

# TECHtionary™

TECHtionary provides social media marketing focused on unified communications, cloud, SaaS, telecom, IT, venture capital, startups and related topics via Twitter, LinkedIn and telecomreseller.com (recognized Google News Service). We provide daily or custom posts drawing from customer website content, social media engagement and specialized content development such as articles, PR, webinars, etc. Through these methods, collectively we gain more than a 1,600+ "meaningful" followers month as well as provide weekly concalls to engage with clients on specific programs and time-sensitive events.

## 1 - Here is an update on Twitter efforts during April alone (contact for previous months):

[@telecomreseller](#) (leading UC pub) Now 7,363 UP +220 followers

[@whatstadoing](#) (telecom association) - Now 3,674 followers UP +63 followers

[@boulderiba](#) (boulder business association) - Now 4,762 followers UP +329 followers

[@rockiesventure](#) (VC/angel investor group) Now 8,064 followers UP +227 followers

[@beautyapps](#) (mobile apps) Now 3,560 followers UP +83 followers

[@tactele](#) (telecom association) Now 679 followers UP +50 followers

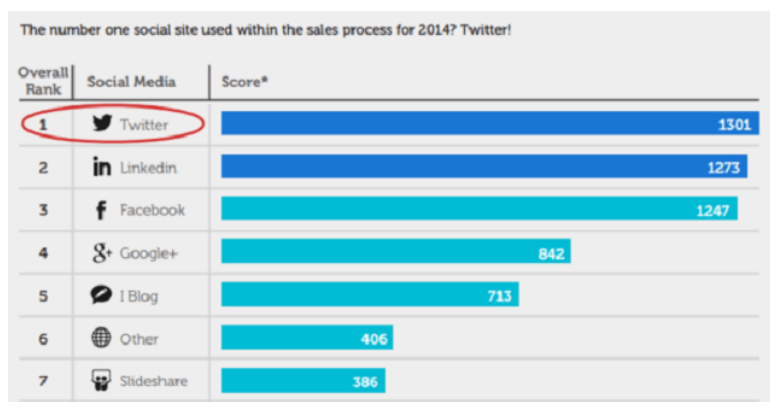
[@techtionary](#) (company account) Now 7,779 followers UP +429 followers

**Collectively gained 1,600+** (with other private accounts) new followers during April only and gaining more each day.

Like YMMV-your mileage may vary each business is different and gaining followers is increasingly difficult without good-to-great "thought leadership" content and high value CTA-calls to action. However, having great content sitting on your website is like a product on the shelf, you can customers to pull it off the shelf and Twitter is ideal for constant promotion.

## Here are a few more resources for you reading enjoyment:

Top 10 Tips: Twitter is now "the" dominant source for sales lead generation





- Top-10 Reasons to "[Tooting Your Own Twitter Horn](#)"
- Top-10 Tips to [#Hashtags](#)
- Twitter Twits - [Top-10 Twerps 10 Twitter Pet Peeves](#) – The Good, The Bad & Often Ugly
- Twitter for Sales & Marketing - [Marketing Pitch Presentation](#)

- "[Thought Leadership](#)" – 10 Ideas on Being a Thought Leader

Call 303-594-1694 or [cross@gocross.com](mailto:cross@gocross.com) to get going today starting at \$300 a month.

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## CEO Twitter Scoreboard

Updated May 1 – 2016

### The Winner is !

The biggest gainer in the business world in Elon Musk with 3.83 million and 220,000 new followers. In today's business-political-social world, you are measured by many factors including the number of Twitter followers you have. In fact, many surveys have found that websites in general are perceived as passive customer communication tools with Twitter being a far more proactive customer-engaging tool. These surveys have also found an increasing number of customers go to your Twitter account **before** they go to your website doing "due diligence" on you looking for call-to-actions, thought leadership and content useful in their purchasing as well as customer complaints regarding your solution. Your client may not have a Twitter business account but they may have a personal account and their advisors may as well. You can also see how in some small way John Legere's Twitter efforts have also impacted the price of the stock.



