



Report strategy

Period: 24/10/2011 - 26/10/2011

By: Deep Diver 004
Project: Deep Dive 004

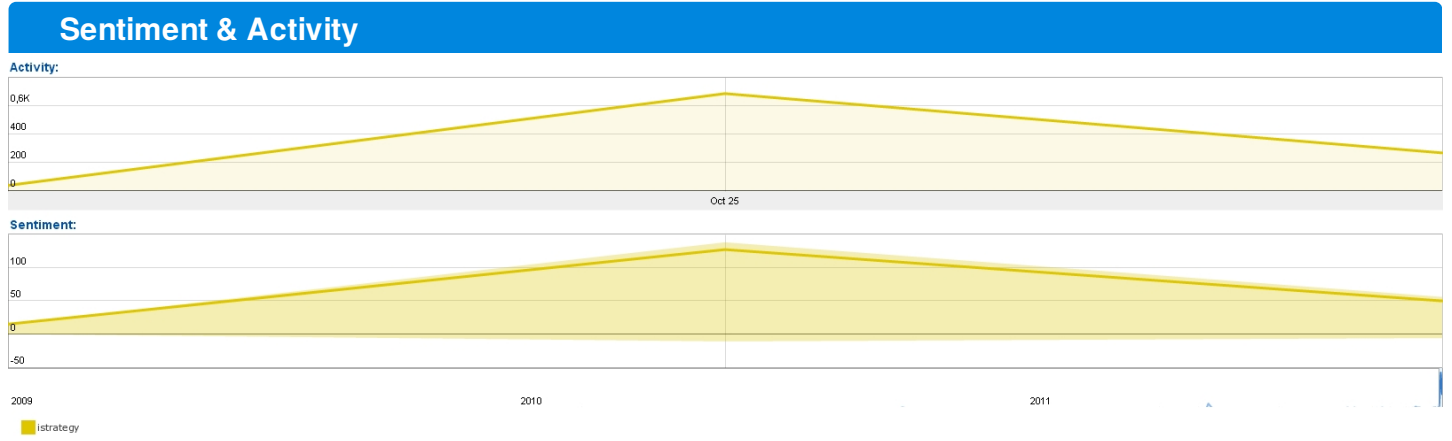
Creation date: 26/10/2011

Contents

Contents	1
Sentiment & Activity	2
Trending topics	3
Source types	4
Top websites	5
Top Authors	6
Mentions	7

Sentiment & Activity

Period: 24/10/2011 - 26/10/2011



Sentiment statistics for istategy











989 mentions
24/10/2011 – 26/10/2011

21% Positive
209 mentions

2% Negative
17 mentions


Trending topics

Period: 24/10/2011 - 26/10/2011

Trending topics for istryategy		Filter: all sentiment
Topic	Prominence	
1. dag		
2. panel		
3. has		
4. app		
5. they		
6. who		
7. there		
8. istryategy amsterdam digital conference		
9. online		
10. strategy		

Source types

Period: 24/10/2011 - 26/10/2011

Source types for istry		Filter: all sentiment
Source	Mentions	
1. Twitter	986	
2. Hyves	3	

















Top websites

Period: 24/10/2011 - 26/10/2011

Top websites for istryategy		Filter: all sentiment	
Website	Reach	Mentions	
1. twitter.com/iStratBuzz		126	
2. twitter.com/anneliesje		105	
3. twitter.com/ThomasMarzano		100	
4. twitter.com/odeleeuw		70	
5. twitter.com/remcojanssen		60	
6. twitter.com/GbWsslmn		58	
7. twitter.com/LeoVerdonck		51	
8. twitter.com/fatimadevos		30	
9. twitter.com/elinedeneree		23	
10. twitter.com/Eelcolulofs		22	


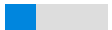










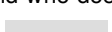
Top Authors








Period: 24/10/2011 - 26/10/2011

 Top authors for istryategy			Filter: all sentiment	
	Author	Mentions		Influence
1.	iStratBuzz	126		0.6
2.	anneliesje	105		11.1 
3.	ThomasMarzano	100		8.6 
4.	odeleeuw	70		2.5
5.	remcojanssen	60		21.9 
6.	GbWsslmn	58		4.3
7.	LeoVerdonck	51		9.0 
8.	fatimadevos	30		21.0 
9.	elinedeneree	23		3.2
10.	Eelcolulofs	22		1.5

