MegaTweetup Social Media Footprint Brief
December 20, 2010

Summary:
The MegaTweetup took place at the Microsoft New England Research and Development Center in Cambridge, MA on December 16, 2010. The goal of the event, which was hosted by Joselin Mane for the second year in a row, was to attract the brightest minds in social media, marketing, technology, and business innovation for a night of networking and idea sharing.

MegaTweetup 2 aimed to tap into new and emerging trends in the world of digital media. Therefore, a team of social media savvy students formed a social media control center, which monitored the social footprint of the entire event using various metrics and measuring tools.

The Team:
Emerson College senior Zach Cole assembled the team of students for the social media control center. Joining him were fellow Emerson College students Mara Martin, Abbey Niezgoda and DJ Switz, Boston University students Mike DeFilippis, Valentina Monte and Rachel Sprung, and 13 year-old entrepreneur, Lane Sutton.

In the weeks leading up to the event, various members of the team were trained on social media monitoring tools such as Radian 6 and TweetReach. These tools were implemented during the event and in its aftermath to compile statistics on MegaTweetup's social footprint.

Findings:
As expected, there was a great deal of information shared through various online channels. The social media control center tracked a total of eleven different metrics, which were then presented towards the end of the event.

1,548 tweets = 12 hours of typing

The total number of tweets on the day of the event reached 1,548. Mike DeFilippis used Radian 6 to track the total number of tweets. He found that on the day of the event there were 1,548 tweets, with 994 tweets coming during the hours of the event itself. Prior to the start of the event there had been 1,031 tweets, and in the 48 hours tracked after the event, there had been an additional 662 tweets with the #MegaTweetup hashtag. This means that a grand total of 2,687 tweets were created with the hashtag. That's enough text to keep the

average person typing for 12 hours, assuming that each tweet averaged 100 characters.

This was also enough content to make #MegaTweetup the number one trending topic in Boston for more than two days. Due to people talking about the event before it began, and recapping the event in its aftermath, the #MegaTweetup hashtag stayed busy enough to trend for two whole days.

One challenge posed by Radian 6 is its delay response. It becomes difficult to present the total tweet data in real time because the data that comes into Radian 6, especially when there is a large quantity, is on a delayed basis. Therefore we were able to discover more accurate and interesting numbers after the event had ended. We also attempted to use a Google Reader feed on the Twitter search for the hashtag to track total tweets, but this proved to be ineffective and inaccurate as well.

370,303 people reached = more than the population of St. Louis

Lane Sutton used TweetReach to track how many unique people were reached by tweets with the #MegaTweetup hashtag. The version of TweetReach being used only tracked back 1,500 tweets – roughly the number of tweets created on the event day. These 1,500 tweets reached a total of 370,303 unique people. That's more than the entire population of St. Louis, MO (US Census, 2009).

74,254 pages = 3 months of reading

Lane Sutton also used TweetReach to track how many total impressions tweets with the #MegaTweetup hashtag were creating. Limited again to the most recent 1,500 tweets, Lane found that #MegaTweetup had generated an estimated 2,264,725 total online impressions. That's enough text to create 74,254 pages of single-spaced text, assuming the average tweet had 100 characters. The user who generated the most impressions was @SocialGrow, Ken Herron, with 172,200 impressions.

Most commonly associated words:
Rachel Sprung used TweetCloud to figure out which other words were most commonly associated with the #MegaTweetup hashtag. These words included Microsoft, Joselin Mane, Research, NERD, Boston, AbbeyNiezgoda, MSNewEngland, Cupcakes, Event, tonight, and ZachACole.

The most talked about brands included Microsoft, Boloco, BostonTweetup, Foursquare, and VentureCafe.

The most talked about people, by twitter handle included @JoselinMane, @AbbeyNiezgoda, @ZachACole, @kidcriticusa, @RSprung, @andrewrosenthal, @CassieViau, @davidgerzof, @EeeGeee, @bostontweetup, @guymitrano, @eric_andersen, @mgdefilippis, @LA786, and @ValentinaMonte. It's interesting that @JoselinMane received far more mentions than @BostonTweetup, because @BostonTweetup was the one hosting the event (whereas @JoselinMane is the person behind the account). This just goes to show the power of being somewhere in person, and creating personal interactions.

Foursquare was more than **10x** as popular as SCVNGR

Abbey Niezgoda used Twitter Search to track various location-based metrics. She found 129 people who checked into the event on Foursquare as opposed to 12 who checked into the event on SCVNGR. There were a combined 141 check-ins to the event on these platforms.

This means that at #MegaTweetup, Foursquare was more than 10 times as popular as SCVNGR. Maybe people just weren't feeling too social? This number, while alarming, is actually not too far off from the actual ratio of total users on each service. Foursquare recently announced its 5 millionth user, while SCVNGR has been growing past the 500,000 users mark. Therefore the ratio of check-ins at #MegaTweetup closely reflects the true location-based service demographic.

It is nonetheless surprising that there were not more SCVNGR check-ins simply because its headquarters are located just blocks from the #MegaTweetup venue in Cambridge, MA. There were no representatives from either location platform present at the event, but had there been, the results might have been swayed in one direction. Ultimately, enough Foursquare check-ins were registered for some lucky people to collect the Swarm badge.

85 pictures sent to Twitter

Valentina Monte used Twitter Search to track the total number of pictures posted using various Twitter picture tools. Users seemed to like Twitpic the most, with 42 pictures, while YFrog and Plixi registered 22 and 21, respectively. For a full picture recap, visit the links at the end of the case to view photo albums that were not immediately posted to Twitter.

Twitter Use:
Mara Martin was tweeting from the @MegaTweetup Twitter handle throughout the night. She used the handle to welcome and interact with the attendees. Later in the night, the Twitter handle was used to announce winning raffle ticket numbers, which were then projected onto a big screen for all to see.

Facebook Use:
DJ Switz was running the Facebook page for Boston Tweetup, which he used to post pictures and quotes from the event. He also used the Facebook page to link to the UStream by Bruce Garber.

QR Code:
The marketing team from Boloco arrived with some innovative social media tactics as well in the form of QR codes placed on the inside lids of the boxes of burritos that they brought for the hungry attendees. These QR codes led to a total of 24 pageviews (QR code click-throughs), with 11 people filling out the form that they were prompted to view. Of everyone who scanned the QR code, 12 used Android phones, 11 used iPhones, and just one used a Windows phone.

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