple accounts, a remarkable 28% increase since 2012.



KEY: ● 63% MULTIPLE ACCOUNTS
● 35% ONE ACCOUNT
● 2% NO ACCOUNT OR ACTIVITY



KEY: ● 35% MULTIPLE ACCOUNTS
● 56% ONE ACCOUNT
● 9% NO ACCOUNT OR ACTIVITY



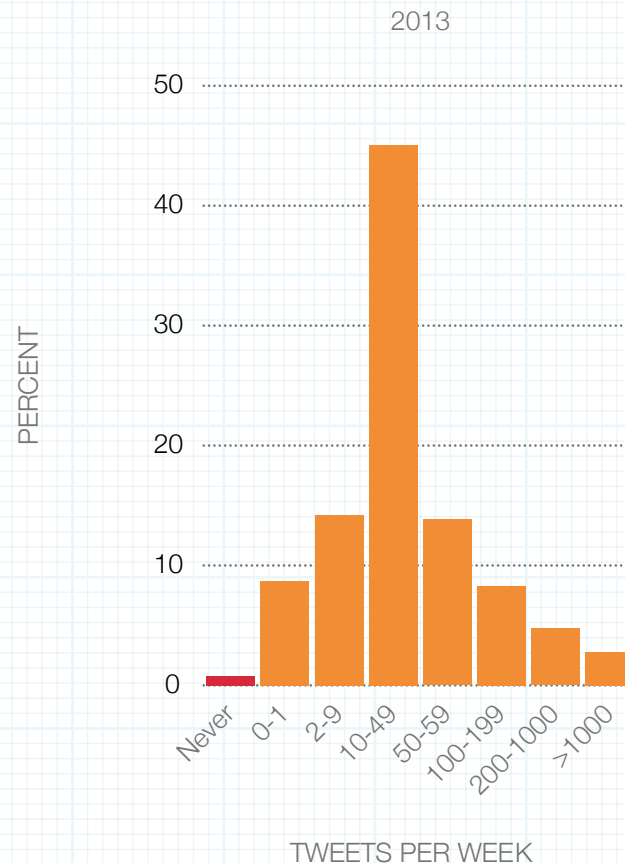
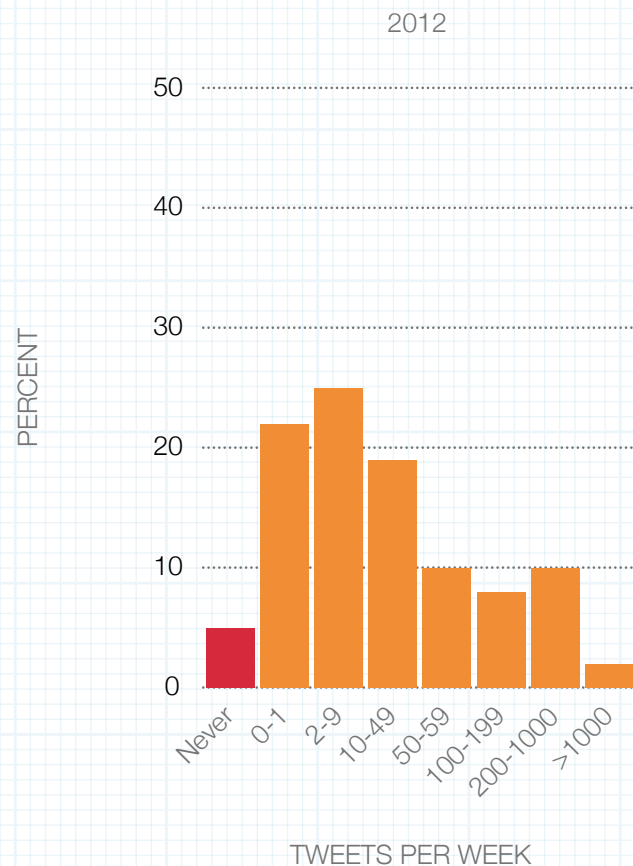
KEY: ● 7% MULTIPLE ACCOUNTS
● 77% ONE ACCOUNT
● 16% NO ACCOUNT OR ACTIVITY

- The number of brands using multiple profiles has increased nine-fold (from 7% to 63%) over the last three years.
- In 2012, only 35% used multiple accounts, while the majority had just one.
- A common use of multiple accounts is to have one that allows for engagement - mostly in the form of customer service - and another for offers and company news.
- Dell has the most Twitter accounts (44), each of them covering a different department.
- HootSuite, CoTweet, Buffer and Twitterfeed are just a few of the tools for businesses needing to manage multiple profiles.

