RTE's Des Cahill Tops #murraytweetindex for Second Year

- **Followers reached by top 100 up 15% on 2014 to 2.26m**
- **RTE, Irish Times and INM top 3 news outlets for reporters in top 100**
- **Category winners include Adrian Weckler, Lisa Cannon and George Hook**
- **Caitriona Perry, Ken Early and Carol Hunt amongst biggest gainers on 2014 index**

28 Jan 2016: RTE sports journalist, Des Cahill, has retained his top position as the most influential Irish journalist on Twitter as measured by the #murraytweetindex. Newstalk presenter George Hook and Irish Times columnist Una Mullally took 2nd and 3rd place respectively.

In the 2nd year of publication the *#murraytweetindex,* compiled by communications consultancy Murray (@MurrayIRL), ranks journalists across six parameters*, measuring popularity, quality of engagement and level of activity. A composite index was then created to rank overall positions; the top 20 journalists in the overall rankings were:

TOP 20 MOST INFLUENTIAL JOURNALISTS ON TWITTER

MURRAY TWEET INDEX
#murraytweetindex

1. @sportdes Des Cahill
2. @ghook George Hook
3. @unamullally Una Mullally
4. @davidmcw David McWilliams
5. @conor_pope Conor Pope
6. @elainebyrne Elaine Byrne
7. @gavreilly Gavan Reilly
8. @roisiningle Roisin Ingle
9. @boucherhayes Philip Boucher Hayes
10. @davidcochrane David Cochrane
11. @CathalMacCoille Cathal MacCoille
12. @TomLyonsBiz Tom Lyons
13. @sicarswell Simon Carswell
14. @GTCost Constantin Gurdgiev
15. @rodneyedwards Rodney Edwards
16. @adrianweckler Adrian Weckler
17. @tconnellyrte Tony Connelly
18. @kenearlys Ken Early
19. @jonathanhealy Jonathan Healy
20. @franksuntimes Frank Fitzgibbon

murraytweetindex.ie

The wide reach of journalists on Twitter is indicated by data showing the Top 100 on the index have 2.26m followers, over four times the average audience of The Late Late Show, and up 15% from 1.97m in 2014.

In addition to the overall table, the research ranked journalists' influence on Twitter in a range of different news categories**. New categories introduced this year included Health (won by RTE's Fergal Bowers), Food & Drink (Sunday Business Post's Gillian Nelis), and Fashion (RTE's Brendan Courtney).

The Sunday Business Post's business editor Tom Lyons takes over as the top business reporter from the same paper's Ian Guider, whilst Today FM's Gavan Reilly and the Irish Independent's Adrian Weckler retained their leads in the politics and technology categories. Irish Times US correspondent, Simon Carswell, was the top news journalist of the year and TV3 Xpose presenter Lisa Cannon took over from the Sunday Independent's Barry Egan to top the entertainment category.

The full list of category winners follows:

MOST INFLUENTIAL JOURNALISTS ON TWITTER BY CATEGORY

CATEGORY	JOURNALIST	
NEWS	Simon Carswell	@sicarswell
BUSINESS	Tom Lyons	@TomLyonsBiz
SPORT	Des Cahill	@sportsdes
POLITICS	Gavan Reilly	@gavreilly
BROADCAST PRESENTER	George Hook	@ghook
CONSUMER / PERSONAL FINANCE	Conor Pope	@conor_pope
AGRICULTURE / FARMING	Suzanne Campbell	@campbellsuz
COLUMNIST	Una Mullally	@unamullally
EDITORIAL	David Cochrane	@davidcochrane
ENTERTAINMENT	Lisa Cannon	@LisaCannonXpose
TECHNOLOGY	Adrian Weckler	@adrianweckler
PROPERTY	Peter Flanagan	@pfmflan
FOOD & DRINK	Gillian Nelis	@gnelis
HEALTH	Fergal Bowers	@fergalbowers
BEAUTY	Karen Constantine	@lovelygirlybits
ARTS	Rosita Boland	@rositaboland

The biggest gainers compared to last year's results were Sunday Independent columnist Carol Hunt (+217), Irish Times deputy business editor Dominic Coyle (+191), and The Times Ireland editor Richard Oakley (+142). RTE US Correspondent Caitriona Perry and Irish Times/Second Captains sports journalist Ken Early also rose over 100 places.

TOP 5 GAINERS vs 2014

	JOURNALISTS	NUMBER OF PLACES GAINED
1	CAROL HUNT @carolmhunt Columnist, Sunday Independent	218
2	DOMINIC COYLE @ITdominiccoyle Deputy Business Editor, Irish Times	191
3	RICHARD OAKLEY @roakleyIRL Editor, The Times (Ireland edition)	143
4	KEN EARLY @kenearlys Columnist/Presenter, Irish Times/RTÉ	131
5	CAITRIONA PERRY @caitrionaperry US Correspondent, RTÉ	117

This year the top 100 *#murraytweetindex* performers are displayed on an interactive website designed by Murray Creative, a new division within Murray focussed on supporting clients' digital and social media needs: www.murraytweetindex.ie

Analysing the results by outlet showed RTE with 21 journalists in the top 100; the Irish Times with 18, Independent News & Media with 15, and Newstalk with 9.

