

ABSTRACT

CREATIVE PROJECT: Exploratory Study Identifying Best Business Practices for Using Twitter as a Customer Service Platform

STUDENT: Justin D. Heavenridge

DEGREE: Master of Arts

COLLEGE: Communication, Information, and Media

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Organizations are using social media sites such as Twitter as customer service platforms for consumer relations. Public relations practitioners need to understand the most effective ways to implement customer service programs that utilize Twitter for their client organizations. A document outlining recommended best practices would help practitioners streamline social media for customer service adoption. This exploratory study will use a grounded theory analysis of Twitter postings on the customer service pages of major businesses to determine how businesses are currently using Twitter as a customer service platform. It will also examine those applications in order to recommend best practices of implementation.