

# STATE OF TWITTER **STL**

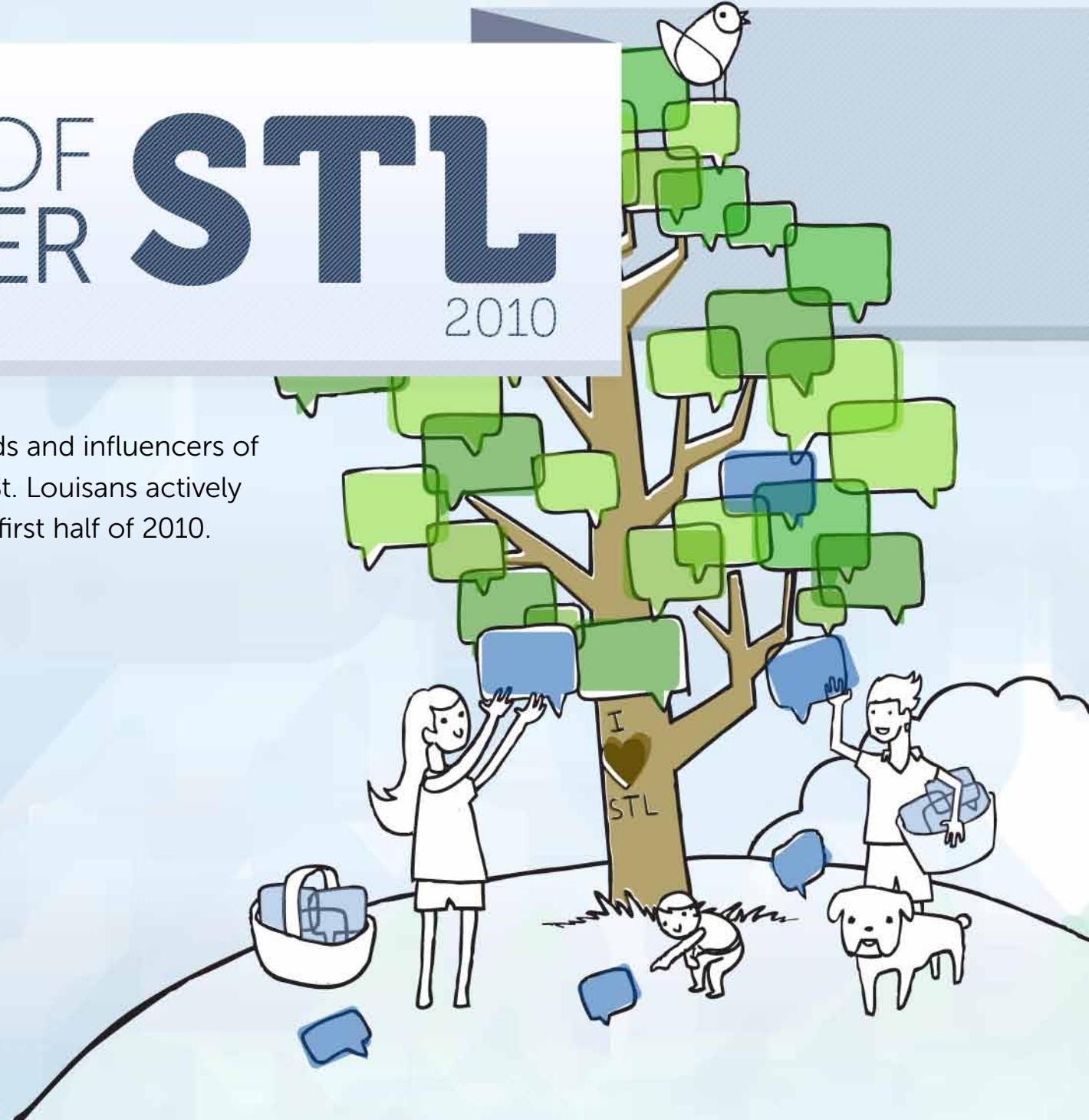
2010

Numbers, patterns, trends and influencers of the over 200,000 local St. Louisans actively using Twitter during the first half of 2010.

#### Report Contributors:

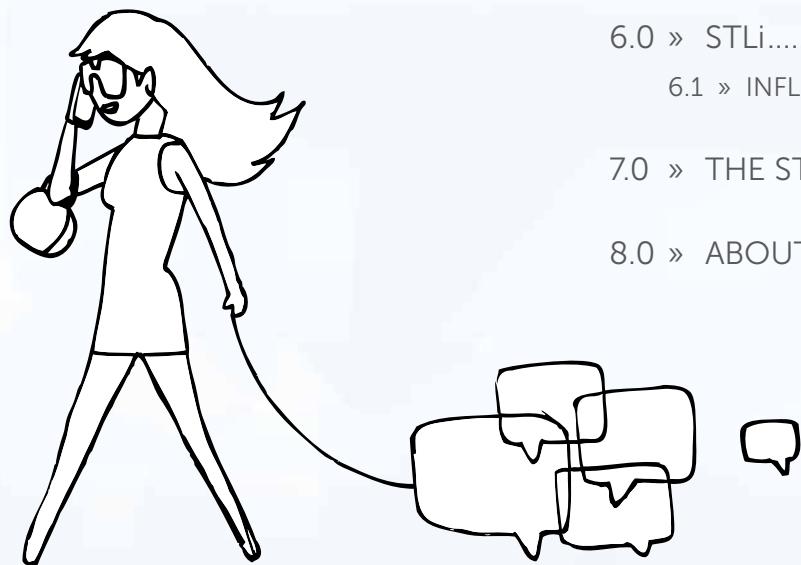
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Design: Heath Harris  
Data: Marc Brooks  
Illustration: Angel Grau Bullon

presented by

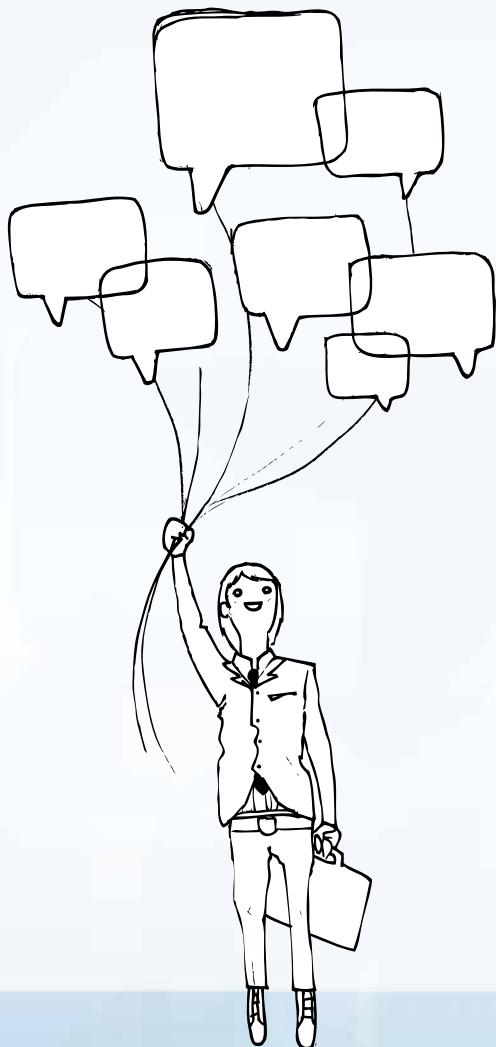


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## INTRODUCTION



Over one year ago, when we started tracking Twitter usage amongst the people of St. Louis, we believed we were just building a Twitter application to demonstrate our skills to potential clients. Little did we know that we were actually beginning an enormous journey of discovery - quickly learning that Twitter isn't just a certain segment of St. Louis, it *\*is\** St. Louis. STL Tweets soon became our magnifying glass, allowing us amazing and unprecedented views into the people, places, culture and everything else that makes up daily life in St. Louis. I have lived in this city for much of my life but after using STL Tweets on a daily basis for the last six months, I now realize how little I actually knew about this place I call home.

This report is our first opportunity to share our discoveries - it's a collection of data, charts, lists and graphs that paint a picture of the St. Louis Twitter community over the first six months of 2010. I invite you to take the time, read it through and see what sticks out to you - did it align with what you were already thinking? Was it radically different? I must confess that both myself and the members of the STL Tweets team were surprised by many of the findings.

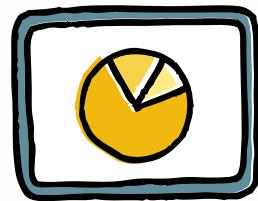
Note, this report is just the first in what hopefully will become a long series. We'll continue cataloging the St. Louis Twitter stream and plan to release a full analysis of 2010 sometime in early February. Stay tuned and let's continue down this journey of discovery together.

Finally, a few special acknowledgements before we begin. Thanks to Marc Brooks, Mike Lang, Heath Harris, Angel Grau Bullon, Ryan Stephenson, Corey Smale and the entire Infuz staff - without each of them, this mission would be incomplete. In addition, a huge thank you to St. Louis Tweeps everywhere - you're what makes this all possible.

Thank you for your time and interest. I hope you enjoy The State of Twitter: STL.



