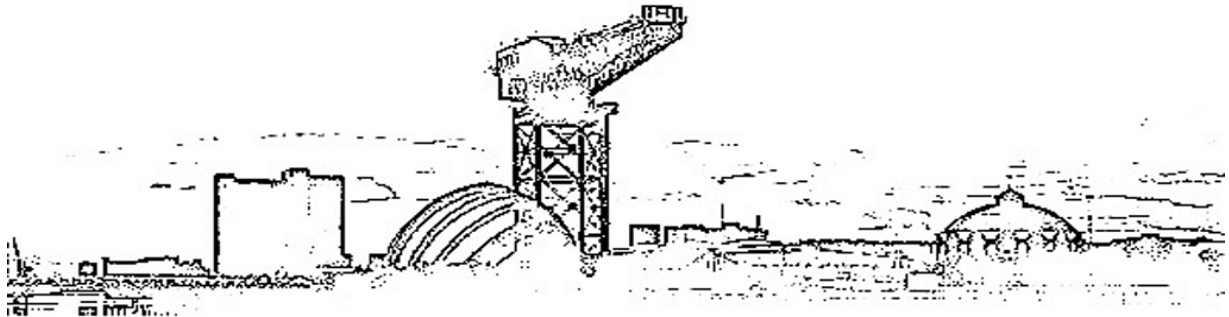


Social Media Week Glasgow

19-23 Sept 2011



Review & Report



February 2012

About twintangibles

twintangibles is a research and advisory firm based in Glasgow. We help organisations understand how they can generate value, insight and engagement through the use of social media tools and understanding the mindset of engagement that underpins their use.

If you would like advice, guidance or research to help you, please feel free to get in touch.

To contact us:

info@twintangibles.co.uk

www.twintangibles.co.uk

twitter @twintangibles

+44(0)7717 714 595



This work is licensed under the Creative Commons Attribution-NonCommercial-ShareAlike 2.0 Generic License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-sa/2.0> or send a letter to Creative Commons, 444 Castro Street, Suite 900, Mountain View, California, 94041, USA.

Note from the curators of SMW Glasgow

When we first began to discuss the possibility of making an application to run social Media Week in Glasgow in early 2011 our expectations were, in retrospect, modest. We knew that this global event was rapidly becoming one of the most significant Social Media happenings in the world. We knew it was a novel crowdsourced format, highly collaborative and supremely international in the best traditions of social initiatives. We felt it was entirely appropriate for Glasgow, and by extension Scotland, to have a presence in this growing movement in order to reflect, showcase and acknowledge how a consistent track record of creativity, passion, entrepreneurialism and innovation in Scotland is being translated into the digital arena. What we didn't know was how the people of the city would embrace this so wholeheartedly and create such a success.

And SMW Glasgow was, by any measure, a fantastic success. Our initial hope of maybe 30 events burgeoned into 118 diverse events making it, at the time, only second to New York in terms of scale of schedule in the entire history of Social Media Week. Our cautious hopes about speakers were proven absurdly modest as we welcomed Jeremy Gilley of Peace One Day to open proceedings, had Government Ministers present and speak, and closed with the sage of digital collaborative transformation, the inimitable Don Tapscott, to close our event with a Key Note beamed in from Columbia.

We welcomed a lot of initiatives brought forward by the community, like the creation of a SMW Glasgow podcast, the [KILTR hub](#) in the city centre; a Scottish verse audiobook, Skype Gaelic classes. Furthermore, in the best Scottish tradition, we also had an official (crowdsourced) SMW Glasgow [Tartan](#) which we even managed to manufacture with the help of the [Center for Advanced Textiles](#) at the world famous Glasgow School of Art

The buzz created by the week was phenomenal. Twitter was inundated by SMWGla-related posts, and each day a good number of events 'trended'.

SMWGla took place in many locations but was headquartered in the business complex Skypark, which became a sort of meeting point for SMW participants, along with the KILTR hub. In the same building, we also had one of the first Nokia Social Vending Machine in the world. Checking in to the machine became a daily habit for the majority of us, not least because Nokia phones were among the prizes which could be won playing [Socialite](#), a new game created for the occasion by our main city sponsors Equator.

SMW Glasgow was supported and endorsed by the Government too, in many ways. Fiona Hyslop MSP, cabinet secretary for Culture and External Affairs, formally launched the week on Monday night, and Drew Smith MSP presented a motion to Parliament to welcome SMW, the first motion to be passed in [Scottish Parliament to feature a hashtag](#), #SMWGla. The government also organised a satellite event in Edinburgh, "Social Media and Scottish Government", giving interesting insights into how the Scottish Government is using Social Media.

