

#136 The Best Kept Social Media Secret - Twitter with Michel...

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SPEAKERS

Michelle Glogovac, Michelle Garrett

M Michelle Glogovac 00:01

You're listening to the mind simplified life podcast and this is episode number 136. Welcome to the my simplified life podcast, a place where you will learn that your past and even your present. Don't define your future. Regardless of what stage of life you're in, I want you to feel inspired and encouraged to pursue your dreams, simplify your life and start taking action today. I'm your host, Michelle Glogovac, and I'm excited to share my stories and life lessons with you will taking you on my own journey. This is my simplified life. Hey, friends, welcome back to another episode. I'm your host, Michelle Glogovac. And today I am so excited to introduce you to my good friend, Michelle Garrett. Together, we are the mgs of PR. And if you don't believe it, there's a hashtag for it on Twitter. According to my kids, that means that we've made it. So Michelle and I met on Twitter. And we're sharing today all about how much we love Twitter. And the reason why it is truly the best kept secret of social media, you should be on it. And we're going to give you the reasons on why how to find the community that's going to support you in what you do. Any questions you have, and how the different spaces on it work because it's growing just like so many other platforms are as well. And that can be confusing. This episode is jam packed with information. But it's also so much fun. Because Michelle and I have truly become friends. Offline. We love to chat every single month, if not more, whether it's in DMS or Zoom calls are literally picking up the phone to chat. While we're in the pickup line waiting for our kids, we have so much in common. And that's really what makes it even more fun. Even our daughters are both named Catherine. So we definitely are on the same late wavelength and the mindset. So I hope you enjoy listening to the two of us talk as much as we enjoyed talking to each other. Hello, Michelle.

M Michelle Garrett 02:21

Hello, Michelle. Um, gee,

M Michelle Glogovac 02:24

Michelle Glogovac 02:27

I know everyone needs to know that we are according to you and your hashtag the mgs of PR.

M

Michelle Garrett 02:31

That's right. And we'll have to remember to use that hashtag when we are promoting this episode home we for

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Michelle Glogovac 02:39

surely well. I am so excited to get to talk to you even though we've been talking now for almost half an hour. And we don't need an excuse to talk because we've become friends. Yes. Can you take a moment to introduce yourself to everyone please?

M

Michelle Garrett 02:56

Yes, I am Michelle Garrett. I am a public relations consultant and a writer. I have been self employed consulting, freelance, whatever you want to call it for, gosh, 20 plus years now, I started out working for other people, though I didn't always work for myself. I worked for nonprofits at the Public TV and radio station. I worked for small businesses. And then I went out to Silicon Valley and I worked for larger companies. And I worked for an agency that was started by Andy Cunningham, who was Steve Jobs, PR woman. Back in the day, she started her own agency and called city gate Cunningham. And I worked with Adobe and HP when I worked there. And then after that experience, I went out on my own, which was always my plan.

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Michelle Glogovac 03:56

So you've always done PR related work, even when you didn't work for yourself.

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Michelle Garrett 04:01

Yes, always marketing, communications PR. Yes.

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Michelle Glogovac 04:06

And then I have a question that I've never actually asked you before what what would you what's the difference between a PR consultant and a publicist? Is there any difference?

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Michelle Garrett 04:14

I do think there's a difference. I never call myself a publicist. I've had clients, I had one client that used to refer to me as your publicist, which I always thought was, you know, really, I just kind of got a chuckle out of that. I mean, there's nothing wrong with it at all. I feel like a

publicist is somebody that works probably more with celebrities or, you know, famous people in any realm. They don't necessarily have to be actors or actresses or whatever, but I always feel like that's probably more along those lines. I call myself a public relations consultant because I really work more with b2b companies. So I work with, I would say businesses that you know, don't care necessarily about being on Instagram, per se. A, they want to be in trade journals, for example. So technology companies, manufacturing companies, really just anything in the b2b realm.

M Michelle Glogovac 05:10

That's interesting. And it's fascinating. And whoever asked you about it. I know that's what you call yourself. And you would think that it would have come up in conversation because I was curious. But that's interesting. And I don't necessarily work with celebrities, but I refer to myself as a podcast publicist more so.

