

Salesforce Assignment

March Madness 2013

[FINAL FOUR]

Social Media Analyzer

Twitter Buzz

As a member of the social media team for the National Collegiate Athletic Association, I used both Radian6 Dashboard and Topsy Pro Analytics to monitor and analyze social media buzz, exclusive to the Twitter platform, regarding the final four teams during March Madness 2013. Implementing the usage of more than one monitoring site allows for the possibilities of social media coverage comparisons while also providing a base for the discovery of important influencers and popular tweets that appear on multiple databases.

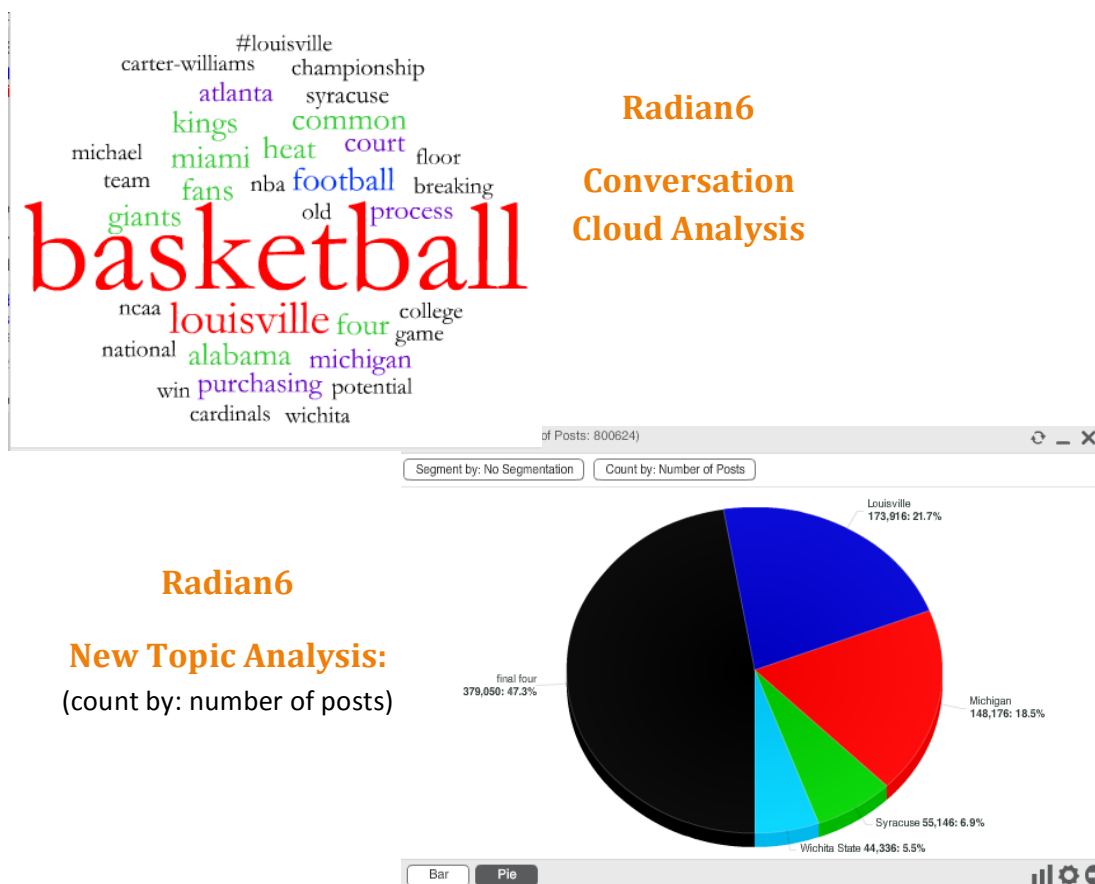
Keywords Used

- *“Final Four”*
- *“Wichita State”*
- *Basketball*
- *Syracuse*
- *Michigan*
- *Louisville*