Glasgow is undoubtedly one of the most digitally engaged cities in the world and made a major contribution to the overarching success of Social Media Week. In an effort to gauge and capture some of that impact we have collated and analysed a variety of sources to produce a report that will stand as a benchmark for others to aspire to and a reminder to us of one amazing week in September.

We would like to thank everyone that contributed and participated in making Social Media Week Glasgow 2011 a success. This report is a testament to your efforts, generosity, passion and creativity

Contents

Note from the curators of SMW Glasgow

1. Executive Summary
2. Methodology
3. Events
 1. Locations
 2. Event Organisers' Industry Sectors
 3. Topics
 4. Format
4. Delegates
 1. Job Position
 2. Industry sector
 3. SE Region
5. On-line Engagement
 1. Website
 2. Livestream/YouTube
 3. Facebook
 4. Twitter
 5. Media mentions: News, Blog Posts
6. SMWGla Review Evening
7. Legacy Items
 1. SpokenHerd
 2. Very Short Stories (VSS) Book
 3. Social Media and Mobile Communication Seminars
 4. A Crowdsourced Tartan
8. Testimonials
9. Online Resources
10. Sponsors and Partners
11. Sources and Credits

“Incredibly interesting, there was not one event I attended where I didn't learn something new.”

Table of Images

[Fig. 1](#) Map showing the geographical spread of SMWGla events venues in Glasgow

[Fig. 2](#) Tag cloud generated from the names of the locations that hosted a SMWGla event

[Fig. 3](#) Pie chart showing the spread of the industry sectors to which event organisers came from

[Fig. 4](#) Tag cloud generated from the names of all SMWGla events

[Fig. 5](#) Pie chart showing delegates by Industry Sector

[Fig. 6](#) Pie Chart showing delegates by SE Region

[Fig. 7](#) Image from Facebook Insights

[Fig. 8](#) Image from Sysomos on Social Media Week website: the tag cloud was created from global SMW tweets, and it is notable that the word "Glasgow" appears in the cloud

[Fig. 9](#) Image from Sysomos on Social Media Week website

1. Executive Summary

This report is an analysis of Social Media Week Glasgow, which took place in Glasgow, Scotland, from the 19th to the 23rd of September 2011, as part of Social Media Week.

118 events took place in 47 different locations in Glasgow, one in Edinburgh, one in Aberdeen, and 4 virtual locations (Twitter, Facebook, Google+, Skype).

The events have been analysed by sector, topics and format, and attendees by sector and job position.

Testimonials from the event hosts and the delegates are included.

The report has been produced by twintangibles, lead curators of Social Media Week Glasgow, to analyse the impact and level of engagement registered during the week in order to grasp trends, opportunities, gaps, ground for improvement, interesting insight into the industry.

The report covers the period of time that goes from May 2011 to September 2011, with particular emphasis on the week during which Social Media Week took place, i.e. from the 19th to the 23rd of September 2011.

The geographical area covered includes the city of Glasgow, Edinburgh and Aberdeen, where the events took place.

2. Methodology

In order to produce this report we drew on a number of sources.

The administration and registration process for SMW Glasgow generated significant quantitative data in terms of delegates hosts, events and venues. We are aware that some technical issues meant that a number of event attendees had difficulty registering and were equally aware that many event had delegates in attendance who had not registered. No adjustment has been made for these under recordings and the figures are presented as is. It would be a reasonable assumption to believe that in terms of gross attendance the figures presented are an under representation of the actual attendance figures.

Social Media channels were analysed for both quantitative mention interaction follow and other digital transactions with SMW Glasgow, and is also a source of sentiment analysis.

In addition to these sources, a review evening was held where a good deal of qualitative material was gathered as a method of evaluating softer aspects of the events, and perceptions of core themes we felt were important to understand. In all of these cases pre-hypothesis methods were used in order to avoid any unconscious bias in presenting feedback options.

