

An Analysis of Tweets Mentioning #LondonInfra from the London Infrastructure Summit

Summary

1,221 tweets were sent during the London Infrastructure Summit on 27 March 2014, containing the hashtag #LondonInfra.

RedScape Research captured and analysed these to identify key insights from the day, relating to the speakers, the content and the people commenting on them:

After Boris Johnson, the most-mentioned speakers were Nicholas Pollard and Dr Pippa Malmgren, and 8 of the top 10 most-mentioned spoke in the morning. So, if you want to get mentioned as a speaker, make sure you speak in the morning, and be interesting.

“@DrPippaM most engaging speaker by a mile on financing #londoninfra conference. Brum a future suburb of London mentioned a 2nd time today!

(@charles_haine)

The attendees were not offered the chance to vote at the end of the Infrastructure Speed Dating session, but tweet analysis shows Heathrow winning the airport share of voice battle by a wide margin, capturing 54% of airport mentions, compared to Stansted's 23% and Gatwick's 11%. Would this have been reflected in a vote?

RedScape has used its social intelligence expertise to devise the RedScape Index of Social Authority (RISA™) - a method of measuring and comparing social media reach, to help understand what is online influence and who has it for a particular topic.

Of all the #LondonInfra tweeters, **@Bechtel** has the highest RISA (299), followed by **@London_First** (276).

But **@runwaysuk** did not make it onto the most-retweeted list, despite having a reasonable RISA (234) and tweeting frequently (117 times).

In contrast, the most retweeted came from **@chrisrumfitt** with a RISA of 179, who sent just two #LondonInfra tweets during the day, one of which was retweeted 19 times.

London population grows by 2000 people every 8 days. Wow. Need to invest massively in infrastructure. #londoninfra

(@chrisrumfitt)

So what drives retweets, follower engagement and Twitter authority? Some of the influences include:

Reach – having a significant number of engaged followers, being added to other accounts' lists, and paying for prominence in search results all help with reach

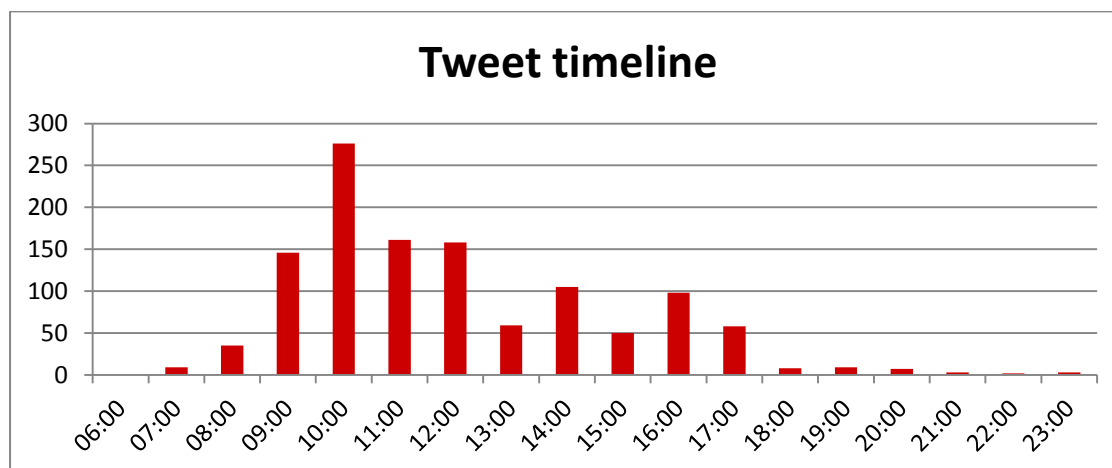
Relevance – engaging content, good timing, interesting links, all mean a particular comment will have a higher relevance for an audience

Reputation – focusing on one, or a small number of topics, being known as a topic expert, and having the respect of other commentators on that topic, will all boost reputation.

1 - The Tweets

Over the course of the day, approximately 100 #LondonInfra tweets per hour were sent from 223 different Twitter accounts – an average of 5.5 tweets per account.

There were many more tweets sent during the morning session (9am-1pm), than the afternoon (1-6pm), at 741 and 370 respectively, with a peak from 10-11am, as Boris Johnson appeared on stage.



