

Jour 615
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March Madness 2013

As a member of the social media team at the National Collegiate Athletic Association I have been able to monitor, use different tools, track analytics and overall view a message development campaign through the devices of social media and the overall presence. Within my monitoring I have found trending topics, influencers as well as sentiment. I was able to do this by using both social media data collectors Radian6 and Topsy Pro. Each program is a well-established tool to find needed information and what people are talking about in our social world.

Within my research I have chosen keywords that have stuck out in the social media world during this month of madness within the NCAA tournament. Below is a list of keywords picked to best illustrate March Madness:

- Louisville
- Michigan
- Kevin Ware
- Florida Gulf Coast University
- FGCU
- Trey Burkes
- Bracket
- Bracketology
- College Basketball
- Final Four
- March Madness
- Upset AND Marchmadness

I chose these keywords above for Radian6 as it is easier to choose a higher volume of key words to understand the overall conversation. With Radian6 I was also able to put together conversation clouds, which also displays more topics and trends that were being discussed during the tournament.

As seen above, you can view what conversations and keywords were used over the tournament. This is focusing on Twitter, Facebook, comments, pictures and blogs. I believe Michigan has great attention because of Trey Burkes and his achievement of being named player of the year.

One trend that I believe was very interesting is that 'Hockey' was within the conversation cloud. I believe this is because once March Madness ended everyone's main focus turned to the NHL. As well as, if your team was out in the first round, many stop following the tournament and look to other topics to follow.

When it comes to finding research and conversation on Topsy Pro, one is able to view the amount of tweets conducted about each topic. The key topics I choose were March Madness, Louisville, Michigan, Kevin Ware, Syracuse and Wichita State. As seen in the picture below you can see what topics were most talked about as well as a graph that illustrates the popularity of tweets.

Also with Topsy Pro, I was able to find the main twitter influences that were speaking on each heavily conversational topic. Below displays who had great influence within the twitter world and during March Madness:

A huge topic that was covered over twitter was the awful injury of Kevin Ware. Not only did this go viral through conversation but also through pictures and videos. CBS only replayed the accident once so people turned to social media to see what happened and to view a replay of the video.

Overall, the main topics and trends during March Madness was the final two teams who not only have the most valueable player, but also a brave player who was badly injured. It created a great buzz throughout our social world.

As both social media platforms are great tools, I would personally use Topsy Pro. It is easier to navigate and find the direct information you are looking for. Overall, both provide great information and allow brands to seek what the outside world is saying about them.