



BONG BONG BONG BONG BONG BONG
BONG BONG

big_ben_clock, [+] Tue 27 Sep 08:00 via TTYtter (big_ben_c

8:00 – 8:30 153 Total tweets

Key people:

- Bed and Breakfast
- Commuters
- Morning Tweets – Personal tweets about what is happening today

Comments

- Political talk – usually prompted by @BBCBreakfast or people catching up on newspapers/tweets from night before.
- Lots of RT from the night before

8:30 – 9:00 187 Total Tweets

Key people:

- Personal Tweets

Comments

- Flurry of tweets at the top of the half hour then tailored off
- Start to see Hashtags being used (#stagconf)
- 8:40 – Lots of auto-tweets from news/entertainment accounts. Minimum engagement



Wage slave job here I come!

Benjionthetrain, [+] Tue 27 Sep 08:32 via Echotom

9:00 – 9:30 218 Total Tweets

Key People:

- Literary

Comments

- Slow tweets – all personal though.
- Lack of auto-tweets obvious.
- More tweeters arriving at office. Various tweets about day ahead.
- Some bookshops are starting to tweet



LinkedIn members have changed #jobs 7.4 million times since 2009 - t.co/7SI3xoJy

○ mashsocialmedia, [+] Tue 27 Sep 09:05 via HootSuite

From 9:30 – 10:00 Total Tweets 295 tweets

Key People:

- Museums/Galleries tweet events for the day and upcoming events
- Literary tweets



Want to learn How to Steal a Dragon's Sword? Come and see Cressida Cowell TODAY at 17:00 at Waterstones Inverness @WatInverness

○ hodderchildrens, [+] Tue 27 Sep 09:54 via web



Maurizio de Giovanni, author of "I will have vengeance" out Feb 12, took home another prize.... <http://ow.ly/6FRQT>

○ hersilia_press, [+] Tue 27 Sep 09:53 via HootSuite

10:00 – 10:30 309 Total tweets



79 big_ben_clock Big Ben
BONG BONG BONG BONG BONG BONG BONG BONG BONG
BONG
31 seconds ago

Key People:

- Personal tweets and discussions.
- Travelling editors are starting to tweet.

Comments:

- The professional accounts that tweeted during 9:30 time slot are starting to follow up with engaging tweets.
- 10:12 is another wave of RT's from news, publishing and social media sector.
- 10:14 is another wave of engaging tweets
- 10:16 - 10:30 quiet. Few random tweets



Get ready for #TTOT = Travel Talk on Twitter! Topic: Group Travel via @travelettes: t.co/yKBvXDGI

○ AboutLondon, [+] Tue 27 Sep 10:15 via SocialOomph

- 10:15 Travelling Editors more active

10:30 – 11 | 357 Total tweets

Key People:

- Diverse

Comments:

- 10:35 is the next wave of tweets. RT's, Autotweets and 'selling' tweets are prominent. Not all tweets are auto-tweeted.
- 10:41 Interesting mix of cross-conversations. Discussions vary from work related questions, philosophical, general politeness.
- 10:50 Next wave of tweets but these are all personal tweets. Not much engagement. These are personal tweets (some representation of Literary books coming out, etc). Also starting to see more European tweets (Netherlands, Germany, France).
- 10:54 AutoTweets from news tweets
- 10:56 Literary tweeps take over again

11:00 – 11:30 286 Total Tweets *TweetDeck froze for everyone so missed some.



Key People:

- Personal
- Literary
- Museums

Comments:

- Very active time of the day. #elevenestime tag brings a lot of people to twitter. Museums and literary tweeps tweet at this time. Both engaging and promotional tweets. Starting to see more competitions [RT this to win...]
- 11:08 Auto tweets from some museums and news accounts.
- Start to receive daily emails from literary groups.
- **Lots of general tweets – very engaging time of the day.**

11:30 – 12:00 306 Total Tweets

Key People:

- Personal tweets.
- Various companies

Comments:

- 11:34 starting to see a few companies start to tweet but personal, not auto-tweets.
- 11:37 Starting to see a surge of Literary tweets again.
- Average amount of tweets – mainly personal. Seems Twitter is playing up for some people.
- 11:47 – Auto tweets are noticeable again from Museums/news. Tweeters are RTing.
- 11:50 Local tweets are on a surge (#Shropshire)

12:00 – 12:30 342 Total tweets

Key People:

- American Museums
- Science
- Personal

Wow – a surge of tweets. Various from American Museums, science and general tweets



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big_ben_clock, [+] Tue 27 Sep 12:00 via TTYtter (big_ben_c

Comments:

- 12:07 Auto tweets from local/national news, (New York Times, HuffPost).
- 12:10 starting to see more Americans come on. General tweets. Conversations developing.
- 12:20-12:25 Engaging conversations (lunch break?). Some auto tweets but minimum.

