

Brandwatch Report/ Brands on Twitter /2012



Analysis of global brands' Twitter activity

Discover how the world's leading brands are using Twitter, from the type of activity they are engaged in to the platform that they perform it on.



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Brandwatch Report

Brands on Twitter /2012

Why read this...

“ People are connecting en masse with the businesses they support and new media represents the ability to cultivate consumer relationships in ways not possible with traditional earned or paid media.

This might sound abrupt, but the truth is that we’re hardly realizing the potential of what lies before us. Everything begins with understanding not just how other brands are marketing themselves in social media, but also seeing what they’re not doing and envisioning what’s possible. ”

Brian Solis, Principal at Altimeter Group

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Brands on Twitter /2012

Introduction/

If you're reading this report, you'll already know that Twitter has dramatically changed the way companies do business and conduct their marketing.

There have been a multitude of trials and tribulations in the short history of the young network, and there have been countless examples of brands achieving great success through the platform, alongside a handful of cases that have resulted in PR disasters for the brands in question.

As a leading social media monitoring company, here at Brandwatch we're fascinated in tracking how businesses are exploring the new opportunities that social media now affords. This report details how 258 of the world's leading brands are using Twitter in 2012, from the type of activity they are undertaking to the particular tool they are using for publication, as well as comparing this to usage in 2011.

When compiling the brands included in this study, we selected a sample of 258 companies that we felt best represented the market, covering a broad segment of leading brands in the UK and overseas, though it should be noted that there is a somewhat British flavor to the brands selected.

If you'd like to discover how leveraging the power of social media can benefit your business, then either check out our resource library or get in touch with us for a live demo of our tool.

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Brands on Twitter /2012

Key Findings/

2012 brings big changes to brands' usage of Twitter

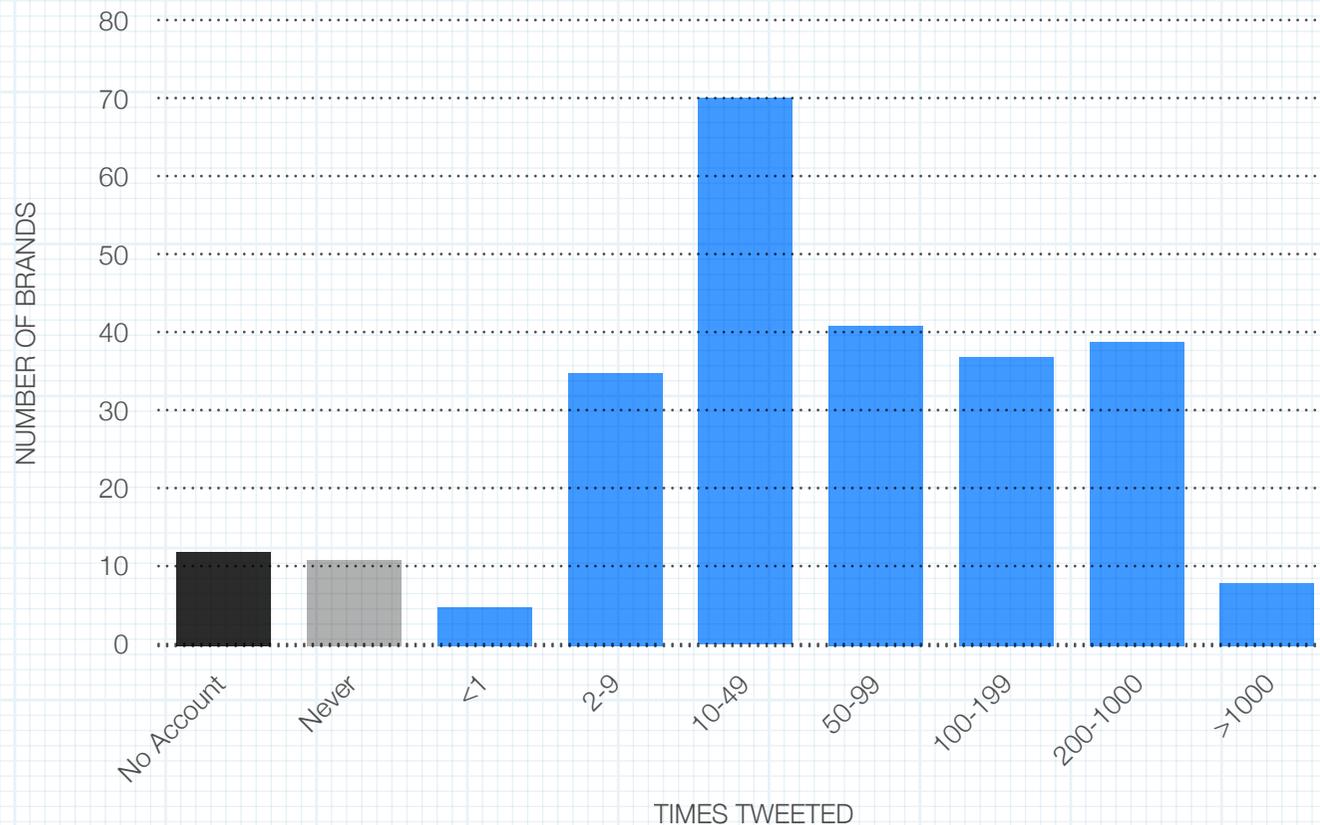
- Of the 258 Brands monitored, 9% did not use Twitter
- Only 10% of brands did not tweet in 2012, down from 16% in 2011
- 75% of brands use Twitter to both broadcast and engage
- Over one third of brands have multiple accounts, a five-fold increase since 2011
- Brands tweet less frequently in 2012 than they did in 2011
- The most popular platform for tweet publication is the standard Twitter web interface
- A giant 59% of brands switched tool from 2011 to 2012
- In terms of tool usage, Hootsuite & Spredfast are biggest winners year-on-year, Tweetdeck and CoTweet are biggest losers
- Just 14% of brands use custom tools, 11% use mobile apps and 11% use automated software for their tweet publication
- Of the publicly-listed brands that use Radian6, only 8% use the tool for engagement

