

En-masse twitter gives Orange a clearer voice

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Orange launched a wall of tweets on its website where all the news concerning the company is aggregated. Shaped like a sharp (also known as the Twitter hashtag), the wall is constantly updated with employee and PR tweets.

Why it matters

Today most brands have an effective presence on Twitter, but that presence is scattered among multiple accounts which makes it difficult for people to get information. By gathering all the news in the one place, Orange facilitates the search for information but also develops its social media presence to one consistent voice. In the world of many one to one conversations how can you make sure your brand is always talking in the same way?

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