TOP MEDIA OUTLETS AND NUMBER OF JOURNALISTS IN TOP 100

Outlet		Outlet	
RTÉ	21	Irish Examiner	3
Irish Times	18	Journal.ie	2
Independent Newspapers	15	TV3	2
Newstalk	8	TodayFM	2
Sunday Business Post	4	UTV Ireland	1
Sunday Times	4	Daily Mail	1

Commenting on the #murraytweetindex, Pat Walsh, Managing Director of Murray said:

"Twitter continues to increase in importance as a channel for the dissemination of news, and savvy journalists and news outlets are using Twitter to engage with their readers and promote their content. The importance of sport in the media mix is reinforced by Des Cahill remaining at number one, and 15% of the top 100 journalists were in the sports category. Print journalists who are regular broadcast contributors also fare well, with regular broadcast pundits Una Mullally, Elaine Byrne and Adrian Weckler all in the top 20.

The upcoming General Election will see social media play an important role, and the information shared by journalists on Twitter will help shape the direction of the news agenda.

In 2015 Murray expanded its Digital and Social Media capabilities with the development of our Murray Creative division – our recently launched full service creative agency, dedicated to developing social media and digital strategies to help clients share their message beyond traditional media channels"

Doug Keatinge, Senior Account Director at Murray, who led the research said:

"The #murraytweetindex continues to evolve, with 7 new categories added in response to feedback received on last year's list. The reach of journalists on Twitter continues to surge with the top 100 journalists listed having a combined 2.3m followers, up 15% on the previous year.

Not surprisingly given its scale, RTE has the most journalists in the top 100, with the second placed Irish Times just pipping Independent News & Media into third place. High-profile journalists on Twitter can play an important role in extending the reach of their outlet's stories and potentially introducing the content to new audiences with a younger age profile.
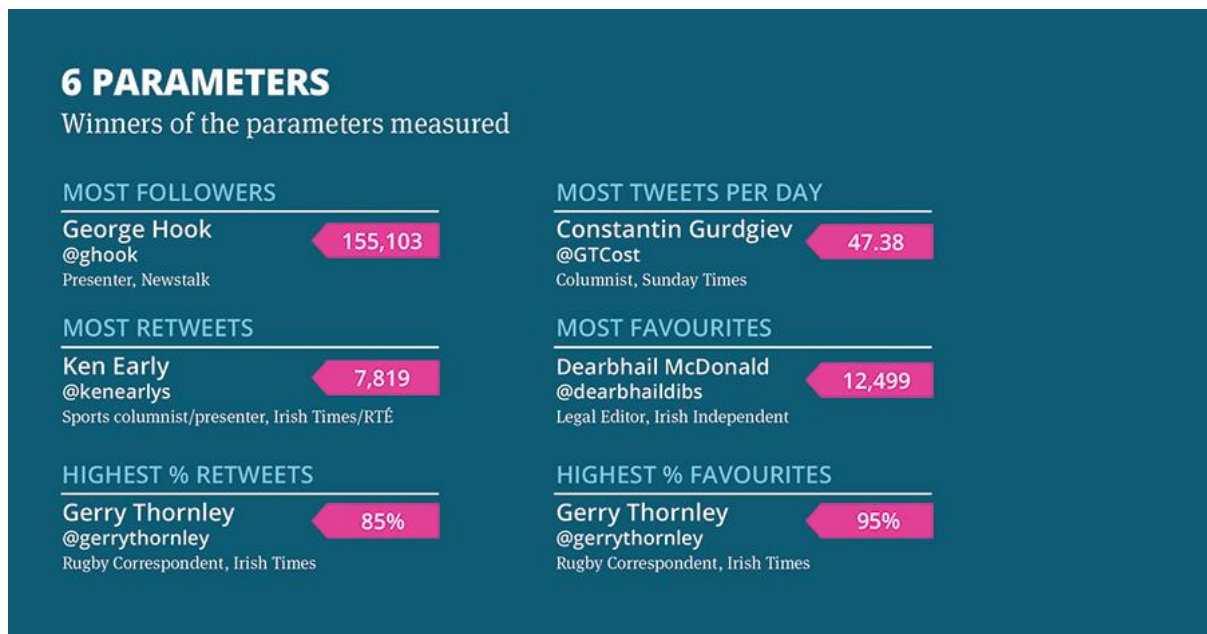
Now in the second year it is interesting to see the journalists making big gains in the index. RTE's Caitriona Perry's reporting from the US, on major news events like the build up to this year's Presidential election, has helped her Twitter profile increase significantly, rising 117 places in the index. The Times (Ireland) launch of its daily edition has helped drive editor

Richard Oakley up 143 places, and Irish Times and Second Captains sports journalist Ken Early is up 131 places.

Anyone with an interest in news will now most likely hear about a significant news event from Twitter well before a full report is posted online."