***“An opportunity
to build a collective
head of steam”***

3.2 Event Organisers’ Industry Sectors

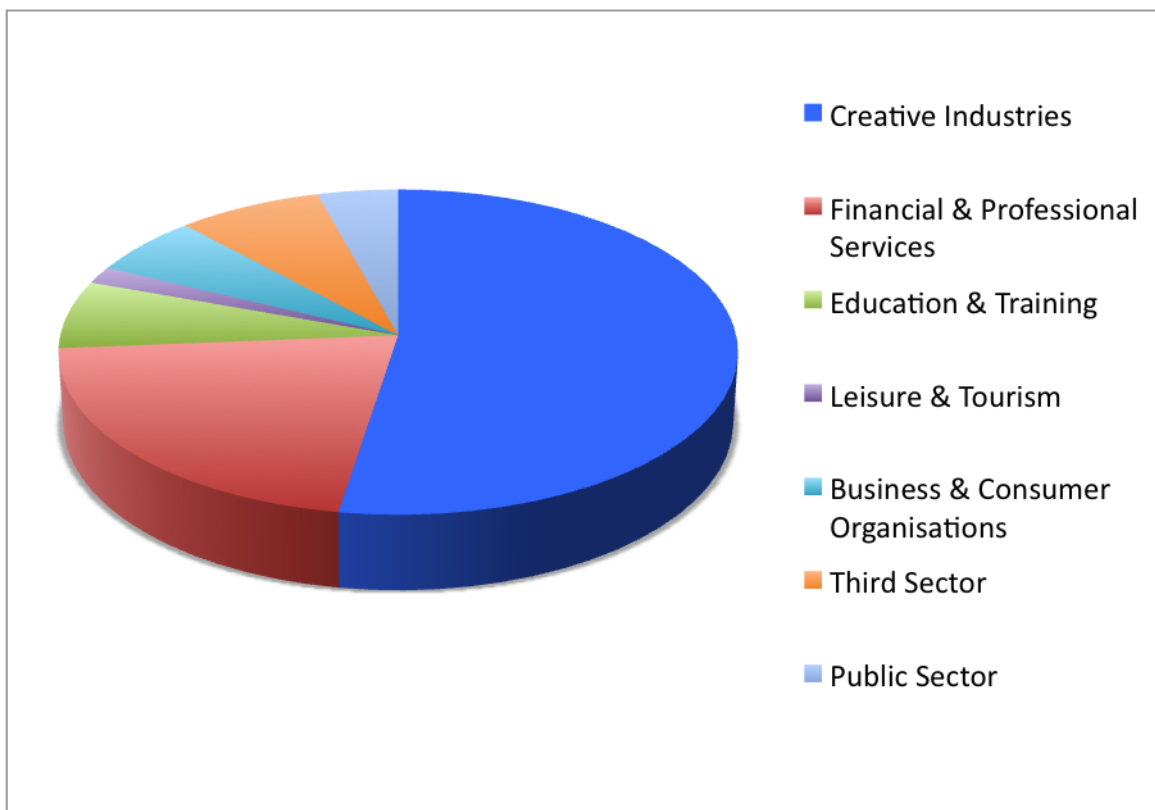


Fig. 3 Spread of the industry sectors event organisers were drawn from

The events were organised by 80 different organisers from 7 industry sectors:

- Creative Industries (incl. Marketing/Digital Agencies and Entertainment Industry)
- Financial & Professional Services
- Education & Training
- Third Sector
- Public Sector
- Business & Consumers Services
- Leisure & Tourism

Note: Industry Sectors used in the report are taken from the UK Trade and Investment and, for the purpose of this analysis, they include: Third Sector, Public Sector, Life Sciences, Leisure&tourism, ICT, Household Goods Furniture Furnishing, Food & Drink, Financial and Professional Services, Education and Training, Creative and Media, Clothing Footwear Fashion, Business & Consumer Services, Others.

36 organisations from the Creative Industries organised 52% of the total number of events. 72% of the creative industries organisations were Marketing/Digital agencies. The rest were primarily from the Entertainment Industry (TV, Radio, Cinema).

12 Organisations from the Financial & Professional Services organised 21% of the total number of events.

Third Sector and Education & Training organisations delivered respectively 8% and 7% of the total number of events. Among the Education & Training organisations there were six Glasgow-based higher-education institutes.

The remaining 12% of events were delivered by Business & Consumers Services (5%), Public Sector Organisations (4%), Leisure and Tourism (2%).

3.4 Event Formats

Event formats were very varied. Events were delivered in [21 different formats](#), including:

- Presentations
- Networking Events
- Seminars
- Panels
- Keynotes
- Workshops
- Surgeries
- Competitions
- Social Product tasting
- On-line Language Learning Sessions
- Public debates, incl. online debates (on Facebook and twitter)
- Crowdsourced projects

The format range included also one instance of *social walking tour, treasure hunt, pub quiz, launch event, exhibition, engagement session, comedy night.*

***“A meeting of minds of
all of the people
involved in the great
imponderable that is
Social Media”***

4. Delegates

Social Media Week Glasgow counted 3125 registrations and 1290 unique registrants.

