

The DigiActive Guide to
twitter
— for Activism —



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THE DIGIACTIVE GUIDE TO TWITTER FOR ACTIVISM

by

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DigiActive

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INTRODUCTION

During late 2007 and early 2008 a new social media service emerged amid great hype from marketers and social media enthusiasts. Twitter (<http://twitter.com>) has since been adopted by activist groups around the world. If you have heard about this “Twitter thing”, but you do not yet know how and if Twitter relates to you or your organization, please read on. This short guide provides an introduction to Twitter, offers some advice on best practices, and draws on five case studies to demonstrate possible uses of Twitter for political activists.

WHAT IS TWITTER?

Twitter is a microblogging service that enables its users to publish short messages, up to 140 characters in length, on a personalized news feed. Users can update their feed directly through the Twitter web site, or they can use various desktop and mobile applications, including SMS messaging.

These news feeds can be accessed directly through a member's web page, but Twitter also allows users to receive updates on a mobile or desktop application of their choosing. This syndication process is called “following”. If a user “follows” the Twitter feed of another user, she receives that person’s updates through her Twitter web page, desktop or mobile applications and, if she is a resident of the USA, Canada, or India, via SMS. In the age of smart phones and localized services this immediate distribution of personalized news is very powerful.

There is also a community aspect to the use of Twitter. Each Twitter feed provides a list of the feed owner’s followers and followees. This enables users to easily find other Twitterers who share their interests. Since these lists are naturally formed based on people’s interests, they provide quick sketches of the communities surrounding Twitter feeds.

TWITTER IN THE REAL WORLD

Originally Twitter messages were designed to answer the simple question “What are you doing?” This provided a communication short cut between friends to keep each other updated on the different goings-on in their lives.

This is still one very important aspect of the service, and helps explain some of the success of Twitter and its spread. But, like any piece of software, users are taking the tool in new and unexpected directions. Twitter has increasingly been used for different purposes, purposes for which Twitter was not explicitly designed, but which users chose to pursue via Twitter because of some of the characteristics of the service.

The following examples demonstrate five different uses of Twitter, which illustrate the potential that the use of Twitter holds for political activists.

TWITTER TERMS

Tweet	A Twitter message of up to 140 characters in length.
Twitter Feed	A news-feed of Twitter messages by a respective user.
Twitterer	A person who uses Twitter.
Following	If you subscribe to another user’s Twitter feed you are “following” her messages.
Followers	The users who decided to subscribe to your Twitter feed.
Hashtags	If the symbol # (a “hash”) directly precedes terms in a Tweet, the term becomes a keyword (or “tag”). Hashtags are searchable and have become one of the most useful features on Twitter. They help you to put your messages in a larger context and enable other users interested in a specific topic or keyword to find all the relevant feeds. For a more extensive discussion of the uses of hashtags for progressives see Scola 2009 and Pincus 2009.
News Feed	A news feed is a collection of new messages. It shows new messages in chronological order. News Feeds are typically distributed through RSS (really simple syndication) and through a dedicated web page.
Twitterverse	The realm of Tweets and Twitterers. It is comparable to the blogosphere, but in 140 characters.

USE 1: SPREADING THE WORD

The Case of Benazir Bhutto's Assassination (Pakistan)

Right now, one of the biggest challenges for political activists is getting news out on events that are relevant for their cause but not yet on the radar of the traditional media. Often traditional media outlets are not interested in the stories activists wish to promote. Through Twitter, activists have a new channel to spread news around the world, even while events are still unfolding.

In December 2007, Benazir Bhutto, then leader of the Pakistani opposition party Pakistan People's Party was killed in an attack during a political rally (BBC News 2007). For the first time, the news coverage on established media was not only accompanied through news coverage on blogs, but also on Twitter feeds. Local Twitterers, like Dr. Awab Alvi (@teeth) or social media consultant Dina Mehta (@dina, Mehta 2007) started to monitor local and international media outlets and posted their observations and comments on their personal Twitter feeds and blogs. Prominent Twitterers like Dave Winer (@davewiner), Laura Finton (@pistachio) and Dennis Howlett (@dahowlett) also started to post snippets of different news sources to their respective Twitter feeds. From then on the Twitterverse was abuzz with discussion on the events in Rawalpindi and their possible repercussions (Howlett 2008).