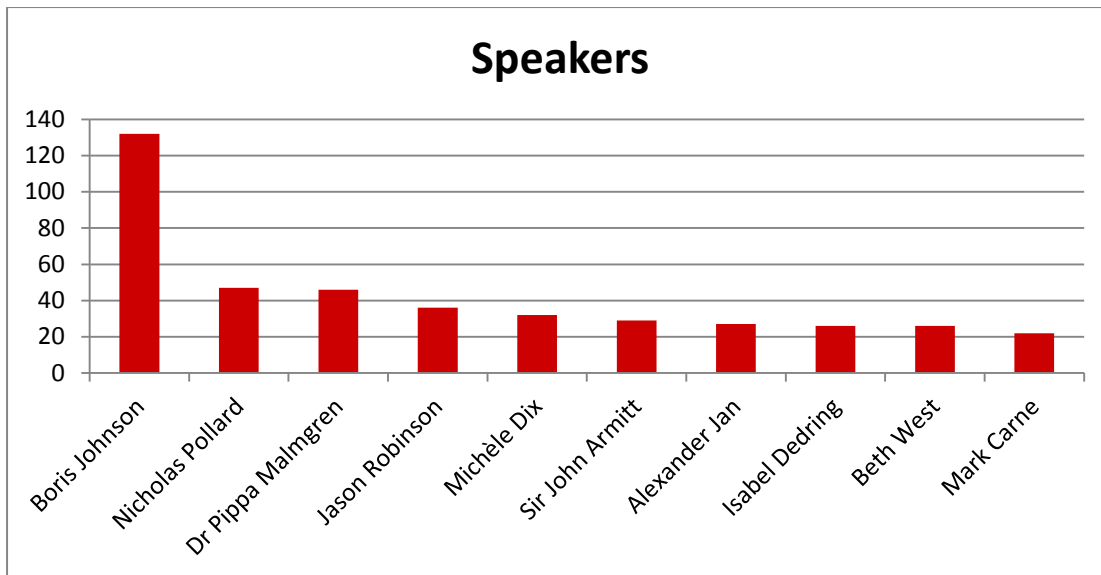
2 - The Speakers

Boris Johnson garnered three times more mentions than any other speaker, with Nicholas Pollard the second most-mentioned and Dr Pippa Malmgren third.

Boris: Crossrail 2 and greater aviation capacity have better business cases than HS2 #londoninfrac

@CNLucyMair





The only afternoon speakers to make the top 10 list were Sir John Armitt and Beth West.

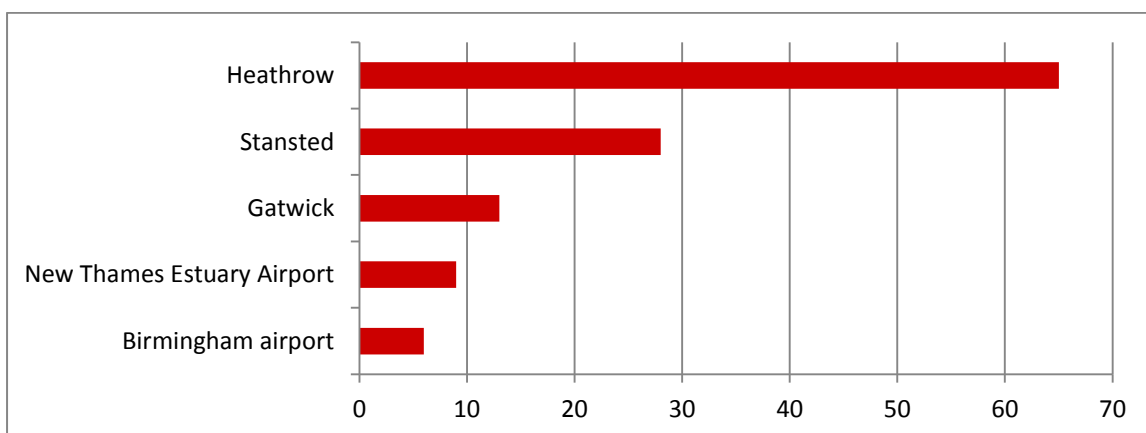
Mentions of speakers coincided very clearly with their time on stage, demonstrating that real life (off-line) appearances are still a significant driver of online traction. But if you want to get mentioned, make sure you speak in the morning, and say something interesting.

"@DrPippaM most engaging speaker by a mile on financing #londoninfra conference. Brum a future suburb of London mentioned a 2nd time today!"

