TOOLS OF THE TRADE

TweetDeck

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Job: Social media expert
Where: CP Communications
Why is it important?
I do social media for my business, and also for a number of clients. TweetDeck is a social media application that allows users to more effectively use Twitter. TweetDeck means I can work on a strategy for a client by seeing mentions, saving searches or seeing hashtag searches on one screen. I can quickly respond to a situation or media opportunity that comes up for my clients.

What do your colleagues think?
My team all use TweetDeck and they love it. A tweet has a life of about eight hours, so we use TweetDeck to schedule tweets at certain times. A lot of tweets relate to news, so we can't schedule those. But we're doing social media for a conference at the moment and we'll schedule tweets about what speakers are talking about, or early bird details.

Unusual moment?
I used to have a BlackBerry and the battery died shortly after my iPhone arrived. I posted a tweet using TweetDeck asking to borrow a BlackBerry battery. A man I'd never met tweeted back saying I could borrow his. It turned out he worked two streets away and it showed the level of trust you can build on social media without even meeting.

How much does it cost?
Free. It's the best thing about social media.

SUE WHITE

Photo: Sarah Dean