12:30 – 1:00 287 Total tweets

Key People:

- All

Comments:

- WOW – the time to tweet
- Swinging towards literary hour with authors/writers, publishers tweeting.
- 12:35-12:40 steady street of random tweets with auto-tweets being scheduled around 12:39 from various (literary, news, etc).

1:00 – 1:30 342 Total tweets

Key People:

- Museums
- Personal

Comments:

- 1:02 Art/museums are starting to tweet more. Asking engaging questions.
- Lunch time tweets – invokes conversations on what people are eating, etc.
- Also seeing more stance being taking. Opinions on current news, politics, BAE closing etc are being seen. [Watercooler talk]
- American business and companies are starting to come online with balance of engaging and business tweets.
- 1:09 Literary tweets again
- 1:10 News tweets being pushed out again.
- 1:20 Lots of lunch time tweets. Weather, tv, general rants.
- 1:22 Auto-tweets for news, RTs of items from earlier.
- 1:26 a flurry of tweets, mainly engaging tweets and conversations with minimum autotweets. Nice relaxing time.

1:30-2:00 279 Total tweets

Keep People:

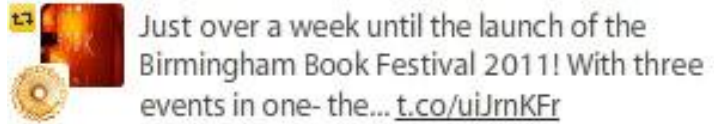
- Various/International

Comments:

- Huge influx of International tweets/RTs
- 1:35 Literary tweets take over again. Reviews, new books, conversations
- **1:35 I tweeted: Why do you Tweet?**
- 1:45 Continue succession of literary American tweets. RTs still occurring from earlier tweets. Not much engagement.



Lord_Sugar, [+] Tue 27 Sep 13:30 via web



BhamBookFest, (RT by brumculture), [+] Tue 27 Sep 13:30

and



chrisewan, [+] Tue 27 Sep 13:45 via TweetDeck

- 1:50 British Museum seems to be the only taking advantage of the quiet period when personal tweeters are online.



britishmuseum, [+] Tue 27 Sep 13:52 via TweetDeck

one

2:00-2:30 261 Total Tweets

Key People:

- Museums/International

Comments:

- 2:00 A lot of diverse tweets. Personal, museums, literary, American. Engaging conversations happening between twitters.
- 2:10 British cultural/museums are starting to tweet more now.
- Lunch break is over ☺
- Steady stream of AutoTweets sprinkled with personal tweets.
- 2:14 Personal tweets
- 2:20 Museum tweets (American and International). Offering tickets, tweets on new exhibitions.
- Arts and Cultural blogs
- News autotweets
- Sprinkled with personal tweets.
- 2:27 Push of Literary tweets and personal tweets

2:30-3:00 312 Total Tweets

Key People:

- Literary
- Personal



I was going to tell you all about my Ikea purchases, but that bloody Ed Miliband has completely upstaged me.