M Michelle Garrett 05:29

Yeah, I mean, I think if you work, you work a lot with authors, I think that might be more of a publicist type of realm. And like I said, I know that I've had people refer to me as that. And there's nothing at all wrong with it. I just don't see myself in that way. As much as I do. You know, down in the trenches, with the clients writing, promoting, placing, and that's probably exactly what publicists do, too. But I don't know, I think I've seen a lot of articles about that. And people. When you say your publicist, I think people think like, Samantha from Sex in the City. You know, and I never see myself like that. I think maybe in my head, that's kind of the vision that I have, although I'm sure there are many publicists who are not, you know, planning parties all day. So

M Michelle Glogovac 06:20

I don't know, you don't think that you and I are Samantha's? I think we could very well be.

M Michelle Garrett 06:27

Well, I might have been a little more Samantha, you know, back in the day, but like, I don't I've never been much on the event planning party planning. I've had clients that had me, like, write a speech for someone to deliver at an event. And maybe like a client who took me to look at venues with them, or maybe had me look over, you know, the agenda. You know, the the, I don't know, guestlist, but I don't I don't know that I've ever, I always felt like she was always like all about planning these elaborate, you know, crazy parties. And that was like, I mean, then she

M Michelle Glogovac 07:00

ended up in the bathroom or the roofer.

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Michelle Garrett 07:04

Yeah, I can't remember a job where I was, you know, like, I don't know, I'm maybe I've been missing out. I don't know.

M

Michelle Glogovac 07:11

I don't think she didn't get on the reboot. So I don't think so. I think you're good.

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Michelle Garrett 07:20

Yeah, I started tweeting about that or so. So I said tweet about that today. So

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Michelle Glogovac 07:26

now there's, are they still talking about it? Because the reboot has been done for a while?

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Michelle Garrett 07:30

Well, it's coming. It's renewed for a second season. And she's clearly never coming back. And there she feels powerful saying no, or something like that. It honestly it wasn't that great. Well, yeah, I was a big fan of the show again, to me, too.

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Michelle Glogovac 07:44

I watched it religiously.

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Michelle Garrett 07:46

Yeah. Yeah. I'd rather watch the reruns, I think, yes, yes.

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Michelle Glogovac 07:51

Same. Okay, now that we've gone off on a tangent, let's share with everyone how we know each other. Because we are virtual friends who we've never met in real life yet. Right. But we met on Twitter

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Michelle Garrett 08:06

didn't meet on the Twitter. And I mean, for me, Twitter is kind of the heart and soul of so much of my, my work life. And, you know, just kind of, I don't know, I It's become just more important

to me all the time. And part of the reason is because I do work by myself on my own. And so when I'm able to meet people and make friends like you, it makes everything that I do much more fulfilling and fun and better, you know? Well,

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Michelle Glogovac 08:36

and I think I know, we agree on this, because we've done a presentation on Twitter together before, which is so awesome. That I feel like Twitter is more real life. For me, it's the first place I go to for breaking news, because it's going to be on Twitter before it ever hits Instagram. And then it's also where, you know, you put out only so many words you don't, you're not you're not looking pretty you're not getting busy to you know, filter this and, and do that. It's like, that's just where the truth and what real life is like is hanging out.

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Michelle Garrett 09:15

Yeah, I feel like there's an authenticity to Twitter and I am kind of all about that. I also spend some time on LinkedIn, but it's just not the same for me. I feel like there's a lot of fake falseness, just I don't know I feel it again. I don't want to say everybody on there is like that, but it's just it's doesn't feel Twitter feels like home to me. Like I just feel very at home there not to say I never have to, like a lot of times I'll start typing a tweet and I'll just delete it and like No, I'm not gonna go there. I'm not gonna say that. I don't know that that's going to be you know, well received. I sometimes censor what I put out on Twitter. Let's say that but I do feel pretty calm. trouble there. And especially, I've been there a while now, and I have circles of people and friends like you again, let I know, we'll, you know, get into a dialogue with me or, you know, help me understand something. And I just I learned a lot there. And I also use it, you know, in my work with clients. So it's, I've just really come to rely on it a lot.