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Brand Twitter Activity/

Of 258 monitored brands, 23 had no account or never tweeted

- 125 brands (about half) tweeted 50 times per week or more



Brands on Twitter /2012

Brand Twitter Activity/ cont...

High profile brands that do not use Twitter include Apple , Boots, Borders, Burton and Primark

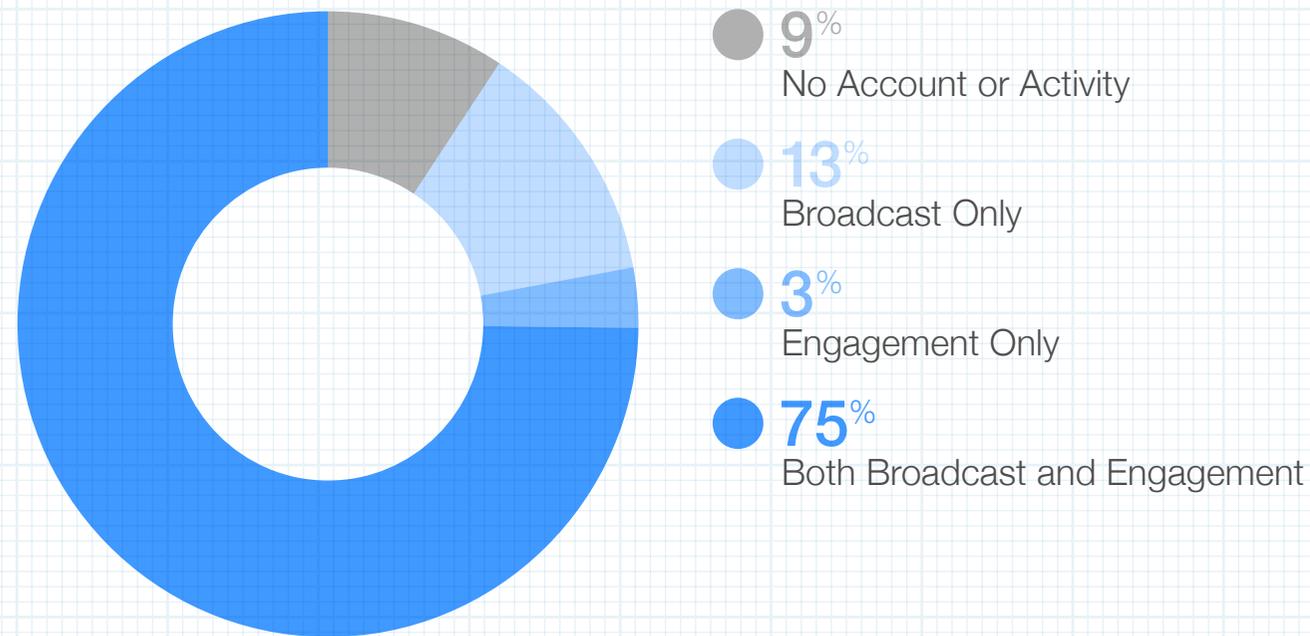
Brand	(Lack of) Activity
Aldi	Never Tweeted
Apple	No Account
Boots	No Account
Borders	No Account
Burton	No Account
Circuit City	Very Infrequent Updates
Freedom2surf	No Account
Primark	No Account
Prudential	Never Tweeted
Southern Water	Never Tweeted

- Apple notable in its absence from twitter, as it continues its notorious shunning of official social network activity

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Brand Twitter Activity/ cont...