As noted Twitter expert [Evan Kirstel](#) just named #5 of Top B2B-Business-to-Business Influences more than 61K followers stated, "**Twitter is *not just* way to meet new prospects and partners, it IS the way you run your company. If you aren't engaged, your competition likely is!**" That is, CEO's are beginning to see the real value of Twitter not just for their company but for their role as CEO in the company they run.

The New Social Media Engaged CEO as "The ultimate value of any CEO is the price of the stock and social media can impact that."

If you are a CEO or C-Level we can help you and your company use Twitter to gain-retain followers and customers

email [cross@gocross.com](mailto:cross@gocross.com) and we can provide proven cost-effective results and references.

Here's a new article on Social Media and the CEO.



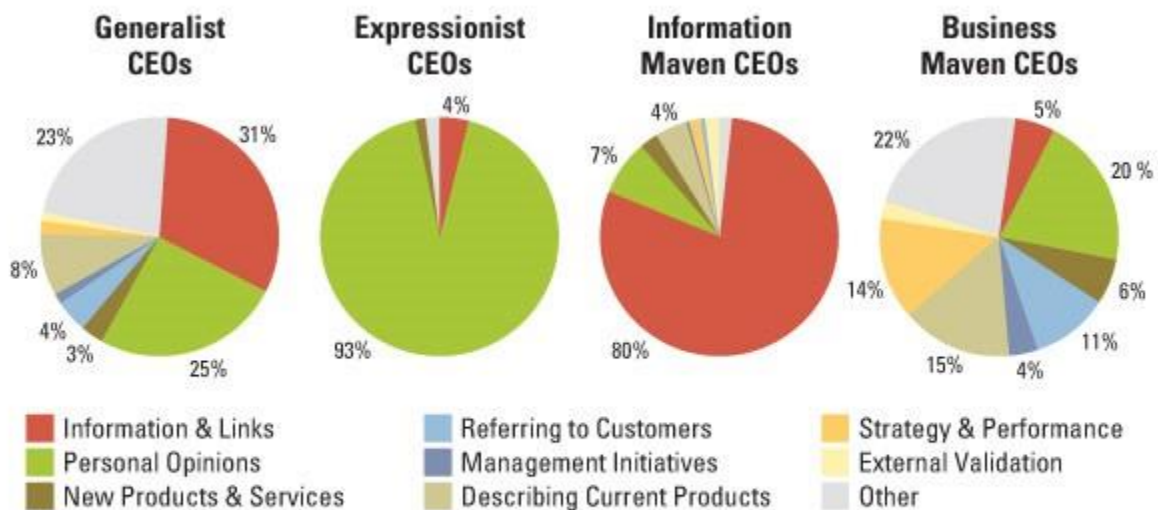
### Other News Items

An IBM sales study indicates that 75% of B2B buyers are likely to use social media as part of their purchasing decision.

Via LinkedIn - "50% of buyer-seller-support interaction will happen through social media by 2020 it will be 85%."

Via @NPR radio "AC Nielsen reports that 87% of Twitter users surveyed make #buying decisions based on #Twitter posts and followers."

### MIT Sloan - How CEOs Can Leverage Twitter



The purpose of this article is to not just talk about HOW CEOs Twitter but which CEO has the highest number of Followers

not the only measure of the CEO's social presence but certainly a viable one.

## NEW Twitter Start Ratings



One Star – Posting Weekly & Corporate Sales Pitch



Two Stars – Posting Weekly and Engaging with Followers



Three Stars – Posting Weekly Engaging with Followers &

Provide “Thought Leadership” – Global Values & Vision



How do you score against your competitors?

