

Derry~Londonderry UK City of Culture 2013

Social Media report



Key social media information – City of Culture channels

- The total reach of the City of Culture Facebook page has been **5,003,274** since the beginning of the year with the highest individual weekly reach of **421,801** which coincided with St Patricks Day
- **798,470** users have engaged with content on the City of Culture Facebook page since the beginning of the year
- **57,597** total Facebook likes to date, with **34,980** coming from the UK, and **11,576** coming from the Republic of Ireland
- **15,839** total Twitter followers

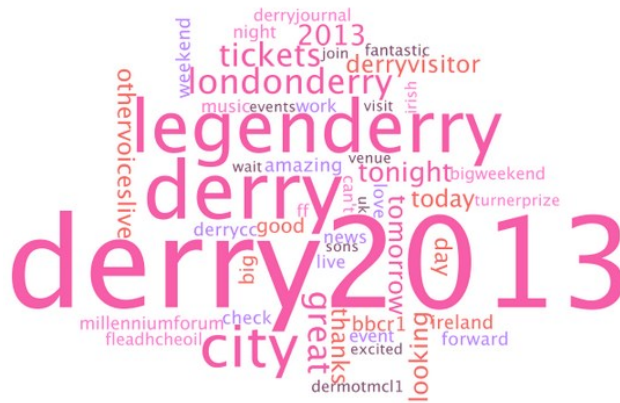
Data insights:

	01.01.13 – 19.11.13
Facebook (City of Culture 2013)	
Total fans	57,597
# Total reach	5,003,274
Average weekly total reach	128,289
# Users who have engaged with content	798,470
# People 'talking about this'	156,778
Twitter (@derry2013)	
Total followers	15,839
Reach	130,000,000
# @ messages	7,430
# Re-tweets	28,682
Other mentions	9,561
Total mentions	45,673

Overall social media analysis:

Twitter	<ul style="list-style-type: none"> • 130 million people were reached by 17,449 users with roughly 137 tweets a day • The most popular topics were BBC Radio 1's Big Weekend, CultureTECH and the 2017 City of Culture bid • The most authoritative tweets have been from key influencers including <i>BBC Breakfast</i>, Lorraine Kelly and Tate
Blogs	<ul style="list-style-type: none"> • 1,088 blog posts including the <i>Irish Times blog</i>, <i>Guardian Art and Design blog</i> and <i>Telegraph Travel blog</i>
Forums	<ul style="list-style-type: none"> • There were 374 forum posts including <i>Trip Advisor</i>, <i>BBC Online</i> and <i>Reddit</i>

World Cloud showing most popular terms used in association with @derry2013:



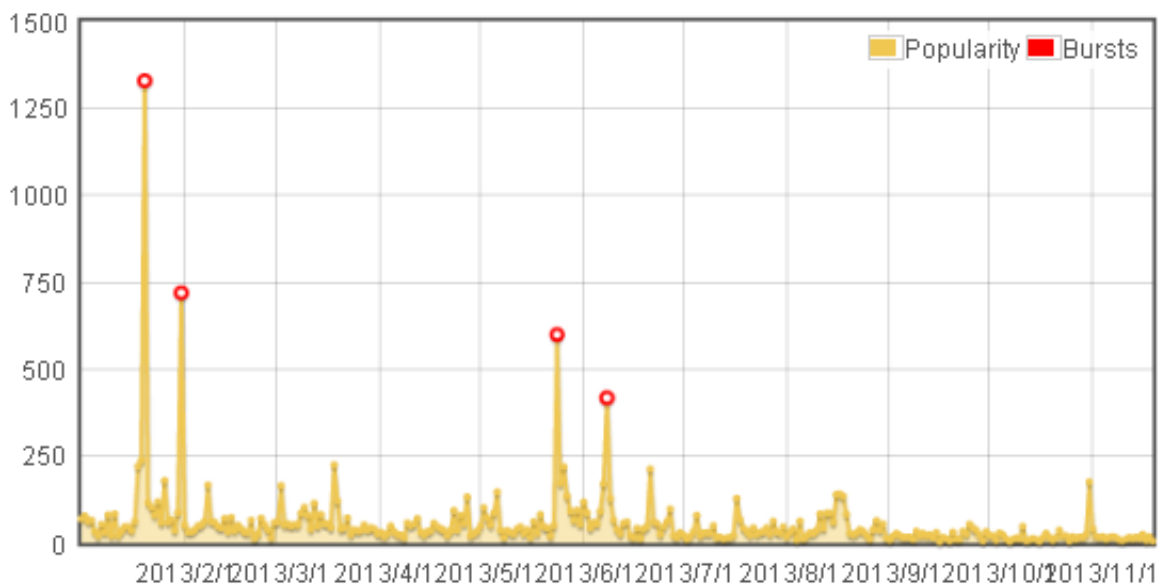
Most popular Facebook posts:

	<ul style="list-style-type: none"> • 2,792 likes: City of Culture 2013 changed their cover photo to photograph of the Loch Ness Monster from The Return of Colmcille • 1,793 likes: #LegenDerry knows how to celebrate #Halloween • 1,324 likes: Happy 2nd Birthday to the beautiful Peace Bridge - we wouldn't be without you! Image: Patrick Duddy • 1,235 likes: We did it! Over 4,500 Annies filled Ebrington Square today to perform 'It's a hard knock life' in aid of Foyle Hospice, setting a new world record for the biggest choreographed song and dance routine ever! • 809 likes: City of Culture 2013 added 61 photos to the album Fleadh Cheoil na hÉireann 2013. • 688 likes: Congratulations to everyone involved in today's Riverdance line at Fleadh Cheoil, yet another World Record for Derry~Londonderry! Guess what we did todayNew World Record : Longest Riverdance line • 672 likes: The Return of Colmcille - Chapter 6 *Showdown on the Foyle* (9 photos) The Loch Ness Monster breathing fire arrives on the River Foyle to seek revenge on Colmcille who vanquished the monster 1500 years ago. In a spectacular showdown the monster was once again "Foyled" by Derry~Londonderry's Patron Saint at the people of the city during The Return of Colmcille. Following the monster's defeat it was transformed into three swans signifying peace purity and forgiveness. The event is one of the highlights of the city's celebration as the UK City of Culture. Picture Martin McKeown. Inpresspics.com. 08.06.13
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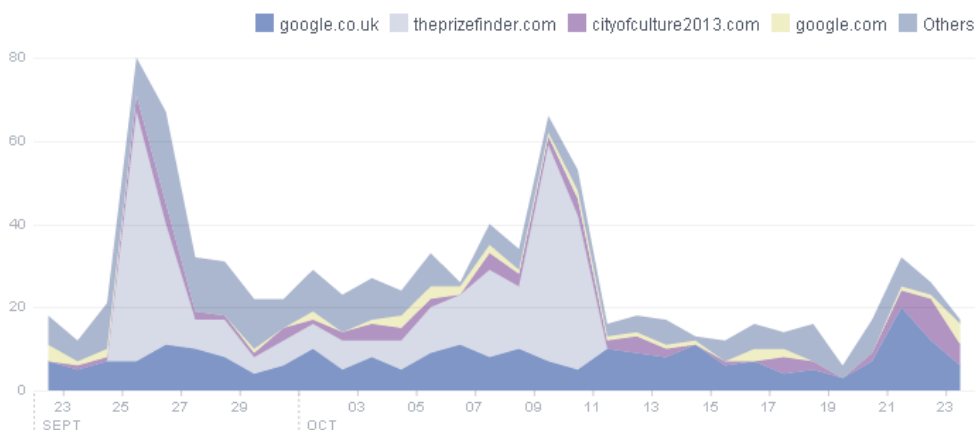
Most popular Hashtags used in conjunction with @Derry2013:

Hashtags	No of times used
#Legenderry	17,817
#CultureTECH	3,412
#Fleadh13	2,883
#Derry	1,814
#BigWeekend	1,354
#CityofCulture	872
#ConquestofHappiness	363
#Turnerprize2013	244

Graph to show Twitter activity over the last year relating to Derry and City of Culture



Facebook graph to show the number of times users were directed to the City of Culture Facebook page from sources other than Facebook, highlighting the impact of competitions on Facebook traffic