4.1 Delegates by Job Position

The 16% of attendees were **Directors/CEOs/Founders** of a business.

The second most represented job role was **Marketing Manager/Executive** (14%).

Students follow with a 5%.

Other well represented job roles were, in order, *Communication Managers/Officers; Account Managers; Advisers/Consultants*.

3% of the delegates defined themselves as **Social Media Managers**.

4.2 Delegates By Industry Sector

The most represented Industry Sector was **Creative and Media**.

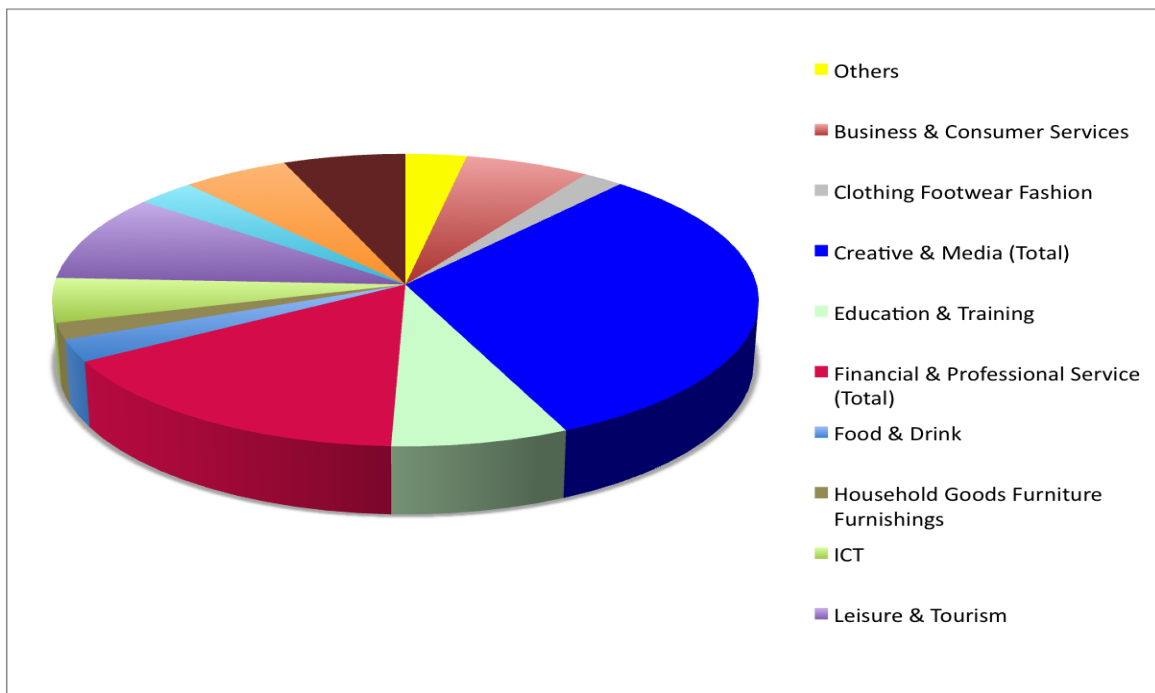


Fig. 5 Delegates by Industry Sector

4.3 Delegates by Scottish Enterprise Region

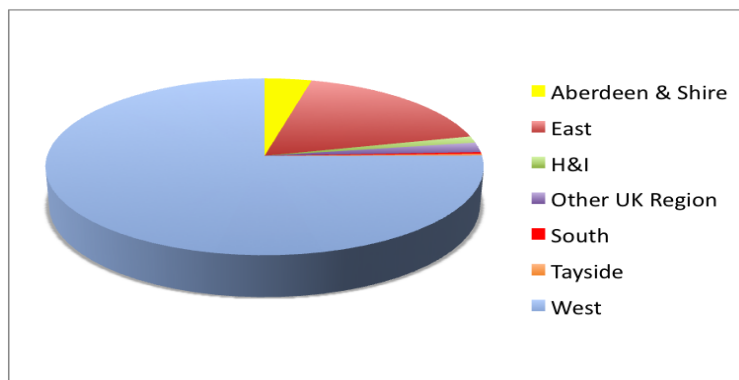


Fig. 6 Delegates by SE Region

5. Online Engagement

13270 Mentions on-line (News, Blog posts, twitter, Facebook, YouTube)
 98% Favourable

5.1 Website

For the period May-September 2011, Google analytics report the following data for the website www.socialmediaweek.org/glasgow