**Jason Fiehler**  
Founder, Infuz + STL Tweets  
[@jasonfiehler](http://twitter.com/jasonfiehler)

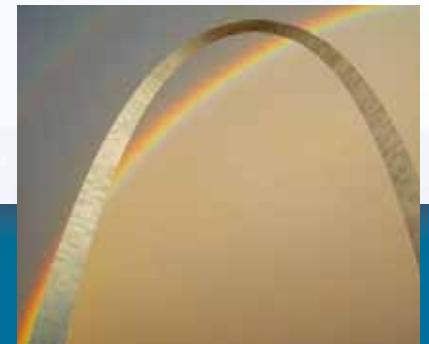


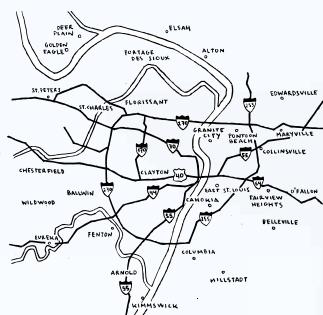
# DATA

All charts in this report exclusively utilize data from the STL Tweets database. STL Tweets gathers data from Twitter as explained in the following pages.

STL Tweets helps us discover things about St. Louis we might never have seen without it. We'll share some of our favorite finds throughout this report.

via [@michaelcalhoun](#): Some more great pics:





DATA

## STL Tweets

STL Tweets strives to maintain a comprehensive collection of all tweets that originate in and around the metro St. Louis area, as well as any tweets about St. Louis from the entire Twitterverse.

These tweets are obtained via the Twitter API utilizing a location search that returns tweets that originate within a 50-mile radius around the center of St. Louis City. Additionally, a keyword search returns all tweets that mention a variety of St. Louis-related topics.

STL Tweets pulls from the Twitter API around the clock in order to ensure a complete set of data. That data is then processed in the following ways:

### Tweets

Local tweets appear as a continually-updated stream of Twitter updates.

### Links

STL Tweets determines how many times a specific link has been shared by the St. Louis Twitter community and displays the most relevant links per category based upon a value-sensitive ranking system.

### People

STL Tweets knows who's who in the world of St. Louis Twitter users. We stay up-to-date with dedicated local opinion leaders in order to ensure only the most relevant information makes it to our category pages.

### Categories

Categories are built around the terms most likely to occur for any given topic and the relevant people who Tweet most often about that topic.



## We Can't Get Every Tweet

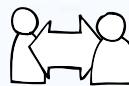
Although STL Tweets is able to catalog the vast majority of tweets, full coverage just is not possible. We do not get tweets from:



Non-Tweeters - even if a user's location is in St. Louis, we don't know about them unless they post tweets.



Blockers - any users that block STL Tweets via the Twitter interface.



DMs - Direct Messages are private tweets between 2 users and are not made available to STL Tweets.



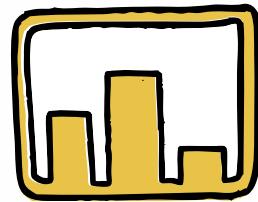
Location - tweets from users that do not indicate a location within 50 miles of St. Louis or a location that isn't identifiable with a specific location (i.e. "Da Lou", Earth, St. Lewis, etc.)



Protected Tweets - users that choose to protect their tweets via the Twitter interface.



Twitter Outages - Due to heavy usage and extreme growth, Twitter has experienced stability issues and sporadic outages. During these periods, STL Tweets receives few or no tweets.



# NUMBERS

All reports in this study are for the time period January 1 through June 30, 2010. This section focuses on reports dealing with totals, frequency and usage patterns.

via [@coreysmale](#): One of favorite (ground level) views of St. Louis, 18th and Washington



# The Big Picture

STATE OF  
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2010

## Total Tweets

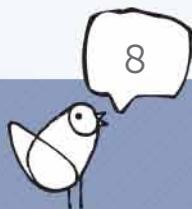
Total number of tweets gathered by STL Tweets from Jan. 1 - Jun. 30, 2010 originating within a 50 mile radius of St. Louis.

5,592,479

## Active Tweeps

An Active Tweep for our purposes is defined as a Twitter account in St. Louis that tweeted at least one time in any of the first six months of 2010.

220,364



NUMBERS

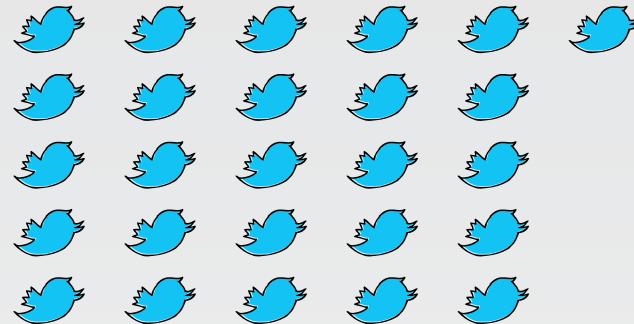
# Followers/Following

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Average Followers

**257**

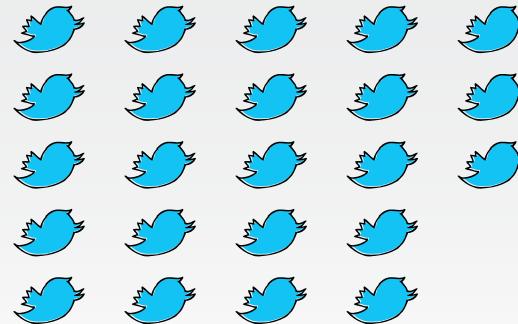
Average number of followers per active Twitter user within a 50 mile radius of St. Louis.



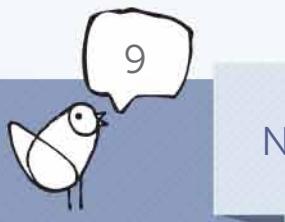
Average Following

**230**

Average number of users being followed per active Twitter user within a 50 mile radius of St. Louis.



 = 10 tweeps



NUMBERS

# Daily Activity

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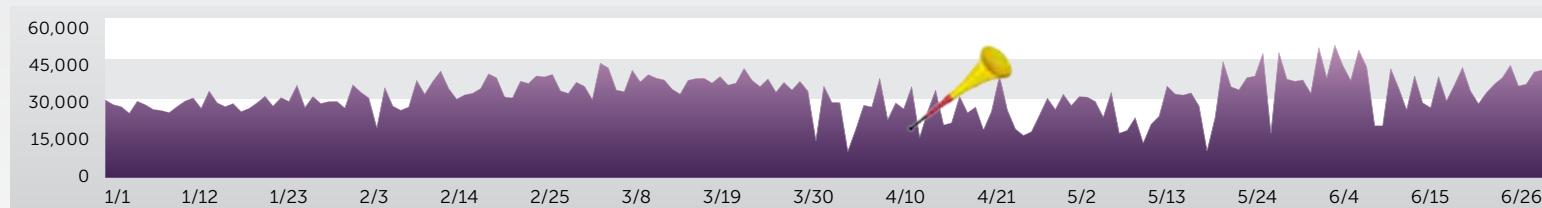
Average Tweets  
per Day

30,898

Daily Tweets are around 31,000 and climbing. Twitter is gaining large numbers of new users in and around St. Louis.

## Daily Tweets

Low points in April and May reflect World Cup-induced Twitter outages. The "Vuvuzela Effect" broke Twitter consistently throughout the event.

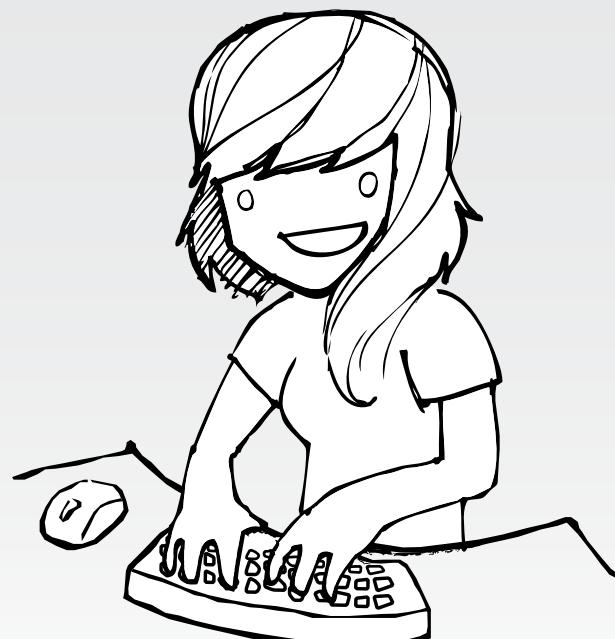


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NUMBERS

# Daily Activity

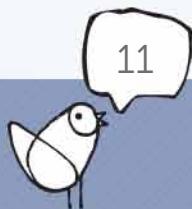
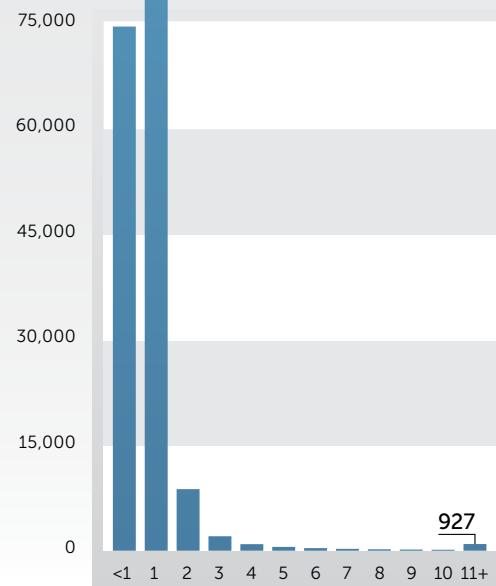
STATE OF  
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133,744