Most authoritative tweeters mentioning Derry and City of Culture

Twitter handle	Followers
BBC Radio 1 - @BBCR1	1.5m
Tate - @Tate	976,597
Wretch 32 - @Wretch32	627,569
Damien Mc Ginty - @damienmcginty	544,122
Lorraine Kelly - @reallorraine	456,704
Tina Daheley - @TinaDeheley	240,057
Guardian Music - @guardianmusic	300,855
Saoirse Ronan - @Saoirse_Ronan	85,154
BBC Radio 4 -@BBCRadio4	138,103
Irish Examiner - @irihexaminer	42,077

Most authoritative tweeters mentioning Derry and City of Culture

Damian Mc Ginty @damianmcginty

Check out the official Derry UK city of culture music video which i feature in. proud to be from this amazing city. [youtube.com/watch?v=VIXWPR...](https://www.youtube.com/watch?v=VIXWPR...)

Reply Retweet Favorite More

YouTube



Silver Cities Rise: Derry-Londonderry UK City of Culture 2013
Derry-Londonderry is the inaugural UK City of Culture. This film was produced for a roadshow to showcase the city, its talent and the fantastic programme of ...

designboom @designboom

urinating life model sculpture by @davidshrigley makes #turnerprize shortlist @derry2013 designboom.com/art/david-shri... pic.twitter.com/ybn7ofn7Fd

Reply Retweet Favorite More



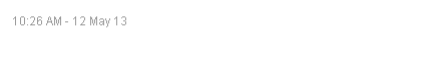
8 RETWEETS 4 FAVORITES
3:00 PM - 26 Oct 13 Flag media

Wretch 32 @Wretch32

Yep RT @TinaDaheley: Just arrived in 2013 City of Culture Derry~Londonderry with @Wretch32 and @TherealNihal for ... m.tmi.me/VdiDq

Reply Retweet Favorite More

7 RETWEETS 2 FAVORITES
10:26 AM - 12 May 13



Reply to @Wretch32 @TinaDaheley @TherealNihal

Emma Rigby @21_EmZ_21 12 May
@Wretch32 @TinaDaheley @grimmers excited to listen in the morning! ☐☐☐
Details



Will Gompertz @WillGompertzBBC

8 Jun

I didn't think #LegenDerry had enough time or money to make a success of being UK City of Culture. Well, I was wrong! It's a magical place.

Collapse Reply Retweeted Favorite More

91 RETWEETS

18 FAVORITES



Carly Simon @CarlySimonHQ

Follow

A new video featuring Let The River Run, "It's absolutely stunningly wonderful" Carly Simon. youtu.be/VIXWPR7oPUE

BBC Radio 4 @BBCRadio4

Follow

Grayson Perry talks about the 2013 City of Culture, Derry~Londonderry, in this clip from the third #Reith Lecture bbc.in/1a4IRqa

Reply Retweet Favorite More

BBC

BBC Radio 4 - The Reith Lectures, Grayson Perry: Playing to the...

Grayson Perry talks about the 2013 City of Culture, Derry~Londonderry.

View on web



42 RETWEETS

12 FAVORITES



12:58 PM - 27 Oct 13

Flag media

entertainment.ie @entertainmentIE

Follow

The highly anticipated Conquest of Happiness gets its world premiere in Derry~Londonderry next week: e1.ie/26iv @derry2013

Reply Retweet Favorite More

entertainment.ie

Conquest of Happiness world premiere for Derry~Londonderry City of...

By entertainment.ie @entertainmentIE

One of the most anticipated and ambitious theatre productions to be staged in Ireland this year has just re-located rehearsals to Derry~Londonderry in preparation for its world...