[Click here](#) to get listed, corrections, additions, and Twitter help. [We apologize for omissions or errors.](#)

### TECH CEO's – +Gains and -Losses only in April 2016

Company	Twitter Name	Followers	+/- since 4/1	Star Rating	Notes
Donald Trump	<a href="#">@realDonaldTrump</a>	7,840,000	+500,000	★	Business & politics

Elan Musk Telsa/SpaceX	<a href="#">@elonmusk</a>	3,830,000	+220,000	★	Space pics
Jack Dorsey	<a href="#">@jack</a>	3,540,000	+30,000	★	Social issues
John Legere	<a href="#">@JohnLegere</a>	2,270,000	+160,000	★★	TMobile and event promotion
Tim Cook Apple	<a href="#">@tim_cook</a>	2,350,000	+150,000	★★	Apple promotion
Marissa Mayer Yahoo	<a href="#">@marissamayer</a>	1,250,000	+60,000	★	Business topics
Warren Buffett Berkshire	<a href="#">@WarrenBuffett</a>	1,140,000	+10,000		Only 2 posts in 2015
Michael Dell	<a href="#">@MichaelDell</a>	945,000	-27,000	★	Dell promotion
Satya Nadella MSFT	<a href="#">@satyanadella</a>	777,000	+23,000	★★	MSFT promotion & global topics
Jeff Weiner LinkedIn	<a href="#">@jeffweiner</a>	304,000	+2,000	★★	Global business
Meg Whitman	<a href="#">@MegWhitman</a>	235,000	+1,000		Nothing since 2011
Marc Benioff Salesforce	<a href="#">@Benioff</a>	214,000	+5,000	★★★	Social issues
Jeffrey Bezos Amazon	<a href="#">@JeffBezos</a>	109,000	+14,000	★★	Space issues
Mark Zuckerberg	<a href="#">@MarkZuckerbergF</a>	94,600	+1,700		Not confirmed account no posts
Larry Ellison Oracle	<a href="#">@larryellison</a>	91,300	+300		Nothing since 2012
Josef Holm Krowdster	<a href="#">@josefholm</a>	38,100	New	★	Crowdfunding topics
Spencer Rascoff Zillow	<a href="#">@spencerrascoff</a>	36,800	+3,400	★★	Company topics
Sherry Chris	<a href="#">@sherrychris</a>	23,500	+300	★★	Real estate and other topics
MariAnne Vanella Vanella Group	<a href="#">@VanellaGroup</a>	21,800	New	★★	Business topics
Ayah Bdeir Littlebits	<a href="#">@ayahbdeir</a>	17,100	+300	★★	Company promotion
David Thodey x-Telstra	<a href="#">@davidthodey</a>	17,300	+500	★★★	Global topics
Ginny Rometty IBM	<a href="#">@GinniRometty</a>	16,700	+200		No posts
Reed Hastings	<a href="#">@reedhastings</a>	14,500	+700	★★★	Movie and social topics
John Donahoe Paypal	<a href="#">@Donahoe_John</a>	14,100	0		No posts since 2015
Tom Mendoz Netapp	<a href="#">@TomMendozaTalks</a>	12,800	0	★★★	
Jeremy Bloom Integrate	<a href="#">@JeremyBloom11</a>	12,600	0	★★★	Company and motivational
Mark Bertolini Aetna	<a href="#">@mtbert</a>	12,800	+300	★★★	Global topics
Scott Brown Bounce.io	<a href="#">@sbrown</a>	10,700	100	★★	Company promotion & lifestyle
Francois Goube Cogniteev	<a href="#">@francoisgoube</a>	9,531	New	★★★	Business Startup topics
Wes Hayden Virtual Hold	<a href="#">@weshayden</a>	9,622	+97	★★★	Tech topics
Brian Krzanich Intel	<a href="#">@bkrunner</a>	9,572	+327	★★	Company promotion
Jack Salzwedel	<a href="#">@amfamjack</a>	7,352	+4	★★★	Company topics
Jerry Colonna RebootHQ	<a href="#">@jerrycolonna</a>	7,350	New	★★★	
Arlo Gilbert Televero	<a href="#">@arlogilbert</a>	7,428	New	★★	Global topics
Justin Holland Healthjoy	<a href="#">@JH_HealthJoy</a>	7,478	New	★★	Medical topics
Gregarious Narain Chute	<a href="#">@gregarious</a>	6,498	-7	★★	Personal topics
Jeff Haynie Appcelator	<a href="#">@jhaynie</a>	6,639	+25	★★	Global topics
Brad Smith Intuit	<a href="#">@IntuitBrad</a>	6,494	+431	★★	Company-personal promotion
Ola Rollén Hexagon	<a href="#">@OlaRollen</a>	5,895	+139	★	Personal interests
Alex Raymond Kapta	<a href="#">@afraymond</a>	5,332	New	★★	Sales and Customer topics
Martin Gilbert - Aberdeen	<a href="#">@MartinGilbert83</a>	4,587	+704	★★★	Industry topics