The majority of brands use Twitter for both broadcast and engagement



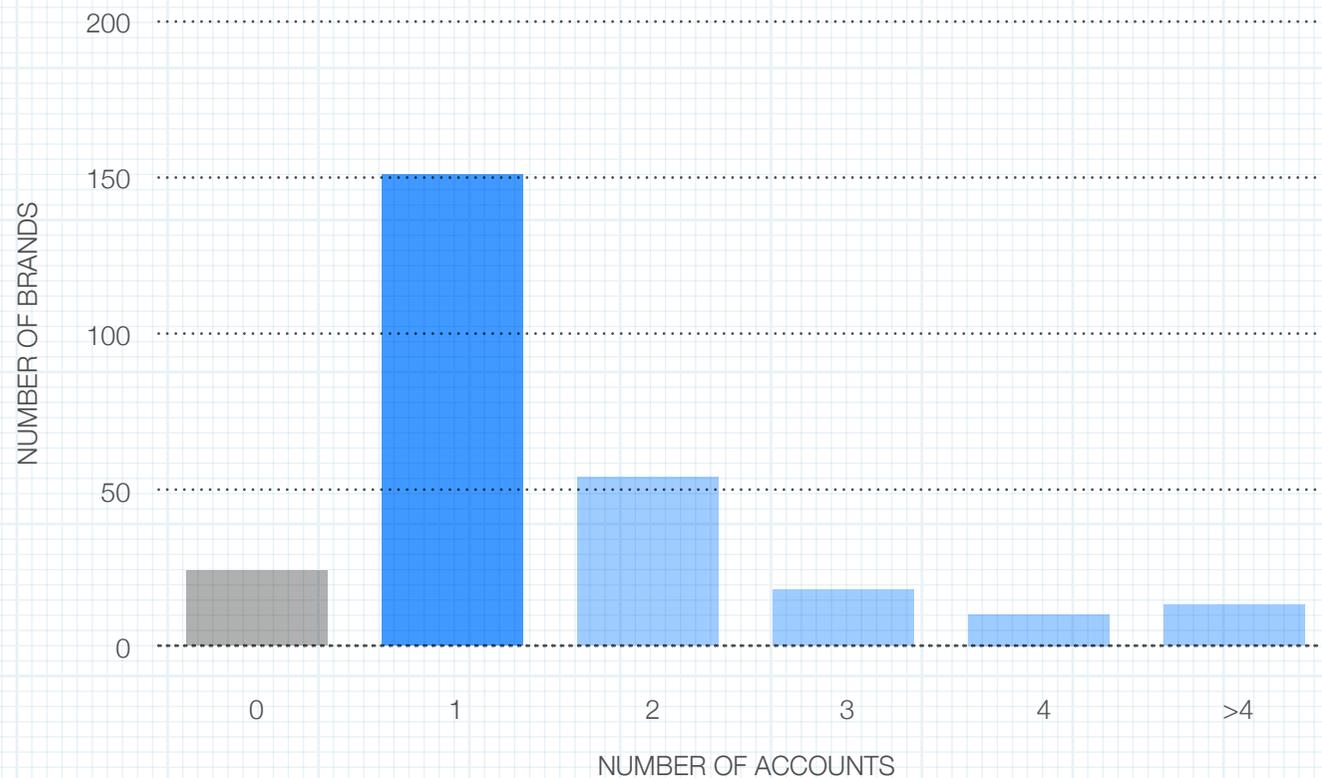
- Most brands understand that Twitter is not just a one-way platform for broadcasting

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Brand Twitter Activity/ cont...

While the majority of brands have just one Twitter account, around 35% have more than one

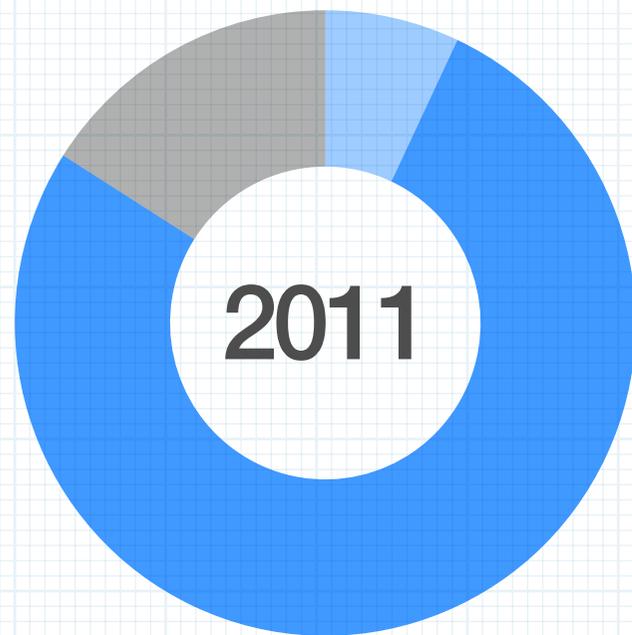
- National Rail had the most Twitter accounts (27), each of them covering a different region



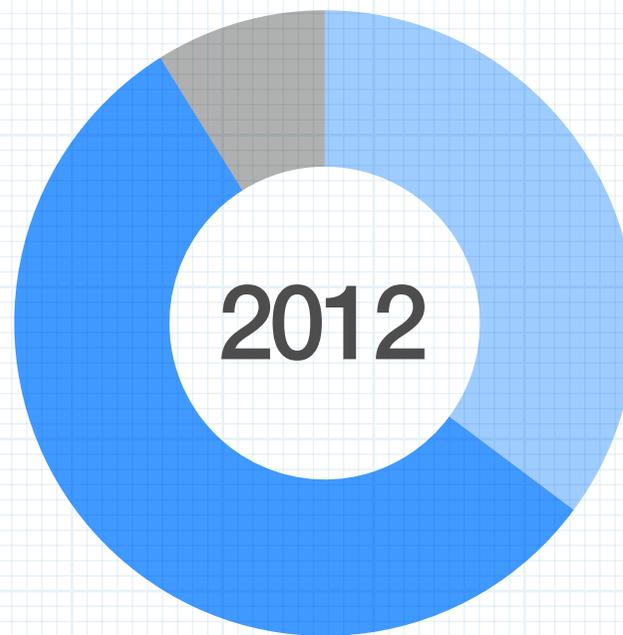
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Brand Twitter Activity/ cont...

