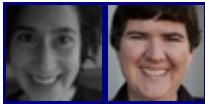
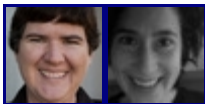




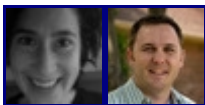
- [corymiller303](#): [@BeckyMcCray](#) not at all - I love using Twitter but I've also realized I'm a gatekeeper of trust for our community who follow my tweets
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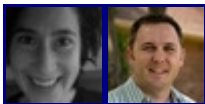
- [alizasherman](#): [@BeckyMcCray](#) [@corymiller303](#) I hadn't thought it thru. I find it an interesting and important topic. And useful! ;) Worth a blog post **or** 2.
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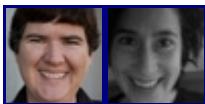
- [BeckyMcCray](#): [@alizasherman](#) [@corymiller303](#) But had you honestly thought about how it would be taken, before now? I hadn't thought it through.
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- [alizasherman](#): [@corymiller303](#) [@BeckyMcCray](#) The fact they retweeted just puts it into my stream. I only follow people I trust **or** who are interesting to me.
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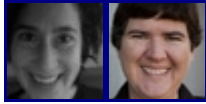


- [alizasherman](#): [@corymiller303](#) [@BeckyMcCray](#) When someone retweets something I rarely wonder their intention. I either click link **or** not. Form own opinion.
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- [BeckyMcCray](#): [@alizasherman](#) But at first glance, you cannot tell the intent of an RT. Don't expect everyone to take time to guess. [#WeNeedAHashtag](#)

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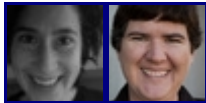
• [alizasherman](#): [@BeckyMcCray](#) I think w/o comment it is more endorsement **or** trust. W/comment is obvious. I often put "interesting" **or** "useful" as comments.

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• [corymiller303](#): [@BeckyMcCray](#) [@tmonhollon](#) yeah - company accounts to me are more for relationship building & communication than RT content

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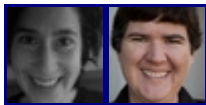
• [alizasherman](#): [@BeckyMcCray](#) [@corymiller303](#) I would hope most people realize a retweet doesn't necessarily mean "endorsement" & each of us "has our reasons"

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• [corymiller303](#): [@BeckyMcCray](#) definitely a difference between doing a favor & RT'ing & saying 'Do **or** buy this' - i.e. I love & highly recommend [@hostgator](#)

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• [alizasherman](#): [@BeckyMcCray](#) [@corymiller303](#) Ditto. I also retweet before I read but from a trusted source. **Or** tweet I'm "Reading." **Or** tweet w/commentary.

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• [BeckyMcCray](#): [@tmonhollon](#) I think a company account must be more judicious about

retweeting. Do you want to endorse all items? [@corymiller303](#)
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• [BeckyMcCray](#): [@alizasherman](#) Exactly. How do we know which you intend?
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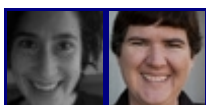
• [BeckyMcCray](#): [@corymiller303](#) Yes, I find lots interesting. I also consider whether I want my name associate with items I tweet directly.
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• [BeckyMcCray](#): [@alizasherman](#) [@corymiller303](#) It's interesting. I've retweeted things because they were provocative, without necessarily agreeing.
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• [tmonhollon](#): [@corymiller303](#) Good food for thought. Also, how do people take it when a company account that shares & RTs? cc: [@beckymccray](#)
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• [alizasherman](#): [@BeckyMcCray](#) Interesting about endorsing what you retweet **or** just passing along. I'm guilty of both.
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[corymiller303](#): [@BeckyMcCray](#) I find all kinds of interesting but it's not an endorsement - I try to protect my name & am jealous of my social capital - you?
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• [corymiller303](#): [@BeckyMcCray](#) thanks - yeah, had a customer ask if i was endorsing a RT - I only put my name on things I absolutely believe in
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• [BeckyMcCray](#): Hmm... [@corymiller303](#) asks: Do you intend to endorse what you retweet? **Or** are you just passing it along? Perception matters.
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