These six keywords were used consistently on both monitoring sites to ensure validity and accuracy when comparing results among different platforms. The two keywords in quotations were configured to have exact proximity so the two words would have to appear next to each other, in the correct order for the database to flag the tweet and include it in the overall profile analysis. This is important to note because Topsy does not have a built-in function to manually decide proximity between words. In attempts to extract similar results on both sites it was necessary to include this step in the Radian6 configuration process. These six keywords are the most saliently relevant for the final four topic profile because they include the most common and formal display of the four teams/colleges involved in the final four, the name of the sport associated with the final four, basketball, and the title of the topic profile itself. These chosen six are well-defined through college, sport and event specific words. A few other keywords I considered using included “March Madness” and “2013,” but these terms

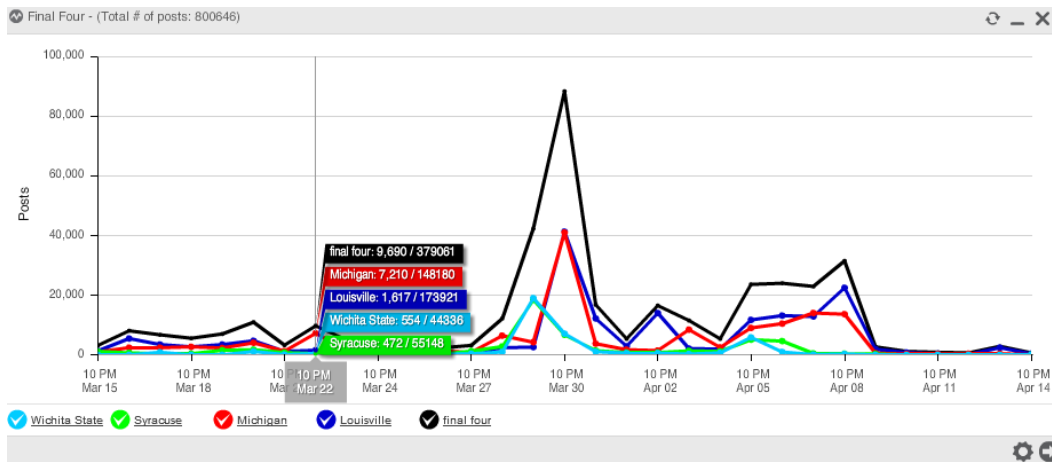
appeared to be too broad for the purpose of only analyzing social media engagement regarding the final four teams.

Trending Topics



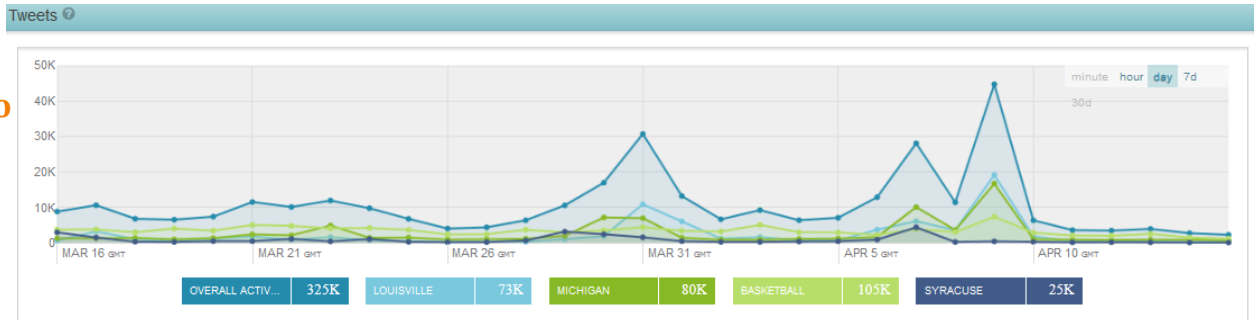
The Radian6 “Final Four” topic profile shows the most frequently used terms tweeted in relation to the keyword group illustrated through the conversation cloud, revealing the most popularly common term to be “basketball,” one of the words included in the keyword group. The second word that stands out most visually is the term “louisville,” also found among the six keywords. The high frequency of the word “louisville” in tweets associated with the final four makes perfect sense because they were the championship team in the NCAA March Madness 2013 tournament. The percentage of posts illustrated in the new topic analysis visual shows a direct correlation between the percentage of team specific tweets (posts including

college/team names) and their progress throughout the tournament with the highest engagement revolving around Louisville, then Syracuse, etc.



