

TWITTER AND BUSINESS: A CASE STUDY

IASMINA IOSIM¹, ANKA PASCARIU¹, ANDREEA DRAGOESCU URLICA^{1*}, DIANA MARIN¹, CRISTINA BABCSANYI¹, GABRIELA POPESCU¹

¹ Banat University of Agricultural Science and Veterinary Medicine

"King Michael I of Romania" from Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania

**Corresponding author's e-mail: andreadragoescu@yahoo.com*

Abstract: *Today's communication is considerably characterised by the too wide use of social media such as Facebook, Instagram, Twitter, YouTube etc. This research paper starts from prior studies referring to Twitter in various domains, among which business. The aim of the study was to identify the domain in which this social medium could be best valorised. Its popularity has made twitter best suited for business and communication. In business, Twitter was found to be fit for public relations campaigns, marketing communications, branding, and destination management organisations. Given that destination management organisations using Twitter ranked it first in customer service (for providing compliments, criticisms, and enquiries) and interactivity when compared to Facebook, Instagram, and YouTube, other types of business should also try using it.*

• Introduction

Twitter is an American microblogging ("the activity or practice of making short, frequent posts to a microblog") and social networking ("the use of dedicated websites and applications to interact with other users, or to find people with similar interests to one's own") worldwide service on which users (twitterers) post 140-character written messages and 140-second audio and video messages (tweets) and interact with other users. Only registered users can like, post, or retweet messages, while unregistered users can only read publicly available messages.

• Material and method

The material used in this study consists in articles and book chapters published between 2006 and 2020 about the social media application Twitter, with focus on business. The case study method (a method of observational research) was used in this study, both as "a process or record of research into the development of a particular person, group, or situation over a period of time" and as "a particular instance of something used or analysed in order to illustrate a thesis or principle".



• Results and discussions

What can Twitter do for businesses? A lot, if we take into account that "Twitter is the #1 platform for discovery, that people spend 26% more time viewing ads on Twitter than on other leading platforms, and that 53% of people on Twitter are more likely to be the first to buy new products".

In general, millions of businesses, organisations, and people use Twitter to discover and share new information. In particular, businesses can use Twitter to build relationships with people who care about them, to gather market insights and intelligence, and to share information.

• Conclusions

- Though a relatively young microblogging and social networking worldwide service, Twitter turns to be one of the most popular social media;
- Its popularity is supported by the large number of new words whose root is tweet or twit and by the even larger number of Twitter terms;
- Its popularity could be explained by its level of homophily or by its "retweet" function;
- Business and communication are the domains of choice of Twitter;
- Twitter is fit for public relations campaigns, for marketing communications, for branding, and for destination management organisations;
- Destination management organisations using Twitter ranked it first in customer service (for providing compliments, criticisms, and enquiries) and interactivity when compared to Facebook, Instagram, and YouTube.

All this recommends Twitter as a valuable marketing tool – no matter the field.