The reason for the immediacy and intensity of this discussion lies in the nature of Twitter and of microblogging in general. Since Twitter is a tool mainly used to receive personal updates by a community of interest, news hits faster.

Another example of Twitter being used for blazing-fast information distribution is the coverage of the attacks in Mumbai, India in late November 2008 (Caulfield 2008) and the protests in Moldova in April 2009 (Morozov 2009).

USE 2: SOCIAL MEDIA CAMPAIGNING¹

The Cases of Twitter Vote Report & the Campaign Vs. Motrin (USA)

Attracting the attention of traditional media outlets remains a consistent problem for activists and NGOs. When the media is ignoring your story, how do you put pressure on companies or governments? In the recent past some groups have used Twitter successfully to achieve this end and thus furthered their causes.

The Twitter Vote Report, an effort where a non-partisan, all-volunteer network used Twitter to monitor the voting process during the US presidential election in 2008, is a great example of this. In reaction to an initial blog post by Nancy Scola and Allison Fine about the possibility to use Twitter and hashtags to report possible local irregularities in the voting process (Scola 2008a) a network of developers and volunteers created the technological basis to collect and store Tweets with certain hashtags during voting day. This became the Twitter Vote Report (Scola 2008). Their efforts were widely covered in the news, thereby drawing attention to the issue of fair and equal voting procedures everywhere through their innovative use of technology.²

Another great example is the perfect storm that the Motrin corporation faced on Twitter after they created a viral ad in which they portrayed the practice of “baby wearing,” carrying babies or small children in a sling in front of the body, in a patronizing and inaccurate manner. Shortly thereafter baby-carrying parents started to protest this ad on their blogs and on Twitter (Fitton 2008). The protests on Twitter and on blogs led the company to retract the ad and publicly apologize. Jeremiah Owyang gives a detailed analysis of the Motrin incident and its backlash on his blog (Owyang 2008 b).³

Twitter has become a valuable tool in the interplay of different social media platforms. To incorporate it in your social media strategy might prove beneficial. But Twitter is not to be used as an isolated channel. Its real power lies in the combination of this service with more established social media channels like YouTube, Facebook or blogs.

1 Jon Pincus suggested this section to me in a short e-mail exchange in reaction to my original paper.

2 For a list of press reactions to the Twitter Vote Report , see Twitter Vote Report 2008.

3 Both examples courtesy of Jon Pincus.

USE 3: COORDINATING COLLECTIVE ACTION

The Case of the San Diego Fires (USA)

Any organizer knows how difficult it is to coordinate collective action even as new events unfold. Who has to do what and where? What is happening and how does it change the plan? The use of Twitter provides an interesting solution to this problem.

In October 2007, San Diego fell victim to disastrous wildfires. Since residential areas were in danger, San Diego citizens depended on real time news coverage on the ever-changing location of the fires and rescue procedures. The established media outlets could not satisfy this urgent need for current information, so two residents, Nate Ritter (@nateritter) and Dan Tentler (@viss) started to post real-time updates with information on the fires and rescue proceedings to their personal Twitter feeds. On their feeds they aggregated news from the official media outlets and information gathered by neighbors and friends who monitored the developments on the street. Through this their Twitter feeds became an information backbone to the community (Poulsen: 2007).

Political activists can use Twitter as a source for swarm intelligence (Arquilla 2000) and as a tool to coordinate collective action. Testament for the necessity of tools like Twitter for the coordination of volunteers is the following comment by the LA Fire Department on the need to integrate Web 2.0 services into their strategy: "We can no longer afford to work at the speed of government. We have responsibilities to the public to move the information as quickly as possible... so that they can make key decisions" (Chitosca 2007).⁴

4 Citation courtesy of Patrick Meier.

USE 4: CROWDSOURCING

The Case of Le Meur's Twitter Search Engine (France)

Quite a lot of ink has been spilled on the crowdsourcing potential of social media (see for example Tapscott 2006). Crowdsourcing hopes to find solutions to existing problems by opening them up to a crowd of interested volunteers who offer their expertise and opinions. For this end Twitter has proven to be a useful tool.