## Average Tweets Per User Per Day

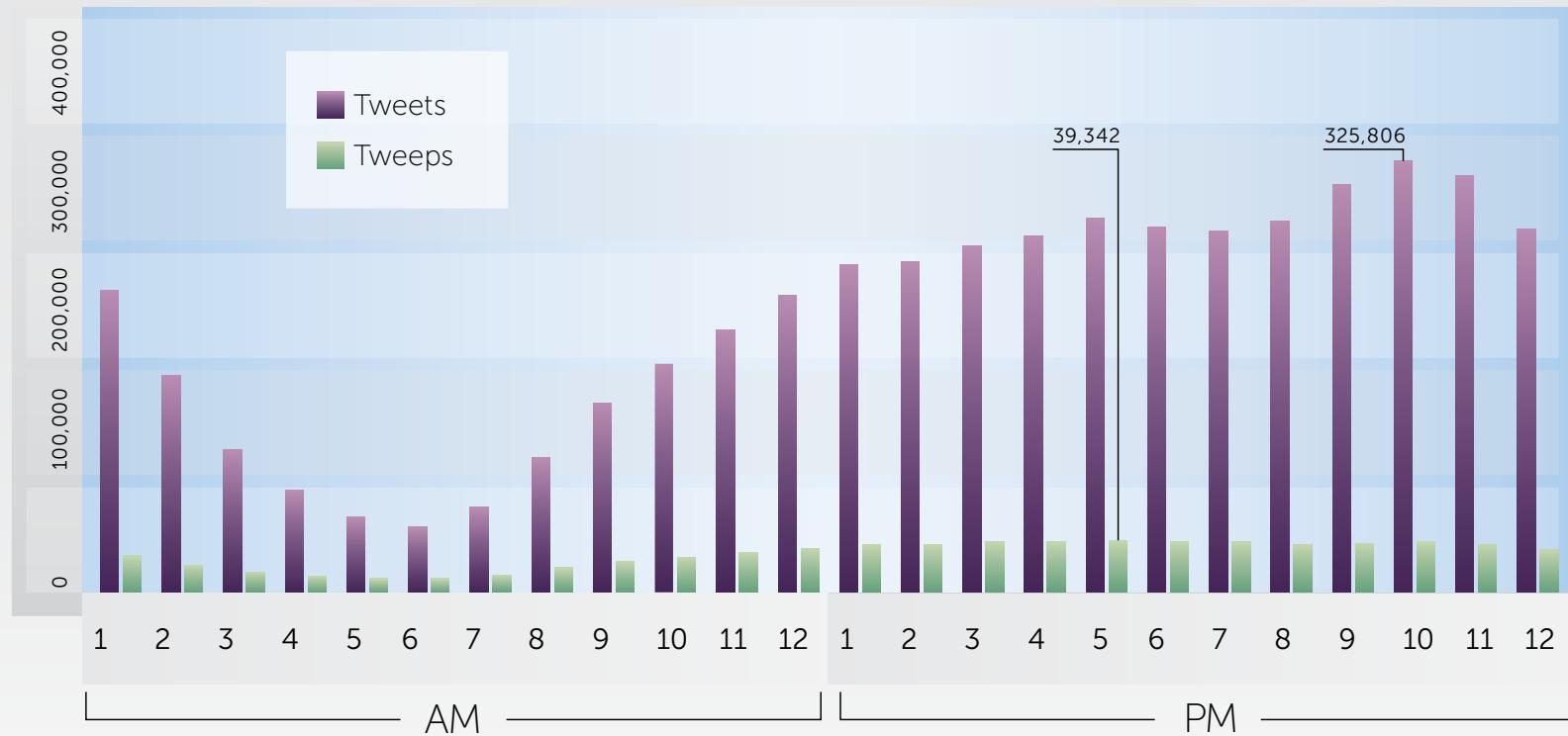
The average STL twitter user tweets once per day or less with a small number of users tweeting 10 or more times per day.



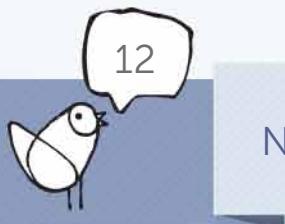
NUMBERS

# Hourly Activity

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TWITTER **STL**  
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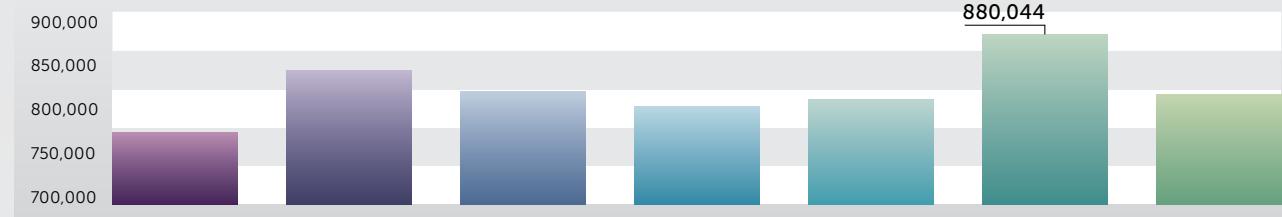


This graph displays the total number of tweets per hour time slot originating within a 50 mile radius of St. Louis during January 1, 2010 to June 30, 2010. Additionally, it displays the total number of unique tweeps that tweeted at least once during each hour time slot.



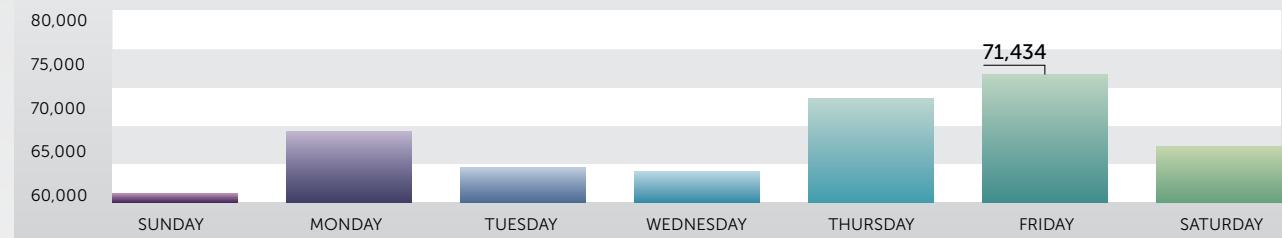
# Daily Activity

## Tweets By Day of Week



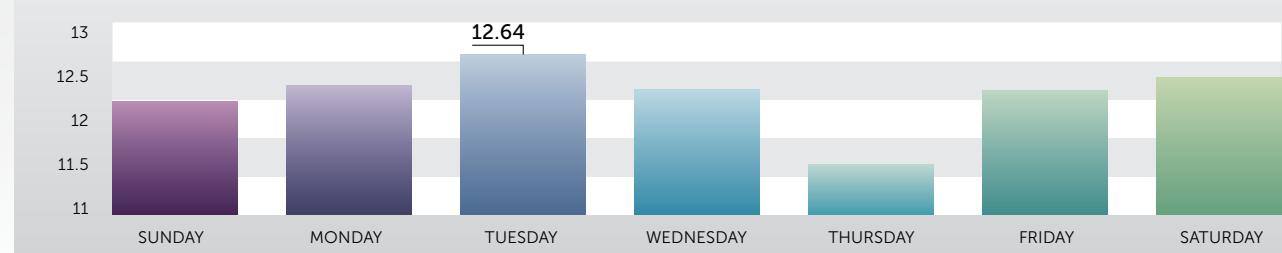
Total tweets per day of week for Jan. 1 - Jun. 30, 2010

## Unique Active Tweeps By Day of Week



Total number of users who tweeted at least once per day of week for Jan. 1 - Jun. 30, 2010.

## Tweets per Tweep By Day of Week



Average number of tweets per user per day of week for Jan. 1 - Jun. 30, 2010.

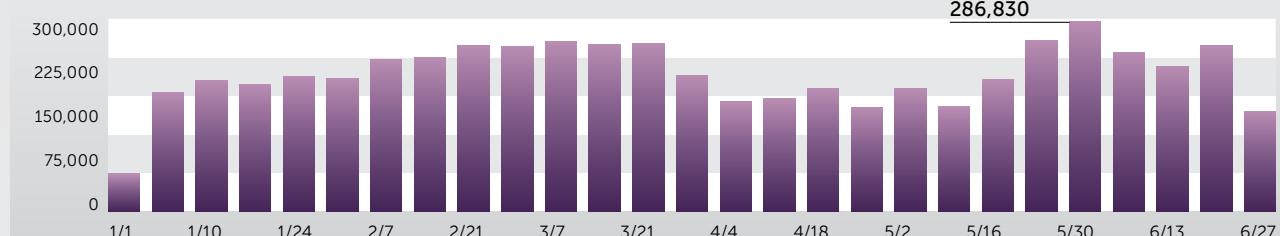
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NUMBERS

# Six Month Trend

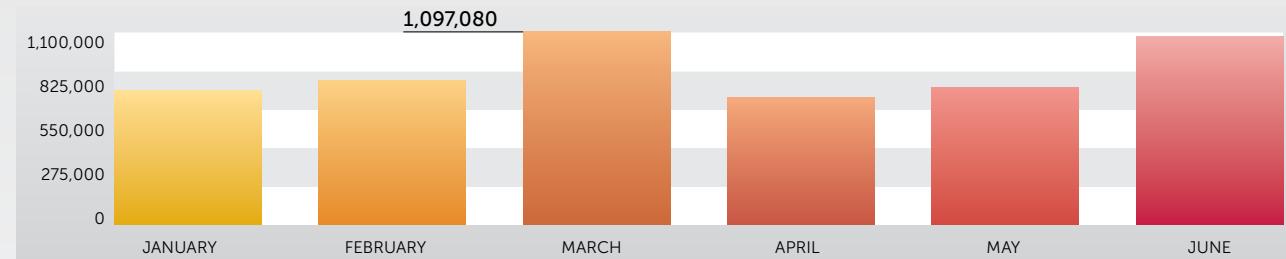
STATE OF  
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## Tweets By Week



Total tweets per week for January 1 – June 30, 2010.

