POLITICAL UNITY AS ALL PARTIES TURN TO TWITTER

Submitted by: 10 Yetis PR and Marketing

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Since its very recent launch, a service that promotes open conversation between constituents and their MPs and PPCs has gained an ardent political following, with 15 MPs and 20 PPCs becoming the first MPs to Tweet.

Tweetminster.co.uk (http://www.TweetMinster.co.uk) is a service that makes it easy to connect voters with MPs using Twitter. The service has recently implemented the possibility for members of the public to find and follow Prospective Parliamentary Candidates that are using Twitter also; and a "Hot in Westminster" tag cloud which updates daily and displays key words around what is being debated each day in Parliament.

TweetMinster promotes more efficient and open communications between voters and MPs by allowing people to find and follow their MP, and by fostering open conversations, sharing of opinions, online campaigning and greater transparency in public life. Constituents who wish to see their MP on Twitter can contact their MP via the site, to encourage them to sign up.

The service makes it easy for the public to find and talk to MPs using Twitter, a service for friends, family, and co–workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?

Labour lead the way in terms of early adoption of the platform, with a party breakdown of the three major political parties showing that 58% of the MPs using Twitter are Labour MPs, compared to the Conservatives and Liberal Democrats who share a 21% split.

TweetMinster aims to realise Twitter's potential of enabling real-time conversations between members of parliament and voters. Since its launch, the number of MPs on Twitter has grown week on week, George Foulkes became the first Lord to join Twitter and several MPs have "tweeted" during the Prime Minister's Question Time.

Following Labour's announcement yesterday that social media will be used more to keep constituents closer to Labour MPs and PPCs, TweetMinster expects a huge uptake of the service by many in Parliament, giving members of the public the ability to track and follow their MP quickly and easily.

Alberto Nardelli, CEO of UnLtdWorld.com said: "We've been overwhelmed by the positive feedback that TweetMinster has received so far, and are delighted to not only see more and more Members of Parliament joining and using Twitter, but it's seeing how they're connecting and engaging with members of the public that is fantastic. I'm really excited about the features that we're launching today, these will allow people to explore both what is being debated in Parliament today and to follow tomorrow's MPs."

Andrew Walker, Creative Director at Thin Martian added: "The goal of TweetMinster is to improve relationships between politicians and the general public by making their conversations direct and more transparent. Twitter is an incredibly powerful tool for enabling this, but we're still just scratching

the surface of what is possible. The potential to engage in online politics through social media is huge, so in addition to the various features, we have released RSS feeds and our source code today so that anyone can create a TweetMinster hub for parliaments and assemblies around the world."

To connect and follow your MP, head to www.tweetminster.co.uk . And you can follow TweetMinster on Twitter at www.twitter.com/tweetminster

Further Information:

To set up an interview with the creators of TweetMinister please contact Rich@10yetis.co.uk, 01452 348211, 10 Yetis Public Relations (http://www.10yetis.co.uk) Agency, or find me on www.Twitter.com/RichLeighSmith

TweetMinster

TweetMinster.co.uk is a service that tracks UK politics in real time, showcases Members of Parliament and Prospective Parliamentary Candidates on Twitter, and ultimately promotes better and more transparent communications between voters and Members of Parliament.
TweetMinster is a public service project developed by Thin Martian and UnLtdWorld.com

Thin Martian

Thin Martian makes websites, games, social networking mash-ups, videos, animations – as long as it's digital they're into it. They do it for Sky, Vodafone, Play, AOL, MSN, Xbox, the EU, the Commonwealth. They like diverse clients and diverse projects, just as long it connects people together and doesn't waste your time (unless you want it to...) They're a team for hire... a bit like the A-team except with 20 web developers & designers.
To speak to Thin Martian contact Andrew Walker at andrew@thinmartian.com or on Twitter at http://twitter.com/killdozer +44(0)2072530000

UnLtdWorld.com

UnLtdWorld is an online platform that connects social entrepreneurs and empowers the way information is exchanged within the social entrepreneurship market.

UnLtdWorld provides social entrepreneurs with indispensible connections, information and insight. The platform is the starting point for all those that operate in the social entrepreneurship market.

UnLtdWorld is the largest and most active network for social entrepreneurs in the UK.

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