On the 27th of December 2008 the French A-List blogger and entrepreneur Loïc Le Meur started to think out loud on his blog about the possibility of introducing some kind of authority metric in searches of Twitter content (Le Meur 2008 a). This quickly led to an extensive discussion in the comment section of his original blog post and on Twitter. Other bloggers responded on their respective blogs and Twitter feeds to Le Meur's thoughts (see for example Arrington 2008). Less than 12 hours later Joss Wheatley, a reader of Le Meur's original post built the prototype of a Twitter search engine that incorporated Le Meur's thoughts (Le Meur 2008 b).

Although this project has already met with severe criticism (see example of Jarvis 2008), it shows the potential of Twitter to unleash the expertise of the crowd. In 12 short hours a problem was raised and discussed in the Twitterverse and the blogosphere, a prototype was built and the resulting solutions intensively reviewed and evaluated by a self-selected community of interest. To the contributors no other incentive was necessary than to be seen as a valuable part of their community.

USE 5: PERSONAL SECURITY

The Case of the Twittered Arrests (Egypt)

It remains a constant challenge for activists to remain informed about the state of their community. Especially political activists in suppressive regimes face constant danger. Therefore it is vital for a local group of activists to be able to communicate their present status regularly to their fellow group members. Twitter proves to be a powerful tool for a group of people to track each other remotely.

During anti-government protests in Egypt in April 2008, the Egyptian police arrested the American journalism student James Karl Buck and his translator Mohammed Maree. Still on the way to the police station, Buck managed to use his cell phone and send an SMS. With this SMS he updated his personal Twitter feed with just one word "Arrested". Friends and colleagues of James Karl Buck monitored his Twitter feed and could secure his release from an Egyptian jail in a matter of hours, although they were miles away (Simon 2008). In April of 2009, the visual activist Wael Abbas also Twittered his arrest but in greater detail, continuing to Tweet while in custody (@waelabbas). Political activists can use Twitter to monitor one another without having to be in the area. This increases the security of political activists considerably.

HOW TO SPEAK TWITTER-ISH

Although Twitter is a relatively new platform, a series of conventions have emerged. They provide a basic structure to send messages via Twitter and enable users to explore the Twitterverse on the basis of keywords and topics.

@ If one openly addresses or openly replies to another Twitterer one posts her username preceded by a "@", for example: @DigiActive

d If one sends a private message to another Twitterer one starts a message with "d" followed by the respective username, for example: d DigiActive

If one wants to tag a message with a keyword one precedes the keyword by a "#", for example: #twitter_for_activists

RT Abbreviation for "re-tweet". If one reads an interesting message by another user and wants to spread it to one's followers the cited message is preceded by "RT @" and the username of the user who authored the message, for example: RT @DigiActive

H/T Abbreviation for "hat tip." If one wants to credit another Twitterer for a thought or a reference the Tweet is preceded by "H/T @" and the username of the respective user, for example: H/T @DigiActive

STEPS TO ORGANIZING AN ACTIVISM CAMPAIGN WITH TWITTER

STEP 1: UNDERSTAND YOUR INTENTIONS

Before you start Twittering you need to be clear about your aims. What do you expect from your Twitter activities? Do you use Twitter to get your message out, increase your area of influence, keep an existing community informed or to organize collective action? Each of these aims has consequences for your use of Twitter. There is no right or wrong way to Twitter. The only way to evaluate your efforts in the Twitterverse is to be clear about your purpose before you start.

STEP 2: CREATE A TWITTER FEED AND START FOLLOWING

There is no better way to learn about Twitter than by twittering, so go to <http://twitter.com> and join. To get a feeling of how others are using Twitter, start following interesting people and groups. Why don't you start with these good folks:

DigiActive:	@DigiActive http://twitter.com/digiactive
Dina Mehta:	@dina http://twitter.com/dina
Ethan Zuckerman:	@EthanZ http://twitter.com/EthanZ
Howard Rheingold:	@hrheingold http://twitter.com/hrheingold
Danah Boyd:	@zephoria http://twitter.com/zephoria

STEP 3: START TWEETING

Overcome the horror of the empty page. It's time for your first Tweet. What will it be? What are you reading? What will you be doing? These are all valid questions with great answers. Your choice. What makes for a good Tweet? There is no general answer to that. First, you want to show some personality. So if you like to cook, Twitter about cooking. Read a good book lately? Twitter it. On the other hand, if you maintain a Twitter feed for professional reasons, try to add value to your followers. Have you come across an article that might be interesting to your followers, Tweet the link. Have you found another Twitterer they might be interested in? Make your followers aware of her. What is the right mix between personality and information? That point is different for anyone and every community. Without Twittering yourself you won't find the right style, so Twitter.

