

**London 2012
Cultural Olympiad Evaluation**

Appendix 7 | Case Studies

Social Media Data Analysis

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1. Summary headlines

This report details the social media impact of the London 2012 Festival. Insights are based on targeted raw data from LOCOG's tracking software and independent social media analysis captured over three periods (pre, during and post Games in 2012).

The top findings are:

- The #London2012festival Twitter hashtag was a gateway for over **500 cultural organizations** to promote themselves during 2012.
- The **key drivers** of London 2012 Festival social media activity were LOCOG Twitter accounts (organization and individual).
- Some of the **smallest arts organizations** (in terms of social media presence) in the UK produced some of the largest amount of social media traffic eg. Lakes Alive.
- **Ruth Mackenzie** was the second-most mentioned individual on #London2012Festival, after Yoko Ono, demonstrating the value of personalized leadership in social media relations.
- Across the social media assets, @London2012Fest reached the same degree of influence as Arts Council England (each had 66 Klout¹ score) and exceeded them in terms of absolute followers (over 42,000, which was more than **Jonnie Peacock's** Twitter account by the end of the Paralympic Games).
- The @London2012Fest twitter account was **the largest Cultural Olympiad brand** on social media.
- The primary London 2012 Twitter assets (eg. @London2012 or @SebCoe) worked well for London 2012 Festival in advance of the Games, but were **not optimally sharing content** for Festival during the Games.
- Collectively, projects associated with London 2012 Festival **created new communities of arts audiences**, though Festival was not always visually or textually associated with the project.
- Outdoor, **mass spectacle events** were the most successful in terms of social media traffic.
- With the exception of the Guardian, **traditional media** did not do very much to promote London 2012 Festival through social media.
- The @London2012Fest twitter account was the **second most followed** LOCOG identity, after @London2012, exceeding the follower count of both mascots.

¹ Klout gives an indication of the most influential moments associated with a social media presence.

2. Overview

This report details the social media impact of the London 2012 Festival. Insights are based on targeted raw data from LOCOG's tracking software and independent social media analysis captured over three periods (pre, during and post Games).

LOCOG tracking data followed a series of social media platforms over the Festival period. Principally, these were Facebook, Twitter, the London 2012 Festival website, and Google search analytics. The raw data was captured using Radian software from which insights were developed in discussion with the LOCOG new media team. Some key early insights affected the data capture, most importantly the fact that searches for the term 'Cultural Olympiad' were halted early on, due to insignificant returns.

The Independent research followed an extended portfolio of accounts and terms, tracking similar data to LOCOG's key searches to yield deeper insights into what took place online, particularly within Twitter. LOCOG's social media team confirmed that Twitter would be the primary social medium over the Games and the London 2012 Festival team, in particular, drove activity through this platform, giving the most detailed insight into what kinds of activity were happening around the period.

The findings reveal the crucial leadership role played by London 2012 Festival within the Cultural Olympiad, creating a single access point for cultural activity, through which audiences could learn about what was going on, both within the Festival and outside of it.

3. London 2012 Festival Website

Over **2 million** people viewed the website between Nov 2011 and Sept 2012, with an average monthly unique visitors: **200,000**. The total for the London2012.com website was **432m page views** and **109m unique visitors**.

During the Olympic Games page views reached **over 500,000 a month**, showing the added value of linking to a sports event, as most other months were approximately **30% lower**.

In absolute terms, the most viewed event was **BT River of Music**, with 158,777 page views, nearly 3 times the second most viewed event, **BBC Radio 1 Hackney Weekend**.

Most popular search terms (combined searches)

- 1st: 'Music Festivals' (100k+)
- 2nd: 'Outdoor and Carnival' (85,000)
- 3rd: 'Arts events' (23,000)

Most searched regional programme

- 1st: UK wide 'Sacrilege' (59,628 page views)
- 2nd: South West's Stonehenge 'Fire Garden' (38,061 page views)
- 3rd: North West's *Lakes Alive on the Night Shift* (26,302 page views)

4. Social media platforms

4.1 Facebook

- **Over 37,000 people** 'liked' the London 2012 Festival page
- The most popular week was **22 July, 2012**

4.2 YouTube of "London 2012 Festival"

In the top 10 videos, there were **over 130,000 views**, with **Yoko Ono** providing 20% of views, followed by Glasgow International Festival of Visual Art's video of '**Sacrilege**'

4.3 LOCOG Join In App

- **66,000 people** rang a 'digital bell' for All the Bells.

5. Twitter

Twitter Insights are based on data over 3 periods tracking #London2012Festival:

- 12 June – 11 July; 5,000 tweets;
- 12 July – 11 August, 2,840 tweets;
- 12 Aug – 10 Sept, 1825 tweets)

5.1 Key insights

- The @London2012Fest account was followed by over 42,000, which was more than **Jonnie Peacock's** Twitter follower count by the end of the Paralympic Games and more than **Arts Council England**.
- Approximately **1,200 tweets** were sent out through the @London2012Fest over the Festival period
- There were over **20,000 re-tweets** of @London2012Fest content.
- The number of engaged followers was approximately **4,000**, which reveals the number of users/institutions who were actively promoting Festival through their own social media activity.
- **85%** of tweets using #London2012 showed conveyed a positive feeling during Games time (95% including neutral comments). This compares to a UK 64% positive feeling across general Games, which is more positivity than when **Mo Farah** won the 5,000m (76%) and only just short of the moment when **Jessica Ennis** won gold (90%).²
- Exposure of tweets in terms of projected views was 1,0336,531.
- The demographic spread for the #London2012Fest was 44% male, 55% female, by end of festival.
- There was a significant slowing of follower growth for @London2012Festival at end of the Olympic Games period.
- **Bandstand marathon** was the single most influential tweet from the @London2012Fest account, whereas the most successful general collection of tweets was related to **Piccadilly Circus Circus**.