Radian6
Topic Trend
Analysis

TopsyPro
Activity



The Radian6 topic trend analysis and the Topsy activity line graph show very similar results regarding peaks in engagement through Twitter buzz. These peaks illustrate the high levels of twitter engagement referencing keywords during actual game time. These real-time monitoring sites allow users to analyze comments being made during popular events and sports while also allowing for two-way interaction between fans and brands. For example, many sports-related websites and brands such as @espn produced real-time commentary and feedback from the sidelines while also encouraging fans to “poll-in” and tweet predictions about final scores and player/team outcomes for each game. The highest peak shown in the Radian6 analysis matches the same date and peak on the Topsy analysis as well; this peak coincides with the date when the official final four teams were announced. It is also noteworthy

to mention the lack of peaks of engagement on the Radian6 analysis after March 30 compared to the Topsy analysis which reveals multiple peaks at the beginning of April. The differences in these two graphs revolve around the topic profiles created on each site. The Radian6 profile has a higher emphasis (keyword group) surrounding “final four,” decreasing the amount of engagement reported as the tournament progressed and individuals started using different terms such as “national championship.” Topsy’s keywords all bear the same weight, therefore the peak in engagement at the end of the graph reveals the buzz generated around the national championship game.

Identifying Influencers

[Twitter / flightinfo32](#) [Twitter / breakingnews_90](#) [Twitter / NCAA_BB_News](#) [Twitter / GoodSportTweets](#)
[Twitter / MikeandMcG](#) [Twitter / joedorish](#) [Twitter / JonahLupton](#) [Twitter / nytimes](#) [Twitter / wolverines](#)
[Twitter / NunesMagician](#) [Twitter / cnn](#) [Twitter / MichaelDuncan12](#) [Twitter / LiveWireAthlete](#) [Twitter / KellyBoldt](#)
[Twitter / SportMessi](#) **[Twitter / michaelgssr](#)** [Twitter / cjnews](#) [Twitter / BreakingNews](#)
[Twitter / snoopdogg](#) [Twitter / TheOnion](#) [Twitter / teen_basketball](#) [Twitter / CBBPulse](#)
[Twitter / michigansports](#) [Twitter / FVSNN2012](#) **[Twitter / NAATourney2k13](#)** [Twitter / NFL](#)
[Twitter / perezhillon](#) [Twitter / BasketballSense](#) [Twitter / BigEastNews](#) [Twitter / shoplogatos](#) [Twitter / espn](#)
[Twitter / br_CBB](#) [Twitter / SportsCenter](#) [Twitter / NBABasketball3](#) [Twitter / NewsDetector](#)

Radian6 Influencer Analysis

The metrics I used to identify influencers on the Twitter platform using Radian6 included a high importance regarding “on topic posts” and “followers.” The influencers I want to identify are individuals who post content regarding relevance to my topic profile, and also individuals who have many followers so the desired content discussed can and will reach the greatest number of people. The metric of “people following” does not indicate any action of influencing so it remains unimportant and the metric “updates count” is not as important as the chosen two because generally individuals who have many followers are continuously posting new content.

Overall sentiment

Across both monitoring sites, tweets involving positive sentiment were the dominating trend revolving NCAA basketball engagement. Direct information regarding sentiment is harder to discover upfront on these sites because usage of terms and phrases are presented differently for each individual and each tweet. After scanning through and reading tweets overall sentiment regards positive excitement and buzz about the colleges, fans and players. With any sporting event competition is keynote to engagement, and therefore there are some tweets regarding negative sentiment but the amount recorded was limited.

Radian6 Dashboard vs. Topsy Pro Analytics

Radian6 and Topsy are extremely useful tools in monitoring and analyzing real-time social media buzz across multiple platforms of engagement. Radian6 is a more complex dashboard that allows for more tailored customization of topic profile configurations allowing for complex, niche monitoring. These extended features and possibilities also lead to confusion and an increased difficulty in navigating the site especially for beginners and first-time users. Topsy is a more simplified version of an analytics site that includes most of the same features providing similar results. Topsy is easier and quicker to navigate and find upfront information regarding desired topics; however, the intricacy and visual resources available on Radian6 (conversation clouds) make this site more interesting and relevantly effective for trained and advanced users.