In addition to the overall results and news category winners, the research looked at how journalists performed in each of the parameters by which they were measured. George Hook knocked David McWilliams into second place for having the most followers, with over 155,000 people tracking his feed. The most prolific tweeter was Sunday Times economics columnist Constantin Gurdgiev (47 tweets per day).

The top-ranking journalists for each parameter are as follows:

6 PARAMETERS
Winners of the parameters measured

MOST FOLLOWERS
George Hook
@ghook
Presenter, Newstalk
155,103

MOST TWEETS PER DAY
Constantin Gurdgiev
@GTCost
Columnist, Sunday Times
47.38

MOST RETWEETS
Ken Early
@kenearlys
Sports columnist/presenter, Irish Times/RTÉ
7,819

MOST FAVOURITES
Dearbhail McDonald
@dearbhaildibs
Legal Editor, Irish Independent
12,499

HIGHEST % RETWEETS
Gerry Thornley
@gerrythornley
Rugby Correspondent, Irish Times
85%

HIGHEST % FAVOURITES
Gerry Thornley
@gerrythornley
Rugby Correspondent, Irish Times
95%

The methodology used in the research analysed journalists across 6 parameters and then ranked them based on a weighted average of the results. The approach sought to measure each Twitter users' performance across three main areas:

1. Absolute popularity (as measured by number of followers)
2. Quality of engagement (as measured by the level of retweeting and favouriting)
3. Activity level (as measured by tweets per day)

ENDS
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TOP 5 BY CATEGORY

NEWS	BUSINESS	SPORT	POLITICS	ENTERTAINMENT
1. @sicarswell	1. @TomLyonsBiz	1. @sportsdes	1. @gavreilly	1. @LisaCannonXpose
2. @rodneyedwards	2. @ianguider	2. @kenearlys	2. @harrymcgee	2. @kensweeney
3. @tconnellyrte	3. @davidmurphyRTE	3. @JohnFogartyIrl	3. @oconnellhugh	3. @vickinotaro
4. @dearbhaildibs	4. @ITdominiccoyle	4. @davidwalshst	4. @MaryERegan	4. @realbarryegan
5. @caitrionaperry	5. @IrishTimesLaura	5. @michaelc_rte	5. @newschambers	5. @karenkoster

CONSUMER / PERSONAL FINANCE	AGRICULTURE / FARMING	BROADCAST PRESENTER	TECHNOLOGY	COLUMNIST
1. @conor_pope	1. @campbellsuz	1. @ghook	1. @adrianweckler	1. @unamullally
2. @sinead_ryan	2. @darraghmccullou	2. @boucherhayes	2. @willgoodbody	2. @davidmcw
3. @CWeston_Indo	3. @ellamcsweeney	3. @CathalMacCoille	3. @MrJohnFKennedy	3. @elainebyrne
4. @Emma_SBP_money	4. @georgeleerte	4. @jonathanhealy	4. @ciaraobrien	4. @roisiningle
5. @jillkirby	5. @AlisonHealyIT	5. @cooper_m	5. @marievonboran	5. @GTCost

EDITORIAL	PROPERTY	FOOD & DRINK	HEALTH	BEAUTY
1. @davidcochrane	1. @pfmflan	1. @gnelis	1. @fergalbowers	1. @lovelygirlybits
2. @franksuntimes	2. @LindaDaly19	2. @tomdoorley	2. @orlatinsley	2. @melaniemorris
3. @BiddyEarly	3. @MadeleineLyonsI	3. @LucindasIreland	3. @susmitchellSBP	3. @3namc
4. @roakleyst	4. @keenan_mark	4. @mcdigby	4. @paulcullenit	4. @fluffyblog
5. @fionnansheahan	5. @tinamarieon	5. @LillyHiggins	5. @sburx	5. @berminghamlaura

Methodology

*The study was based on the analysis of the Twitter handles of over 300 journalists carried out in September and October 2015. Using the analysis tool Twitonomy, we gathered the following data for each of the journalists:

1. Total Number of Followers   30%
2. Total Number of Retweets   25%
3. % Retweeted   15%
4. Total Number of Favourites   15%
5. % of Favourited   5%
6. Tweets per day   10%

The data was based on the previous 3,200 tweets that the user had made (or if the user had yet to make 3,200 tweets then all their tweets to date). To calculate the overall rankings we attached a weighting to the users' ranking in each of the individual parameters. The percentages shown above indicate the weighting each parameter was given in the overall score. The factors that influence the overall ranking are:

- A person's absolute popularity on Twitter (as measured by number of followers)

- The quality of engagement the user has with followers (as measured by the absolute number of retweets and favourites, and the percentage of these in the tweets analysed)
- The level of activity on Twitter (as measured by Tweets per day).

**Journalists were restricted to being considered in only one specialist category even if they might have been ranked in more than one. For example George Hook could have been considered in the sports category, but was restricted to what we viewed as his primary role as broadcast presenter.

For comments or suggestions on the methodology, or to suggest a name that was not included and should have been, please email us at tweetindex@murraygroup.ie