## Tweets By Month



Total tweets per month for January 1 – June 30, 2010.

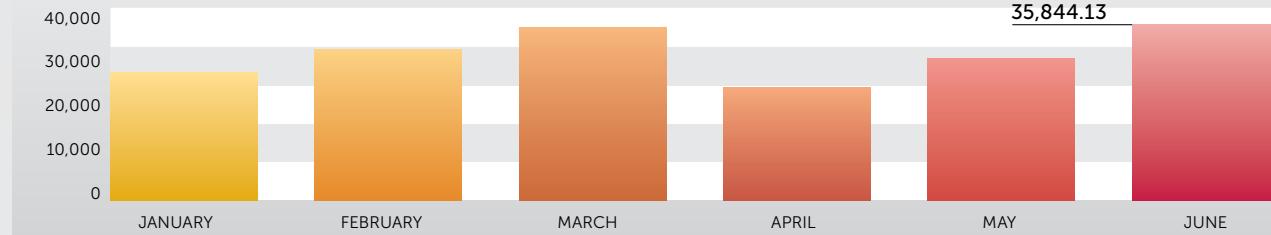
14

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# Monthly Activity

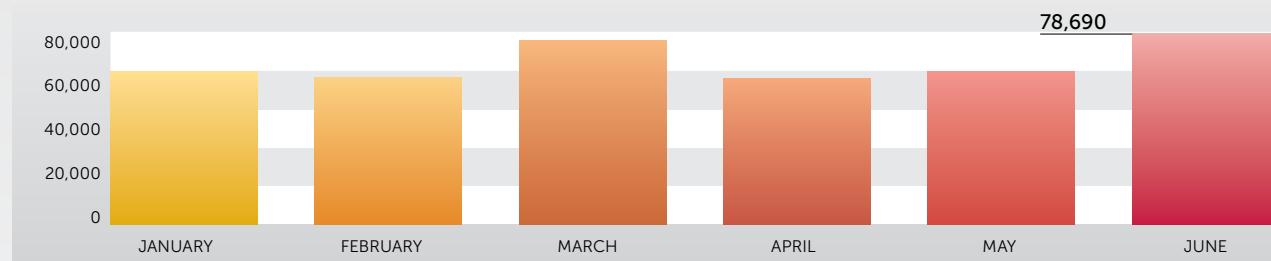
STATE OF  
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## Average Tweets per Day by Month



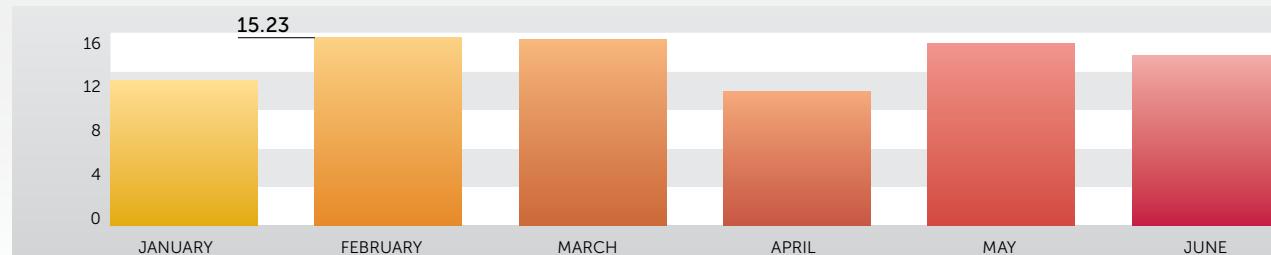
Average total tweets per day during each month for Jan - Jun, 2010.

## Unique Active Tweeps by Month



Total number of unique STL Twitter users who tweeted at least once during the indicated month.

## Average Tweets per Tweep by Month



Average number of tweets per individual STL Twitter user during the indicated month.

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NUMBERS

# Length of Tweets

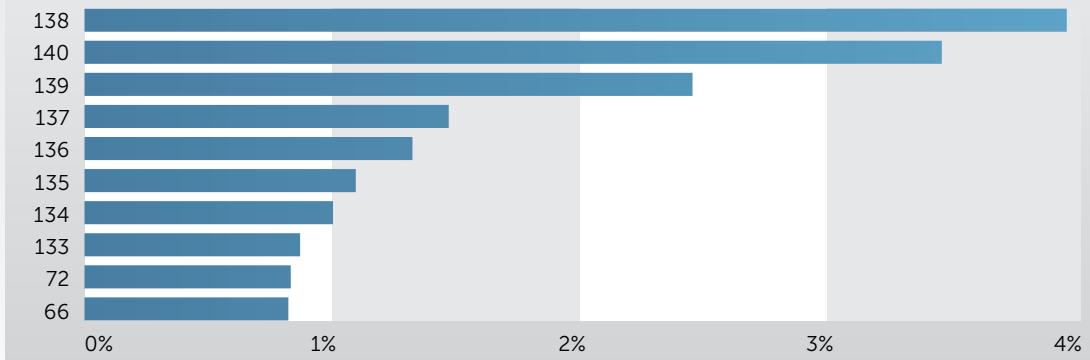
STATE OF  
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## Average Tweet Length

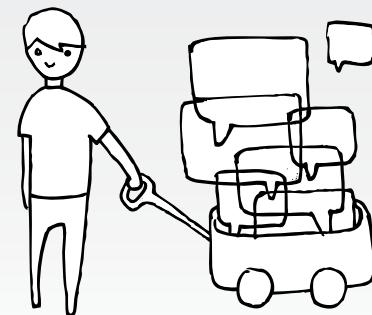
83.75

Average number of characters contained in an STL tweet for January 1 – June 30, 2010.  
The maximum possible per Tweet is 140.

## Top 10 Most Frequent Tweet Lengths



Top 10 most frequent character length occurrences in tweets for Jan - Jun, 2010.



NUMBERS





# LINKS

St. Louisans share many links with one another daily via Twitter. This following section contains Link statistics and lists of some of the most popular link types shared by St. Louis Twitter users during the time period of January 1 through June 30, 2010.



via [@purplesque](#): The almost tornado seen from inside the St Louis Gateway Arch.

# Total Links

The 795,000+ unique links tallied do not include the many URL shorteners (i.e. bit.ly, ow.ly, etc.) that may all link to the same page. This number indicates the actual final destination of a link, what we refer to as the "canonical" link.

# 795,547

Total unique, canonical links shared by STL Twitter users during the time period Jan - Jun, 2010.

## Tweets Containing Links

# 1,099,402

Total number of STL tweets that contained at least one link for Jan- Jun, 2010.

## Percentage of Tweets Containing Links

# 19.66%



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LINKS

Percentage of Tweeps  
Who Share Links

**40.18%**



LINKS



## Tweeps Sharing Links

**88,548**

Total number of St. Louis Twitter users who shared at least one (1) link from January 1 – June 30, 2010.

## Links Shared per Link-Sharing Tweep

**8.98**

Average number of links shared by STL Twitter users who shared at least one (1) link from January 1 – June 30, 2010.

# Most Shared 1-10

STATE OF  
TWITTER **STL**  
2010

	Links	Tweets	Tweeps
1. <a href="http://facebook.com">facebook.com</a>	48,437	52,985	7,729
2. <a href="http://twitpic.com">twitpic.com</a>	41,917	46,252	9,735
3. <a href="http://youtube.com">youtube.com</a>	30,172	40,276	8,254
4. <a href="http://foursquare.com">foursquare.com</a>	9,100	27,168	3,152
5. <a href="http://www.twitlonger.com">www.twitlonger.com</a>	23,406	24,094	3,219
6. <a href="http://www.formspring.me">www.formspring.me</a>	17,354	21,235	1,381
7. <a href="http://tweetphoto.com">tweetphoto.com</a>	17,636	20,475	4,748
8. <a href="http://www.stltoday.com">www.stltoday.com</a>	8,218	18,838	4,297
9. <a href="http://interact.stltoday.com">interact.stltoday.com</a>	5,284	11,131	2,037
10. <a href="http://fb.me">fb.me</a>	10,222	10,873	2,223



This chart lists the top domains linked to by STL Twitter users ranked by total number of tweets from Jan. 1 - Jun. 30, 2010. The Links column is a count of unique canonical links per domain. The Tweets column indicates the total number of tweets that included a link to that domain. The Tweeps column is a total of the unique STL Twitter users who shared at least one link to that domain during the time period.