11,999 Visits
 5,698 Unique Visitors - 3,835 in September
 16,265 Page views
 1.36 Pages/Visit
 00:02:01 Avg. Time on Site

5.2 Live Stream

2 channels
 23 videos
 222,077 viewer minutes
 average of 164 views per video

5.3 YouTube

313 channel views
 1113 uploads views (1 video uploaded)

5.4 Facebook

Post views: 198,681
 Post feedback: 564
 Demographic Composition of the fan base:

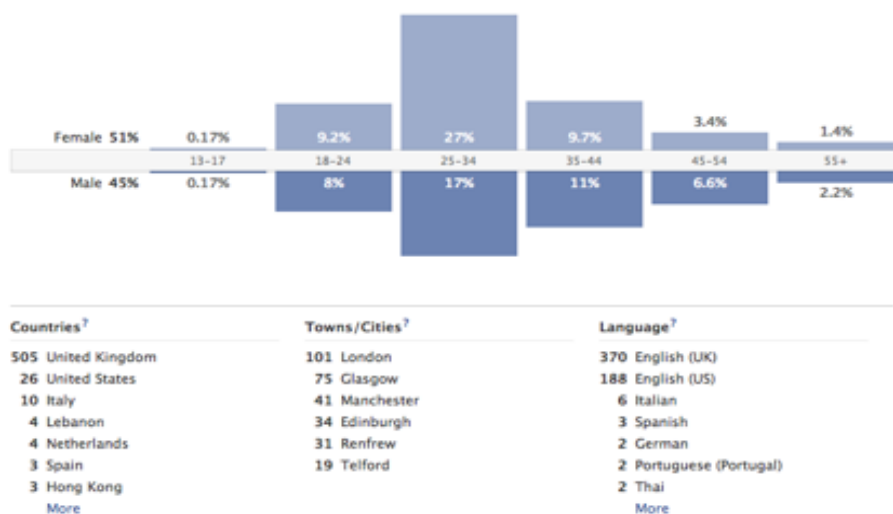


Fig. 7 Image from Facebook Insights

5.5 Twitter

2746 total tweets, 12,937 total mentions

1447 tweets during SMW Glasgow

1150 mentions of the official hashtag #SMWGla in the week 19-23 September (data from <http://twapperkeeper.com/>)

5980 mentions, 650 retweets during SMW Glasgow



Fig. 8 Image from Sysomos on Social Media Week website: the tag cloud was created from global SMW tweets, and it is notable that the word "Glasgow" appears in the cloud

Out of the 2746 tweets, 20% of the tweets were regular tweets, 61.17% of the tweets were retweets, 18.83% tweets were @ tweets or replies.

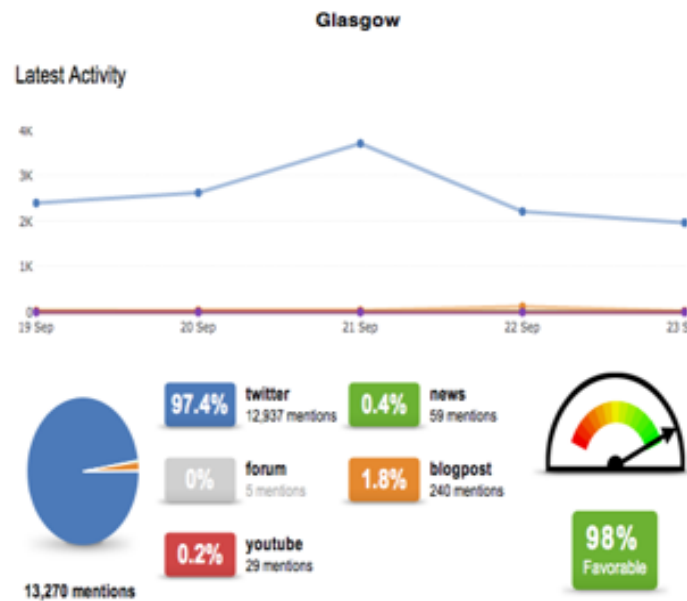


Fig. 9 Image from Sysomos on Social Media Week website

5.6 Other media mentions: News, Blog Posts

- 59 mentions in the main news channels including BBC Radio Scotland, STV (news.stv.tv), The Drum. Coverage ranged from live broadcast interviews, features, and articles.