Martin McGuinness @M_McGuinness_SF

20 May

From 1,400 nominated Irish Holiday destinations, Derry City has made it to an Irish Times shortlist of 5. Brilliant. pic.twitter.com/6NmQUH4QY

Collapse Reply Retweet Favorite More



13 RETWEETS

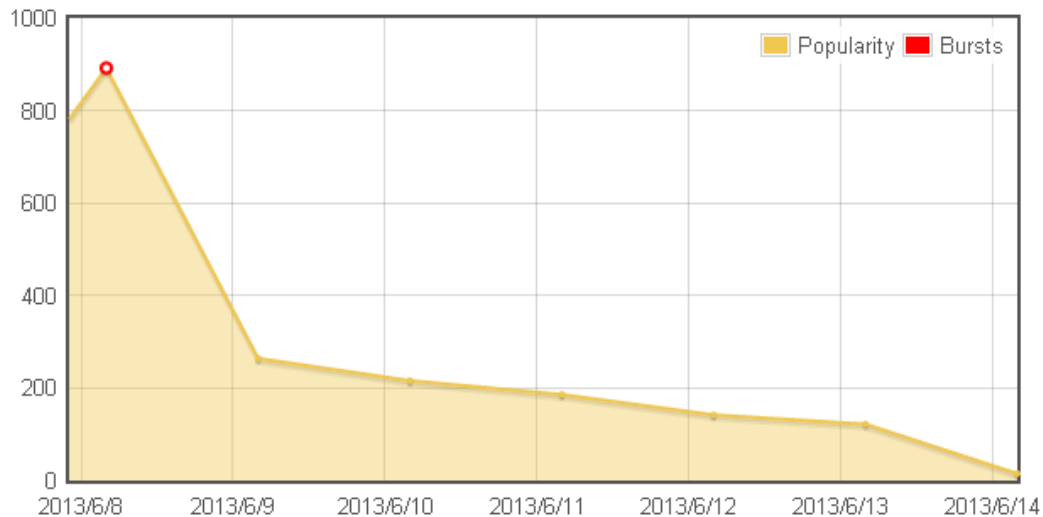
5 FAVORITES



Return of Colmcille: social media engagement:

- 2,067 Twitter mentions of Colmcille – with 62 tweets an hour on June 8
- Twitter reached an audience of 11million with 68% of tweets from one-time tweeters showing a high level of engagement
- Top sources include filmmaker Eamonn Rafferty, City of Culture, Walk The Plank, Sharon O'Connor and Derry Diaspora
- Most popular re-tweets occurred during the appearance of the Loch Ness Monster and the fireworks in the final Showdown on the Foyle
- There were also 49 discussions on blogs – all by men aged 36-50
- This was overwhelmingly positive with 92% favourable mentions

Twitter mentions of @derry2013 showing a massive peak in activity during The Return of Colmcille on June 8:



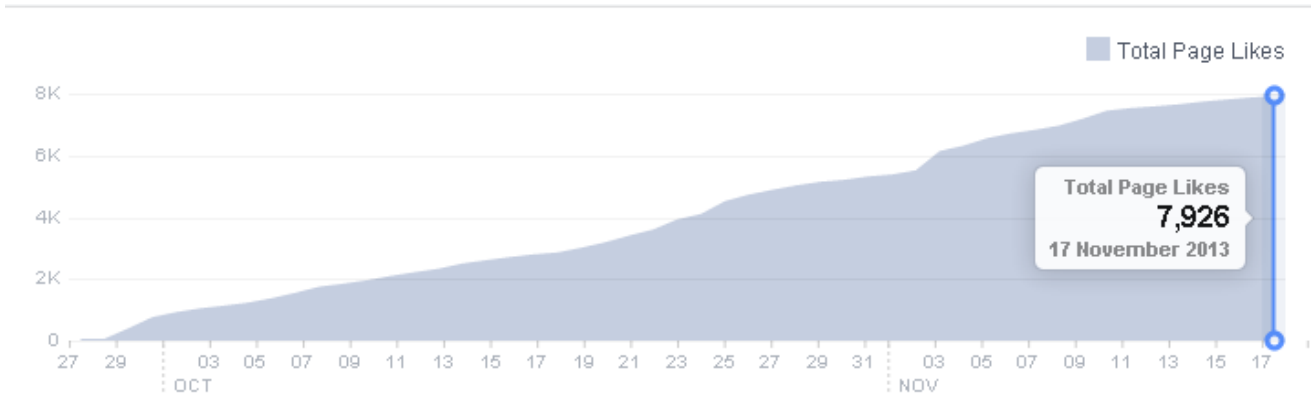
World Cloud showing most popular terms used in association with The Return of Colmcille:



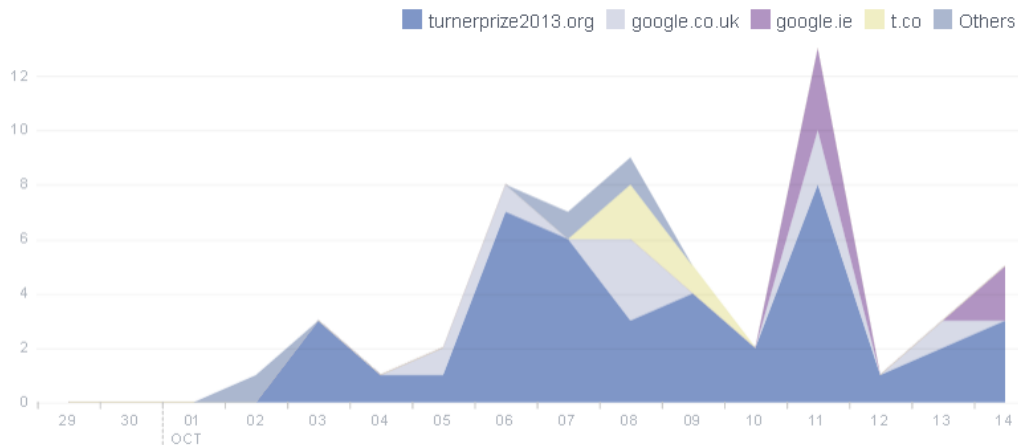
Turner social media channel analysis:

Facebook (Turner Prize 2013)	
Total fans	7,926
# Total reach	463,335
# Users who have engaged with content	29,173
# People 'talking about this'	11,332
Twitter (@TurnerPrize2013)	
Total followers	1,013
# @ messages	288
# Re-tweets	1,434
Other mentions	488
Total mentions	2,210

Facebook graph to show the increase of Likes on the Turner Prize 2013 Facebook page



Facebook graph to show the number of times users were directed to the Turner Prize Facebook Page from a website other than Facebook:



World Cloud showing most popular terms used in association with Turner Prize 2013:



Tweets to show how social media has been used to provide key information for events

City of Culture 2013 @derry2013 Following

Important information on car parking for tonight's Phil Coulter concert at The Venue 2013. Please read: ow.ly/m2AfE

← Reply ↻ Retweet ★ Favorite ⋮ More

1 RETWEET

7:35 AM - 15 Jun 13

City of Culture 2013 @derry2013 Following

Please remember the #TurnerPrize 2013 exhibition is closed on Mondays. For full list of opening hours, please visit: turnerprize2013.org/content/openin...

← Reply ↻ Retweet ★ Favorite ⋮ More

7 RETWEETS 1 FAVORITE

4:54 AM - 28 Oct 13

City of Culture 2013 @derry2013 Following

Important information on car parking and ticketing for this weekend's All Ireland Pipe Band Championships ow.ly/mCVzu

← Reply ↻ Retweet ★ Favorite ⋮ More

1 RETWEET

8:11 AM - 3 Jul 13

Foyleside Shopping @FoylesideSC Follow

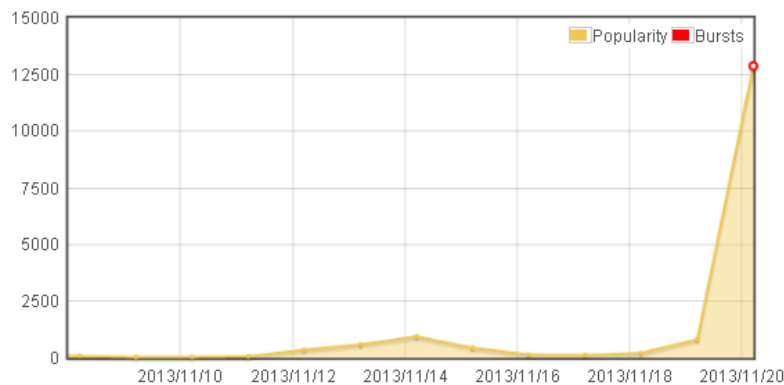
Hi @fleadhcheoil @BBCRadioFoyle @derry2013 important to tell people the roads are clear and there's plenty of parking. Don't put people off!

