

Who is twittering, and why?

With twitter's popularity growing, the herald talked to local users about the phenomenon.

BY JAMES JEFFREY, CALGARY HERALD MARCH 29, 2009

Jim Sparrow, Realtor

Originally writing twitter off as useless two years ago, Jim Sparrow is now an avid user and has been for the past few months.

Sparrow has gained clients through the site, but mainly uses it to network with others in the real estate business.

"It's like being at a dinner party and handing out business cards," says Sparrow, noting communication is short, but with many people.

He feels Calgary hasn't really caught the Twitter bug, yet, as most of the people he communicates with are from the U.S.

For the future, Sparrow plans on incorporating Twitter into his long-term strategy for acquiring clients.

"If i could utilize one-tenth of (my Twitter contacts), there would be about six figures worth of referrals there," he says.

Using Twitter as a news source is also something Sparrow values.

Terri Champagne, owner of Champagne Fitness

Running a mobile fitness training company is an unusual undertaking. thankfully, due to Twitter, Terri Champagne has a network of fitness experts at her disposal.

The owner of Champagne Fitness, she offers her customers a convenient workout schedule where trainers travel to the customer's choice location, rather than the other way around.

Champagne values Twitter's networking aspect, saying that while she hasn't acquired clients directly through it, she's gained a network of fitness trainers who she can call upon for advice.

Although a lot of spam and celebrity gossip clutters the site, Champagne says it has a lot of legitimacy, as many entrepreneurs use it as a tool.

Using the site has become part of Champagne's routine now.

"It's a ritual for me each night," says Champagne.

Gena Rotstein, president of Dexterity Consulting

One Of Gena Rotstein's main objectives is to maximize donor impact in the non-profit and charitable sector. with the help of Twitter, rotstein has been able to broaden her contact base.

"Twitter allows me to connect to my clients, and like-minded individuals," says Rotstein.

However, Rotstein mainly uses the site to connect with potential partners. while only having joined the site a month ago, she's already connected with an investment partner in New York and a state planner in Alabama.

Rotstein enjoys being able to share quick thoughts through the site, and also letting people know what she's doing.

While she admits the site can be a "time-suck," Rotstein makes sure her time is managed. she sets aside an hour each morning to spend on Twitter.

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