Mentions

Period: 24/10/2011 - 26/10/2011

Neutral 26/10/2011 12:21 Post	PartagerBV – 171 followers, 0.6 influence – ZMB @ iStrategy – 10 tips voor Facebook marketingsucces – Randi Zuckerberg: Wat? 10 sterke tips van Randi Zucker... http://t.co/KgLN0hvm Reach:  http://twitter.com/PartagerBV/status/129140685793267714
Neutral 26/10/2011 12:21 Post	seo_linkbuilden – 2,886 followers, 1.1 influence – http://t.co/T8pYRBHD ZMB @ iStrategy – 10 tips voor Facebook marketingsucces – Randi Zuckerberg: Wat? 10 sterke ... http://t.co/ID2I5KKB Reach:  http://twitter.com/seo_linkbuilden/status/129140680890130432
Neutral 26/10/2011 12:21 Post	iStratBuzz – 4,821 followers, 0.6 influence – Sweet NY marathon idea from @ASICSEurope. Support from your loved ones in video messages as you run with RFID tag triggers # istrategy Reach:  http://twitter.com/iStratBuzz/status/129140549805539328
Neutral 26/10/2011 12:13 Comment	MargotvdStap – 2,176 followers, 2.4 influence – @ThomasMarzano Eens voor een company profile, oneens voor een personal profile # istrategy Reach:  http://twitter.com/MargotvdStap/status/129138521897316354
Neutral 26/10/2011 12:13 Post	GbWsslmn – 167 followers, 4.3 influence – RT @iStratBuzz: RT @_allset_: RT @hanssmellinckx: adiverse: instore use of social & mobile # istrategy video: http://t.co/YltAXEJR Reach:  http://twitter.com/GbWsslmn/status/129138476242321409
Neutral 26/10/2011 12:12 Post	GbWsslmn – 167 followers, 4.3 influence – RT @iStratBuzz: Adidas' adiVerse looks very interesting re: consumer interaction offline to online...and far less smelly! # istrategy #wo ... Reach:  http://twitter.com/GbWsslmn/status/129138439294697472
Neutral 26/10/2011 12:12 Post	QueroMedia – 1,099 followers, 1.0 influence – De Heylen-Facebookparking bij Dorst en Lesser @ iStrategy http://t.co/0QeTcKak Reach:  http://twitter.com/QueroMedia/status/129138379584581632
Neutral 26/10/2011 12:12 Post	iStratBuzz – 4,822 followers, 0.6 influence – RT @_allset_: RT @hanssmellinckx: adiverse: instore use of social & mobile # istrategy video: http://t.co/YltAXEJR Reach:  http://twitter.com/iStratBuzz/status/129138363956609024
Neutral 26/10/2011 12:11 Post	iStratBuzz – 4,822 followers, 0.6 influence – RT @nicogriffioen: Online-offline strategy: location based social interaction # istrategy http://t.co/C2rsiQmz Reach:  http://twitter.com/iStratBuzz/status/129138093767917568
Neutral 26/10/2011 12:09 Post	iStratBuzz – 4,823 followers, 0.6 influence – Adidas' adiVerse looks very interesting re: consumer interaction offline to online...and far less smelly! # istrategy #workshop2 Reach:  http://twitter.com/iStratBuzz/status/129137686274506752
Neutral 26/10/2011 12:09 Post	mikehendrixen – 559 followers, 1.2 influence – Vanmorgen afspraak in Den Haag, nu op naar # iStrategy dag 2 met o.a. @Jimmy_Wales, oprichter van Wikipedia en @bigchrismaples van Spotify. Reach:  http://twitter.com/mikehendrixen/status/129137620092600321
Positive 26/10/2011 12:08 Post	remcojanssen – 3,937 followers, 18.0 influence – Het is wel een erg makkelijke manier om rapport uit te draaien met Coosto qua social mediamonitoring # istrategy Reach:  http://twitter.com/remcojanssen/status/129137218525741056
Neutral 26/10/2011 12:06 Post	iStratBuzz – 4,822 followers, 0.6 influence – D&L strategy: Information. Conversation. Experience. Win. And who doesn't like to win?! Offer a truly unique experience. # istrategy Reach:  http://twitter.com/iStratBuzz/status/129136782125174784

Neutral 26/10/2011 12:05 Post	QueroMedia – 1,099 followers, 1.0 influence – ZMB @ iStrategy – 10 tips voor Facebook marketingsucces – Randi Zuckerberg http://t.co/rK7Alm3A Reach:  http://twitter.com/QueroMedia/status/129136518999707648
Neutral 26/10/2011 12:03 Post	ThomasMarzano – 33,689 followers, 7.5 influence – "think of your friends on Facebook as one big focus group" #quote # istrategy << do we agree? Reach:  http://twitter.com/ThomasMarzano/status/129136113129504768
Negative 26/10/2011 12:03 Post	anneliesje – 1,997 followers, 10.4 influence – +1 "@ThomasMarzano: "a deeper penetration of digital" weird #quote at # iStrategy " Reach:  http://twitter.com/anneliesje/status/129135950201765891
Neutral 26/10/2011 12:01 Post	anneliesje – 1,997 followers, 10.4 influence – Total value of social media could be one or more of these things. Why? We want to be better business # istrategy http://t.co/QFdkQEzL Reach:  http://twitter.com/anneliesje/status/129135490648637440
Neutral 26/10/2011 12:00 Post	QueroMedia – 1,082 followers, 1.0 influence – Randi Zuckerberg sprak over de toekomst van online branding op # iStrategy http://t.co/AoaKHcRO Reach:  http://twitter.com/QueroMedia/status/129135295013728256
Neutral 26/10/2011 11:59 Post	Aconas – 1,584 followers, 1.4 influence – # iStrategy "far from perfect" how honest can one be. @coosto Reach:  http://twitter.com/Aconas/status/129135000233852928
Positive 26/10/2011 11:59 Post	ThomasMarzano – 33,690 followers, 7.5 influence – lol I think I just triggerd a few #quote bots! lol # iStrategy :) Reach:  http://twitter.com/ThomasMarzano/status/129134963357532160