- 240 Mentions in Blog Posts

6. SMWGlA Review Evening

On the 15th of November a review night was held in SocietyM Glasgow. The objective of the night was to collect as much qualitative feedback as possible.

Whilst all registered event delegates who attended at least one event were invited to attend, a limit of 50 people was set for the review evening in order to be able to collect qualitative feedback effectively.

“Captured peoples imaginations”

The evening included a variety of events including ad hoc video capture and interview and more structured interactions aimed at deriving insight.

We also asked the delegates to judge 8 different aspects of the week. This is not meant to be exhaustive in any way, but we felt like we managed to grasp the general feelings around the issues.

Please see below a summary of the outcomes for each aspect.

6.1 Scheduling - *How was the scheduling through the week?*

There was a general mixed response. Many felt there was a “good spread”, “varied timetable” and that it was a “busy programme rather than crowded”. Some felt that there was too much to take in and that the timing was not always convenient.

6.2 Communication - *What was the communication for SMW like?*

Our aim with this question was to get to know if communication regarding SMW had been effective.

Answers were very diverse but none was negative.

Some felt it was effective in as much as everyone knew about it. The amount of emails was considered appropriate and well balanced, and so were the twitter and FB feeds, the outreach and the overall communication. Information provided by events host was seldom mentioned but when it was it has been judged very positively.

One commented on the sometimes “chaotic” nature of the burst of communications but reflected this as being the nature of SM, and one commented that they missed some important information that they got to know only after SMW.

There was, however, a general feeling that the website “could have been better”. Some felt it was “unclear” and “cluttered” according to many. Many were unhappy with browser incompatibility issues and technical problems with web bookings for events.

6.3 Engagement - *How engaged or involved did you feel at the events?*

The general feeling was that there was a high level of engagement with no barrier to ask questions and intervene during the events. There were ample opportunities to engage at the events, though many said this varied between events. One comment stated that the information on the lead up was engaging and involving.

6.4 Content - *How was the content of SMW?*

The content was judged broadly very relevant, sufficiently diverse, very good, “something for everyone”. One request was made for more family friendly events.

6.5 Venues - What do you think of the venues used?

In this case the feedback was mainly positive. Venues were suitable, appropriate and well-spread. Surprisingly, lots of people were happy of the fact that they got to see places “off the beaten track” that they would otherwise have been unaware of. There was also a general appreciation of the fact that the geographical spread of the venues kept them moving and meet people that they wouldn’t have met otherwise.

What criticism there was tended toward issues around access to public transport, and perhaps not surprisingly venues which didn’t have internet connections or good 3G signal. Finally some venue were considered not appropriate for business sense, and a better balance of business/social/arts venues would have been appreciated.

6.6 Quality - What was the quality of the events at Social Media Week?

The offer was considered as both diverse and large, the quality as high, and creativity “extremely high”. Many commented on the fact that the presenters were expert and engaging. People generally felt they had taken something from the events they attended. The events were considered inclusive and “social”, with people trying to reach out rather than being “dominated by technology”. Someone lamented a low number of more practical workshops.

6.7 Ownership - What was the sense of ownership of the week and events?

People generally felt very involved although there was plenty of support. Someone felt that “many people didn't get the ethos of SMW compared to traditional events/conferences”.

6.8 Innovation – How innovative was Social Media Week?

The week was considered overall innovative and forward looking, although some events were more traditional, or “not new and exciting”. Many realised the role of Glasgow as an innovator/leader in the field. One comment particularly highlighted innovation in bringing together different sectors under one banner.

***“Fantastic!
Put Glasgow on the
map as a funky city”***

7. Legacy Items

Social Media Week Glasgow received investment from Creative Scotland to produce some legacy items that would demonstrate the power of the online world to promote creativity and provide a mechanism for people to re-imagine themselves as creatives.

These were:

- SpokenHerd, A Crowdsourced Audiobook
- Very Short Stories (VSS) Book
- Social Media and Mobile Communication Video-Seminars
- A Crowdsourced Tartan

7.1 SpokenHerd (www.spokenherd.co.uk)

SpokenHerd is a crowdsourced audiobook co-created by twintangibles, [Cargo Publishing](#) and [InnerEar](#) and a group of narrators, many of whom had never attempted spoken word performance before, each of whom submitted an audition piece to be part of the project or were recorded live in locations around Glasgow. The result is a most unique audiobook of some of the best poems and essays from Classic and Contemporary Scottish Literature. A recurring theme of Social Media Week Glasgow has been crowdsourcing, the event itself was put up by a collaborative effort of all the people involved.

