

## CEOs' Take on Twitter

### *Tweets From the Chiefs*

By Douglas MacMillan

*September 8, 2008*



The best chief executives are nothing if not efficient, and what's more efficient than 140-character memos?

Microblogging site Twitter is the latest tech tool to enter the C-suite. Whether they are broadcasting quick company updates, sharing a personal side of their lives with employees, or networking with other executives, plenty of CEOs have begun to make tweets part of their daily routine. And it's not just the Silicon Valley crowd—chief executives in marketing, publishing, and retail are also populating the site.

We checked the Twitter pages of 18 company heads to compare their vital signs: how many people they follow, how many people follow them, how many users they've identified as their favorites, and how many posts they've made total. We also asked them how Twitter helps them run the show and which user they enjoy following the most. If you're new to microblogging and looking for interesting people to follow, consider this your Twitter Rolodex.



## Kel Kelly

Chief Executive, Kel & Partners

Following: 104  
Followers: 108  
Favorites: 7  
Updates: 1,093

**Favorite Twitter user to follow:** Brian Morrissey, digital editor of *AdWeek*

**How Twitter helps her run Kel & Partners:** "As a Web 2.0 marketing and PR agency, [we find] Twitter is a great example of how immersed the Kel & Partners team is in the Web 2.0 world. It also allows me and all my employees to stay connected and share a more personal experience through each other's tweets."

**Recent tweet:** "laughing over the fact that i just tweeted a message that i meant to text to my son patrick. do you think i have a problem?"