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Michelle Glogovac 10:26

Now, I discovered Twitter back when I was still in corporate and I was writing a blog on the side, just kind of for fun. But there were like these mommy blogs that would have these Twitter chats that were live. And so I'd go on, and I built my following that way. That's truly how it's been. And then I kind of left and then as I got more into the PR space, like, oh, I need to come back because journalists hang out here too. And I also discovered that people like yourself are there. And it's the most welcoming, networking friendly group that are so supportive. It's truly unreal when you think about any other industry, because the PR people that are on Twitter, everyone wants to help each other. It's amazing,

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Michelle Garrett 11:13

huh? Yeah, I find that to found a lot of support there. And very little. I don't know, there's not that territorial territorialism, I'm gonna have trouble with that word. But you know what I mean, I never really feel like that. Yeah, over there. And so it's, it's really nice, because, again, we can talk about the industry, and we can talk about, you know, maybe even ask questions like about things that we might not, you know, we might need help with. I mean, I asked on one of the communities on Twitter not too long ago, I have a client that celebrating their 50th anniversary,

and I was interested in ideas people had about, like, things that we could do that I might not have thought about, you know, and the client wanted me to come up with a plan. And so, you know, I thought, Well, I'm just gonna go over there and, you know, ask a question, and I got some really great, you know, helpful responses. So, that's just an example of how I use it. But it's pretty priceless for me.

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Michelle Glogovac 12:11

I couldn't agree more. And I know that in our circle, you know, everyone's always asking, Where do you need help? What can we do to help you? And it's just so nice. It's not this competitive, really not like a bitchy thing. You know, oh, you're a publicist, I want to talk to you, because you might still my client, is completely the opposite. People are like, we want to see you succeed. And you know, the journalists that you interact with, you know, retweeting their stuff. I love to give a shout out to a journalist and the publication, you know, thank you for including us in this. And here's the link and go read it. And you know, that in return, I've had journalists, then follow me and say, Thank you for not only promoting it, but for then turning into a trusted source. Because, you know, there's so much to the fakeness. On on other platforms.

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Michelle Garrett 13:02

Hmm. Yeah, I mean, that's the first the reason I got on Twitter in the first place was because that's where the journalists are, right? And so for if you're in PR, and I think we both know, people who are in PR, who don't use Twitter, that's my first tip is I was like, Okay, I know, a lot of people have a negative view of Twitter, which I mean, again, I don't really share that, but I can see where they're coming from. But if you're in PR, and you're not active on Twitter, you're not at least following the journalists that you're pitching, trying to kind of engage build relationships, see what they're sharing, reading their stories. I mean, Twitter's a great way to kind of engage without being very aggressive. It's kind of a soft, you know, way in a non threatening way, if you will, because they love it when people like their stories that they share on Twitter, and retweet their stories and maybe comment, even if it's nothing to do with what you would be pitching them. Yeah, about, I think it's nice to do that. And yes, I mean, I have a number of journals to follow me. And so it kind of comes in handy. You know, when I do have something for that I want to pitch for a client.

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Michelle Glogovac 14:12

And if you use it the right way, I mean, I've gotten business from it. People are watching Twitter, they're watching what you're doing and saying, and I also don't think that it's a place you need to censor yourself, like you were talking about this week is just a complete shit show of the world. And, you know, I've shared and retweeted and liked and, you know, here's my opinion on everything. And people aren't bashing me for it.

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Michelle Garrett 14:42

I will say, I had a recent brush with with trouble over there. And I knew I shared the Taylor Lorenz story about the Tick Tock lives of tick tock and and I won't get political but, but I shared her story work which was basically just a short story she reported she did the research

her story. work which was basically just a short story, she reported she did the research reported the story. And she was interviewed on reliable sources with Brian Stelter, which is one of my favorite shows that I watch every week. And I get his newsletter, and I read it every day. And so that's how I was kind of reading about it. And I shared it, and was talking about how, you know, powerful people don't want scrutiny. That's, and that's kind of the takeaway for me from that poll incident. But a lot of people don't like her, and then did a, you know, therefore, they didn't like that tweet. And I heard about it, I heard from him. So it was not people that would normally, you know, interact with me over there. So, I mean, that might be lessened a little bit, but I wasn't necessarily sorry, I shared it. And I didn't see any really long term effect from it. knock wood. But yeah, it was an interesting weekend.