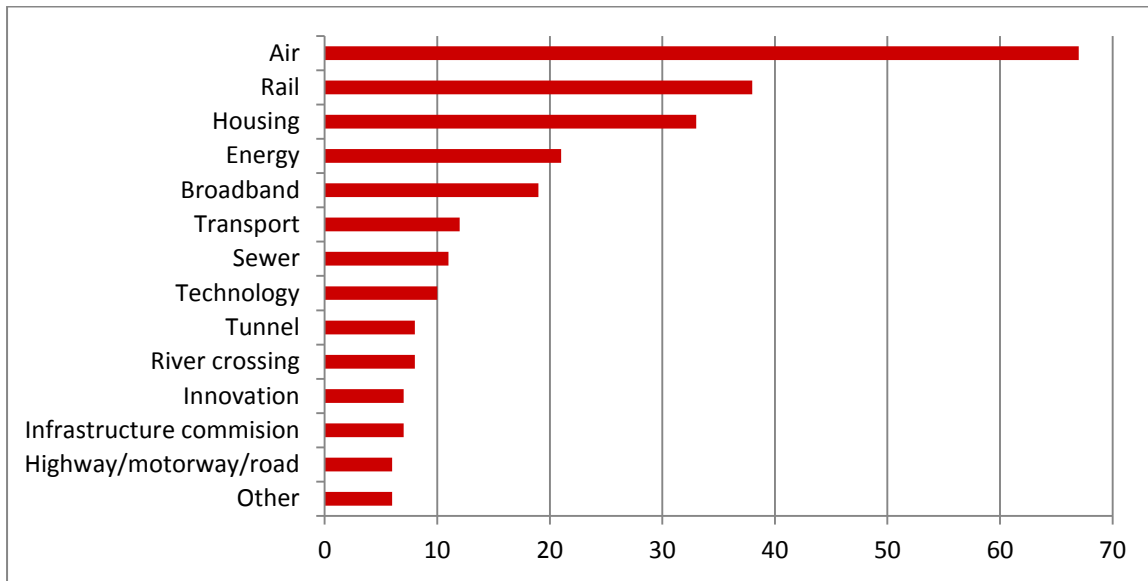
(@charles_haine)

3 - The Content

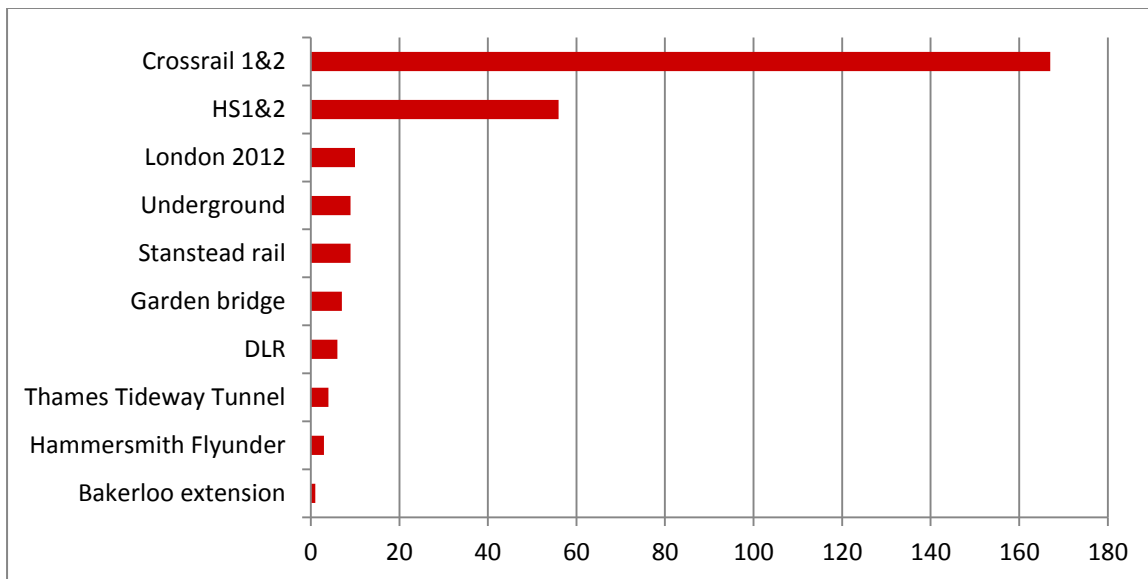
The attendees were not offered the chance to vote at the end of the Infrastructure Speed Dating session, but tweet analysis shows Heathrow winning the airport share of voice battle by a wide margin, capturing 54% of airport mentions, compared to Stansted's 23% and Gatwick's 11%.



Indeed, Air was the most-mentioned among general infrastructure comments, followed by Rail, Housing, Energy and Broadband.



Crossrail dominated the Infrastructure project commentary with more than 60%, compared to 21% for HS1&2. No other infrastructure 'project' garnered more than 5% share of voice.