STEP 4: CONSOLIDATE YOUR TWEETS ON YOUR EXTERNAL WEBSITE

The great thing about Twitter is that you can push your Tweets to different systems. You can use them to update your Facebook status message or you can automatically post them to your blog. Spend a little time on this by figuring out if and how you want to link your Twitter feed to other parts of your web presence. If you are working with a group of activists, ask if other members of your group use Twitter and consolidate their Twitter feeds on your group website. Think about it. Play.

STEP 5: CONNECT WITH OTHER ACTIVISTS ON TWITTER

Soon, you will find other activists who are using Twitter. Contact them, follow them, and @ them for tips or advice.

STEP 6: START ACCOMPANYING REAL-LIFE ACTIVISM WITH ACTIVE TWITTERING

Cover your real-life activism activities on Twitter. Use # keywords extensively, so others who are interested in the same causes as you will find you and maybe follow your feed.

STEP 7: USE TWITTER TO GET THE NEWS OUT

Use Twitter to distribute news about your activities. Do you have a new blog post or a new publication? Do you have an event date? Use Twitter to get the news out to your community of interest.

STEP 8: KEEP AT IT AND KEEP LEARNING

Nothing happens all at once. Keep at it, keep learning. You will probably not see any revolutionary changes in the beginning. Set goals for your activity on Twitter. How many people do you want to reach? How many of your followers do you want to engage in a conversation? How many people do you want to activate through Twitter for events? Use these goals to evaluate the use of Twitter for you and adjust your activities accordingly.

Do follow interesting people from the start. Maybe drop them an @ message in the beginning telling them how you found them, and why you are following them. This will get your conversation started and you will learn how to use Twitter while engaging with people who were there before you.

Don't follow people indiscriminately. If you cannot engage with the people you are following, Twitter becomes an ordinary and very short RSS feed. If you follow someone, follow them because you are interested in the things they do and you want to read about it, not because you are collecting people like stamps or butterflies. If you are not interested in the people you are following, it will show and your Twitter persona will lose credibility and your cause along with it.

Do write engaging messages about the things you do or hear. Drop a message if you read something interesting. Use the Re-Tweeting convention if another user's message caught your eye and you want others to know about it. This will enable your followers to connect with other members of your community of interest. Chances are most of them don't know each other. Use your Twitter feed to share the wealth and shed some light on other interesting folks.

Don't use Twitter simply as an automatic news feed to your blog. It is tempting to use Twitter as a simple "push" medium. Although you could use it only to send messages about new content on your blog or ask people to participate in an event, this will not help your feed. Twitter is not a news feed. Twitter is a conversation tool. Keep it personal. Give your feed a voice. Don't just write when you want something from your followers. Be there for them. Ask them what they expect following your feed. Try to engage them in an open conversation.

Do keep Tweeting. Tweet often. You will not be great at Twitter, not at first anyhow. So keep at it. A guide can only go so far. You have to learn what works for you and your followers. You will only find your way to Twitter if you take a few wrong turns. So keep learning while Tweeting.

Don't allow for long gaps of inactivity. Twitter is to be used often and it works best as a semi-constant stream of messages. For the occasional deep insight use your blog. With Twitter, the signal lies not in the occasional Tweet, it lies in the stream.

Do be very careful with automation. There are quite a few scripts out there that promise to automate various functions of your Twitter feed. This includes, for example, the automatic following of Twitterers who follow your Twitter feed or the automated following of Twitterers who use certain, predefined keywords. This might seem to be a simple way to keep routine tasks away from you and free you for the bigger and better stuff but it can be negative. By frequently turning to automated solutions you might lose the personal touch - the most important appeal of a Twitter feed. What appears to save you time can actually lead you to alienating your audience.⁵

Don't automatically send direct messages. No matter how you decide on other automated scripts, this advice bears repeating: *do not automatically send direct message*. A direct message is a personal notice to someone. If you automatically send direct messages to all your followers you are abusing this function of the service, and they won't be happy about it. Don't fall in the trap of the marketing-hypsters and pyramid-business-model-schemers and forego the temptation to spam your audience. Trust me, it's just not worth it!

⁵ Thanks goes to Joe Solomon for bringing the issue of automation to my attention.