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Michelle Glogovac 15:56

Weekend, week, month, year, decade. Yeah, all of that. I think one of the other things that I like there too, is that the following count doesn't feel like it's a game. Like if I go follow like Tai Diggs follows me. Like, yeah, like, really? And he follows everyone. Yeah, he doesn't, you know, engage on it. But I'm like, That's kind of cool. Yeah, but you know, other people's, like, if I follow someone, they follow me back, and it's not this. I'm gonna go unfollow you later type of game, either. It's truly nobody cares whether you have, you know, 50 or 10,000 followers. It's just a mutual kind of respect thing. I feel like,

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Michelle Garrett 16:46

Huh? Yeah. And I don't really, I never worry about like, Oh, my following too many people. What's the ratio of my work? I never think like that. And I, you know, it is I feel like I can be pretty generous with following liking, you know, retweeting, and like I said, I think I said before we we started recording that I there's some days when I feel like people are like, Okay, now we've heard enough from her today, like, step away from the Twitter today, because we just heard about enough. So there are days when I'm like, Okay, I need to like, find something else to do. You know, because I've been, I spent too much time over there. But it is, it is a great place to be

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Michelle Glogovac 17:26

somebody mentioned the other day, and I thought this is really funny that not everybody who's on Twitter realizes that everyone can see what you liked.

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Michelle Garrett 17:33

Yeah. Yeah. And I love

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Michelle Glogovac 17:37

it. Because how do you not notice in your feed that you have stuff coming in your feed? And it says, because so and so liked it? Right? It's just like on LinkedIn, you like it, then people see it? It's the same thing on Twitter people.

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Michelle Garrett 17:50

Yeah, it's very telling. I've actually had some surprises from that before, you know, where you didn't really know something about somebody. And then, but then people argued back me a little bit saying that there there are people who like hate like things and I'm like, Ooh, I wouldn't do that. Like, because it might be misunderstood. If if you know, somebody sees that you liked that. And it shows up on their feed. I'm I'm not sure like about that strategy.

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Michelle Glogovac 18:17

Well, you know, what's interesting is last night, I think it was last night on Instagram, there was a graphic that popped up with one of those, you might like, you know, and I read it. And I liked the graphic. I liked the quote that it had, and I went to like it. And then I scrolled read the caption, and the caption was completely opposite of the graphic. And I wear Ah, shit, and I unliked it very quickly. But it was definitely one of those bait and switch type of things. Especially with what's going on right now. You know, we're all talking about women's rights. And so the quote was something positive about women's rights. And then below, it was just some total, bible thumper had nothing to do with women's rights. I'm like, Oh, shit, because in the back of my head, I always worry that someday I'm gonna run for an office, and someone's gonna pull up those likes and those tweets and say, you know, Michelle Glogovac, she liked this. So just so you know, and it'll be one of those mistakes.

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Michelle Garrett 19:20

Right? So yeah, you have I think you have to be careful to a degree, you know, I mean, if it's consistent with what you believe, then that's fine. But I wouldn't do it to like, prove a point or you know, I mean, the hate like, I don't understand that.

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Michelle Glogovac 19:37

Yeah, I would definitely not hate like anything, especially if it comes back to bite you in the butt someday.

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19:42

Yeah, for sure.

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Michelle Glogovac 19:44

Let's talk about all of these new Twitter features, because I think some people might also be confused that we've got Twitter communities, Twitter circles, Twitter spaces. What else do I miss?

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Michelle Garrett 19:55

Well, I just signed up for Twitter blue

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Michelle Glogovac 20:00

I'll add that and I haven't signed up for it. So what's what's Twitter blue about?

