

Dear Friends:

We wanted to be sure you read this informative article about the impact of social media and Twitter on Florida politics and news.

Vivian Myrtetus, APR, vice-president of CoreMessage, was listed as one of Florida's most influential political Twitterers and the article describes how she has successfully embraced Twitter and has leveraged it to the advantage of her clients.

Follow Vivian on Twitter [@Vivskivs](#), and to learn more about CoreMessage and its clients follow [@CoreMessage](#).

Here is an excerpt of the article:



**Vivian Rudd Myrtetus ([@Vivskivs](#))**  
**Former Communications Director, Governor Crist**  
**Twitter followers: 293**  
**Joined Twitter on: July 29, 2008**

A seasoned communications professional on the Florida scene, Myrtetus has successfully embraced Twitter and has leveraged it to the advantage of her clients. If lobbyists, operatives and politicians across Florida are looking for an example of how to utilize Twitter to influence elected officials, Myrtetus is a great place to start. During Legislative Session, she utilized Twitter to drive followers to lobby state legislators on numerous issues including [Sunrail](#) and [Save our Secret Ballot](#).

*Lesson #8: Leverage the power of your supporters to take action for your cause or campaign.*

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## **What's in a Tweet? 12 Twitter Lessons From Florida's Politicians, Professionals and Press**

**By Jordan Raynor**  
**Associate at NetPower Strategy and the Executive Editor of Sayfie Media**  
**May 7, 2009**

Earlier this week, when the press was all abuzz over Marco Rubio's pending announcement regarding his Senate plans, where did [they hear](#) of his decision first? - you guessed it - Twitter. And as if you haven't heard enough about Twitter over the last few months, Rubio's announcement via the rapidly-growing social networking service only serves to further underscore Twitter's permanent place on the mantle of Florida politics.

Over the last few months, media across the State of Florida have become increasingly fascinated by the free micro-blogging service of Twitter and how politicians, political operatives and journalists are utilizing this service to their benefit. And if you don't think Twitter is becoming an effective tool for political campaigns and politicians, keep reading.

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So what is the benefit of a service like Twitter for politicians and other politicians across Florida? Instead of telling you, I thought I would show you with the following 12 lessons that can be learned from some of Florida's most influential political Twitterers (or "tweeps" for you Twitter pros). Each of these influential Florida politicians provides us with unique lessons to be learned as to how Twitter is being used to change Florida politics.

To read the entire article click [here](#).

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