

Social media to connect: NOT

The two examples below show that using Twitter does not automatically imply

- a) people want to stay in touch whilst being on vacation
- b) followers and Twitterer are 'real' friends

In Europe, one does wish one's friends a Happy New Year by sending an SMS, snail mail a greeting card (yes- some continue doing it on paper and women seem to prefer it that way) or e-mail.. However, Twitter account holders have no problem to keep silent for the Holiday Season and keep their followers in the lurk about what is happening.

So how critical is the relationship between the Twitter account holder and his or her followers?

PS. The two examples below are individuals I follow myself, since they share very interesting stuff via Twitter. I just use them to illustrate that engagement or relationship management via Twitter is a very elusive and hard to grasp concept.

Nevertheless Twitter is great to share information and for the follower to gain insights.

<http://twitter.com/mattuk/status/7362104768>

17.5 days - til 2010-01-04 without ONE tweet



mattuk

✓ Following

In at 7 - I have now cleared 350+ emails from my inbox. What a start to the year :(

about 3 hours ago from TweetDeck

Ranking top UK PR blogs using social network analysis - <http://bit.ly/67UKWY>

about 3 hours ago from TweetDeck

RT @SharkSEO: rt @peteyoung 10 UK Search Marketing people you should be following 2010 <http://cli.gs/LbR70> (Thanks for the mention Pete!)

about 3 hours ago from TweetDeck

@graeme_horne That and a strong coffee ;)

11:29 AM Dec 17th, 2009 from TweetDeck in reply to graeme_horne

Name Matt Sawyer
Location London
Web <http://www.datadi...>
Bio London and Surrey based social media junkie. Part time blogger full time timewaster.

33,387 33,985 231
following followers listed

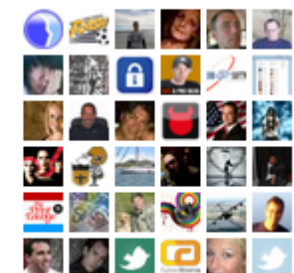
Tweets 3,875

Favorites

Actions

message mattuk
block mattuk
report for spam

Following



<http://twitter.com/michaelnotte/status/7363221218>

11.5 days - til 2010-01-04 without ONE tweet



michaelnotte

✓ Following

Your lists: @ComMetrics/eu-best-sm-metrics

Oh and... HAPPY NEW YEAR 2010
to you. All the best!

about 3 hours ago from web

Back to work and back on Twitter after 2 weeks off (feel good :-)).
Mails to read, many blog posts to catch up and start blogging
again.

about 3 hours ago from web

@JulienCoquet Just moved in and got my internet connection
from day 1 :-)

11:30 PM Dec 23rd, 2009 from web

Name Michael Notté
Location Brussels - Belgium
Web <http://www.kaizen...>
Bio Web Analytics practioner,
Automotive & online
Marketing

67 280 21
following followers listed

Tweets 587

Favorites

Actions

block michaelnotte
report for spam

Following