# Most Shared 11-50

STATE OF  
TWITTER **STL**  
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		Links	Tweets	Tweeps
11	<a href="http://www.simplyhired.com">www.simplyhired.com</a>	9763	10610	214
12	<a href="http://www.topix.com">www.topix.com</a>	6485	9884	166
13	<a href="http://yfrog.com">yfrog.com</a>	9031	9486	2760
14	<a href="http://twitter.com">twitter.com</a>	8683	9366	1261
15	<a href="http://www.upi.com">www.upi.com</a>	6953	7228	155
16	<a href="http://www.bnd.com">www.bnd.com</a>	6157	7001	285
17	<a href="http://www.ksdk.com">www.ksdk.com</a>	5815	6912	930
18	<a href="http://blogs.riverfronttimes.com">blogs.riverfronttimes.com</a>	2551	6437	1378
19	<a href="http://news.bbc.co.uk">news.bbc.co.uk</a>	5907	6265	387
20	<a href="http://www.examiner.com">www.examiner.com</a>	3592	5443	908
21	<a href="http://www.etsy.com">www.etsy.com</a>	3627	5163	716
22	<a href="http://www.ustream.tv">www.ustream.tv</a>	826	5098	1205
23	<a href="http://tweetmyjobs.com">tweetmyjobs.com</a>	1547	4808	83
24	<a href="http://www.nytimes.com">www.nytimes.com</a>	3748	4734	1385
25	<a href="http://tinychat.com">tinychat.com</a>	803	4648	380
26	<a href="http://myloc.me">myloc.me</a>	4543	4622	642
27	<a href="http://www.rototimes.com">www.rototimes.com</a>	4514	4557	25
28	<a href="http://www.kmov.com">www.kmov.com</a>	3401	4507	659
29	<a href="http://www.fanfeedr.com">www.fanfeedr.com</a>	3488	4505	106
30	<a href="http://www.globe-democrat.com">www.globe-democrat.com</a>	2824	4485	1154

		Links	Tweets	Tweeps
31	<a href="http://1000wins.com">1000wins.com</a>	4414	4435	38
32	<a href="http://sports.espn.go.com">sports.espn.go.com</a>	1379	4188	1336
33	<a href="http://cnn.com">cnn.com</a>	2905	4122	1814
34	<a href="http://www.kmox.com">www.kmox.com</a>	3075	4111	528
35	<a href="http://mashable.com">mashable.com</a>	2007	3991	986
36	<a href="http://ownersedge.fanball.com">ownersedge.fanball.com</a>	3755	3769	30
37	<a href="http://stlouis10.cityspur.com">stlouis10.cityspur.com</a>	3605	3752	37
38	<a href="http://hosted.ap.org">hosted.ap.org</a>	3575	3620	159
39	<a href="http://stlouis.craigslist.org">stlouis.craigslist.org</a>	3188	3413	239
40	<a href="http://chatter.myyearbook.com">chatter.myyearbook.com</a>	3100	3379	301
41	<a href="http://www.bizjournals.com">www.bizjournals.com</a>	2035	3304	718
42	<a href="http://www.fox2now.com">www.fox2now.com</a>	1749	2969	616
43	<a href="http://www.worldgolf.com">www.worldgolf.com</a>	25	2885	6
44	<a href="http://flickr.com">flickr.com</a>	2503	2767	643
45	<a href="http://ht.ly">ht.ly</a>	2285	2637	564
46	<a href="http://www.reverbnation.com">www.reverbnation.com</a>	1227	2620	339
47	<a href="http://www.reuters.com">www.reuters.com</a>	2113	2510	426
48	<a href="http://mlb.mlb.com">mlb.mlb.com</a>	1413	2500	518
49	<a href="http://www.thecubiclechick.com">www.thecubiclechick.com</a>	450	2420	106
50	<a href="http://friendfeed.com">friendfeed.com</a>	2308	2404	177

LINKS

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This chart lists the top domains linked to by STL Twitter users ranked by total number of tweets from Jan. 1 - Jun. 30, 2010. The Links column is a count of unique canonical links per domain. The Tweets column indicates the total number of tweets that included a link to that domain. The Tweeps column is a total of the unique STL Twitter users who shared at least one link to that domain during the time period.

# Most Popular 1-10

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	Links	Tweets	Tweeps
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2. <a href="http://youtube.com">youtube.com</a>	30,172	40,276	8,254
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7. <a href="http://foursquare.com">foursquare.com</a>	9,103	27,168	3,152
8. <a href="http://yfrog.com">yfrog.com</a>	9,031	9,486	2,760
9. <a href="http://fb.me">fb.me</a>	10,222	10,873	2,223
10. <a href="http://interact.stltoday.com">interact.stltoday.com</a>	5,284	11,131	2,037

22

LINKS

This chart lists the top domains linked to by STL Twitter users ranked by total number of tweeps from Jan. 1 - Jun. 30, 2010. The Links column is a count of unique canonical links per domain. The Tweets column indicates the total number of tweets that included a link to that domain. The Tweeps column is a total of the unique STL Twitter users who shared at least one link to that domain during the time period.

# Most Popular 11-50

STATE OF  
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2010

		Links	Tweets	Tweeps
11	cnn.com	2905	4122	1814
12	www.nytimes.com	3748	4734	1385
13	www.formspring.me	17354	21235	1381
14	blogs.riverfronttimes.com	2551	6437	1378
15	sports.espn.go.com	1379	4188	1336
16	twitter.com	8683	9366	1261
17	www.ustream.tv	826	5098	1205
18	www.globe-democrat.com	2824	4485	1154
19	mashable.com	2007	3991	986
20	www.huffingtonpost.com	1690	2257	971
21	www.ksdk.com	5815	6912	930
22	www.examiner.com	3592	5443	908
23	www.biblegateway.com	36	1032	870
24	itunes.apple.com	714	1790	821
25	stlouis.bizjournals.com	998	1545	770
26	twitgoo.com	2085	2201	733
27	www.bizjournals.com	2035	3304	718
28	www.etsy.com	3627	5163	716
29	www.amazon.com	1867	2322	715
30	ow.ly	1401	2182	705

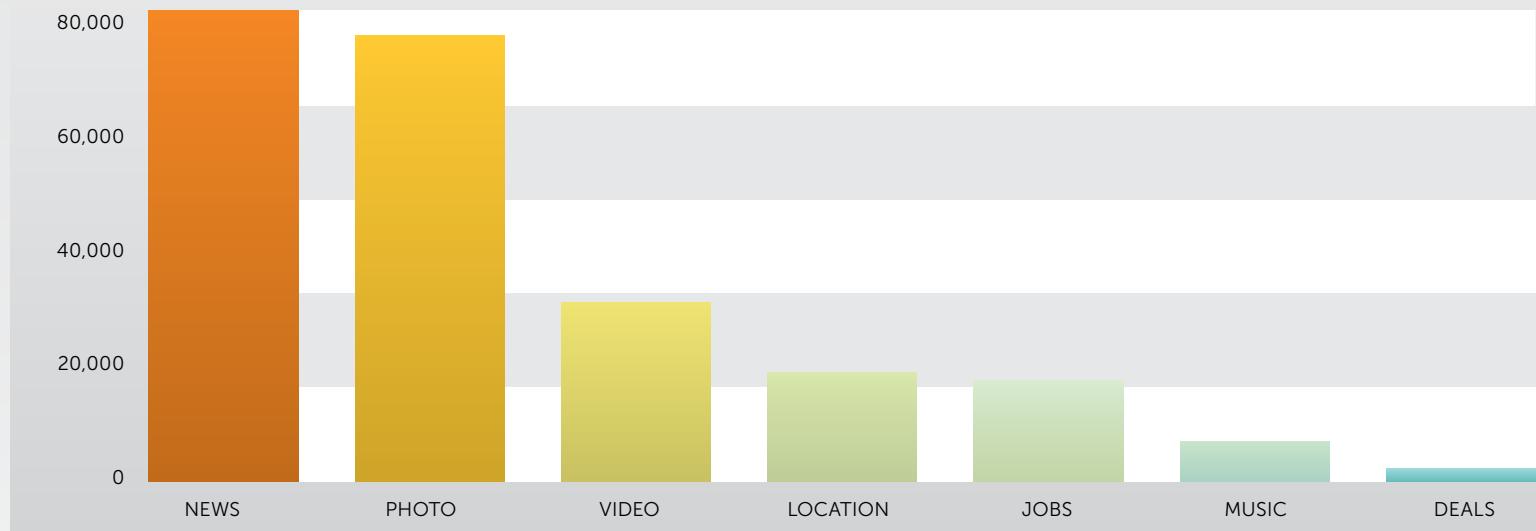
		Links	Tweets	Tweeps
31	www.twitvid.com	1015	1387	687
32	www.google.com	1173	1410	686
33	online.wsj.com	1462	1802	665
34	www.kmov.com	3401	4507	659
35	news.yahoo.com	1074	1510	644
36	flickr.com	2503	2767	643
37	myloc.me	4543	4622	642
38	www.fox2now.com	1749	2969	616
39	shar.es	1610	1708	606
40	ht.ly	2285	2637	564
41	www.myspace.com	627	1224	561
42	vimeo.com	563	834	540
43	gatewpundit.firstthings.com	300	1204	537
44	www.washingtonpost.com	1485	1729	534
45	www.kmox.com	3075	4111	528
46	www.usatoday.com	592	1431	525
47	mlb.mlb.com	1413	2500	518
48	www.npr.org	978	1099	511
49	www.joycemeyer.org	14	529	486
50	en.wikipedia.org	753	886	477

LINKS

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This chart lists the top domains linked to by STL Twitter users ranked by total number of tweeps from Jan. 1 - Jun. 30, 2010. The Links column is a count of unique canonical links per domain. The Tweets column indicates the total number of tweets that included a link to that domain. The Tweeps column is a total of the unique STL Twitter users who shared at least one link to that domain during the time period.

# Links by Type



STL Tweets categorizes many individual domains as certain link types in order to gain further context around their usage. This graph displays the total number of canonical links shared by link type from Jan. 1 – Jun. 30, 2010. Uncategorized links do not appear in this chart.



