

West Side Informer

Volume 6, Issue 6

Summer 2010

Get Social with: Twitter

Many companies are using Twitter as a means to “do business and even to generate revenue” (Kadlec). Considering the large increase in Twitter usage, this would seem like a wise move. According to a February Twitter blog, the number of daily tweets has gone from 5,000 in 2007 to 300,000 in 2008 to 2.5 million in 2009 to 50 million today. This averages to 600 tweets per second (Twitter jokes that they do indeed keep TPS reports-see the movie *Office Space* for obscure reference).

Best Buy has made use of Twitter by creating an @twelpforce account, where members of their Geek Squad tech support service as well as corporate employees answer questions. Tagged with #twelpforce, anyone can search the feed for answers to technical questions.

Trying to find a job? If you would like to see what's on the mind of your potential future CEO, check out ExecTweets.com, a site that aggregates the tweets of top business execs and IT pros.

Did you know that the West Campus Library has a Twitter account? Follow us @ WCL_TAMU.

Kadlec, D. (2010, May). How to age-proof your career. *Money*, 39(4), 118-123. Retrieved from Business Source Complete

Twitter. (n.d.). *Twitter 101 – Case study: Best Buy's twelpforce*. [Case study]. Retrieved from http://business.twitter.com/twitter101/case_bestbuy

Weil, K. (2010, February 22). Measuring tweets. [Web log comment]. Retrieved from <http://blog.twitter.com/2010/02/measuring-tweets.html>

Rockets' Red Glare

This Fourth of July, comets will streak across the skies over our nation. Chrysanthemums will bloom; willows will weep; palm trees will flourish and fade to be replaced with rings, spiders and diadems. When watching a fireworks display, do you ever wonder how the pyrotechnic artists achieve their effects? The secrets lie in the ways fireworks are constructed. A spherical or cylindrical papier-mâché shell is packed with black powder in which pea-sized, sparkler-like stars are arranged in specific patterns. An explosive charge is embedded at the center of the shell and a fuse is added which is long enough to delay detonation until the moment the shell ascends to its zenith, hanging briefly in the sky....Boom! Ooohhh! Aaahh!

In 2009, the U.S. imported \$217,000,000 worth of fireworks, \$209,000,000 of which came from the country that invented black powder: China. One of the top worldwide design firms for pyrotechnic displays is Fireworks by Grucci in Brookhaven, NY. To learn more about the fireworks industry or anything else that ignites your interest, come see the business specialists in the Barclay Reference Center on the first floor.

Ellis, S. M. (2007, July 28). First family of fireworks. *The Post-Standard*. Retrieved from LexisNexis Academic.

Flowers in the sky. (2007, July 14). *Global Agenda*, 12. Retrieved from Academic Search Complete.

U.S. Census Bureau. (2010). Facts for Features: The Fourth of July 2010. Retrieved from <http://www.census.gov/newsroom/releases/pdf/cb10-ff12.pdf>



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