

profile of a twitter user



newbie

+ Understand

Person in front of me reading the latest Stephen King, I'm reading it over their shoulder.

Just had cereal for dinner.

Quick to join and then unsure what to do with such a new form of expression. The Newbie is mostly likely a parent or a friend who signs up because their friends and family are doing it and they want to see what the fuss is all about. Inevitably, they 'tweet' pointless messages such as 'Having a sandwich. I like ham' or 'Taking the dog for a walk' before realising no-one cares and they abandon the service after three months.

Motivation: Curiosity about Twitter



brand

+ Observe

I so need one of these right now <http://bit.ly/8syTWt>

Just wearing my new t-shirt I bought on coolretroshirts.com - looking good

Realising they can promote themselves or their wares with the service, The Brand joins Twitter to use it as a marketing tool as well as keep in touch with friends. Of course, the social aspect is only there to convince people he or she is not using their followers as advertisers.

Motivation: Greater brand awareness



smore

+ Tolerate

Learn all there is to know about building your brand on Facebook from me right here

Love playing this friggin game <http://bit.ly/583cDQ>

a.k.a The Social Media Whore. They want everyone to know what they're doing in their professional life and they use every form of social media technology to let people know. Be it plug their articles on Facebook, or informing people of publications on Twitter, Smores are more often than not, self-delusional about how much people really care about their professional life.

Motivation: Making a buck and gaining followers



bitch

✗ Block

Sharon Stone is guesting on 30 Rock, she looks like a dude in drag

Kate Hudson and A-Rod splitting up - boo hoo, who cares

You know the type; they use Twitter to voice their views on the world and who is annoying them at the moment. Essentially, a way for people to moan at you despite you not even being there. Despite the name indicating that it's primarily women that do this, there are also a large number of male users who do likewise, mainly for shock value (which is funny at first), but quickly becoming rather disturbing...

Motivation: Generating reactions



maven

✓ Follow

100 hacks to help you create the ultimate home office

How does twitter travel around the internet? <http://bit.ly/66Pz7n>

An expert in a certain field - marketing, media, recruiting - who uses Twitter to promote their work and build up a network of like-minded people. Following a Maven can often be insightful, fascinating and make them an invaluable resource... if you're interested in their field that is.

Motivation: Recognized as an expert



mensch

✓ Adore

How to create a custom twitterbackground <http://bit.ly/lbLqo>

@you How the oil market is being controlled - <http://bit.ly/3HuDUQ>

Mensches often simply observe until people need their expertise or know that they can help them find the answer. When you need an answer to something (the more technical the better), they'll be there to help in an instant.

Motivation: Helping others

the journey of a tweet