# Top Deal Sites

STATE OF  
TWITTER **STL**  
2010

		Links	Tweets	Tweeps
1.	<a href="http://www.groupon.com">www.groupon.com</a>	260	1,037	406
2.	<a href="http://savingmoneyinmissouri.com">savingmoneyinmissouri.com</a>	709	738	9
3.	<a href="http://hotsauce.saucemagazine.com">hotsauce.saucemagazine.com</a>	9	224	55
4.	<a href="http://coupons.riverfronttimes.com">coupons.riverfronttimes.com</a>	2	4	4

Is there a Deal Site in St. Louis we should know about? Tell us here:  
[stltweets.com/contact/general](http://stltweets.com/contact/general).



# Top Jobs Sites

STATE OF  
TWITTER **STL**  
2010

		Links	Tweets	Tweeps
1.	<a href="http://www.simplyhired.com">www.simplyhired.com</a>	9,763	10,610	214
2.	<a href="http://tweetmyjobs.com">tweetmyjobs.com</a>	1,547	4,808	83
3.	<a href="http://www.stylecareers.com">www.stylecareers.com</a>	1,347	1,406	19
4.	<a href="http://www.tweetmyjobs.com">www.tweetmyjobs.com</a>	335	666	44
5.	<a href="http://st_louis.geebo.com">st_louis.geebo.com</a>	144	608	6
6.	<a href="http://www.stlouischildrensjobs.org">www.stlouischildrensjobs.org</a>	169	453	17
7.	<a href="http://jobhits.net">jobhits.net</a>	309	356	9
8.	<a href="http://www.jobmagic.com">www.jobmagic.com</a>	91	206	10
9.	<a href="http://hotjobs.yahoo.com">hotjobs.yahoo.com</a>	119	135	62
10.	<a href="http://www.careerbuilder.com">www.careerbuilder.com</a>	98	103	50

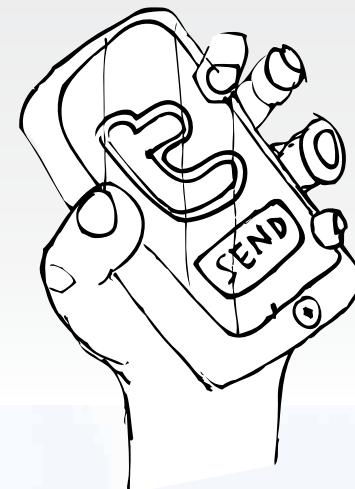
26

LINKS

# Top Location Sites

STATE OF  
TWITTER **STL**  
2010

		Links	Tweets	Tweeps
1.	foursquare.com	9,103	27,168	3,152
2.	myloc.me	4,543	4,622	642
3.	gowalla.com	1,117	1,314	325
4.	schmap.it	757	1,090	120
5.	www.loopt.com	729	726	203



# Top Music Sites

STATE OF  
TWITTER **STL**  
2010

		Links	Tweets	Tweeps
1.	<a href="http://itunes.apple.com">itunes.apple.com</a>	714	1,790	821
2.	<a href="http://blip.fm">blip.fm</a>	1,121	1,169	204
3.	<a href="http://www.last.fm">www.last.fm</a>	1,090	1,089	112
4.	<a href="http://www.pandora.com">www.pandora.com</a>	645	656	148
5.	<a href="http://ax.search.itunes.apple.com">ax.search.itunes.apple.com</a>	129	144	30
6.	<a href="http://www.tweetmylast.fm">www.tweetmylast.fm</a>	108	117	6
7.	<a href="http://mp3twit.com">mp3twit.com</a>	18	30	25



LINKS



# Top News Sites

STATE OF  
TWITTER **STL**  
2010

		Links	Tweets	Tweeps
1.	<a href="http://www.stltoday.com">www.stltoday.com</a>	8,218	18,838	4,297
2.	<a href="http://www.upi.com">www.upi.com</a>	6,953	7,228	155
3.	<a href="http://www.bnd.com">www.bnd.com</a>	6,157	7,001	285
4.	<a href="http://www.ksdk.com">www.ksdk.com</a>	5,815	6,912	930
5.	<a href="http://news.bbc.co.uk">news.bbc.co.uk</a>	5,907	6,265	387
6.	<a href="http://www.examiner.com">www.examiner.com</a>	3,592	5,443	908
7.	<a href="http://www.nytimes.com">www.nytimes.com</a>	3,748	4,734	1,385
8.	<a href="http://www.kmov.com">www.kmov.com</a>	3,401	4,507	659
9.	<a href="http://cnn.com">cnn.com</a>	2,905	4,122	1,814
10.	<a href="http://www.kmox.com">www.kmox.com</a>	3,075	4,111	528

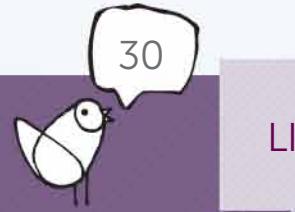
29

LINKS

# Top Photo Sites

STATE OF  
TWITTER **STL**  
2010

		Links	Tweets	Tweeps
1.	twitpic.com	41,917	46,252	9,735
2.	tweetphoto.com	17,636	20,475	4,748
3.	yfrog.com	9,031	9,486	2,760
4.	flickr.com	2,503	2,767	643
5.	twitgoo.com	2,085	2,201	733
6.	www.flickr.com	547	728	418
7.	www.mobypicture.com	384	422	159
8.	i.imgur.com	196	269	183
9.	sphotos.ak.fbcdn.net	41	46	24
10.	farm5.static.flickr.com	37	43	23



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LINKS

# Top Video Sites

STATE OF  
TWITTER **STL**  
2010

		Links	Tweets	Tweeps
1.	<a href="http://youtube.com">youtube.com</a>	30,172	40,276	8,524
2.	<a href="http://www.ustream.tv">www.ustream.tv</a>	826	5,098	1,205
3.	<a href="http://www.twitvid.com">www.twitvid.com</a>	1,015	1,387	687
4.	<a href="http://vimeo.com">vimeo.com</a>	563	834	540
5.	<a href="http://www.youtube.com">www.youtube.com</a>	141	149	70
6.	<a href="http://m.youtube.com">m.youtube.com</a>	29	68	35
7.	<a href="http://qik.com">qik.com</a>	39	39	16
8.	<a href="http://youtu.be">youtu.be</a>	26	26	21
9.	<a href="http://hulu.com">hulu.com</a>	15	15	15
10.	<a href="http://www.vimeo.com">www.vimeo.com</a>	3	3	3

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LINKS

# Top Location Checkins

STATE OF TWITTER **STL**  
2010

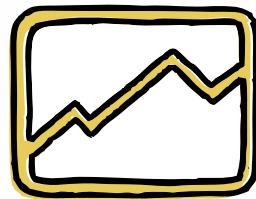
Location	Tweets	Tweeps
1 Busch Stadium	392	264
2 Lambert-St. Louis International Airport (STL)	277	198
3 Lambert-St. Louis Airport East Terminal	150	112
4 Ted Drewes Frozen Custard	95	77
5 The Tap Room – Schlafly	95	49
6 Tower Grove Park	91	42
7 St. Louis Zoo	87	82
8 Scottrade Center	86	64
9 Atomic Cowboy	84	51
10 Gateway Arch	81	78
11 Schafly Bottleworks	81	67
12 Carondelet Park Rec Plex	77	14
13 Culinaria	70	36
14 Whole Foods – Brentwood	70	34
15 The Royale	65	47
16 Central West End MetroLink Station	64	14
17 Starbucks, 1030 South 5th Street, St. Charles MO	61	3
18 West County Apple Store	58	49
19 The Dubliner	58	45
20 Rodgers Townsend	57	6



Many St. Louisans utilize check-in services such as Foursquare and Gowalla on their mobile devices (iPhone, Blackberry, Android, etc.) to record their presence at various locations around town. Many users of these services choose to also tweet about their check-ins. STL Tweets captures all location-based tweets and groups them together. This chart shows the top ten location check-ins shared via Twitter in St. Louis aggregated across all location services from Jan. 1 - Jun. 30, 2010.

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LINKS



# TRENDS

What is St. Louis talking about? What brands, issues or topics are we passionate about? Analyzing the most common hashtags, popular words and brands mentioned, we've assembled a picture of the local zeitgeist in the first half of 2010.

via [@matth1138](#): Superman spotted at Busch Stadium!



via [@digideth](#): Superman is at the Cardinals game



via [@MattSebek](#): Superman and I at Busch Stadium. High levels of awesome in this photo, kids.



# #Hashtags Top 50

STATE OF  
TWITTER **STL**  
2010

Rank	Hashtag	Count
1	#jobs	31416
2	#stlcards	30842
3	#nowplaying	25920
4	#news	24391
5	#blues	24096
6	#TCOT	14302
7	#hcr	10979
8	#cardinals	10688
9	#TweetMyJOBS	8962
10	#shjobs	8421
11	#shoutout	7952
12	#Illinois	7570
13	#TeaParty	6862
14	#MLB	6505
15	#p2	6399
16	#marketing	6268
17	#teamfollowback	6090

Rank	Hashtag	Count
18	#tinychat	5881
19	#MO	5576
20	#1	5402
21	#FAIL	5185
22	#quote	5014
23	#stlblues	4690
24	#iconfess	4673
25	#Random	4042
26	#realestate	3537
27	#nhl	3439
28	#rams	3385
29	#kmov	3159
30	#Missouri	3124
31	#fgs	3045
32	#thatisall	3030
33	#LOST	2808
34	#NFL	2796

Rank	Hashtag	Count
35	#tlot	2774
36	#twitterafterdark	2648
37	#Follow	2641
38	#fact	2636
39	#worldcup	2634
40	#haiti	2622
41	#Mizzou	2594
42	#SMH	2378
43	#job	2354
44	#imfromstlouis	2283
45	#St	2268
46	#np	2239
47	#DEAD	2235
48	#TT	2194
49	#gop	2068
50	#oneofmyfollowers	2034

Top 50 hashtags based on usage by St. Louis Twitter users January 1 – June 30, 2010.