More and more brands have made the decision to use more than one Twitter account



- 7% Multiple Accounts
- 77% One Account
- 16% No Account or Activity



- 35% Multiple Accounts
- 56% One Account
- 9% No Account or Activity

- The proportion of brands using multiple accounts has increased five-fold
- The majority of brands still use just one account, but this figure is shrinking

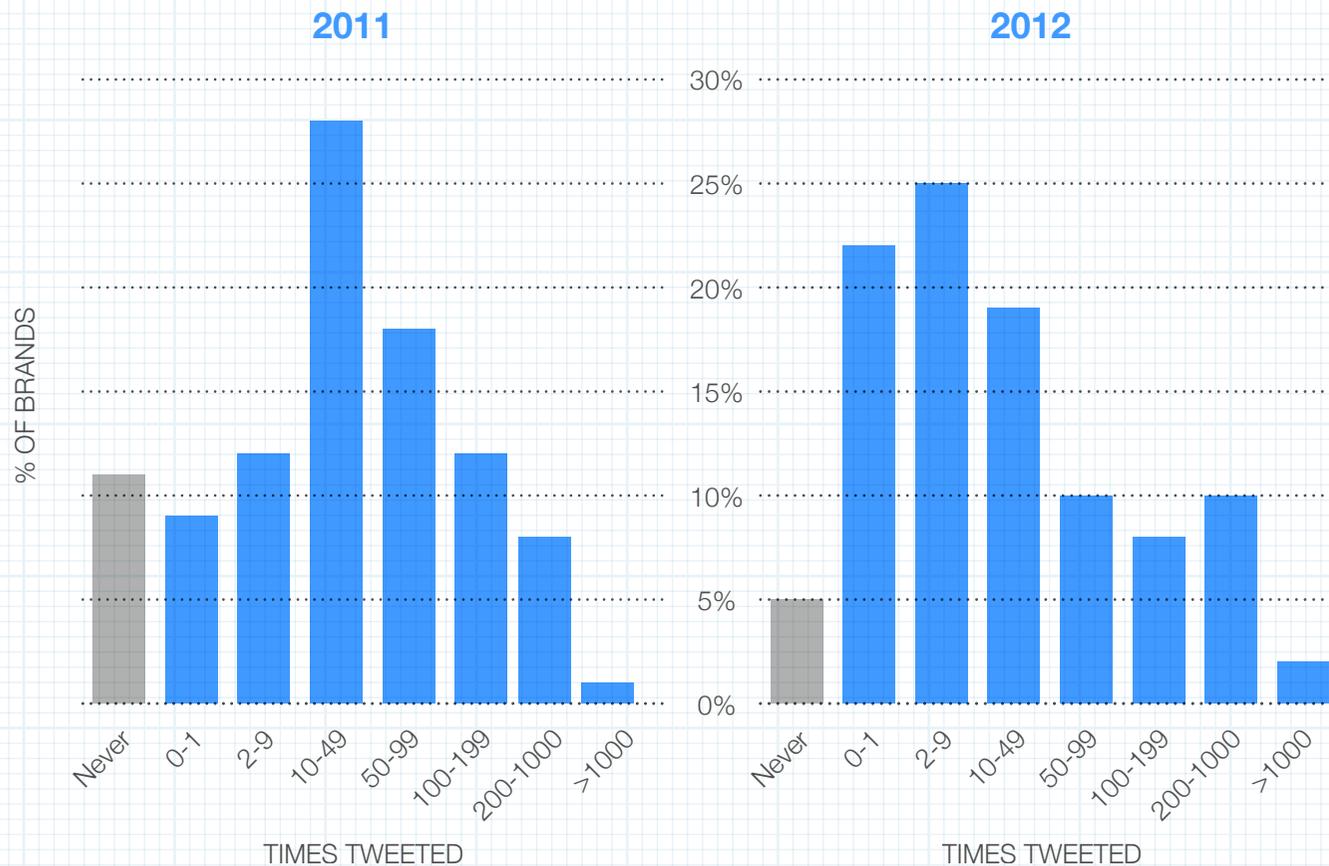
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Brand Twitter Activity/ cont...