APPLICATIONS THAT HELP YOU USE TWITTER⁶

When you start out using Twitter you will probably follow only a small group of Twitterers, so keeping track of their Tweets will pose no great challenge to you. Maybe you even will be able to keep track of them using the Twitter web interface. With an increasing number of Twitterers you might find this approach will soon reach its limits. Luckily there are a number of desktop applications for various platforms and operating systems. In this section we introduce you to the most commonly used desktop applications for PC and Mac.

twirl twirl (<http://www.twirl.org/>) is a desktop application that displays new Tweets on your desktop as they are published. twirl also allows you to post messages from the application to your Twitter feed. This application runs on Adobe Air and can therefore be used on both PC and Mac.

Pros: twirl can access your profiles on different microblogging and social media services. This makes it a great one-stop application for all your relevant updates. twirl enables you to save Twitter searches by regularly updating new messages in your fields of interest.

Cons: Since twirl runs on Adobe Air it can be resource intensive. Also, its simple stream-based visualization of new messages soon reaches its limits when you are following a large number of Twitterers.

Twitterific Twitterific (<http://iconfactory.com/software/twitterrific>) is a neat little desktop application for Mac. Like twirl it allows you to receive and post Twitter messages from your desktop.

Pros: Twitterific has a clear no-nonsense layout. Since it does not run on Adobe Air, Twitterific it is quite resource effective. If you follow only a few people and you have to watch your memory resources, this is the way to go.

Cons: The only free version of this application injects advertisements in the Tweets you receive. For an advertisement-free version of the application you have to pay. Also, like twirl, its stream-based visualization of new messages soon becomes irksome if you follow many Twitterers.

TweetDeck When you are starting to use Twitter at scale and the number of Twitterers keeps increasing you need more sophisticated applications to help you keep abreast of the constant stream of incoming Tweets. TweetDeck (<http://www.tweetdeck.com/beta/>)

⁶ Joe Solomon suggested this section in his feedback to a preliminary version of this guide.

is a desktop application that helps you do just that. Like twhirl, TweetDeck runs on Adobe Air. Therefore it can also be used on PCs and Macs.

The difference from twhirl is that it allows you to collect Twitterers in groups whose Tweets are then displayed on your desktop in separate message streams. This is especially valuable if you follow Twitterers for different reasons. With this feature you can easily scan for new Tweets for different topics and various categories. For more tips on how to configure TweetDeck for High Volume Twittering read for example how one of the Twitter wizards, Chris Brogan, is using TweetDeck (Brogan 2008)⁷.

Pros: TweetDeck has a clear layout that enables you very easily to browse your Tweets of interest. It is free and platform independent.

Cons: TweetDeck runs on Adobe Air and is therefore quite resource intensive. It also requires a lot of screen real estate.

EventBox

EventBox (<http://thecosmicmachine.com>), like TweetDeck, is a desktop application that helps you cut through the clutter and lets you focus on the really relevant Tweets. EventBox is a Mac application that allows you to display new messages on a collection of your social media profiles. The application lets you define smart groups that enable you to group Twitterers for contexts or topics. EventBox also allows you to stay informed about the new messages of Twitterers whom you don't have to follow. This is called "profile peak." EventBox also lets you define searches for hashtags or keywords. Through different display options you never drown in the flood of incoming Tweets.

Pros: EventBox has a clear layout that enables you to easily browse your Tweets of interest. Since this application does not run on Adobe Air, it goes comparably easy on the resources of your system.

Cons: EventBox is not free. It also requires a lot of screen real estate.

Twitter Search

Twitter Search (<http://search.twitter.com>) is not an application but a web service. Still, for your Twitter communication strategy the use of Twitter Search is vital. This Twitter search engine enables you to keep track of keywords, topics or the way other users are talking about you or your movement.

Not enough? Have a look at the Twitter applications page (<http://twitter.com/downloads>). There you'll find tons of applications that help you use Twitter, neatly categorized according to platform or operating system. There you will also find various applications for Twitter on smart phones.

7 Link courtesy of Joe Solomon.

MICROBLOGGING ALTERNATIVES TO TWITTER

What to do with this guide if you don't live in the USA, Canada, the UK, or India

In the early days of Twitter it was possible to receive SMS updates of Twitter feeds no matter which country the user was in. Twitter had to stop this service due to high costs (Stone 2008). Twitter currently offers free mobile phone forwarding only in the USA, Canada, and India, and has made an agreement to extend this service to the UK (Vodafone 2009). This led many political activists outside of these countries to migrate to different microblogging services (Buck 2008). This guide focuses on Twitter because it is the most widely used microblogging service, but the same underlying principles apply for similar tools. Below are descriptions of three alternatives.