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TRENDS

# Brand Mentions Top 50

STATE OF  
TWITTER **STL**  
2010

Rank	Brand	Count
1	twitter	64227
2	Cardinals	43270
3	YouTube	36538
4	Rams	30068
5	4sq	27776
6	BLUES	23778
7	TweetPhoto	20823
8	iPhone	17047
9	Cards	15403
10	Tumblr	13211
11	Google	12318
12	iPad	10643
13	Twittascope	9690
14	Blip.fm	9581
15	MLB	8797
16	NFL	8729
17	Lakers	6275

Rank	Brand	Count
18	ksdk	6167
19	Tinychat	5704
20	ESPN	5457
21	Arch	5091
22	blogspot	5044
23	digg	4907
24	buzztap	4866
25	ipod	4774
26	MySpace	4648
27	@foursquare	4588
28	NHL	4479
29	iTunes	4393
30	@addthis	4297
31	stltoday	4237
32	nyti.ms	4218
33	Reds	4150
34	NL	4093

Rank	Brand	Count
35	kmov	4004
36	celtics	3898
37	Busch	3853
38	Blackberry	3654
39	Cubs	3602
40	NBA	3506
41	Etsy	3486
42	Gucci	3468
43	Wordpress	3390
44	Mizzou	3387
45	Charter	3329
46	Mets	3266
47	Olympics	3224
48	GM	3187
49	Lambert	3153
50	Cardinal	3150

This chart includes the top 50 brand names mentioned in Tweets by St. Louis Twitter users January 1 – June 30, 2010. While certain individuals might certainly be considered “brands” (Albert Pujols, Nelly, etc), after too many internal arguments over who is/isn’t a brand, people have been left off this list entirely.

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TRENDS

# Local Brands Top 50

STATE OF  
TWITTER **STL**  
2010

Rank	Brand	Count
1	Cardinals	43270
2	Rams	30068
3	BLUES	23778
4	Cards	15403
5	ksdk	6167
6	Arch	5091
7	stltoday	4237
8	kmov	4004
9	Busch	3853
10	Mizzou	3387
11	Charter	3329
12	Lambert (airport)	3153
13	Cardinal	3150
14	@BlkSportsOnline	2999
15	woot	2993
16	@Schlafly	2987
17	@RizzoTees	2866

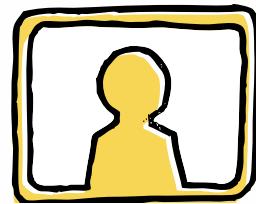
Rank	Brand	Count
18	SLU	2856
19	Cardinals'	2768
20	@riverfronttimes	2404
21	schlafly	2085
22	KMOX	2031
23	Pageant	1987
24	Boeing	1726
25	Monsanto	1630
26	@rftmusic	1608
27	@TheRiseToTheTop	1606
28	@RobustWineBar	1506
29	@stl_cardinals	1375
30	@MLBSTLCardinals	1351
31	Athletica	1241
32	RFT	1108
33	Billikens	1100
34	Galleria	1073

Rank	Brand	Count
35	MetroLink	1057
36	Bottleworks	960
37	SIUE	943
38	@St_Louis_Blues	936
39	Majic	915
40	UMSL	903
41	@BUILDstlouis	887
42	Examiner	886
43	@energizer	879
44	Panera	876
45	@pistl	856
46	@stlactivisthub	820
47	Rams'	818
48	Redbirds	806
49	@ferarospizza	778
50	Cards'	741

Expanding on the previous chart, these are the top 50 local St. Louis brands mentioned in Tweets by St. Louis Twitter users January 1 – June 30, 2010. As before, people are not included.

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TRENDS



# PEOPLE

This section covers the true power behind Twitter: the people. We've listed the most popular, the most mentioned and the most chatty for the first half of 2010.

via [@JBoyd024](#): If this does not shout class...I don't know what does. #STL



# Top 50 STL Tweeps By Followers

STATE OF  
TWITTER **STL**  
2010

Rank	Tweep	Count
1	Nelly_Mo	614944
2	kevinctrell	98551
3	JoyceMeyer	92838
4	RandySchrum	78958
5	JoeBuckLive	44056
6	RizzoTees	40061
7	clairecmc	38492
8	SJ39	31759
9	Kenny_Wallace	30963
10	theMediaDude	28824
11	ryanfaller	21235
12	AskKim	21492
13	stl_cardinals	21222
14	TheRiseToTheTop	20789
15	therealjibbs	19735
16	murphylee	18511
17	Twatter	18228

Rank	Tweep	Count
18	LiveYourBrand	17829
19	TravisJCotton	17136
20	golfnovels	16115
21	DonSchnure	16045
22	LKHamilton	15236
23	socialmediawonk	14895
24	Panger40	12916
25	ChingyJackpot	11491
26	DP_57	11482
27	gmtomko	10710
28	DanielleSmithTV	10709
29	storyoftheyear	10708
30	nametagscott	10607
31	St_Louis_Blues	10315
32	JoshGoldenMusic	10304
33	crazybob	9979
34	miklasz	9648

Rank	Tweep	Count
35	sustainablog	9644
36	NMSocialite	9607
37	buildabear	9479
38	thescottbishop	9414
39	DLoesch	9354
40	daveryder	8136
41	TonyLaRussa	7883
42	JamesRossBooks	7719
43	MLBSTLCardinals	7406
44	stlramscom	7106
45	Tojosan	6800
46	RoyBlunt	6699
47	oneramsway	6465
48	aykutws	6420
49	ScottRoberts	6365
50	camjanssen55	6336

Top 50 St. Louis Twitter users ranked by total followers. Follower counts are as of June 30, 2010.

PEOPLE

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# Top 50 Tweeps By Mentions

STATE OF  
TWITTER **STL**  
2010

Rank	Tweep	Count
1	@jaguarcarter	9304
2	@justinbieber	8378
3	@joycemeyer	5547
4	@slackadjuster	5243
5	@vocalbeing	5202
6	@foursquare	4588
7	@donniewahlberg	4343
8	@addthis	4297
9	@Nelly_Mo	4227
10	@murphylee	4133
11	@tojosan	3506
12	@nickiminaj	3500
13	@lilduval	3465
14	@mayorslay	3244
15	@DLoesch	3197
16	@RevRunWisdom	3066
17	@SongzYuuup	3057

Rank	Tweep	Count
18	@BlkSportsOnline	2999
19	@Schlafly	2987
20	@MissJozzy	2986
21	@RizzoTees	2866
22	@hitmanholla	2833
23	@2xAught7	2748
24	@RyanFaller	2670
25	@JonathanRKnight	2647
26	@Pashia_Sashia	2506
27	@miklasz	2438
28	@riverfronttimes	2404
29	@MatthewHLeach	2391
30	@elathamll	2311
31	@jenn_if_er	2299
32	@dealsplus	2253
33	@Trap_Jesus	2239
34	@creativereson	2213

Rank	Tweep	Count
35	@BryantStewart	2131
36	@x0taylormarie	2025
37	@deborah91473	2007
38	@Playboy_Mars	1993
39	@MzNoDamKids	1992
40	@mashable	1974
41	@Shortydaprince	1962
42	@Mr_Marley_	1939
43	@JWhiteThePrez	1917
44	@threefourteen	1917
45	@williamhrkc	1883
46	@JRad14	1874
47	@Ali1stlunatics	1853
48	@NezzoBeatz	1830
49	@RealWizKhalifa	1815
50	@NMosby	1811

Top 50 Twitter users mentioned by St. Louis Twitter users January 1 – June 30, 2010.

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PEOPLE

# Top 50 Local Tweeps By Mentions

Rank	Tweep	Count
1	@jaguarcarter	9304
2	@joycemeyer	5547
3	@slackadjuster	5243
4	@Nelly_Mo	4227
5	@vocalbeing	5202
6	@murphylee	4133
7	@tojosan	3506
8	@mayorslay	3244
9	@DLoesch	3197
10	@BlkSportsOnline	2999
11	@Schlafly	2987
12	@MissJozzy	2986
13	@RizzoTees	2866
14	@hitmanholla	2833
15	@2xAught7	2748
16	@RyanFaller	2670
17	@Pashia_Sashia	2506

Rank	Tweep	Count
18	@miklasz	2438
19	@riverfronttimes	2404
20	@MatthewHLeach	2391
21	@jenn_if_er	2299
22	@Trap_Jesus	2239
23	@creativereason	2213
24	@BryantStewart	2131
25	@deborah91473	2007
26	@Playboy_Mars	1993
27	@MzNoDamKids	1992
28	@Shortyaprince	1962
29	@Mr_Marley_	1939
30	@threefourteen	1917
31	@williamhrkc	1883
32	@JRad14	1874
33	@Ali1stlunatics	1853
34	@NezzoBeatz	1830

Rank	Tweep	Count
35	@DP_57	1808
36	@u2acro	1787
37	@techguerilla	1783
38	@mariothegreat	1743
39	@BJRains	1735
40	@Djay_Chester	1732
41	@mademonarch_o	1720
42	@jessluther	1691
43	@Keatosuccess	1685
44	@TechSupreme	1663
45	@golfnovels	1662
46	@dgoold	1661
47	@versadave	1640
48	@GCBHB	1636
49	@MilliGFunk	1622
50	@DJTGUTTA	1609

Top 50 St. Louis Twitter users mentioned by other St. Louis Twitter users January 1 – June 30, 2010.

