**Results:**

**Tweets from Individuals and Organizations:**

Total number of users tweeted - 424

Professors - 12

Directors - 21

University twitter accounts - 15

Students - 62

**Popular Hash tags –**

|  |  |
| --- | --- |
| #isotu | 1572 |
| #sotu | 348 |
| #a2s32015 | 320 |
| #isusotu | 158 |
| #stateoftheunion | 69 |
| #sotu2015 | 33 |
| #highered | 21 |
| #sotusocial | 14 |
| #scappyksu | 13 |
| #education | 12 |
| #potus | 12 |
| #millennial | 10 |

Findings –

**General** -

* Tweets from Official university accounts are mostly invitations to join the event and asking the followers to share the thoughts, rather than opinions about the content in the address. A majority of them are retweets.
* A total of 12 professors have tweeted 29 messages, of which, close to 60% are retweets. Couple of them tweeted their happiness for being part of the success story, as Obama mentioned ‘**’More Americans have finished college than ever**”.
* Users whose bio is mentioned as student, have tweeted a majority of messages about the message ‘More Americans have finished college than ever’ and also about Obama’s positive statements on making community college free and student debts shouldn’t derail anyone’s dreams. Majority of the users have retweeted the statements mentioned above. It appears that student users paid more attention to statements that may impact them.

**Organization** –

* A total of 34 organizations have participated.
* 364 total number of tweets from organizations, of which 215 (59%) are retweets.
* 100 tweets (27%) (Including retweets, 42 excluding retweets) have either shared live web links for SOTU address or have invited students to join them to watch it live and participate in discussion.
* Couple of tweets expressed their dissatisfaction about not having a black male student voice in a student focused panel on criminal justice.
* 17 tweets have discussed about community college, specifically about making it free and how Rebecca was able to attend community college to help get through recession.