

TOOLS OF THE TRADE

TweetDeck

Name Catriona Pollard

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: Tamara Dean