

More than a Twitter "how to" masterclass - Guy Kawasaki, a brand living by the Tweet..

Sun, Nov 8, 2009 | Posted by [Antony Mayfield](#)

How I Tweet

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Way back in July of 2009, [I explained](#) how I used Twitter. Lots has changed since then, so this is an update to explain how I tweet. As a small business owner, you can adopt my techniques to use Twitter as a marketing tool.

Question: How can you follow more than 180,000 people? [...]

via [openforum.com](#)

Guy Kawasaki is of the "personal brand" school of Twitter user - and what a personal brand it is. His use of Twitter is always evolving and it is always worth taking note of, even if it bears little relation to your personal use of the platform.

Few brands (yet) will have four full-time Twitter writers working on the platform or use the spread of processes and tools that Mr K does. But for Guy Kawasaki Twitter "is what I do" - maintaining his network and his personal brand's usefulness to it is how he does business.

Look beyond the "how to" aspect of blog posts like this (and he links to a bunch of others at the end of it) and there are many interesting implications for individuals' and organisations' life in networks to be drawn out?

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