Brand accounts are tweeting less frequently on average than they were in 2011

- In 2011, half of the monitored brands tweeted fewer than 19 times per week
- In 2012, half tweeted fewer than 7 times per week



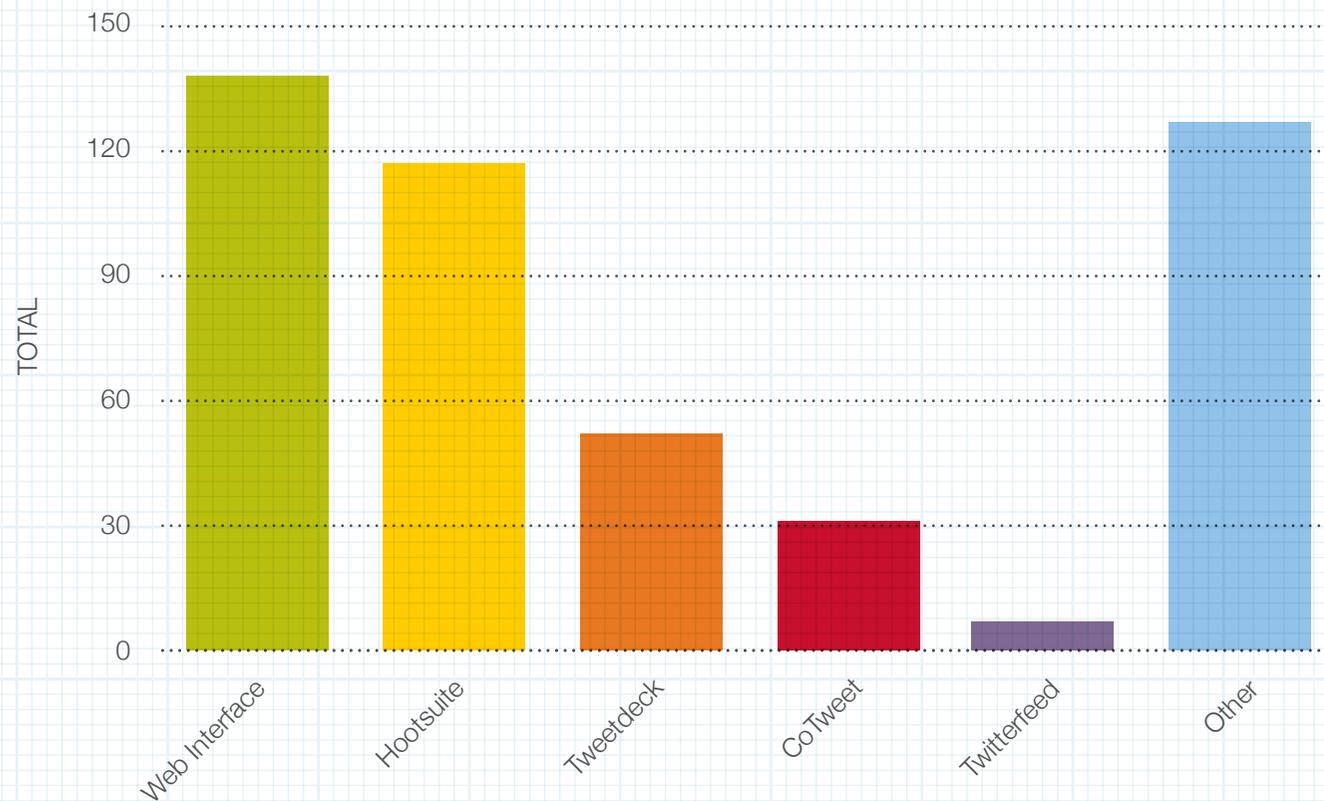
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Twitter Platforms/

Most brands use the Twitter web interface or Hootsuite

- The most commonly-used tool in the 'other' category not listed here was Spredfast



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Twitter Platforms/ cont...

TweetDeck and CoTweet use has fallen leaving HootSuite as the clear leading desktop client

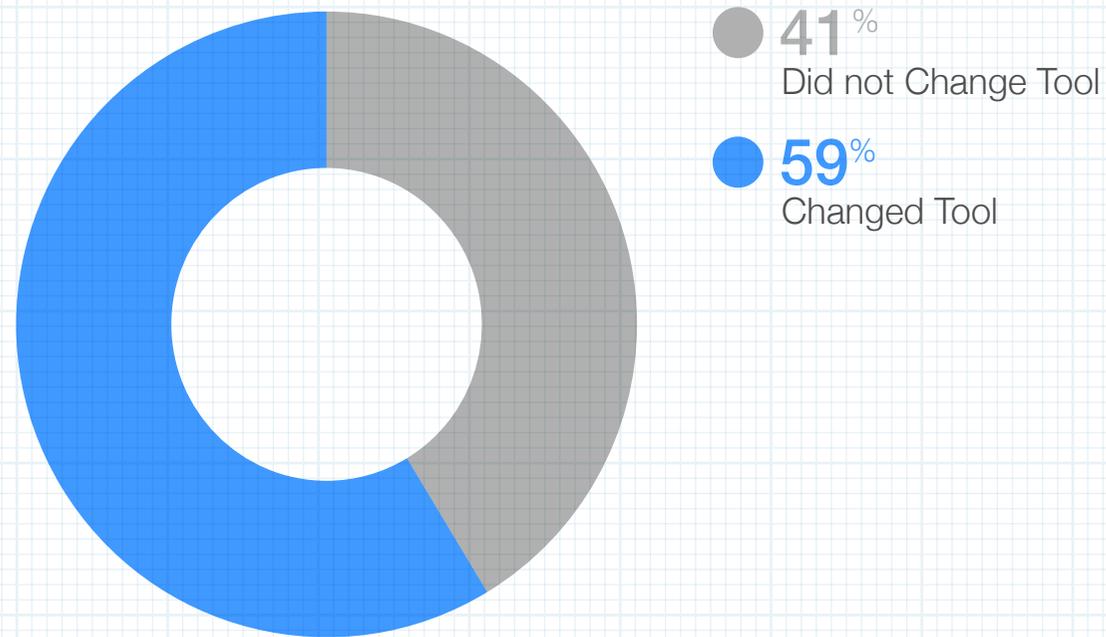
- The Twitter web interface remains the most common way for brands to use Twitter

