Heavy Twitter Users Bring Social Activity to New Heights

Contributed by eMarketer
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Daily users comment and upload content at least twice as much as average

eMarketer estimates there are 26 million monthly users of Twitter in 2010.

That makes users of the microblogging service a relatively small minority of internet users, at 14.6%, and daily users are naturally even fewer in number.
But their voice is disproportionately loud.

According to ExactTarget, daily Twitter users are highly active across the social web.

They are about three times as likely as internet users on average to upload photos, four times as likely to blog, three times as likely to post ratings and reviews, and nearly six times as likely to upload articles.

They create, share and comment on content at high rates, making them valuable to marketers for much more than their potential influence on Twitter alone.

â€œConsumers active on Twitter are clearly the most influential online,â€• said Morgan Stewart, principal at ExactTargetâ€™s research and education group, in a statement.

â€œWhat happens on Twitter doesnâ€™t stay on Twitter. While the number of active Twitter users is less than Facebook or email, the concentration of highly engaged and influential content creators is unrivaledâ€”itâ€™s become the gathering place for content creators whose influence spills over into every other corner of the internet.â€•

ExactTarget also explored Twitter usersâ€™ motivations for following companies and brands on the service.

In a deeper drilldown into consumer sentiment than previous research has conducted, the April 2010 study supported the general findings that microbloggers have many reasons to follow brands they like.

While discounts and sales are toward the top of the list, finding out news and information about the company and its products come out ahead.

According to 360i, 75% of marketersâ€™ tweets are informational, suggesting brands are responding to what consumers wantâ€”though they largely neglect to participate in conversations.

Such deeper engagement might help them harness the power of frequent Twitter users across their other social activities as well.

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