Eric Litman Medialets	@ericlitman	4,047	+2		Company promotion
Mat Ellis Cloudability	@MatEllis	3,472	-2	★ ★ ★	Company promotion
Julie Wainwright RealReal	@RealRealJulie	3,424	New	★ ★ ★	Business/political topics
Bruce Broussard Humana	@brucedbroussard	3,179	+123		Company topics
Martin Bouygues	@MartinBouygues	3,108	+247		Business topics
Rami Essaid Distil	@ramiessaid	2,903	+50	★ ★	Company-personal promoti
Ahmad Chatila Sunedison	@AhmadRChatila	1,896	New	★ ★	Solar business topics
G. Krista Morgan P2Bi	@krismtl	1,774	New	★ ★	Company Topics
Vittorio Colao Vodafone	@vitt61	1,728	+60	★ ★	Global topics
Kent Thiry DaVita	@KentThiry	1,593	+38	★ ★ ★	Company and health topics
TJ Parker PillPack	@tjparker	1,674	+171	★ ★	Misc topics
Ranvir Gujral Chute	@ranvir	1,401	+5		Chute promotion
Ed Clark Atlanta Motor Speedway	@EdClarkAMS	1,312	+8		Car topics
Jerry Kennelly Tweak	@jerrykennelly	1,246	+15		Instagram pics
David Morken Bandwidth	@DavidMorken	1,186	New	★ ★	Business Topics
Chris Neumann Datahero	@ckneumann	1,116	-8	★	Company promotion
Andrei Soroker Kato.im	@abs	1,086	-34	★	Lifestyle topics
Daniel Saks Appdirect	@danielsaks	899	+34	★	Company promotion
Walter Knapp Sovrn	@wtknapp	807	New	★	Business topics
John Gabbert	@john_gabbert	768	+60	★ ★	Venture capital issues
Lisa Reeves Gridcraft	@lreeves	550	-8	★	Running topics
John Paller Lakeshore	@PallerJohn	549	+24	★ ★	Leadership topics
Larry Page Google	@q_larrypage	502	+18		Google topics
Jason Eckenroth ShipCokmpliant	@JRoth	450	+3		Startup/Business Topics
Gilles Schnep Legrand	@gilles_schnep	450	+8		In French
Fred Coon	@FredCoonSCC	407	+11	★	HR topics
Scott Saxberg Crescent Point Energy	@YSaxberg	367			Industry topics
Oliver Sloane SCM World	@oliversloane	354	-14		Company topics
Adnan Lawai	@adnanlawai	262			Company promotion
Sean Foster CrowdTap	@sfoster1982	229	0	★	Company promotion
Jay Swayze BluArc	@Jay_Swayze	222	+30		Business Topics
Mark Woodward Invoca	@MarkEWoodward	219	+15	★	Company topics
Scott Carr Modria	@J_Scott_Carr	216	0		Business topics
Voxitay - Voxbone	@Voxitay	157	New	★	Tech topics
Mark Hellinger Xyleme	@mhellinger	117	+1		Company promotion
David Messenger	@davidrjm	99	+1		Mobile topics
Frank Fawzi Intelepeer	@frankfawzi	89	New		
Ittai Bareket	@IttaiBareket	76	New	★	Tech topics
Nortbert Reithofer BMW	secret				
Paul Jacobs Qualcom	@paulejacobs	secret			
John Chambers Cisco	Not found				
Kevin J. Kennedy Avaya	Not found				

