Business

- **Distill your message.** Micro blogging helps marketers to think by forcing them to distill their messages into haiku-like brevity. "Micro blogging forces you to be interesting in 140 characters or less."

- **Share information.** Companies can post links to press releases, can advertise promotions, or even send out product recall information. Whole Foods used Twitter to broadcast information about a recent beef recall. While its tweets did not reach all Whole Foods customers by any stretch of the imagination -- it only has about 3,000 followers -- the practice showed that Whole Foods is connected and quick, at least to those who follow it.

- **Listen to customers.** You can enter your company name in those search engines to see what the Plurk World is saying about your company. Whole Foods' Carter searches daily to see what is being said and even interact with people. If someone is calling Whole Foods "whole paycheck," for example (a common slam), Carter can engage in conversation with him or her and see what his or her concerns are. It is also wise to see what people are saying about your competitors and industry.

- **Talk back.** Plurk is a two-way street.

- **Improve customer relations.** You can receive and respond to customer queries, says Robin Bloor, of HaveMacWillBlog, a technology analyst with Hurwitz & Associates in Austin. "Doing so provides a complete audit trail of questions and answers."

- **Track trends.** Establish an affinity group and listen in, Bloor recommends. As you can follow anyone (except those who deliberately opt for select privacy), "it's reasonably easy to set up any kind of group and follow it."

- **Claim your identity.** If your business has a brand, it should create an account on Plurk. [2] Top

Objectives	Workers will gain knowledge on the effect of advertising through a Web 2.0 Program, and how to analyze feedback. They will understand this with 92% accuracy and be able to complete the task with 100% accuracy.
Learning Environment	The session will be taught in a meeting room with a round table, the workers facing towards the projector as well as having laptops in front of them to follow along with the presenter.
Students	The students will be a group of any business looking to advertise their product.
Materials	1)The worker will need their own laptop or paper and pencil 2)A laptop will be used to present the show through the projector of how to use Plurk
Procedure	1) The speaker should be knowledgeable of Plurk and have had to of had previous experience with Plurk's time line, as well as knowing the business and the product they will be showing how to advertise. 2) The speaker will make a form that the workers will sign after the session stating that they understand the task that they must accomplish.

	3) A syllabus should be given explaining the basic information of what needs to be done and deadlines throughout the two weeks that the workers should strive for. 4)The following information will be provided: • deadlines • examples of other Business' on Plurk • the goals that should be met • How to use the Web 2.0 program Plurk 5) After all the information is given, the instructor will have the workers create a Plurk page of their own. 6) Papers will be passed around on the specific details of how to use Plurk and what deadlines need to be met, but the way in which the workers advertise their product on Plurk will be left to them. 7) The instructor will routinely check up on the Plurk pages, checking up on their progress and seeing if they are getting people interested in their product. 8) Once the two weeks are over they will meet up again and discuss what they learned and the advantages of advertising through a social network.
Application	Each worker will be given a form to sign that states that they understand the project, and how long they have to complete the project.
Evaluation	Workers will hand in their papers as well as the presenter doing a routine check up on the Plurk Pages created by the business to see how they fare over the span of two weeks.

 *In this lesson the workers are shown how the Plurk Time Line as well as the ability to talk with people all over the world can be beneficial to advertising and getting their product known, whatever that may be.