4 - The Tweeters

There were 1,221 tweets in total, with just over one third being 'original' tweets, and two thirds were retweets of these.

The most prolific tweeter using the hashtag #LondonInfra was the summit organizer (@London_First), who did a great job of tweeting (and retweeting) regularly and often during the day.

Rank	Tweeter	# tweets	RISA™
1	London_First	138	276
2	runwaysuk	117	234
3	WorldInfraNews	63	226
4	TimRFitch	45	174
5	BaseLDN	44	180
6	HounslowChamCEO	33	189
7	ACE_Updates	30	141
8	HounslowChamber	25	129
9	AyoAbbas	25	165
10	BorisWatch	23	220

@runwaysuk was almost as prolific, but the most popular tweets did not come from the most frequent tweeters.

In fact, none of the six tweets that were most retweeted came from these 10 frequent tweeters.

The most retweeted came from @chrisrumfitt, who sent just two #LondonInfra tweets during the day, one of which was retweeted 19 times.

London population grows by 2000 people every 8 days. Wow. Need to invest massively in infrastructure. #londoninfra

(@chrisrumfitt)



The most-retweeted were:

Rank	Account	Tweet	RTs	Followers	RISA™
1	@chrisrumfitt	London population grows by 2000 people every 8 days. Wow. Need to invest massively in infrastructure. #londoninfra	19	406	179
2	@Bechtel	New infrastructure projects depend on social consent and predictable investment framework - Richard Abel, MD, Macquarie #londoninfra	11	28,017	299
3	@LDN_economy	Today we've published the Long Term Infrastructure Investment Plan progress report. Read more here http://t.co/mOlqd7yeJV #londoninfra	9	88	171
4=	@STN_Airport	MD calls on Govt to improve #Stansted rail links & make best use of spare capacity before getting distracted by new runways #londoninfra	8	20,045	217
4=	@CNLucyMair	Boris: Crossrail 2 and greater aviation capacity have better business cases than HS2 #londoninfra	8	922	227
4=	@Bechtel	Boris @MayorofLondon says transport infrastructure development in London is triggering regeneration of brownfield sites #londoninfra	8	28,017	299

@Bechtel did a great job with 2 tweets in the top 6 (3 in top 13). Having a large number of followers, together with paying to have their tweets appear at the top of #LondonInfra Twitter searches, has delivered in terms of visibility and engagement on Twitter.

But having lots of followers is not the only key to retweet success. Yes, @Bechtel had more than 28,000 followers at that time, but @chrisrumfitt had only 400 followers, and @LDN_economy, the third most retweeted, had fewer than 100 followers.

RedScape Index of Social Authority (RISA™)

So what drives retweets, follower engagement and Twitter authority?

RedScape's social intelligence expertise and analysis has identified a number of influences, which have been distilled into its' proprietary RISA™. These include:

Reach - having a significant number of engaged followers, being added to other accounts' lists, and paying for prominence in search results all help with reach



Relevance - engaging content, good timing, interesting links, all mean a particular comment will have a higher relevance for an audience

Reputation – focusing on one, or a small number of topics, being known as a topic expert, and having the respect of other commentators on that topic, will all boost reputation.

Of all the tweeters, **@Bechtel** has the highest RISA (299), followed by **@London_First** (276).

Despite having a high RISA and tweeting frequently, **@runwaysuk** did not make it onto the most-retweeted list.

Three of the top 10 (and 4 of 11) accounts with the highest RISA's were also on the most-retweeted list.

Top 10 RedScape TRaction scores		
Rank	Tweeter	RISA™
1	@Bechtel	299
2	@London_First	276
3	@atkinsglobal	252
4	@HS2ltd	239
5	@MaceGroup	234
6	@runwaysuk	234
7	@turnertownsend	232
8	@MakeArchitects	230
9	@TidewayTunnel	230
10	@CNLucyMair	227

Of the most-retweeted tweeters, **@chrisrumfitt**, **@LDN_economy** and **@Nishma8** are punching above their weight as they all have RISA's below 200.

About RedScape Research

RedScape Research combines business understanding with traditional research rigour to analyse online commentary and the digital landscape. We call this Social Authority.

Millions of people every day share their feelings and opinions online - about life experiences, brand experiences, product experiences and much more.

Extracting meaning and value from these unstructured comments and conversations is what we do, but RedScape does more than just find and analyse relevant data.

By putting the findings into context, and aligning them with business needs and objectives, RedScape delivers rigorous, robust and actionable business insights - in a simple, affordable and easy-to-understand way.