Leroy Carlson TDS	Not found				No corp account either
Fabrizio Freda Estée Lauder	Not found				
Johan Thijs KBC	Not found				
Ronnie Leten Atlas	Not found				
Gregory Henslee O'Reilly Automotive	Not found				
Roberto Setubal Itau	Not found				
Laurence Fink Blackrock	Not found				
Terry Gou Hon Hai	Not found				
David Zaslav Discovery Communications	Not found				
Peter Rogers Babcock	Not found				
Ed Heffernan Alliance Data Systems	Not found				
Mark Parker Nike	Not found				
W. Galen Weston George Weston	Not found				
Christopher Connor Sherwin-Williams	Not found				
Lars Rasmussen Coloplast	Not found				
George Weston Associated British Foods	Not found				
Debra Cafaro Ventas	Not found				
Herbert Hainer Adidas	Not found				
Randall L. Stephenson ATT	Not found				
Daniel Hajj Aboumrad América Móvil	Not found				
Michael Balmuth Ross Stores	Not found				
Daniel Gaffney Brightleaf	Not found				
Richard Cousins Compass	Not found				
Ronald Havner Jr. Public Storage	Not found				
Wolfgang Elder Voestalpine	Not found				
Frederick Smith FEDEX	Not found				
Douglas Baker Ecolab	Not found				
Charles Bunch PPG	Not found				
Richard Anderson Delta Air	Not found				
Philip Pascall First Quantum	Not found				
Larry Merlo CVS	Not found				
Tidjane Thiam Prudential	Not found				

Ulf Schneider Fresenius	Not found				
Thomas Ebeling Prosiebensat.1	Not found				
Flemming Ornskov Shire	Not found				
Steve Ells Chipotle	Not found				
Glenn Chamandy Gildan Activewear	Not found				
Richard Fairbank Capital One	Not found				
Maurice Levy Publicis	Not found				
Carlos Ghosn Renault	Not found				
Jeff Colruyt Colruyt	Not found				
Daniel Amos AFLAC	Not found				
Peter Botten Oil Search	Not found				
William Doyle PotashCorp	Not found				
Daniel Putterman Pogoplug	Not found				
Michel Landel Sodexo	Not found				
Eric Friedman Fitbit	Not found				
Brian L. Roberts Comcast	Not found				
J. Michael Pearson Valeant Pharmaceuticals	Not found				
Oscar Gonzalez Rocha Southern Copper	Not found				
Pablo Isla Álvarez de Tejera Inditex	Not found				
Tadashi Yanai Fast Retailing	Not found				
Michael Wolf Swedbank	Not found				
Mark Donegan Precision Castparts	Not found				
David Novak Yum Brands	Not found				
Hugh Grant Monsanto	Not found				
Martin Winterkorn Volkswagen	Not found				
Michael Mussallem Edwards Lifesciences	Not found				
Kasper Rorste Henkel	Not found				
Gregory Johnson Franklin Resources	Not Found				
Jean-Paul Clozel Actelion	Not found				
Franck Riboud Danone	Not found				
Jean-Paul Luksic Antofagasta	Not found				
Lars Renström Alfa Laval	Not found				
Brian Jellison	Not found				



Roper Industries					
Gregory Goodman Goodman	Not found				
Brian Jellison Roper Industries	Twitter				
Jacques Aschenbroich Valeo	Not found				
John Finnegan Chubb	Not found				
Jeffrey L. Bewkes TimeWarner	Not found				
Kari Henrik Stadigh Sampo	Not found				
Tsai Eng-Meng Want Want China Holdings	Not found				
He Guangbei BOC Hong Kong	Not found				
Michael Dobson Schroders	Not found				
Alred Chang Win King Hong Kong Gas	Not found				
Neal Patterson Cerner	Not found				
Wes Bush Northrop Grumman	Not found				
Leonard Schleifer Rengeron	Not found				
Shigenobu Nagamori Nidec	Not found				
Dieter Zetsche Daimler	Not found				
Masayoshi Son Softbank	Not found				
Robert M. Dutkowsky TechData	Not found				
John S. Stroup Belden	Not found				
Philip C. Mezey Itron	Not found				
Michael D. White DirectTV	Not found				
Robert F. Friel Perkin- Elmer	Not found				
Jean-Paul Agon L'Oreal	Not found				
Eric Wiseman VF	Not found				
Olivier Piou Gemalto	Not found				
Lamberto Andreotti Bristol-Myers	Not found				
David Pyott Allergan	Not found				
Douglas Berthiaume Waters	Not found				
Nicolas Desmarais Appdirect	Not found				
Gordon Nixon Royal Bank of Canada	Not found				
Jeffrey Sprecher Intercontinental Exchange	Not found				