Brands on Twitter/ 2013

Timing is Everything/

Brands tweeted more frequently than in 2011 & 2012.



- In 2012, half of the monitored brands tweeted fewer than seven times per week. In 2013, half put out more than 30 messages a week.
- While research suggests that weekends are the best time to reach customers on Twitter, finding the times that work best for your audience is key to engagement.
- Some highly engaged brands, such as @NBA and @WWE, tweeted every few hours, while others like @Facebook or @Dropbox tweeted only once a week or even once a month.

Brands on Twitter/ 2013

Tweet Frequency/

US brands were generally more active than UK brands.

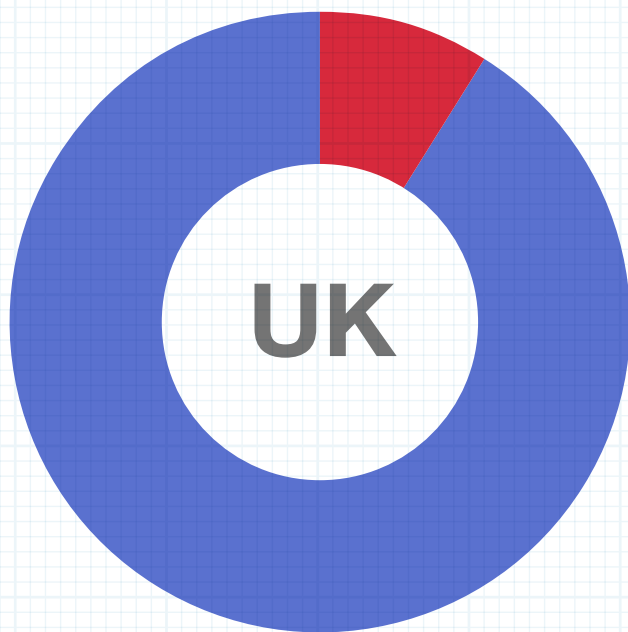
| Tweets per week | UK | US |
|------------------|-----|------|
| Maximum | 113 | 2500 |
| Average (median) | 23 | 32 |
| Average (mean) | 30 | 221 |

- In 2013, US brands tweeted on average 221 times a week, while UK brands tweeted only 30 times a week.
- Tweeting more content does not necessarily translate into more engagement, especially when there is little strategy behind the content.
- The ten most prolific brands out of the top 100 most-followed brands on Twitter tweeted every 6 to 20 minutes. None of them made the list of most engaged brands.
- Research by Twitter showed that tweets with media (e.g., photo/video) received 3 to 4 times more engagement than those without.

Brands on Twitter/ 2013

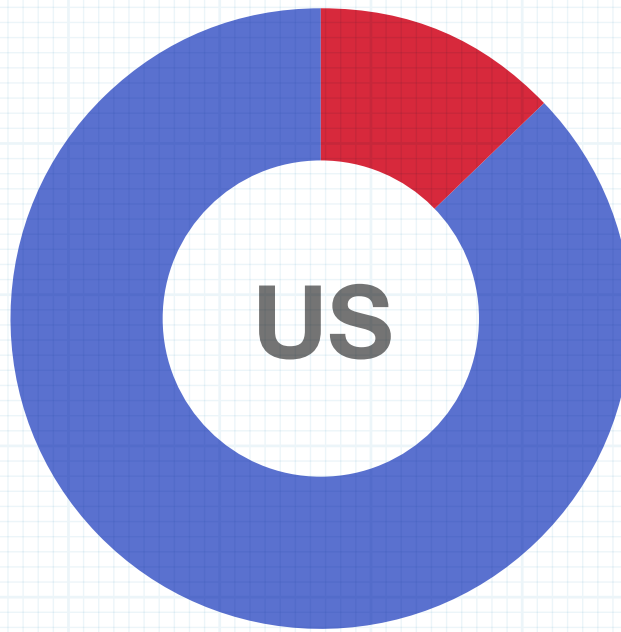
Tweet Frequency/ cont...

The average size of the team responsible for Twitter was relatively similar in the UK and the US.