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PEOPLE

# Top 50 Most Frequent Tweeters

STATE OF  
TWITTER **STL**  
2010

Rank	Tweep	Tweets
1	markfantroy	16864
2	JaguarCarter	15522
3	slackadjuster	15093
4	Sharpie_Artist9	12446
5	vocalbeing	12142
6	solarthermalmag	10232
7	Tojosan	10017
8	theMediaDude	9492
9	phoenixcreative	9483
10	stlnews	9448
11	BcoolG314	9170
12	Chrancis	9153
13	KristaMaxson	8992
14	AdamantiumHeart	8946
15	AskKim	8703
16	ReginaFreedTune	8549
17	NezzoBeatz	8340

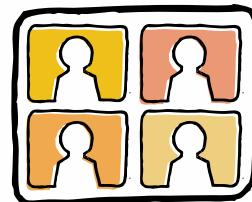
Rank	Tweep	Tweets
18	KiConner	8009
19	lindberghboy	7663
20	Londababe123	7547
21	ProfoundMindset	7364
22	ShordeeDooWhop	7345
23	G_Stub	7308
24	TheCubicleChick	7223
25	sexinini	7196
26	jay0302	7029
27	sjonesiproduce	6926
28	topix_il	6810
29	gigiamk30	6752
30	gmarklin	6629
31	JoeCienkowski	6467
32	NicholsAccomp	6295
33	JKDW4ever	6274
34	StLouisTraffic	6213

Rank	Tweep	Tweets
35	MyGreenEducate	6181
36	MissJozzy	6154
37	RealFeFeDobson	6076
38	RizzoTees	6019
39	Luh_Red_	5922
40	MusicLife13	5828
41	PujolsMolinaFan	5776
42	golfnovels	5752
43	stlnewmediadude	5732
44	bellevillenewsd	5695
45	RuckingA	5691
46	chazzy00	5668
47	MaggieTKat	5580
48	creativereason	5573
49	stlcardinalsff	5551
50	DavidsJobList	5522

Top 50 St. Louis Twitter users ranked by total number of Tweets January 1 – June 30, 2010.

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PEOPLE



# STLi

The most influential Tweeps in St. Louis, as identified by our STLi score, showcase the people who have cultivated a valuable approach to using Twitter. This section details the STLi score methodology and the top 50 most influential Twitter users in St. Louis for the first half of 2010.

via [@RizzoTees](#): Here's me and my new #STL Twitter award going to bed. Should I name it Junior or Plaquey? #overkill #SMCSTL





+

**Trstrank**

+



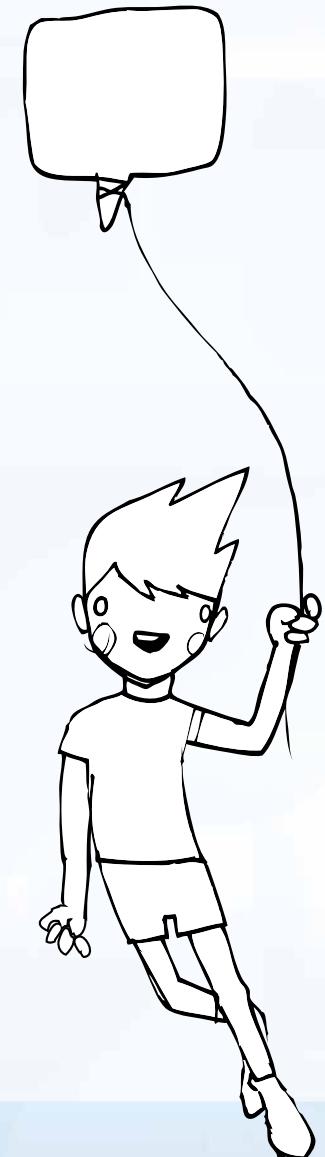
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INFLUENCE INDEX

## STL Influence Index

In order to better determine individual users' effects on the St. Louis Twitter population, we developed the STL Influence (STLi) Index, a scoring process that allows us to measure all Twitter users' influence within St. Louis. In order to determine a user's STLi score, we algorithmically merge observed data from STL Tweets (including followers, retweets, mentions, links and other local details) with broader scope Twitter influence scores from [Klout](#) and [Trst Rank](#). For a more technical explanation of our scoring algorithm, please read Marc Brooks' blog post on the subject [here](#).

The following pages list the top 50 most influential St. Louis Twitter users, based on STLi score. Please note that a lower STLi score indicates higher influence.



# STL's Most Influential **Top 10**

STATE OF  
TWITTER **STL**  
2010

		Account	Name	STLi
1		RizzoTees	Chris Reimer	7.21
2		DLoesch	Dana Loesch	21.68
3		MatthewHLeach	Matthew Leach	25.24
4		dgoold	Derrick Goold	31.88
5		Tojosan	Todd R. Jordan	33.18
6		murphylee	Murphy Lee	34.61
7		golfnovels	James Ross	37.05
8		Nelly_Mo	Nelly	43.61
9		RiverfrontTimes	Riverfront Times	45.35
10		slackadjuster	-	46.64

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Top 10 St. Louis Twitter users ranked by STLi score, a measure of Twitter influence within St. Louis. A lower STLi score indicates a higher influence. These scores are for the period January 1 – June 30, 2010.

# STL's Most Influential 11-50

STATE OF  
TWITTER **STL**  
2010

Rank	Account	Name	STLi
11	Ed4Congress	Ed Martin	52.55
12	DanielleSmithTV	Danielle Smith	54.34
13	Kenny_Wallace	Kenny Wallace	55.78
14	LKHamilton	Laurell K. Hamilton	56.36
15	TheRiseToTheTop	David Garland	56.62
16	stl_cardinals	St. Louis Cardinals	57.94
17	RobynsWorld	Robyn Wright	59.19
18	planetMitch	planetMitch	63.94
19	jprutherford	Jeremy Rutherford	64.14
20	MayorSlay	MayorSlay.com	66.54
21	gatewaypundit	Jim Hoft	70.58
22	thescottbishop	Scott Bishop	72.18
23	threefourteen	Jason Wagner	74.93
24	Schlafly	Schlafly Beer	75.46
25	TrishMcFarlane	Trish McFarlane	80.81
26	RiaSharon	RiaSharon	83.98
27	JohnMarecek	John Marecek	85.34
28	Ali1stlunatics	ali_Stlunatics	85.74
29	St_Louis_Blues	St. Louis Blues	88.19
30	rftmusic	RFT Music	88.21

Rank	Account	Name	STLi
31	GaneshaXi	Ganesha Xi	88.85
32	MLBSTLCardinals	St. Louis Cardinals	90.71
33	TABJGE	Tab Money	92.33
34	creativereson	Brian Schwartz	95.84
35	davidcrank	David Crank	97.38
36	RoyBlunt	Roy Blunt	98.41
37	FOX2now	FOX2now	98.71
38	stlramscom	St. Louis Rams	99.06
39	theMediaDude	Forrest theMediaDude	99.95
40	andystrickland	Andy Strickland	100.94
41	Michelle_Moore	Michelle Moore	101.95
42	kmoxnews	KMOX St. Louis News	102.56
43	JavaSTL	Brad Hogenmiller	103.51
44	billstreeter	Bill Streeter	104.88
45	YoungDip	Young Dip	107.31
46	sbolen	Stephen Bolen	108.8
47	InsideSTL	InsideSTL.com	108.89
48	Tydis88	Tydis	110.28
49	versadave	Versa Dave	116.35
50	UrbanReviewSTL	UrbanReviewSTL	118.15

St. Louis Twitter users ranked 11-50 by STLi score for January 1 – June 30, 2010.

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## THE STL TWEETS TEAM



Over the past few years, a crack team of developers, designers and ideators have been asking questions about how Twitter is used in St. Louis. STL Tweets was developed to answer those questions, filter out the noise and make Twitter a more valuable platform via curated, concentrated lenses of interest. Our curiosity continues as we discover the true pulse of the city we love.



Jason Fiehler [@jasonfiehler](#) is the Founder of Infuz and head honcho behind STL Tweets.



Marc Brooks [@IDisposable](#) is the Hack Prime of Infuz, and is responsible for the wiring under STL Tweets' board.



Ryan Stephenson [@janit0r](#) leads the development team at Infuz as our VP of Technology and is the architect behind STL Tweets' technical infrastructure.



Hafiz Huda [@lostpear](#) is the Executive Creative Director at Infuz, and guided the creative execution of STL Tweets.



Heath Harris [@adj\\_denim](#) is Senior Art Director at Infuz, and designed the user interface of STL Tweets.



Corey Smale [@coreysmale](#) is the copywriter for Infuz, and is behind the writing on STL Tweets.

## ABOUT INFUZ



INFUZ is a digital creative agency, located in the heart of downtown St. Louis, with a comprehensive understanding of peoples' digital behavior. We use these insights about your audience to create digital experiences that can change how they think and feel about your brand. The digital experiences we create are unique, engaging, and results-focused.

We've found interactive experiences can lead to powerful results for brand marketers, arousing awareness, sparking trial, or stirring brand adoration and evangelism. Relevant, meaningful experiences change the way consumers think and feel, and how they act.

We see your consumers as active participants, not as a passive audience. We inspire them by creating engaging experiences that are relevant and have meaning.

We're Infuz. Let's connect.