

Is there really such a thing as an erroneous corporate Twitter slam?

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Is there really such a thing as an erroneous corporate Twitter slam?

In an age where every corporate communication event has 14 to 30 different staff double-checking every communication item, a number of different media monitoring services, and where all corporate email is read, recorded and data harvested for "employee dissatisfaction trends"; is it really possible that corporate staff and PR accounts are actually sending out "horrible twitter slams" "by accident"?

The reality is, if your corporate brand, media personality or Corporate PR account has over 300,000 actual followers, your big corporation will order a media hit without a second thought.

The MSNBC, Match.com and other Twitter incidents actually may have worked like this:

1. "Hey Martha, we see that Twitter account #4 has 650,000 actual (not meat puppet) followers."
2. "So we are mad at so-and-so and we want you to tweet that he sleeps with goats"
3. "We will then send out the classic "we do not condone such thoughts.. blah, blah, blah disclaimer" and "fire you" (wink, wink, nudge, nudge)
4. "Of course your severance package will be 6 times what you would make in 5 years working for us and this immediate golden-parachute is a sure thing."
5. "So whaddya say?"
6. "The cost of your "severance package" is worth ten times the value of sticking it to so-and so and in two years everybody will have forgotten you did it."
7. "On top of that, the false controversy it will create, will get our brand name mentioned millions of times. After awhile nobody remembers if you were mentioned for something good or bad, they just remember that you are famous for something"
8. "Mainstream America is so clinically stupid, they fall for it everytime."

MSNBC, Match.com and the rest of the "Accidental Tweet Disaster Follies" learned from the best: Lindsey Lohan and Kim Kardashian: It doesn't matter how disgusting, low-class, idiotic or lame the thing is you Tweet, as long as it gets "traction".

If someone famous is about to retire from a company, the PR director will sometimes ask them to leave with an Exit Tweet Slam. Since they are leaving the company anyway, why not?

Lately, the companies do not even name the person that got fired. They can just make up that there was some bad intern or "entry level staffer" who does not exist. Thus saving the cost of the severance package.

Brought to you by the same Hollywood PR spin people who gave you "Rehab": You can cheat on your wife all you want and take as many drugs as you want as long as, the minute you get caught, you say you are "acknowledging your problem and will enter rehab" where you will hang out in Malibu for two weeks and catch up on your reading while rehab room-service brings you food at the beach. Then, when you "return from Rehab" everybody will say: "oh, that was an unfortunate thing but look, he went to "Rehab" so he is all fixed now, hooray".

So feel free to Tweet that this culture, or that political party, eats baby brains. The more horrific; the more free PR.

Twitter doesn't care. They only follow their own policies selectively, as proven by the many thousands of prostitutes and escorts openly advertising on Twitter in clear violation of their Terms of Service.

Let's discuss

J- Daily Caller

[Health Net Stands Behind Fake Tweets - Steve Hall](#)

Back in September we shared a story about health provider Health Net which used **fake tweets** to promote its services. We called the work "a juvenile marketing move and yet another example of testimonials gone wrong." On the testimonial page, the **brand** writes, "You might have seen our ads and have

adrants.com/2012/11/health-net-stands-behind-fake-t...



[Fake tweets brand Justin Bieber gay after E! Online's Twitter ...](#)

Justin Bieber fans were in for a shock on Saturday when they read online that the teen star is gay after a message was posted on E! Online's Twitter account.

dnaindia.com/entertainment/report-fake-tweets-brand-...



[Is it OK to fake your tweets? - Schaefer Marketing Solutions ...](#)

Are you reading your **tweets**? **Fake** tweeting and true engagement with your followers.

businessesgrow.com/2011/01/11/is-it-ok-to-fake-your-tweets/



[HealthNet Using Fake Tweets as Testimonials on Billboards ...](#)

HealthNet's tagline, "Way to care," should be changed to "Way to not give a damn," following the revelation that the company has been putting **fake tweets** on its outdoor ads. "Affordable, fits my biz needs — smart health plan!

adweek.com/adfreak/healthnet-using-fake-tweets-tes...



[20 Funny Tweets Your Brand Should Take Seriously](#)

Check out these hilarious **tweets** from **brands** and understand why. It's hard out there for a **brand**. On Twitter, that is. ... **Fake** Bay's **tweets** portray him as a super-rich, power-hungry, self-obsessed loudmouth. 4. Not Gary Bussey.



[A Fake AP Tweet Sinks the Dow for an Instant - Businessweek](#)

Jared Keller/Twitter A **fake tweet** sent from the AP's official twitter account . Everything about this message seemed suspicious: ... Bloomberg WTI crude oil prices spike after false **tweets** about the death of Syrian President Bashar al-Assad.

businessweek.com/articles/2013-04-23/a-fake-ap-tweet-sin...

[Twitter Says 'Our Bad' for Posting Fake Tweets by Real Users ...](#)

Fake tweets attributed to three real Twitter accounts were used in a graphic on the Twitter advertising blog. 2013 Online Holiday Season Results, ... "**Brands** of all types make mistakes in marketing judgment from time to time," David Libby, ...

technewsworld.com/story/78570.html



[Fake Tweets](#)

Fake Tweets. Request any **fake tweet**, and I'm actually really lazy, and might do 'em when I'm bored. So expect 'em in like a couple weeks haha!; Request Here! submit theme. You guys should kik me :) Radalcunt. Reblog this. 11 notes - ...

faketweets101.tumblr.com



[Are the mean celebrity tweets on Jimmy Kimmel real, or fake ...](#)

It would be a real slap in the face if the celebrities that people commonly diss on Twitter actually read the offending **tweets**. The question is, do they?

digitaltrends.com/social-media/are-the-tweets-in-kimmels-...