The audiobook was released on Burns Night 2012.

The recorded pieces can be listened to and downloaded on the soundcloud site for Spokenherd found here: <http://soundcloud.com/spokenherd>.

The collection is as follows:

- '*One Year The Door Will Open*' by Ryan Van Winkle narrated by Craig Lawrie
- '*The Six O'Clock News*' by Tom Leonard narrated by Fiona Karen Alexander
- '*To A Mouse*' by Robert Burns narrated by Fiona Karen Alexander
- '*The Tay Bridge Disaster*' by William McGonagall narrated by Kenny Gregory
- '*Mrs Darwin*' by Carol Ann Duffy narrated by Mairi Campbell-Jack
- '*A Scotsman's Return From Abroad*' by RL Stevenson narrated by Robert Kirkwood
- '*Hamnavoe*' by George Mackay Brown narrated by Rosemary Cunningham
- '*Ode To A Haggis*' by Robert Burns narrated by Sarah Morrison
- '*Braw Lads O Galla Water*' by Robert Burns narrated by Colin Irons
- '*Invitation*' by Marion Angus narrated by Juliette Llewellyn

The final piece is '*A Man's a Man*' by Robert Burns narrated line by line by assorted voices that demonstrate the universality of Burns and the rich sounds of Glasgow.

7.2 Very Short Stories (VSS) Book

Working with Cargo Publishing, a Glasgow based publisher, and the design team at Branding Boutique we launched a project whereby anyone could tweet a 140 character story about any of the cities participating in Social Media Week alongside Glasgow.

The top 30 stories were selected by Simon Sylvester, author of the book of Twitter poetry "140 Characters", and bound into a book available in both hard and electronic copy available here as a pdf - [Very Short Stories](#)

7.3 Social Media and Mobile Communication Seminars

The following seminars were produced as part of an agreement with Creative Scotland to deliver 10 seminars on topics related to Social Media and Mobile Communications and they are available as a legacy item on [Social Media Week Glasgow YouTube Channel](#).

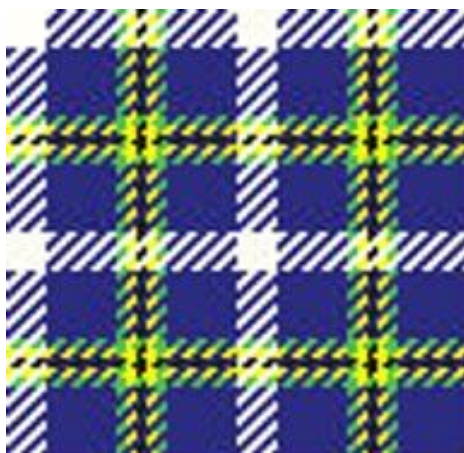
1. [Digital Audience Development](#) – by Anny Deery, Inner Ear
2. [How to make friends and retweet people: an introduction to Social Media for the 3rd Sector](#) – by Sara Thomas
3. [Social Media and SEO](#) – by Martin Jordan, Equator
4. [Meeting Users halfway with Responsive Design](#) – by Jamie Boyd, Equator
5. [Measuring Social Media ROI](#) – by Emma Ramsay, Equator
6. [Social Media and IP](#) – by Dougal Perman, Inner Ear and Murray Buchanan, MBM Commercial LLP
7. [Social Media Campaign Planning](#) – by Dougal Perman and Andy McColgan, Inner Ear
8. [Podcasting for Beginners](#) – by Cameron King, University of the West of Scotland
9. [Business Blogging for Beginners](#) – by Ryan Wenstrup-Moore, Social Chemistry
10. [Crowdfunding Seminar](#) – by Tim Wright, twintangibles

7.4 A Crowdsourced Tartan

Tartan, internationally recognised as an icon of Scotland, is as alive today as it has always been, and new tartans are commissioned and created to act as brands and identifiers for families, businesses and institutions.

Social Media Week Glasgow continued that tradition by having its own official tartan, crowdsourced through a Tartan Design competition. People were invited to [create their tartan design](#) and submit it to us. The designs were considered for a short list of designs by a jury including Alan Shaw of the [Glasgow School of Art Centre for Advanced Textiles](#); Gillian Kyle, the renowned Scottish designer; Laurent Chatelet, a designer from our city sponsors equator; and Brian Wilton, Director of the Scottish Tartan Authority. The [finalists](#) were then announced to the world for an open vote.

The winner of the competition, announced on the 19th of September 2011, was Duncan McDougal.