Client	2011 Share	2012 Share	Change in Share	Growth
Web Interface	26%	28%	+2%	+9%
HootSuite	16%	24%	+8%	+53%
TweetDeck	19%	11%	-8%	-42%
CoTweet	16%	6%	-10%	-60%
Twitterfeed	1%	1%	+0%	+1%
Other	22%	29%	+7%	+31%

Brands on Twitter /2012

Twitter Platforms/ cont...

Of the brands who used a single tool in 2011, two-thirds were using a different tool in 2012



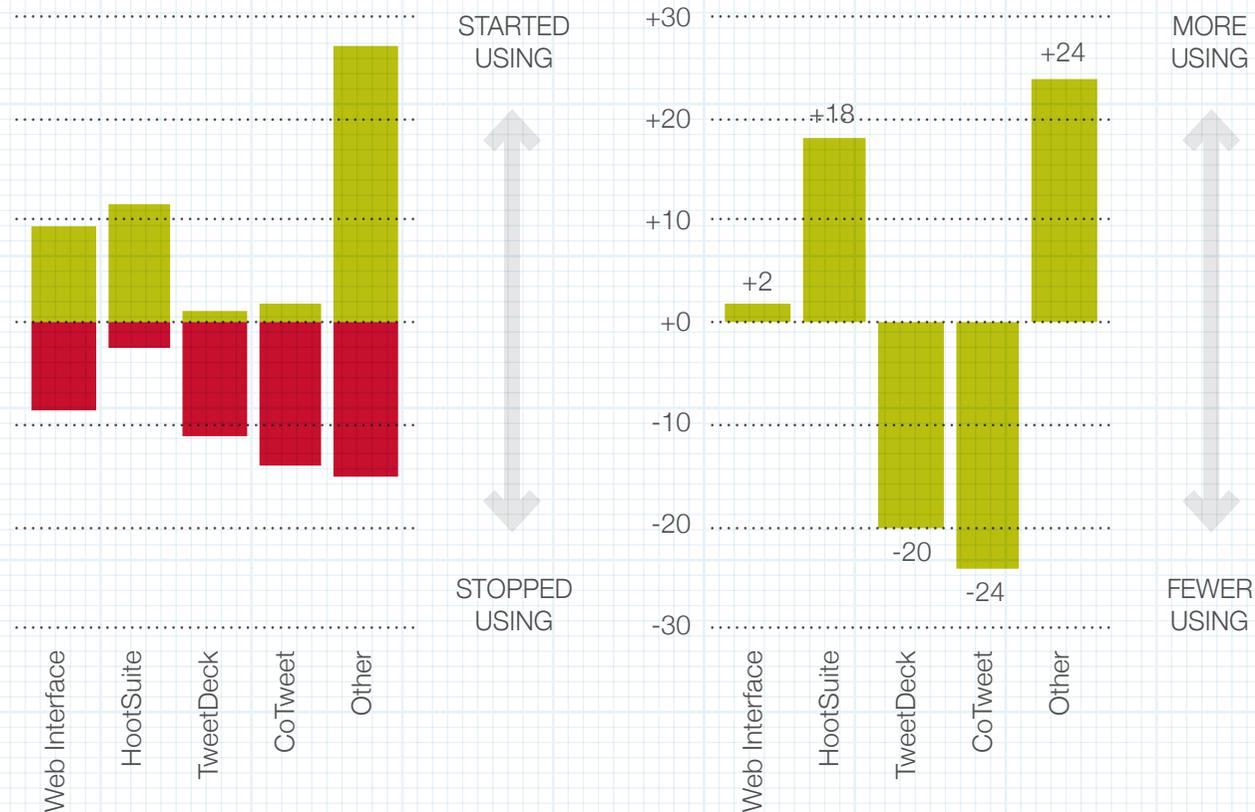
- Most companies switched Twitter engagement tool in the past 12 months

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Twitter Platforms/ cont...

