

Oprah Gail Winfrey - Twitter Profile Analysis

For November 2011

Summary

Oprah Winfrey's twitter profile name is Oprah Winfrey and her username is @Oprah. She is tweeting since 23. January 2009 (about 2 years and 10 months), has 1,450 tweets, 8,438,470 followers and follows 40 other people. Winfrey is listed 72,810 and made the list @Oprah/friends-2 public, which includes Winfrey and all her 40 friends. On her twitter profile is a link to her webpage www.oprah.com, a profile picture as well as 12 other pictures that she has posted. As her location is listed Illinois, Chicago and to describe herself, she wrote "live your best life." Her profile background is simply black and neutral.

Findings/Analysis

During November 2011, Winfrey posted 10.8 tweets a day and 184 tweets the whole month (Chart 1). For 94% of her tweets she used an iPad, for 4% an iPhone and for 2% the internet (Chart 2). She posted 134 of her total tweets on a Sunday, 2 on a Monday, 19 on a Tuesday, 13 on a Thursday, 8 on a Friday and 8 on a Saturday (Chart 3). Of her total tweets she retweeted 1.63%, which included tweets by musician William James Adams Jr. who is better known as will.i.am, Sheri Salata the executive producer of the Oprah President-Harpo Studios and @rn1814 who is a follower of Winfrey (Chart 4). 78.89% of Winfrey's total tweets have been replied during November (Chart 5).

According to twitteranalyzer.com, Winfrey's twitter network is estimated to be 42% male and 58% female and is composed primarily of 25 to 34 year olds (35% of her followers) followed by 35 to 44 year olds (32% of her followers). During November, Winfrey's number of follower increased by 265,564 people whereas the number of people she followed increased by 2.

The main topics of her conversation on twitter are about or including aspects of her professional life. She often promotes her network and magazine in tweets and uses links to do so. Volpe (2008) calls twitter a great last minute marketing tool where owners of

corporations can announce events and last minute updates and Winfrey is exactly doing that. For example, she tweeted “Are y'all watching OWN or the AMA's? Dvr for the next 25 mins.and watch OWN.”

Furthermore, she uses this tool to promote other people such as the musician i.am.will which helps her to increase her network through building an online relationship with a high followed twitter profile. Her tweets are very conversational and reflect the natural and informal way she talks to people on TV, for instance, “@jellius OMG for real! that was a rockin service at Lakewood. Then I went to Pastor Osteens house for interview. Just getting home.”

Although many of the tweeps she follows are famous, most of her tweets are responses to messages of her fans and non-celebrities. That she treats everyone equal no matter if celebrity or not exemplifies her tweet addressed to a famous musician and one of her fans at the same time “@SkiddyBeddy @iamwill just said "go out and fight for positive energy" Make it Happen and have a REALLY good day tomorrow!” She shares her professional life as well as aspects of the private life on twitter. To make it even more personal, Winfrey includes pictures as well as videos in her tweets. She celebrated her 8 million tweeps and thanked all her followers on twitter by posting a thank you note and personal video that she created on her home computer.

Winfrey uses twitter mainly to connect to people in a way she could not before and it enables her to enhance her public image while promoting her business. Mobile devices with access to the web make it easy for her to tweet even with a busy and changing schedule. She can share personal aspects of her life with her tweeps at the moment they happen. In addition, she tries to receive concrete feedback from her audience through tweets such as “I can hardly wait for U all to see OUR AMERICA. Please tweet me after. Want to know if u're as moved as I. Airs tmrw night 10/9ctrl.” According to Hollis “Twitter is an ideal way to reach your audience and build that true one-on-one brand-to-consumer relationship. Often, this relationship building leads to a lot more than just reaching out to your audience.”

Recommendations

Winfrey's twitter profile is consistent with and enhances her public image. The increasing number of her followers shows that her tweets are reaching millions of people and therefore, should be used more particular for promoting herself and her business. Her tweets should be more focused on gaining knowledge about what people think. This direct feedback can help to improve her work and image. People are interested in what she is doing and with whom. Therefore, tweeting on a more regular basis rather than tweeting a lot on just a few days about her life would make her twitter profile more attractive to people. It is important to include more often pictures and videos so that her followers get the feeling they can take part in her life and make the one-on-one experience even more real.