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Michelle Garrett 20:04

Well, I signed up because I bookmark a number of things, which I know some people don't realize you can do that on Twitter, you can also bookmark tweets to go back and find them later. I do and I never go back to find them. And when you do go back as I do to find things that I want to include in a my newsletter, or blog post or something for a client, I have trouble finding what I want, because maybe I bookmarked it six months ago, well, Twitter, blue allows me to have folders so that I can organize my bookmarks. That's why I signed up for it. And I was wondering what else I would get out of it. And it lets you like undo your tweet within a certain very short window, which to me, I would just delete my tweet, you know, if I didn't, if I tweet something and decided I didn't want to put it up, I would just get rid of it later. Or maybe right away sometimes if I misspelled something and I caught it, although I don't worry too much about that. I know some people want an edit button, which I vehemently disagree with, because it'll be misused. I've

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Michelle Glogovac 21:02

had ups where my husband has said, Were you drunk when you tweeted this? Because it doesn't make any sense. I'm like, No, I just fat fingered my response.

M

Michelle Garrett 21:14

And I think that's okay. Like, I think on Twitter, it's acceptable. You know, like, I, I've had tweets that did really, really well. And I'll see later, there's a typo. And I'm just like, mortified. You know, the editor, the writer in me is like, oh, but then on the other hand, it's like, well, it's real, it's authentic. And people obviously didn't care that I left out a word there or whatever, you know, so they understood what I was saying and liked it. So must be okay. You know, so I try not to get too hung up on it. But I know, some people really want an edit button. And I I just don't think that'd be a good idea. But Twitter blue, so I'm trying it out. I just signed up. I kind of didn't want to do it right now with the timing, you know, with the whole Twitter, purchase out or buy, you know, so I thought, but I thought, well, I need this because I'm trying to find something that I saved like six months ago, and I can't find it. So I'm going to sign up for this thing and see if that will help me.

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Michelle Glogovac 22:07

I don't think the Twitter buyout is gonna happen

I don't think the Twitter buyout is gonna happen.

M Michelle Garrett 22:10

We'll see. I mean, I'm really hoping it doesn't. And I've heard people say, yeah, there are a lot of things that can still fall through. And I think it's like a kid with a new toy. And and maybe he'll get over it. So I'm hoping

M Michelle Glogovac 22:23

because he doesn't have enough toys in outer space.

M Michelle Garrett 22:27

Yeah, yeah. Can you just go and stay there? That would be fine with me.

M Michelle Glogovac 22:32

Well, he doesn't have a home. I read the other day he couch serves. Oh, for gosh sakes. I don't know how you're a father of six or seven now and you don't have a home?

M Michelle Garrett 22:42

I don't know. That would be a whole nother episode.

M Michelle Glogovac 22:50

No, literally, we could just keep recording for probably days on end in half enough for a year.

M Michelle Garrett 22:56

We have so much to talk about always.

M Michelle Glogovac 23:00

We do I love it. And I love that we took it off of Twitter. We you know, became friends in real life. I feel

M Michelle Garrett 23:09

oh, yeah, absolutely. I consider you a friend. And I yeah, I would that would be that would

continue with or without Twitter. Although, you know, my fingers are crossed that I'm going to be able to keep my keep my Twitter activities going. We'll see.

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Michelle Glogovac 23:25

We will I think we will and then you host and I don't know how you do this. Because this is like one of those crazy how do you do it all? The freelance community chat every Thursday. I think that's how we met. I think that's how we originally met was in the community chat. What maybe it ran, maybe are

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Michelle Garrett 23:47

we I was thinking I was trying to remember. Because I found for some reason, when I was going through my bookmarks or go looking through something. I found a tweet and it was a year old, a Twitter exchange you and I had and it was a year old. I was I retweeted it. And because I thought it was like, well, this past March. No, it was March of 2021. And I was like, wow, how can that be? Because I feel I feel like that was yesterday. And I feel like I've known you a long time. And I'm like, I don't know, like when we met or how we met or you know, it's just it's crazy. But I guess the chat so the chat. So freelance chat every Thursday at noon, Eastern 9am. Pacific time. We have freelancers from all over that. Join us not just some people think because I do PR they're all in PR No, no, no. We have people that write design. I don't know we have people that are in branding and a lot of it is marketing focused. But we have all kinds of all kinds of Twitter's all kinds of freelancers who join us for the chat and then I did go ahead and start a community. That's a closed community. For people that come to the chat. You know, regular early. I like them to come to the chat before we just put everybody in the community right away. And that's kind of

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Michelle Glogovac 25:06

like a feast. Right? Is that a good comparison?