Of the monitored brands who have switched tools since 2011, very few have left HootSuite

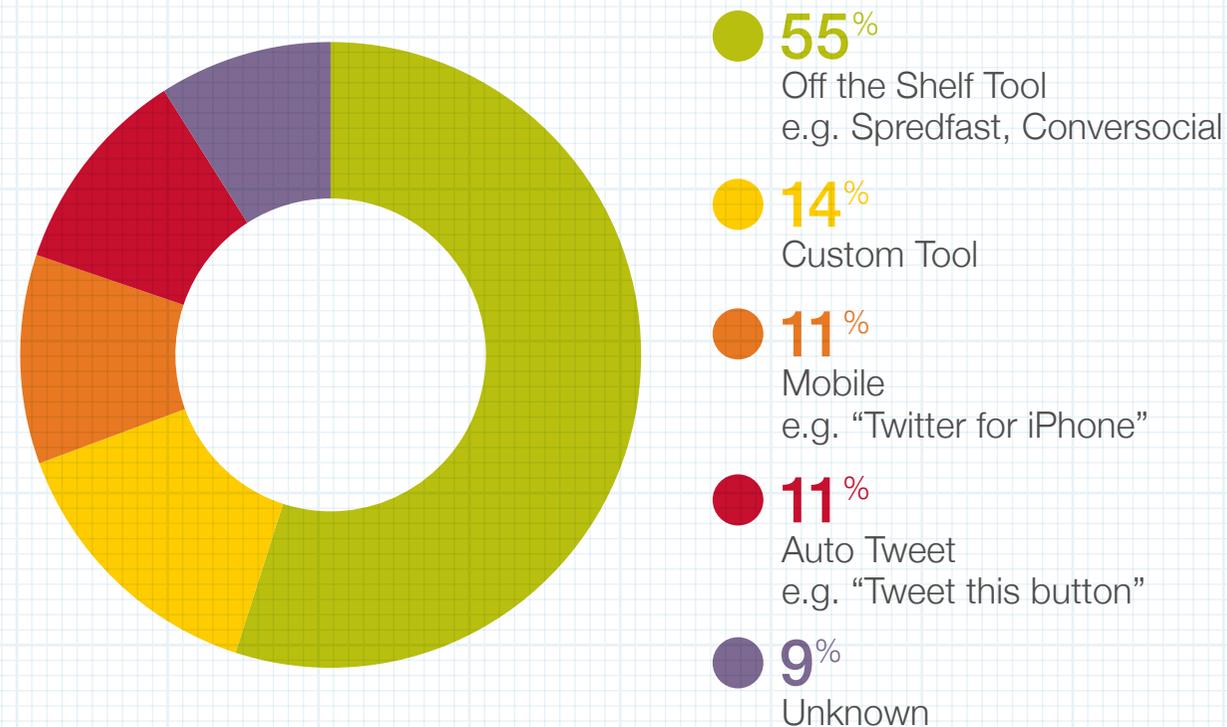
- Hoosuite & Spredfast gain the most in tool switching year-on-year
- Tweetdeck and CoTweet are being abandoned



Brands on Twitter /2012

Brand Twitter Activity/ cont...

Off the shelf tools are the most common “other” tool, very few brands use custom tools

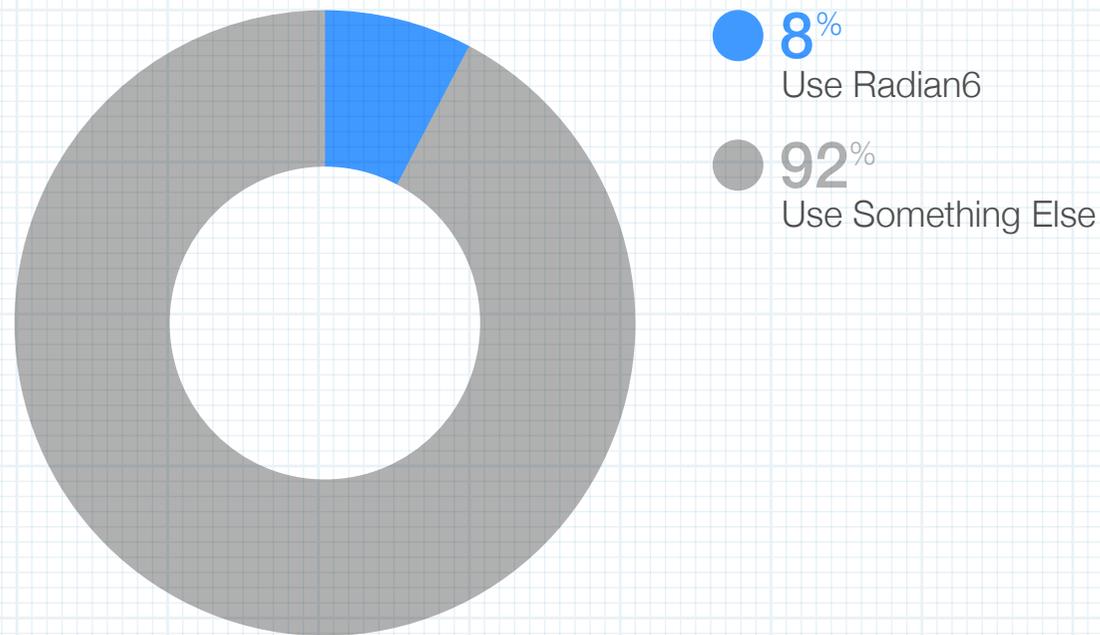


- Auto-tweeting through sites like Twitterfeed and tweeting buttons remain fairly popular for brands as well as individuals
- Brands are using mobile devices to publish tweets, with community managers tweeting from outside the office at events and elsewhere

Brands on Twitter /2012

Brand Twitter Activity/ cont...