The project was made possible by Creative Scotland, in association with the Glasgow School of Art, the Scottish Tartan Authority, twintangibles, New Media Corp, and Equator.

8. Testimonials

"Being part of Social Media Week in Glasgow was an exceptional experience. I was impressed to see the organisers had translated the togetherness and interaction of social media from online to offline successfully, while still including and encouraging online interaction. Each event was well executed and to add to their success, attendees were encouraged to network over complimentary refreshments.

Social Media Week Glasgow's success was down to twintangibles' and New Media Corp's dedicated hard work and I believe that they have truly put Glasgow on the social media map. I look forward to their future projects."

[Annette Smith, attendee and volunteer](#)

"SMWG1a has been fantastic. It's been the only week of the year I had a chance to be around social media enthusiasts and not have to convince them of the benefit and application of Social Media. I got to meet the most exciting people from Glasgow and out with, host events, attend events and won a Nokia E7 for tweeting! What more could you want from a week? Oh, and I forgot to mention I also launched my student enterprise!"

[Hera Hussain, Building Your Momentum, Event partner and attendee](#)

"From the point of view of somebody who hosted an event, Social Media Week was busy, frantic and chaotic but ultimately a wonderful experience. All of the events I attended were generous in spirit and also in the sharing of valuable information and creative ideas. The city of Glasgow and its people really rose to the occasion in creating an unforgettable week."

[Benedetto Bordone, Designer at The Loft, Event partner and attendee](#)

"Glasgow Museums were delighted to be part of Social Media Week and excited to be included as a Hub within our city. Our host museum, [Kelvingrove Art Gallery & Museums](#), benefited greatly by reflecting, through our events, the rapidly changing digital world we live in. Our thanks go to twintangibles for taking the initiative to place Glasgow on the map during SMW and we would welcome the opportunity to participate for in future events."

[John Ferry, Senior Learning Curator, Glasgow Museums, Venue partner](#)

***“Make sure
you don’t
miss it next
time!”***

9. On-line Resources

9.1 Pictures

Mix

<https://www.facebook.com/media/set/?set=a.193230624058869.50061.182229991825599>

Launch events

<http://www.andrewmckenna.net/social-media-week-glasgow/>

Monday Evening

<https://www.facebook.com/media/set/?set=a.231599143555350.56859.182229991825599>

Tuesday

<http://www.andrewmckenna.net/social-media-week-day-two-google/>

Wednesday

<http://www.andrewmckenna.net/social-media-week-glasgow-wednesday/>

Friday

<http://www.andrewmckenna.net/social-media-week-glasgow-friday/>

9.2 Videos

YouTube Channel:

www.youtube.com/smwglasgow

LiveStream Channels:

www.livestream.com/smw_glasgow

www.livestream.com/smw_glasgow2

9.3 Podcasts

Podomatic: <http://smwgla.podomatic.com/>

iTunes: <http://itunes.apple.com/gb/podcast/social-media-week-glasgow/id463159322>

9.4 Legacy Items

SpokenHerd, The Crowdsourced Audiobook: www.spokenherd.co.uk

Very Short Stories (VSS):

<http://twintangibles.co.uk/wp-content/uploads/2011/12/VeryShortStories.pdf>

Social Media and Mobile Communication Seminars for Creative Scotland:

http://www.youtube.com/playlist?list=PLD0197C89C175AF59&feature=view_all

10. Sponsors and Partners

Without the support of a wide range of sponsors and partners Social Media Week Glasgow would not have been possible. We extend our gratitude to all of them and list them here acknowledging their support

Sponsors

[Equator](#) (Main City Sponsor)
[Glasgow City Marketing Bureau](#) (LiveStream Sponsor)
[SDI/Creative Clyde](#) (Event Sponsor)

Investors

[Creative Scotland](#)

Partners

[Skypark](#)
[Citizen M](#)
[Inner Ear](#)
[Kiltr](#)
[Glasgow Film](#)
[Glasgow Museums](#)
[WEST Brewery](#)
[Cargo Publishing](#)

Curators

[twintangibles](#)
[New Media Corp](#)

11. Sources and Credits

www.socialmediaweek.org

www.livestream.com

www.youtube.com

www.twitter.com

www.facebook.com

www.tweetstats.com

www.sysomos.com

www.synthesio.com

www.google.com/analytics

twintangibles Limited 2012

twintangibles Ltd is a company registered in Scotland with company number SC397987.
Registered office is Blue Square House, 272 Bath Street, Glasgow, Scotland, G2 4JR