

Social Networking Below the Radar: Social Media or Social Action?

#btr11 reach and themes report April 2012

- More than **90 tweets** were sent using **#btr11** by **around 11 people**. Live coverage accounted for 90% of tweets; the remainder were conversational or sharing/signposting (retweets).



- Building your online audience: **22 new twitter accounts** from key organisations and individuals have been added since July 2011. **A total of 61 tweeters** who took part in #btr11 events have been grouped into a list for easy reference and future engagement amongst participants [tsrc-seminars/members](#). 5 twitter users were added after introducing themselves at the 4th April event in London.



James Plunket @AchievingImpact
Helping great charities, social projects and causes to do more of what they do best.



Peckham Vision @PeckhamVision
a consortium of residents, artists, businesses: pioneering citizen action for an integrated town centre linking past, present and future for the benefit of all.



Crouch End Network @crouchendsocial
Haringey based Social Network. Matches people together in the Haringey community who could help each other's lives and businesses grow.



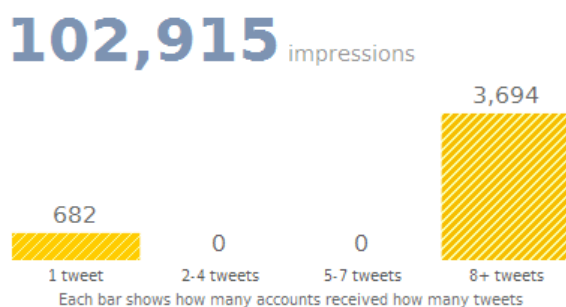
Selma Piro @Selma_Piro
Setting up Timebanks for social cohesion across Tower Hamlets in London's East End



Matthew Mezey @MatthewMezey
RSA Senior Networks Manager - Online and International. Interests: civic innovation, Big Society, social media, Learning Organisations, leadership...

- The event tweets are estimated to have **reached almost 5,700 people** with exposure to a **potential audience of more than 100,000**.

exposure ⓘ

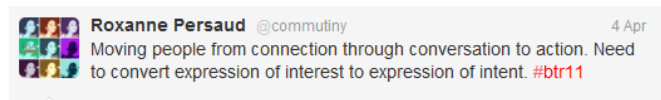


contributors ⓘ

	Tweets	RTs	Impressions
1 commutiny	34	4	87,448
2 MatthewMezey	12	0	14,568
3 3sectorrrc	1	1	461
4 goze01	1	0	200
5 castlondon	1	0	164
6 johnpopham	1	0	74

The top 3 participating tweeters were well placed to extend the network 'reach'. [@commutiny](#) was the official microblogger (tweeter) [@MatthewMezey](#) attended the seminar and TSRC staff participated via [@3sectorrrc](#). These accounts have a common audience just under 10%, i.e. 46 from a total followership of more than 4,200.

- Online participants – carrying the conversation outside the room.



Lorna Prescott
@dosticen



@commutiny I'm pondering on this one, if it's about #socmed I'm not so sure ... perhaps nudge-y stuff but not sure what more... Hmmm



Jonny Zander
@JonnyZander



@commutiny maybe...but maybe not...one persons glue is another persons stone in the shoe.



Simon Burall
@sburall



Interesting difference MT @commutiny
@kmarkparker suggests foundations for online relationships need social *networking* not social *media*



John Popham
@johnpopham



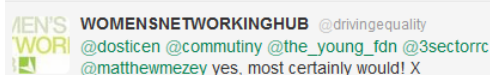
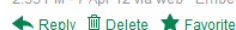
@MatthewMezey It already has. See Arab Spring #btr11



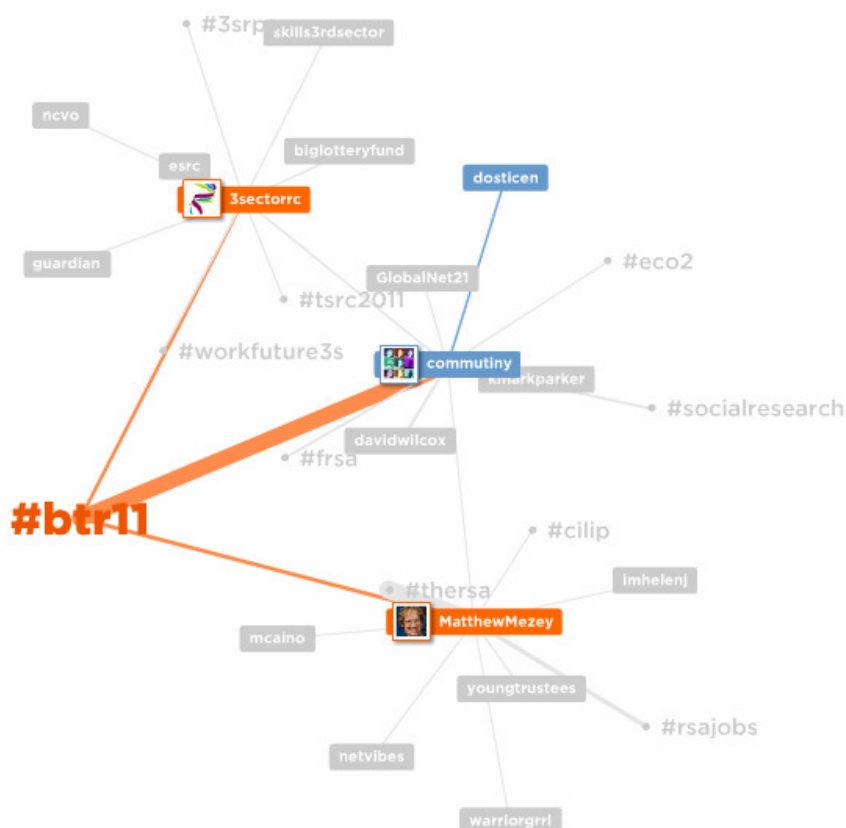
Roxanne Persaud
@commutiny

Twitter transcript from #btr11 @3sectorrrc @MatthewMezey @dosticen tweetdoc.org/View/40679/Soc... Wld you join a twitterchat abt using socmed 4 action?

2:33 PM - 7 Apr 12 via web · Embed this Tweet



- 'Mention map' shows the strongest relationships between top tweeters for the event, related keywords and other audiences they engage with.



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- A word cloud of adjectives describing a person. The words are arranged in a circular pattern, with 'Interesting' being the largest word at the bottom. Other prominent words include 'Creative', 'Friendly', 'Multifaceted', 'Slow', 'Fluffy', 'Warm', 'Serendipitous', 'Reassuring', 'Thought Provoking', 'Intriguing', 'Challenging', 'Stereotypes', 'Productive', 'Contradictory', 'Messy', 'Important', 'Good', 'Interactive', 'Informative', 'Disjointed', 'Long', 'Collaborative', 'Needed', and 'Meandering'.

- [illegible]

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Social Change through debate and discussion/ meetings/ e learning & online webinars - recreating public space. 7,000 active members globally. Join us!



Director of Community Sector Coalition, a network of 30 national organisations representing the largest community sector grouping of its kind in the country

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