Comments:

© Biggreenbooks, [+] Tue 27 Sep 14:37 via TweetDeck

- 2:30 A surge of literary tweets from America and UK.
- 2:35 Tweets on blog and reviews are big at this time. The self selling hour.
- 2:36 – Talks turn to politics as Ed Milliband speaks live on air.
- 2:43 personal tweets with publishers also tweeting
- 2:45 – 2:50 Museum time. American/Canadian museums getting more active along with International market. Publishers are tweeting but museums take over.
- 2:51 Link to Ed Milliband talk went down so lots of tweets

3:00 -3:30 308 Total Tweets

Key People:

- Americans
- Science

Comments:

- Americans are starting to post more. News auto-tweets every 15 minutes.
- Science and technology tweets

3:30 – 4:00 336 Total Tweets

Museums

Travelling

Newsfeed

Literacy competition rts

4:00 – 4:30 345 Total tweets

Lots of personal tweets again

Engagement

France

American

4:30 – 5:00 310 tweets

Sm tweets - engaging

France – engaging

News tweets – auto tweets

Personal tweets - engaging

Museums - auto tweets

Gets quiet near 5

5:00 – 5:30 405 Total tweets

At 5 a huge surge comes through. Personal tweets – non-engaging at first

Publishing in the states

Auto Tweets



5 Free Online Tools to Create Your Own Infographics: <http://ow.ly/6FQun> (via @ellyssa)

○ CILIPinto, [+] Tue 27 Sep 17:00 via HootSuite



Win a Festival T-shirt w 30 mouse clicks & bring 60 underserved students to the Expo at the same time. Learn how <http://ow.ly/6ElZ2>

○ USAScienceFest, [+] Tue 27 Sep 17:00 via HootSuite



Any plans for this Friday lunchtime? We'll be chatting with artist Ryan Gander in the ICA Studio t.co/jzLnGbZ5

○ ICALondon, [+] Tue 27 Sep 17:00 via TweetDeck



Excellent blog - Invigorate teaching & learning with graphic novels!! t.co/7oS0Ynq9 - @Hedzie

○ scottishbktrust, [+] Tue 27 Sep 17:00 via ConnectTweet

5:06 Publishes on both side of the Atlantic are vying for attention. Not seeing a lot of engagement

5:20 Tate asked

Who or what is YOUR inspiration to create?
#inspired

○ Tate, [+] Tue 27 Sep 17:20 via HootSuite

More engaging tweets are noticeable from all sectors. In depth conversations.

5:30 – 6:00 447 Total Tweets

Engaging tweets fill over from end of last section. Conversation still going

Literary auto tweets

American Museums are tweeting more now

UK/ International

6:00 – 6:30 340 Total Tweets

US taking over tweets more with

Noticing more publishers in the states (primarily New York) tweeting. Trying to engage with their followers.

6:15-20 Some museum and news feeds but interesting to watch as sector topics start to develop more. Current topics are libraries and education.

Hashtag games are starting to be seen now.

Informative tweets are sprinkled throughout the day.

6:30 – 7:00 313 Total tweets

Information tweets coming quickly at the beginning of half hour again.
More conversations seen between followers.

American museums still going strong (not seeing much engagement).

6:40 – news auto tweets

[See journalist online but wonder if any news group that engages with followers?]

6:45 – 6:55 Trend leans toward family tweets now. Activities, ideas and blogs.

Main tweets are personal with sprinkle of business/professional.

Nice to start seeing tweets that have interested people through out the day but they couldn't tweet at the time.

7:00 - 7:30 281 Total tweets

Personal tweets and RTs still main tweets at beginning of the hour.

7:15 and personal tweets still main focus.



TWITTER - To Write Interesting Tidbits To Engage Response

jonnygeller, [+] Tue 27 Sep 19:22 via Twitter for BlackBerry®

(When I asked if I could use this tweet, he did respond 😊)

7:30 – 8:00 300 Total tweets

Slowest start of the timeframe.

@SDMA tweeted an engaging tweet but other tweets are random or RTs.

7:37 – Personal conversations and tweets pick up. Engaging time of the evening with spurts of Informative tweets from American



Get to know Friday's #litchat guest host @susanorlean, author for several book, including RIN TIN TIN. www.litchat.net

LitChat, [+] Tue 27 Sep 19:41 via TweetDeck

7:47

Real surge of personal tweets

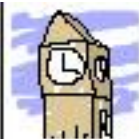
Americans are using twitter most at this point (publishing and app companies mainly)

Majority of tweets continue to be personal, engaging conversations.



Fell asleep in the bath. Didn't drown. Rather glad. Probably one of the more banal near-death-experience stories.

MelWilliamson, [+] Tue 27 Sep 19:50 via web



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big_ben_clock, [+] Tue 27 Sep 20:00 via TTYtter (big_ben_c

End of 12-hour case study session.