

ON THE WEB

What are you doing?

That question powers the flurry of mobile text, Web and instant-messaging communications emanating from Twitter.com's social network. The 39-unit California Tortilla fast-

casual chain of Rockville, Md., has been doing what it takes to get nominated for final balloting in Twitter's first Shorty Awards for content producers. That includes offering a free taco to everyone who "tweeted" in a nomination on its behalf. Stacey Kane, director of marketing, said "a fun incentive and tons of social networking" sums up the chain's outreach strategy for final balloting through Jan. 15. California Tortilla has 312 Twitter "followers."



caltort was nominated for a Shorty Award!

The Shorty Awards honor the best content producers on Twitter

Happy New Year! The nomination round is now over. Final voting will begin soon, followed by an awards ceremony in February. [Enter your email](#) or follow [@shortynews](#) and we'll let you know when.

[More about the Shorty Awards...](#)

@caltort's nominations



caltort

Great Food and a Spunky Atmosphere

<http://www.californiatortilla.com>

<http://twitter.com/caltort>

94 nominations in #food

5 nominations in #humor

1 nomination in #advertising

1 nomination in #egocentric