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## Twits for the Arts

Chloe Veltman · Wednesday, May 25th, 2011



I'm impressed by Twitter's attempt to reach out to local arts organizations here in the Bay Area.

The San Francisco-based social media company invited a bunch of arts marketers and media types (me included) to their offices in the South of Market neighborhood yesterday afternoon for a "Performing Arts and Social Media Discussion." The hour-long event featured a short presentation by James Buckhouse, the Marketing Director at Twitter, followed by casual drinks and chat. About 30 people attended the event, including communications employees from the San Francisco Opera and the San Francisco Ballet.

But despite Twitter's good intentions, the event left much to be desired in terms of making me really understand how Twitter can help to connect artists with their audiences and peers.

*More...*

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