Stephen Luczo Seagate Technology	Not found				
Wolfgang Reitzle Linde	Not found				
André Desmarais Power Corporation of Canada	Not found				
Paul Desmarais Jr. Power Corporation of Canada	Not found				
Randall Hogan Pentair	Not found				
Bruce Flatt Brookfield Asset Management	Not found				
Benjamin Steinbruch Companhia Siderúrgica Nacional	Not found				
Nick Hayek Jr. Swatch	Not found				
Terry Lundgren Macy's					
Fabrizio Freda Estee Lauder	Not found				
Frank Hermance Ametek	Not found				
Monty Moran Chipotle Mexican Grill	Not found				
Johan Molin Assa	Not found				
Ajaypal Banga MasterCard	Not found				
Blake Nordstrom Nordstrom	Not found				
Howard Schultz Starbucks	Not found				
John Hammergren McKesson	Not found				
Carol Meyrowitz TJX	Not found				
Renato Alves Vale CCR	Not found				
Alexander Cutler Eaton	Not found				
Jon Fredrik Baksaas Telenor	Not found				
Inigo Meiras Ferrovial	Not found				
Paul Bisaro Actavis	Not found				
Djalma Bastos de Morais Cemig	Not found				
John Wren Omnicom	Not found				
Lars Rebien Sørensen Novo Nordisk	Not found				
Philip Pascall First Quantum	Not found				
John Martin Gilead Sciences	Not found				
John Mackey WholeFoods	Not found				

Sergio Marchionne Fiat	Not found				
David Simon Simon Property Group	Not found				
Moshe N. Gavrielov Xilinx	Not found				
Edward J. Heffernan Alliance Data	Not found				
Dean A. Foate Plexus	Not found				No corp account either
Mark Bristow Rangold	Not found				
Benoît Potier Air Liquide	Not found				
Glen F. Post III CenturyLink	Not found				
Jeffrey K. Storey Level3	Not found				
Robert E. Beauchamp BMC Software	Not found				
William Rhodes III AutoZone	Not found				
Kevin M. Murai Synnex	Not found				
Frank J. Bisignano FirstData	Not found				
Bernard Arnault Dior	Not found				
Huateng MA Tencent	Not found				
Lloyd A. Carney Brocade	Not found				
Thomas E. Richards CDW	Not found				
James L. Dolan Cablevision	Not found				
Joseph P. Clayton Dish	Not found				
Timothy McGrath PC connection	Not found				
George Paz Express Scripts	Not found				
Paolo Rocca Tenaris	Not found				
James Taiclet Jr. American Tower	Not found				
Simon Wolfson Next	Not found				
Ulf Schneider Fresenius	Not found				
H. Lawrence Culp Jr. Danaher	Not found				
Dan Dinges Cabot Oil & Gas	Not found				
Charles Davidson Noble Energy	Not found				
George Scangos Biogen Idec	Not found				
Tsai Ming-Kai MediaTek	Not found				
Elmar Degenhart Continental	Not found				
Carlos Alves de Brito Anheuser-Busch InBev	Not found				

Richard K. Templeton TI	Not found				
Michael J. Long Arrow	Not found				
Joseph M. Tucci EMC	Not found				
Fujio Mitarai Canon	Not found				
Richard Hamada Avnet	Not found				
J. Edward Coleman Unisys	Not found				
Michael Ward CSX	Not found				
Gregory Maffei Liberty Media	Not found				
Jen-Hsun Huang Nvidia	Not found				
Russ Fradin Sunguard	Not found				
Lowell McAdam Verizon	Not found				
Alain Monié IngramMicro	Not found				
Timothy M. Armstrong AOL	Not found				
Bob Iger Disney	Not found				
Tom Georgens Netappq	Not found				
<b>Note: This is a new section, so many yet to be added.</b>					

Note: Twitter accounts are based on Twitter, Google and other searches and may not be the only Twitter account used not by the companies nor individuals of the companies they run nor reflect any changes at the companies mentioned. We searched the Fortune Magazine Fortune 1000 for names.