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Michelle Garrett 25:09

Yeah, I mean, it's not the community's not as active as I thought it was going to be. But when I first posted that I was gonna go ahead and start a freelance chat community I had over, I probably had 400, you know, responses likes, whatever people that want it in. And, you know, the chat is busier, like, we started with four or five of us three and a half years ago, and it's much busier now. But I honestly can't keep up with the chats hardly, even though, you know, I do my best as the host to keep up, we have a guest sometimes, and we have questions and we, you know, there's a format, but it's really hard for me to keep up. And so then when the community started, I was afraid I'd be overwhelmed. And so I was intentionally trying to keep it from being, you know, gigantic, because marketing, Twitter also has a community, for example. And that community is huge. And I don't go in there because it's just kind of like a free for all. And they're a little bit. There's too much for me, I get overwhelmed. So I, I like a little bit smaller, more manageable. And I also think it impacts trust, because people ask questions in there that they wouldn't just ask on Twitter, in the community. So like somebody

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Michelle Glogovac 26:21

that one day if I'm elected,

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Michelle Garrett 26:25

like, because people that post in the community, you can't see that on Twitter at large. So, and if somebody tries to retweet something, you it doesn't show up, it just says it's not available or whatever. So it's a little bit of a, I don't know, privacy, or just Yeah, I mean, I'm gonna keep it that way. I don't see I haven't really seen a problem with it. Other than that, people might say, well, you know, she's being she's gatekeeping, or whatever, but I'm really not, I'm just trying to, you know, I think we owe it to each other to be in a environment where people can share things and not worry that, you know, it's gonna go everywhere to everyone, because there are things in freelance life that you don't necessarily want everybody to know about your business, your clients are, you know, I think people are afraid to ask questions, because they don't want to look like uneducated about something right? You know, it's very, and we don't judge people. It's a very supportive community. It's a very welcoming, warm, supportive environment. So we don't shame people to have a question. A lot of us have been freelancing a long time, others have just started, we have everything in between. So it's, it's really there for anybody who works for themselves.

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Michelle Glogovac 27:34

And it really does back to the whole Twitter community, just how supportive at least in our circle, I know that there's some wackadoo is on there, there are some haters on there. But they also don't have their names attached to their handles. So I think the difference, you know, I think that you're gonna get out of it, whatever you want to put into it, or get out of

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Michelle Garrett 27:55

it. Well, absolutely, it is what you make it and that's what I try to tell people. Because sometimes I talk about Twitter, when I give talks and events and things I'll talk about how I use Twitter for media relations, or PR and people will will ask me, almost always, well, isn't Twitter just a cesspool, it's a really terrible place. And I often feel like Twitter needs his own PR campaign, because Twitter is what you make it and you have control, you can block people, you can unfollow people, I mean, if you're having problems with that, or you can just stay out of those circles altogether. I mean, we can go down many rabbit holes on there if we choose to. But we can also choose to keep it you know, with our own, you know, folks, our own people are just stay out of those. Those threads and things because if you go there, you'll see some ugly, you know, stuff, but you don't have to go there.

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Michelle Glogovac 28:47

Yeah, and I think that's true for any platform, that social media, it is whatever you make it you know, if you don't like to scroll through Instagram and see the fake photos, you know, then

don't follow them. It's truly as simple as that.

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Michelle Garrett 29:04

Right? That's exactly right. And you have choices to make, and you don't have to do anything on any platform. And it's up to you to really make those choices and make it the way that you want it to be. And, you know, as I say all the time, Twitter is a really positive place for me and I have a lot of, you know, people I know there that I truly have real relationships with and so when I heard the, you know, the first rumblings about the acquisition that made me really nervous because I thought, it's not only that I kind of, you know, built a lot of my work around Twitter, but it's also that I personally, you know, care and have friends and, and it's kind of like a water cooler a little bit for me because I work by myself and I'd be lonely. If I can pop up on Twitter and say hello or just check out what people are, you know, talking about or share something I'm working on. I mean, I you know, I really use it that way,

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Michelle Glogovac 30:01

is saying my affiliate exact same way. And, you know, I can even branch out a bit more because now that I've started writing my book, there's certain agents I'll follow or authors. And there's if you find a certain hashtag, like, am queering, meaning that you are looking for agents to represent you. There's a whole community of support out there where, you know, someone's like, Oh, hi, no query to 100 agents and gotten 100 rejections and everyone comes together, it's like, it's okay, your work is worthwhile, you know, you've got this, and they do that they reciprocate, too. So it's not just the PR community, there's so many other communities out there on Twitter, that are very supportive and kind, and they'll help you just just like, they're normal human beings who are just good people.