² Based on the EDF Energy of the Nation Twitter sentiment findings, which began at the start of the Torch Relay.

5.2 Promoting Culture UK Wide

Over **500 creative and cultural organizations** were made visible via the #London2012Festival hashtag, ranging from the global **Google Art Project** to the local **Golden Thread Gallery** in Northern Ireland. A lot of other Festivals, Theatres, Dance Studios and Art Galleries were present. The London2012Festival hashtag was a gateway for almost every major cultural programme happening in the UK during the year, promoting inclusive arts marketing. The London 2012 Festival was even mentioned by **Siobhan Sharpe** from the BBC Twenty Twelve comedy series in her character's Twitter account.

5.3 Top Tweeters

Top Tweeters are the accounts that worked the hardest for #London2012Festival in terms of number of tweets shared (not exposure figures). The primary drivers were London2012Festival team accounts, but the data also shows that sponsors, individual activists were crucial, while the accredited media were not present.

12 Jun – 11 July

- 1st: London2012Fest (186) (LOCOG)
- 2nd: RuthMackenzie (105) (LOCOG)
- 3rd: PaulWoodmansey (66) (LOCOG)
- 4th: CianSmyth (46) (LOCOG)
- 5th: TuesdayGutz (40) (LOCOG)
- 6th: Ms_Alowe (36) (LOCOG)
- 7th: TheOdysseyFilm (28) Festival Project
- 8th: WestMidsFor2012 (24) Regional Programme
- 9th: BTRiverOfMusic (22) Festival Sponsor Project
- 10th: BuskWales (22) FestivalProject

12 July – 11 Aug

- 1st: London2012Fest (175) (LOCOG)
- 2nd: PaulWoodmansey (53) (LOCOG)
- 3rd: AndyMiah (51) (Media)
- 4th: Toni_Burana (45) SPAM
- 5th: F1_Oscar_ (42) SPAM
- 6th: Jabberworks (35) (Sarah McIntyre, artist –illustration of Queen skydive)
- 7th: SapphireSparx (29) (fashion industry)
- 8th: CianSmyth (26) (LOCOG)
- 9th: CulturalOlympic (22) (magazine)
- 10th: UniqueLondon1 (20) (media)

12 Aug – 11 Sept

- 1st: London2012Fest (163)
- 2nd: F1_Oscar_ (51) SPAM
- 3rd: CianSmyth (51) (LOCOG)
- 4th: PaulWoodmansey (27) (LOCOG)
- 5th: AndyMiah (27) (academic/media)
- 6th: NigelHinds (23) (LOCOG)
- 7th: RuthMackenzie (22) (LOCOG)
- 8th: UniqueLondon1 (20) (media)
- 9th: FestEventInt (17) (Festival collaborator)
- 10th: CulturalOlympic (16) (media)

5.4 Most mentioned

Which twitter accounts were most associated with #London2012Festival?

This data reveals which accounts drove the most traffic on Twitter, either by having their content re-tweeted or by their account name being mentioned within a tweet that was often re-tweeted. These figures tell us which were the most useful in pushing London 2012 Festival content around Twitter. The @London2012Fest account dominates, showing the importance of owning your own communication channel during the Games as the ultimate authority

12 Jun – 11 July

- 1st: London2012Fest (1962) (LOCOG)
- 2nd: London2012 (239) (LOCOG)
- 3rd: DLWP (121) (Festival Project partner, De La Warr Pavillion)
- 4th: YokoOno (112) (artist)
- 5th: BTRiverofMusic (104) (Festival Sponsor Project)
- 6th: RuthMackenzie (99) (LOCOG)
- 7th: BigDanceNews (88) (Festival Project)
- 8th: TheBigConcert (80) (Festival Project)
- 9th: WestEndLive (79) (arts event)
- 10th: LakesAlive (76) Festival Launch Event

12 July – 11 Aug

- 1st: London2012Fest (1171)
- 2nd: SurprisesSTREB (178) (Festival Project)
- 3rd: MoLpresents (110) (Festival partner)
- 4th: BTRiverOfMusic (89) (Festival Sponsor Project)
- 5th: AllTheBells (86) (Festival Project)
- 6th: London2012Festival (this shows people were unsure what was the official name of the Festival account, likely caused by using a hashtag with 'Festival' rather than 'Fest', which is the main account name)
- 7th: Sacrilege2012 (59) (Festival Project)
- 8th: Eddielzzard (48) (Festival Project, Coubertin lecture)
- 9th: London2012 (41) (LOCOG)
- 10th: V_and_A (38) (Festival Project Partner)

12 Aug – 11 Sept

- 1st: London2012Fest (988) (LOCOG)
- 2nd: EdIntFest (60) (Festival Project partner)
- 3rd: LaurenLaverne (50) (media)
- 4th: AfricaExpress (47) (Festival Project)
- 5th: SouthBankCentre (44) ((Project Partner - Unlimited)
- 6th: DLWP (39) (Festival Project)
- 7th: Eddielzzard (38) (Festival Project – De La Warr Pavilion)
- 8th: MoLpresents (33) Festiva partner)
- 9th: TheSpaceArts (30) (BBC)
- 10th: ColdPlay (27) (Festival project – Bandstand Marathon)