OPRAH WINFREY TWITTER ACCOUNT

DATA COLLECTION FOR NOVEMBER 2011

Chart 1

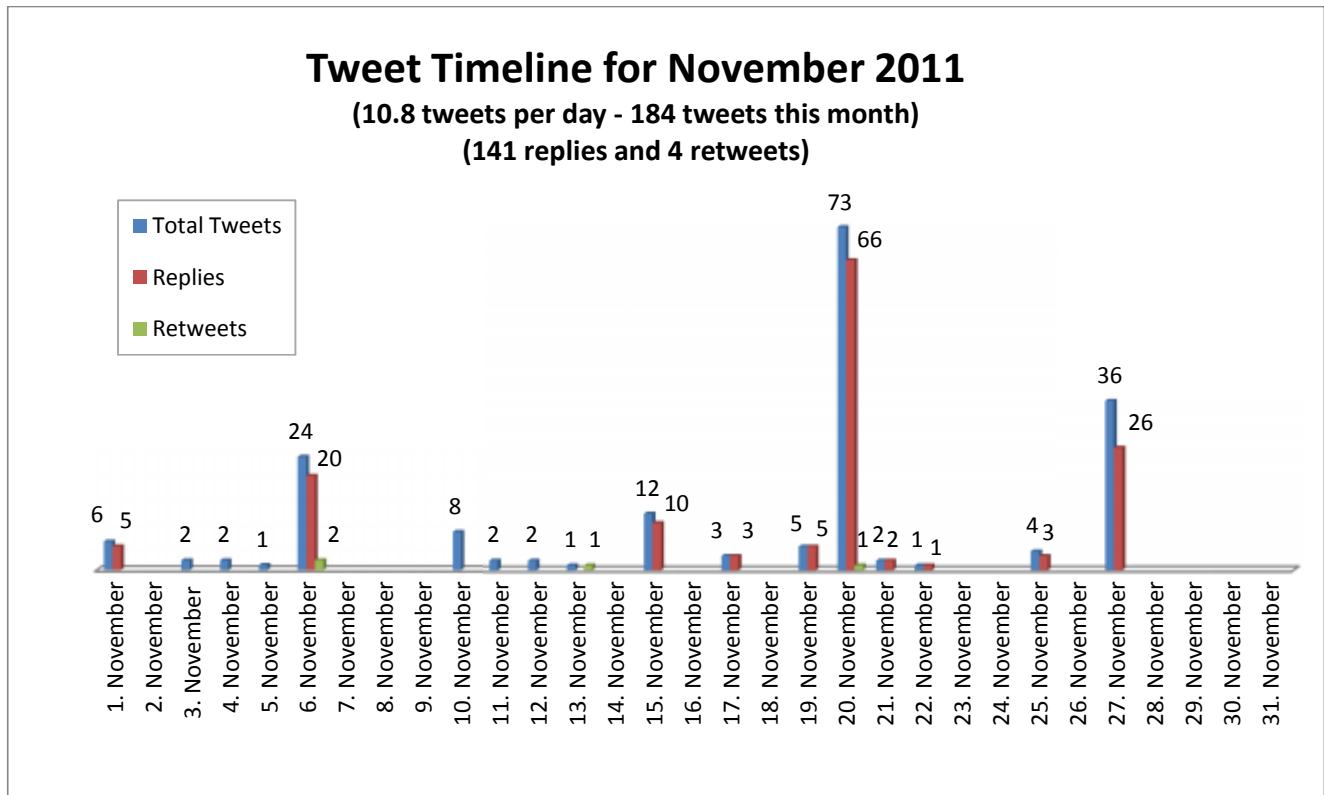


Chart 2

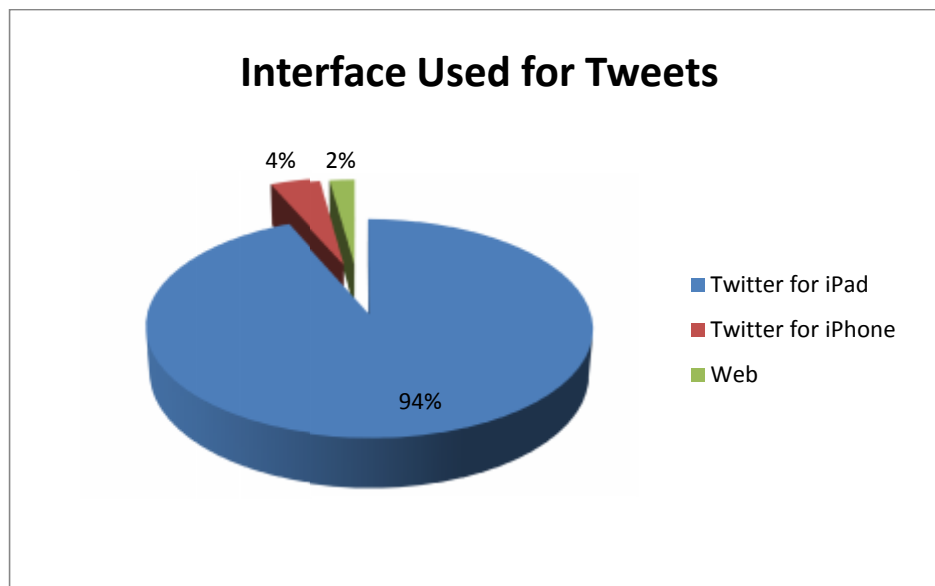


Chart 3

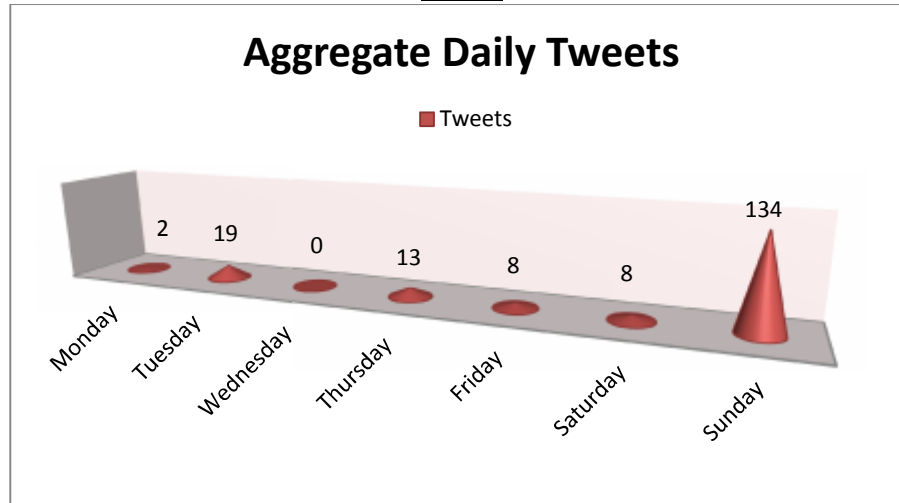


Chart 4

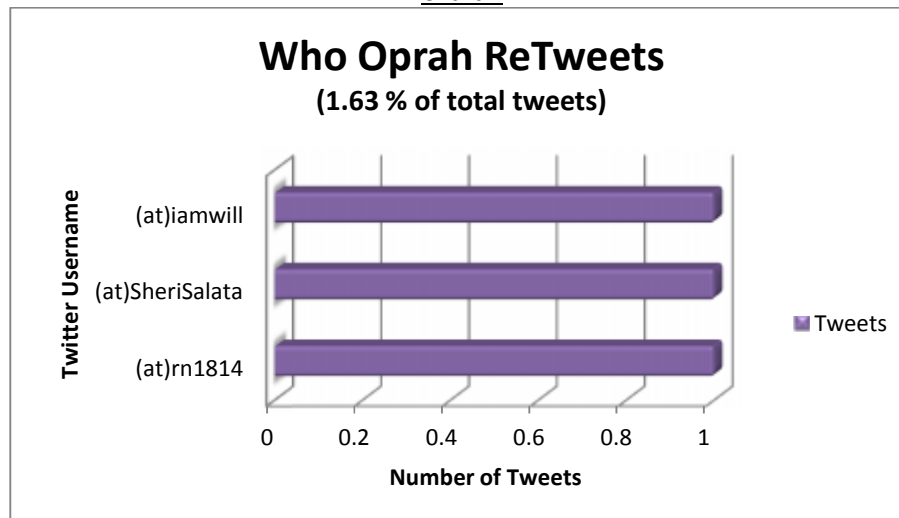
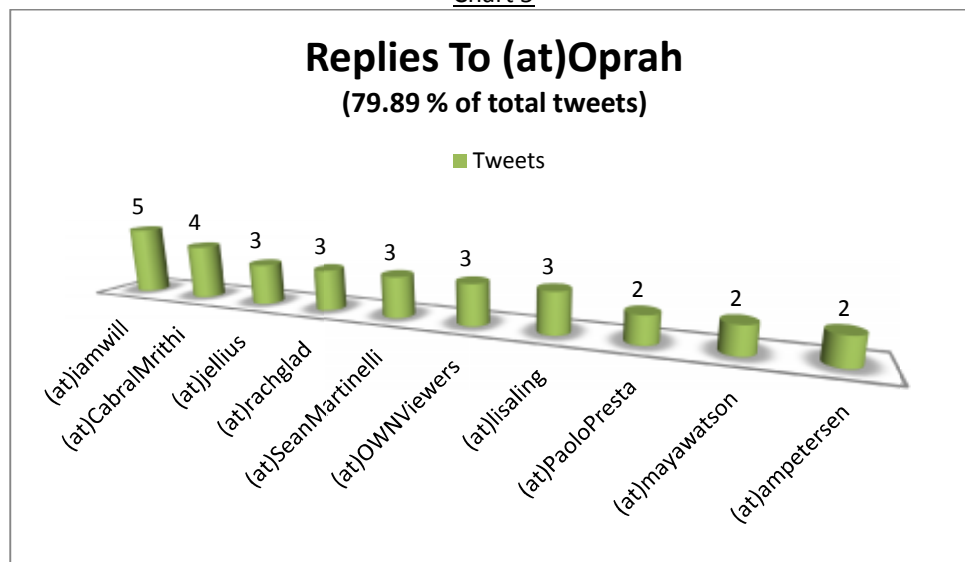


Chart 5



References

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<http://www.bond.eblib.com.au.ezproxy.bond.edu.au/patron/FullRecord.aspx?p=479921&userid=GZ%2bJsMwUI7zVQ38J6F1xIQ%3d%3d&tstamp=1323410512&id=85B4E0ABFDDE180A2BB309EABA4C0A71C1C3C115>
- Volpe, M. (2008), *How to use twitter for marketing & PR*. Retrieved from
<http://www.hubspot.com/tabid/6307/bid/4034/How-to-Use-Twitter-for-Marketing-PR.aspx>

Rationale

I have chosen Oprah Winfrey for my Twitter Profile Analysis because I was interested to see how such an influential person like her uses social media and how effective this tool works for her personal image and success.

Oprah Gail Winfrey is the former host of The Oprah Winfrey Show, chairwoman and chief executive officer (CEO) of Harpo Productions and chairwoman, CEO and chief operating officer (CCO) of the Oprah Winfrey Network. For many people Winfrey represents a role model. She grew up in poor conditions and through her multi-award-winning talk show and her personal attachment to the people she became one of the richest women in the world. According to Time Magazine, Winfrey is the most influential woman in the world. Her impact on public opinion was even given the name The Oprah Effect. While Winfrey hosted her talk show, which was aired in 140 countries all over the world, she introduced the Oprah Book Club. Every book that she presented no matter how obscure it was became a best-seller straightaway.