Of the clients that Radian6 lists on its website, only 5 (of 65) actually use Radian6 to tweet

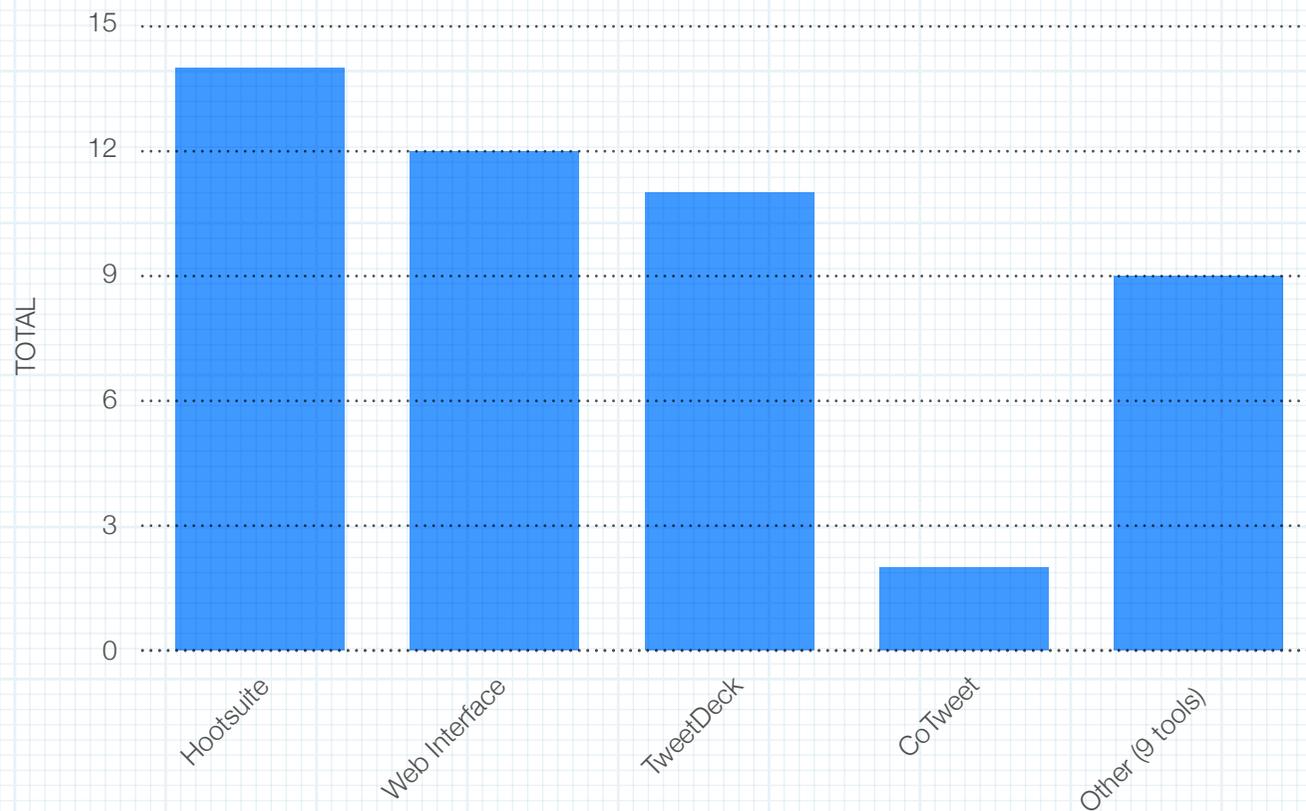


- Radian6 clients are not using the tool for engagement much, mainly focusing on other features of the app and relying on other platforms for Twitter engagement

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Twitter Platforms/

Radian6 clients that do not use Radian6 use other tools



- Hootsuite and Tweetdeck are most popular alternative tools, alongside other platforms like CoTweet and Spredfast
- This broadly mirrors the split for brands in general

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Thank you /

We hope this report into how brands are using Twitter has been of interest. We work with clients across a wide range of industries and with different needs and present them not only with insightful studies such as this, but also with the means to conduct their own reports. Even the very tip of the iceberg isn't visible in this report with regard to the data and insight that Brandwatch can provide, and we'd love to show you the other things we can do.

/about Brandwatch

Brandwatch is one of the world's leading providers of social media monitoring and analysis. More than 500 global brands and agencies use Brandwatch solutions, relying on the real-time social media coverage and highly reliable, spam-free data we provide to monitor online conversations around their brand interests, glean business insights through deep data analysis, conduct market research, predict market trends, and engage with customers and prospects.

Founded in August 2007, Brandwatch has offices in the US, UK and Germany.

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US: 1 212 229 2240

UK: +44 (0) 1273 234 290

Germany: +49 (0) 711 912 44 159