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Michelle Garrett 30:49

Yes. Right. And there's a lot of people like that on there that, you know, aren't there for the wrong reasons, you know, they're actually there to help and support and, and share and learn and grow. And I think, you know, that's to me, that's what Twitter is all about.

M

Michelle Glogovac 31:07

Absolutely. And I shared a stat I forget where it when I shared it, but there was something that said like 76% of the population doesn't know what Twitter is. Which just really, yeah, it was something astronomical just, it was it was a crazy stat that I'm like, That can't be right. But maybe it is, I don't know how many people are actually on Twitter. That's not a stat I follow. But yeah, it was something really weird. So that's why the title of this episode is going to be the best kept social media secret is Twitter. But you're welcome to join us.

M

Michelle Garrett 31:46

That's right. If you're

M Michelle Glogovac 31:48
being we would like to tweet with you.

M Michelle Garrett 31:51
That's right. And if you're not just stay away, we don't know whatever. They're

M Michelle Glogovac 31:55
just go stay on Facebook, or whatever truth is, oh, my

M Michelle Garrett 31:59
goodness, you just stay on one of those platforms.

M Michelle Glogovac 32:03
Michelle, where can everyone find you on Twitter, and everywhere

M Michelle Garrett 32:06
else, as well, my Twitter handle is at PR is us not Prius, but PR is us, which some people think is a brilliant handle when other people make fun of it. Because you know, it sounds like Prius. But anyway, I think it's short and sweet. And you know, I picked it 13 years ago. So I mean, I think I was going to be as serious on Twitter as I am about it now. So you know, it is what it is. But But yeah, I'm always over there happy to you know, talk, you know, answer questions or gauge in conversations with people there. And then the chat is every Thursday from noon to one just passed her time, chat, right Eastern time. And then we also on Fridays, I co hosts a space on Twitter, which is audio like clubhouse but Twitter space with Tanya McKenzie and tomorrow Sykes called hashtag PR lunch hour. That's from 12 to one Eastern on Fridays, and we talk about PR and comms issues, we share wins. We support each other with resources. And we usually talk about hot topics, which usually takes up a lot of the hour. Because there's so much to talk about. And then of course I'm at Michelle gara.com. My website, I have a free newsletter. It's going out Tuesday goes out once a month, I share tips and advice on PR and related topics there and yeah, I mean, that's pretty, probably pretty comprehensive.

M Michelle Glogovac 33:41
Perfect. I love it. On you can just if you need help finding Michelle, just come to me and I'll direct you in the right.

M

Michelle Garrett 33:48

Always know where I'm at. Right?

M

Michelle Glogovac 33:51

I have a tracking device you don't know. Oh, thank you, Michel. As always, it's so much fun. It's such a pleasure to get to talk to you. You put a smile on my face.

M

Michelle Garrett 34:02

Well, thank you so much for having me on mg.

M

Michelle Glogovac 34:08

Okay, friends who is happened on the Twitter bandwagon with us, before Ilan takes it over. I can't tell you how much Twitter has helped me in my professional life. But also in my personal life. I've made friends. I've made business partners out of it. I've gotten work I've worked with journalists from it. And I've read friends like Michelle where it wouldn't have happened in everyday life because we're on different sides of the country. So to me Twitter is such a treasured space. And I love it. If you want the positives out of it, you will find them. If you are looking for the negatives then those are what's going to pop up. So treat it just as you would any other social media platform and get out of it what you are looking for. I promise you that you will be able to find the positives if You go looking for them. If you want to shout out to me over on Twitter, I'm at MC Glogovac, mi see Glogovac and I hang out there every single day. I'm always checking the scroll. Because that's where I get my news from and where I connect with other people. So don't be afraid to jump on it and make it a part of your day. I promise you, you won't regret it.