9% of brands in the UK display the size of the Twitter team

4 UK team members on average



13% of brands in the US display the size of the Twitter team

4 US team members on average

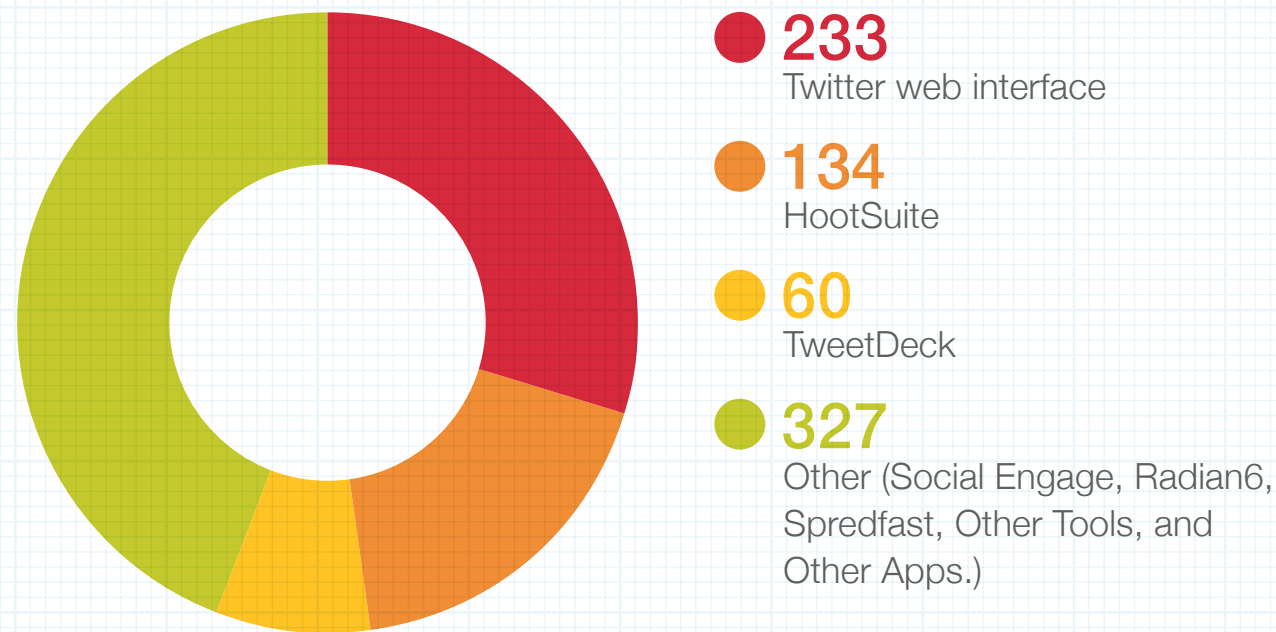
- Twitter departments usually consisted of four team members in both the UK and the US.
- The maximum tweets per week for brands monitored in the US was 2500, as opposed to just 113 tweets in the UK.

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Brands on Twitter/ 2013

Twitter Platforms/

Most brands tweet via the Twitter web interface or HootSuite.



- A third of all brands preferred to use just one tool to publish tweets.
- More than half of all brands used the web interface along with at least one other tool.
- 38% never used the web interface at all.
- Tweeting through Twitter apps, such as iPhone apps, Twitterfeed and tweeting buttons, remained fairly popular for brands.

*Other tools include platforms with fewer users, such as Shoutlet.

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Brands on Twitter/ 2013

Twitter Platforms/ cont...

The most popular platforms have been hit by the emergence of new tools and brands preferring the Twitter web interface.