Jaiku Jaiku (<http://www.jaiku.com/>) is a microblogging service that was developed by Jyri Engeström. It is much more location-based than Twitter and has a large following among smart phone users. In 2007 Jaiku was bought by Google, which has since decided to focus less on proprietary hosting and more on its App Engine, making the future of Jaiku uncertain (Engeström 2009. Jaikido Blog 2009).

Identi.ca Identi.ca (<http://identi.ca/>) is an open-source microblogging service. It works similarly to Twitter and has a large following in the Open Source community.

Plurk Plurk (<http://www.plurk.com/>) is an alternative to Twitter. This microblogging service focuses on the emotional side of short messages. Its special feature is its heavy and creative use of emoticons. If you look for a very personal and emotional way to connect to your community, maybe this service is the way for you to go.

In addition to these services, many of the uses of Twitter can be implemented through phone-based **SMS** and through bulk messaging software like **FrontlineSMS** (<http://www.frontlinesms.com>). Even without free mobile Twitter, you have many options.

- You can still Tweet from your phone, but it will be long distance and more expensive.
- You can use this guide as a source of ideas on using SMS in your campaign, even if the platform is not Twitter.
- You can use one of the alternative microblogging platforms above.
- If your collaborators and supporters are online, you can use Twitter as a web-based service.⁸

⁸ Paragraph courtesy of Mary Joyce.

CONCLUSION

Twitter can strengthen the communications strategies of political activists, be they individuals or groups. Its services represent a tool for information distribution and for the coordination of collective action. Don't be put off by the explicit hedonism in many Twitter messages or by the information noise that the constant buzz of the Twitterverse is producing. Twitter is more than a mere marketing soapbox. This guide attempted to show the different ways Twitter can be used to work towards social change. Behind all the noise, there lies strong possibilities for your movement.

Play with Twitter, explore it, read about it, evaluate your efforts and write about them. Twitter is new. There is no way of telling if Twitter as a company will be around for long or if the service will remain attractive for political activists. What is certain, however, is that the larger phenomenon behind Twitter, microblogging, will remain an important part of online communication, and the only way for you to find out if microblogging works for you is if you try it yourself.

FURTHER READING

The best way to stay informed about the possibilities and developments of Twitter is to keep an eye on the group of bloggers who cover this area extensively. Between them you should be aware of the major developments in the Twitterverse.

Web Strategy by Jeremiah (<http://www.web-strategist.com/blog>) by Jeremiah Owyang: Although Owyang writes from a marketing perspective, his blog provides great insight in the social media phenomenon.

Beth's Blog: How Nonprofits Can Use Social Media (<http://beth.typepad.com>) by Beth Kanter: This is a great blog on the different uses of social media for nonprofits. The blog does not focus exclusively on Twitter, instead it covers the whole social media spectrum.

Howard Rheingold's Twitter Bookmarks on delicious (<http://delicious.com/hrheingold/twitter>): A great repository for all things Twitter. The author of *Smart Mobs*, Howard Rheingold keeps a comprehensive and up-to-date list of links dealing with Twitter.

ABOUT THE AUTHOR

The author Andreas Jungherr is a student of political science at the University of Mainz, Germany. His research focuses on social media in political communication, political mobilization by parties and NGOs and practical aspects of political leadership. He twitters as @a_jungherr at http://twitter.com/a_jungherr and occasionally blogs at *Too bad you never knew Ace Hanna* <http://the-blank.net/contains/andreas/>.

ABOUT DIGIACTIVE

DigiActive (www.DigiActive.org) is an all-volunteer organization dedicated to helping grassroots activists around the world use digital technology to increase their impact. They pursue this mission through a variety of activities, including a best practices blog, trainings, a research program (R@D), and guides like this one. To get involved, contact Mary@DigiActive.org.

SOURCES

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@davewiner: <http://twitter.com/davewiner>.

@DigiActive: <http://twitter.com/digiactive>.

@dina: <http://twitter.com/dina>.

@EthanZ: <http://twitter.com/EthanZ>.

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