Please suggest any missing names and follow us [@techtionary](#) – click on image below.

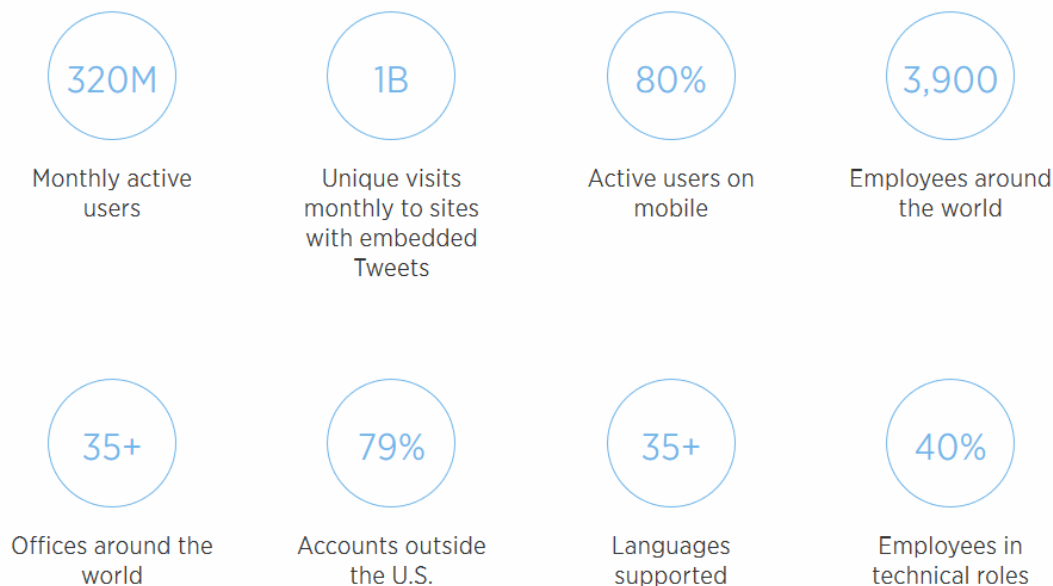


**Produced by**

The CEO Twitter Tech Scoreboard is designed to give you a benchmark of your Twitter performance as you can't force people to Follow you and according to an increasing number of sources – customers visit your Twitter before they go to your website. **Gaining "meaningful followers" is a voluntary one, it is a good measure of "good will" you have in the marketplace you serve.**

With ~135,00+ new users a day signing up for Twitter and 300 million monthly active *users with 500+ million Tweets* ([click here for stats](#)) are sent per day and 78% of *Twitter active users* are on mobile, Twitter is “the” means for nearly all aspects of your business including human resources.

## TWITTER USAGE / COMPANY FACTS



*All numbers approximate as of December 31, 2015.*

If you are still not convinced of the importance of Twitter for your business [click here](#) for article on Top-10 reasons for using Twitter for your business.

**Bottom-line** – Twitter is a must-have for customer service and the fastest, best way to post promotions, press, products, specials, buzz, events, reports, support issues and more.



**Follow Us**

Please send corrections or if your company is missing and/or needs assistance in gaining-retaining Twitter followers,

please visit [www.thetwitterteam.com](http://www.thetwitterteam.com)

**We can provide assistance and here are some other resources:**



- [Top 10 Tips: Twitter is now “the” dominant source for sales lead generation](#)
- Top-10 Reasons to ["Tooting Your Own Twitter Horn"](#)
- Top-10 Tips to [#Hashtags](#)
- Twitter Twits - [Top-10 Twerps 10 Twitter Pet Peeves](#) – The Good, The Bad & Often Ugly

- Twitter for Sales & Marketing - [Marketing Pitch Presentation](#)

- [“Thought Leadership” – 10 Ideas on Being a Thought Leader](#)



We help companies use Twitter to gain-retain followers and customers, click on image below to get results today for real ROI results.



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