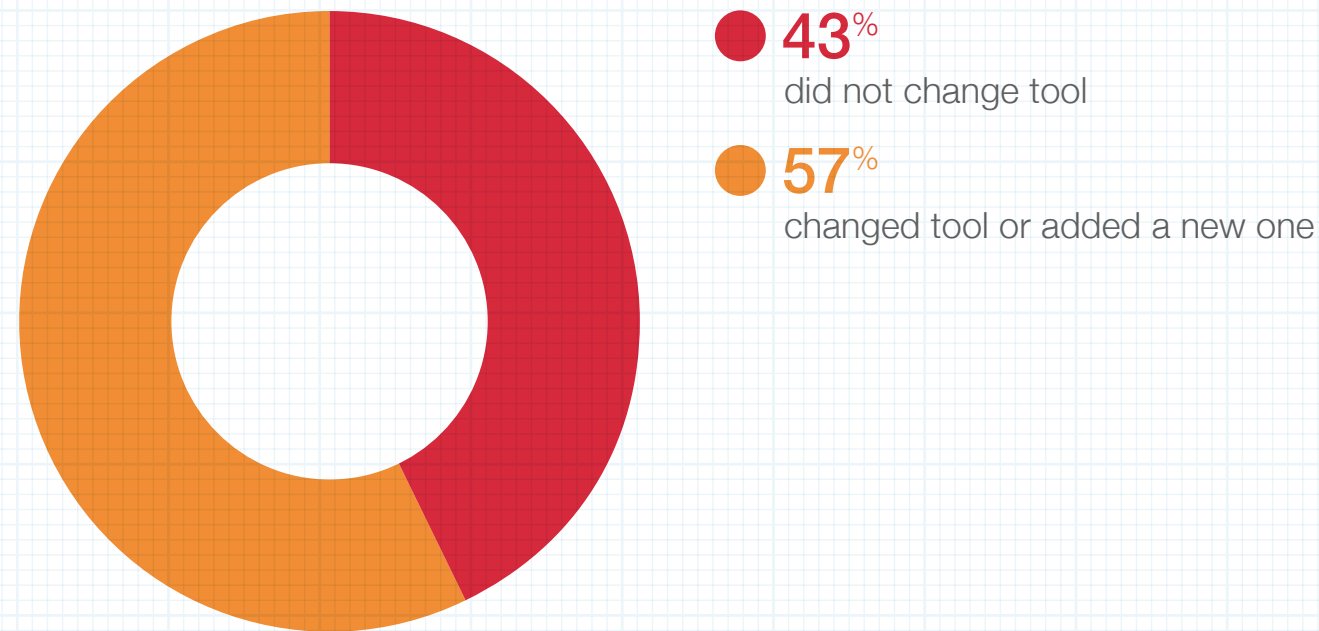
| Client | 2011 Share | 2012 Share | 2013 Share | Change in Share |
|-----------------------|------------|------------|------------|-----------------|
| Twitter Web Interface | 26% | 28% | 30% | +2% |
| HootSuite | 16% | 24% | 18% | -6% |
| TweetDeck | 19% | 11% | 8% | -3% |
| SocialEngage | 16% | 6% | 4% | -2% |
| Twitterfeed | 1% | 1% | 1% | +0% |
| Radian6 | 2.6% | 4.1% | 3.1% | -1% |
| Spredfast | 0.4% | 0.6% | 2.4% | +1.8% |
| Other | 22% | 29% | 39% | +10% |

- As the popularity of social media continues to grow, so too do the number of platforms to update and monitor.
- The most successful new entrants in the “Other” category were Sprout Social and Conversocial.
- 20 of Interbrand’s top 100 global brands used HootSuite, including H&M, Gap, Panasonic, Porsche and IBM.
- Of all the tools used, Spredfast showed the largest increase in share year-on-year.

Brands on Twitter/ 2013

Platform Loyalty/

57% of all brands switched tools or started using more than one tool in the last year.



- More than half of all brands analyzed switched tools in the last 12 months.
- Of the brands who used a single tool in 2011, two-thirds were using a different tool in 2012. This continues the trend from last year's report.
- With more than 500 million registered users, and more than 200 of those using twitter.com to post updates, the market for Twitter clients is huge.
- Twitter has mobile apps for iPhone, iPad, Android, BlackBerry, Windows Phone and many more. In 2012, Twitter introduced user caps for most third-party Twitter clients, effectively implementing a 100,000 user limit any outside client can ever have.

Brandwatch Report

Brands on Twitter/ 2013

Thank you/

We hope you enjoyed reading Brands on Twitter/ 2013. Here at Brandwatch, we help clients to easily understand large datasets across a wide range of industries and provide them with the tools they need to gain real, actionable insight. Whether on Twitter or on blogs, forums, news sites and other platforms, we present clients with the means to not only monitor conversation but also the opportunity to become a truly social enterprise.

/about Brandwatch

Brandwatch powers social analytics and intelligence across the enterprise, enabling more than 700 leading brands and agencies to monitor and identify key insights from the social web to make smarter business decisions. The Brandwatch platform delivers broad coverage of online conversations and interactions, comprehensive analysis, and a configurable user experience that can be easily adapted to multiple use cases. Using these capabilities, organizations can use social data to grow brand awareness and reputation, mitigate PR crises, conduct market research, uncover sales opportunities, more effectively support customers, and identify advocates and influencers. For more information, please visit www.brandwatch.com.

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To find out how Brandwatch can improve your business or to schedule a demo, visit Brandwatch.com/demo or contact us today:

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