← Reply ↻ Retweet ★ Favorite ⋮ More

3 RETWEETS

4:19 AM - 17 Aug 13

Graph to show the impact of the 2017 City of Culture results announcement on mentions of "City of Culture" on Twitter



Tweets and Facebook posts to show social media has been used as a platform for feedback on events from the public

BBC Radio Foyle @BBCRadioFoyle Follow

what a powerful and emotional ending to a spectacular night of entertainment @derry2013 #sonsanddaughters who is proud of their city?

31 RETWEETS 11 FAVORITES

2:57 PM - 20 Jan 13

- Reply to @BBCRadioFoyle @derry2013
- Emma-Lou Chambers** @EmzLou @BBCRadioFoyle @derry2013 I am :) 20 Jan
 - Joan Ghali/Couturier** @Irishblondie77 @BBCRadioFoyle @derry2013 Thank you BBCNI for a spectacular Concert tonight-so much musical talent from Sons & Daughters of Derry-Londonderry 20 Jan
 - Isobel** @bella9471 @BBCRadioFoyle @derry2013 so proud of our legenderry city #derry Londonderry amazing 20 Jan
 - maura farren** @atigness74 @BBCRadioFoyle @derry2013 what an honour to be from Derry. My bro Declan Curran would have been a very proud man. He loved his Wee Derry :) 20 Jan
 - FIXIBIZA** @FIXIBIZA @BBCRadioFoyle @derry2013 @markyptweets I am! Well Done! Ragin' to be missing Derry's big year. Maybe I should just batter on home for 2013? 20 Jan

City of Culture 2013 @derry2013 Following

#Video: Thousands gathered in Guildhall Square as the contents of the large secretive box were dramatically revealed ow.ly/lQGxD

14 RETWEETS 3 FAVORITES

2:25 AM - 9 Jul 13



What's in the Box - The Return of Colmcille
As a crowd gathers in Guildhall Square curiosity builds around the contents of the crate positioned on the platform. Additional security is brought in to ens...

View on web

- Reply to @derry2013
- Niamh NicGhabhann** @Niamh_NicGhabhann @derry2013 This is just brilliant. Well done to everyone involved! 9 Jul
 - Valerie Dinsmore** @valdinsmore @derry2013 What a great Return of Colmcille day in Derry. Wish I'd been there. Congratulations to all involved. @derry2013 9 Jul

City of Culture 2013 shared The Walled City Tattoo's photo. 29 August

What a spectacular night at The Walled City Tattoo! Still tickets available for Thursday and Saturday night, go quick: <http://www.millenniumforum.co.uk/content/walled-city-tattoo-2013-ebington-square>.

- Ena Deane** how much are they 29 August at 11:39
 - Drew Hutchinson** Going Friday night lookin good Grace Wilson 29 August at 10:14 via mobile
 - Kevin Hutcheson** top secret were amazing 30 August at 12:47
 - June Noel** Would love to have seen that. Have seen the Tattoo in Edinburgh which was very moving. 29 August at 17:27
 - Ruth Cassidy** looks amazing! 29 August at 10:58 via mobile
 - Paula McKinney** I was at this show last nite, it was amazing from start to finish. Well done to our wee town, u r def legenderry 😊 29 August at 10:55 via mobile
 - David Campbell** anybody who hasn't got a ticket for this event have missed out on a fantastic show just brilliant 29 August at 10:42
 - Leslie Seaton** Opening night was amazing have always wanted to see top secret drum corps live, the mass band's and dancers brilliant words can't describe how great they where definitely a must go and see well done everyone. 29 August at 10:23
 - Ashley Adams** Can't wait to see it tonight. 29 August at 10:13 via mobile
 - Christine McBride** Looking forward to seeing this on Friday! 29 August at 10:07 via mobile
 - Eileen O'Doherty** Going tonight.....it looks amazing!! 29 August at 10:05 via mobile
- Write a comment...