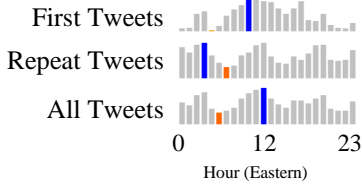


4 Key Tweeting Attributes of Twitter Legend, Guy Kawasaki

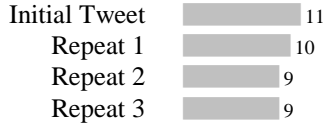
Attribute #1

Guy Kawasaki Tweets like a Firehose, Tweeting interesting content all day long. He repeats his initial Tweet 3 times, 8 hours apart

Average Tweets per Hour** = **3.4**

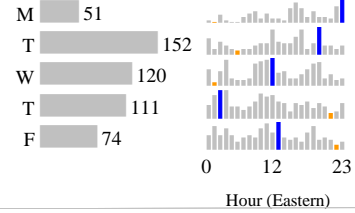


Median ReTweets/Repeat*



*ReTweets counted up to 7:59 mins from initial Tweet

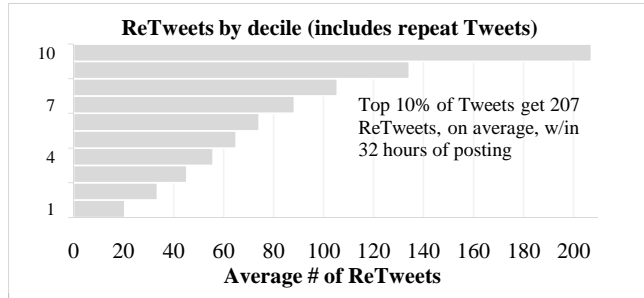
Average Tweets per Day** = **82.6**



** Alltop links only, includes repeats

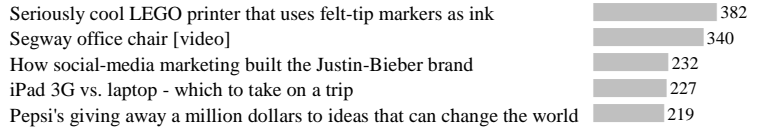
Attribute #2

Tweet to be ReTweeted. Sure, Guy's got 250,000 followers, but his reach is far greater than that, thanks to ReTweets.

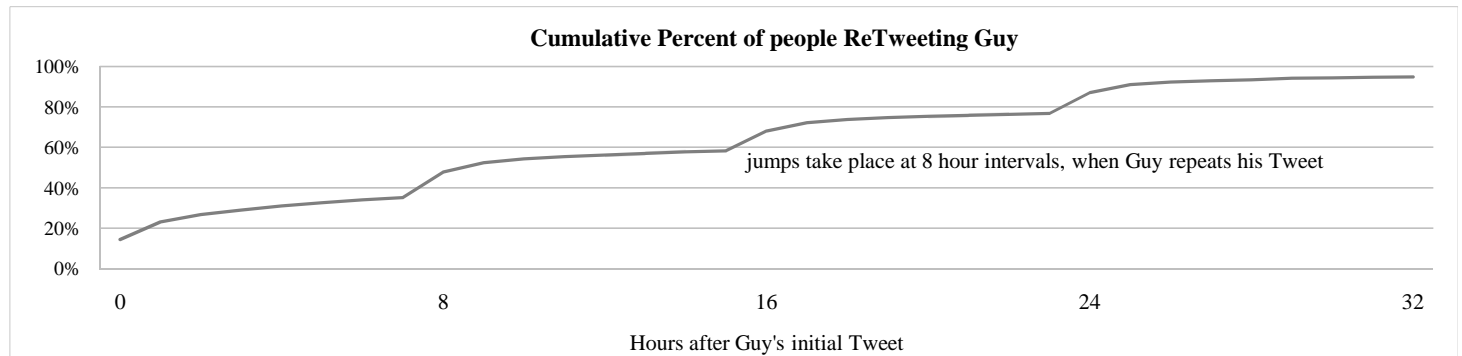
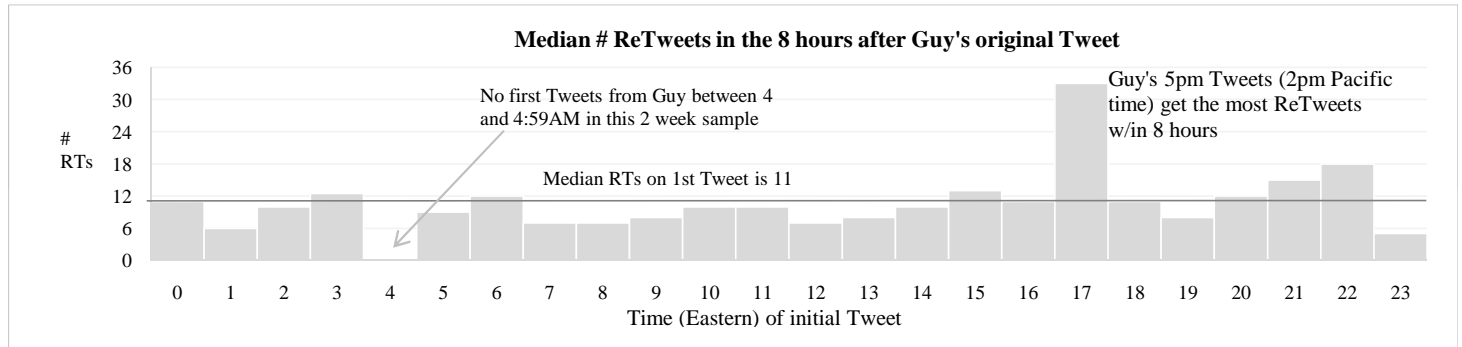


Average ReTweets per Day=1,554

Top 5 most ReTweeted Tweets, May 30-June 4th

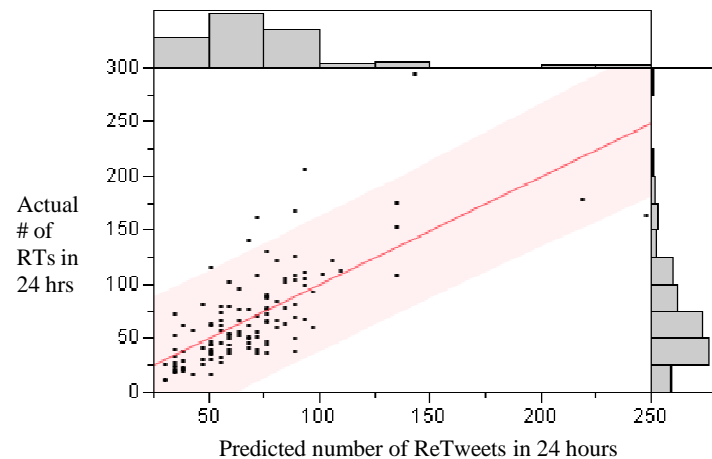


*within 32 hrs of initial Tweet



Attribute #3

Test & Track to Predict the Future--Guy runs tests to see how often he should repeat. He uses link tracking software to monitor his tests. You should be testing and tracking too. In fact, why not go one step further and use historical data to predict the future? Can we tell, within 15 minutes of Guy's Tweet, how many times he'll be ReTweeted? Yes we can, see the chart below left.



Attribute #4

The most important attribute of them all is that you must Tweet great stuff. Guy gets much of his content from Alltop, StumbleUpon, and SmartBrief.