

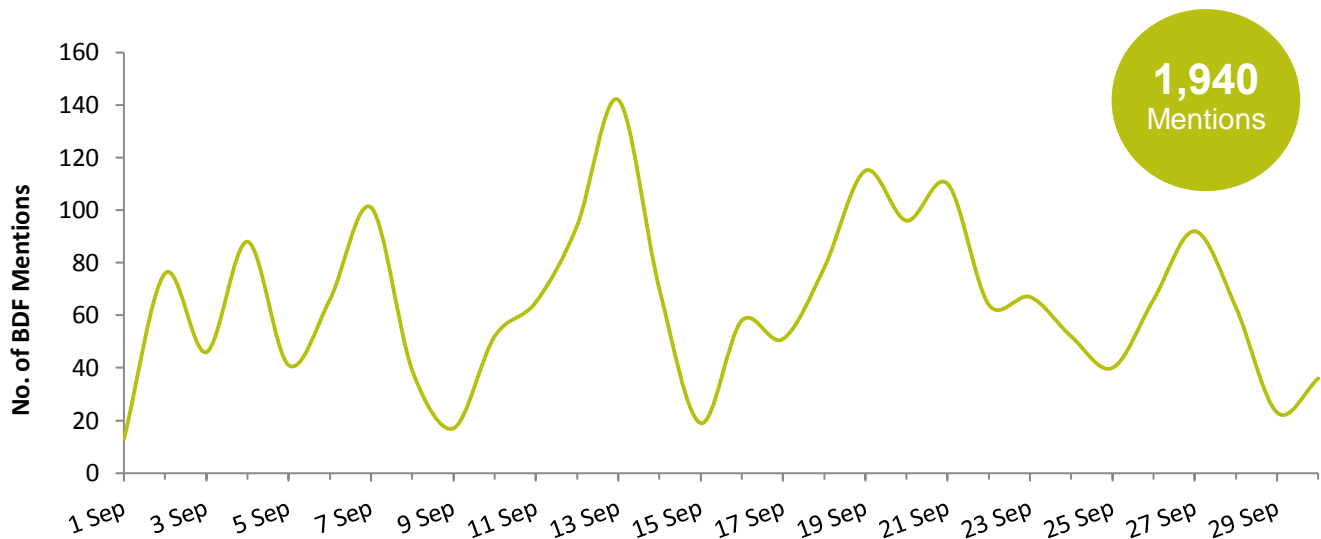


# **2012 Brighton Digital Festival**

## **October 2012**

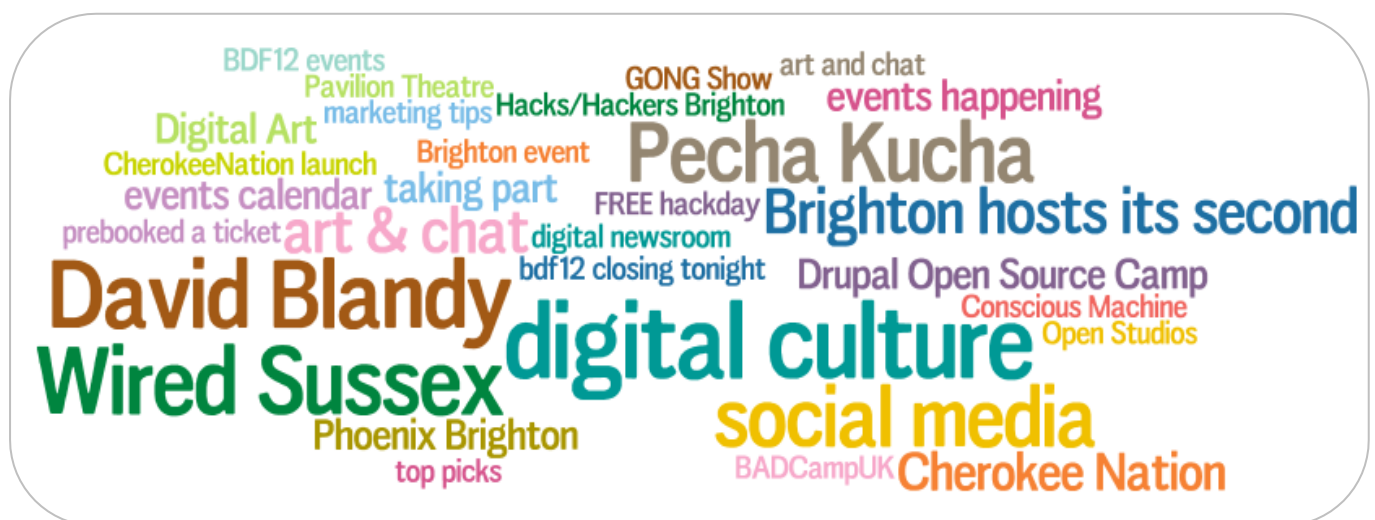
# 2012 Brighton Digital Festival

Tracking mentions of 'Brighton Digital Festival', #bdf12 and #bdf2012 on all social media



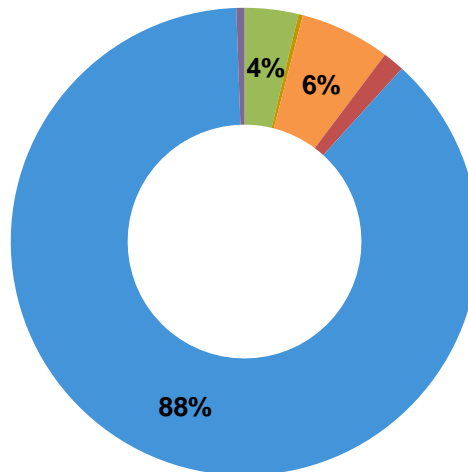
- Brighton Digital Festival (including the official festival hashtags - #bdf12 and #bdf2012) was discussed fairly regularly on social media throughout the month.
- The biggest conversation peak was experienced on the 13<sup>th</sup> September, triggered by both the end of the Brighton Digital Marketing Festival, and the approaching Drupal weekend event.

## Topics within conversation



- The cloud above shows common terms within conversation about Brighton Digital Festival.
- Many of these are names of specific events, though venues and speakers also feature.

## Page type and prominent posts



■ Blog ■ Forum ■ General ■ News ■ Twitter ■ Video

- The vast majority (88%) of BDF conversation took place on Twitter.
- The festival attracted tweets from influential Twitter users, the most followed of whom was MP Caroline Lucas. Other influential tweeters mentioning the event included [@andybudd](#) (27,890 followers), [@aral](#) (17,786) and [@brightonargus](#) (13,919).

“ RT @merlincita: RT  
@WiredSussex: Here's the crew  
getting ready for Pixel Pyros  
#BDF12 launch! Go @seb\_ly!  
[pic.twitter.com/cdHWQZZ0](https://pic.twitter.com/cdHWQZZ0) ”



**Caroline Lucas**

[@carolinelucas](#) (46,284 followers)

**607,358**

**followers were potentially  
reached by tweets about BDF**

- The Festival was also mentioned on several high-profile news, events and entertainment sites, including *The Guardian*, *The Argus*, *SFX* and *This is Sussex*.

“ Digital Festival, Brighton, Sat to 30 Sep  
A mix of digital hi-jinks, discussions and family-friendly events like the iSpy Family Treasure Hunt. ”



**The Guardian**, [guardian.co.uk](http://guardian.co.uk), 57M visitors per month

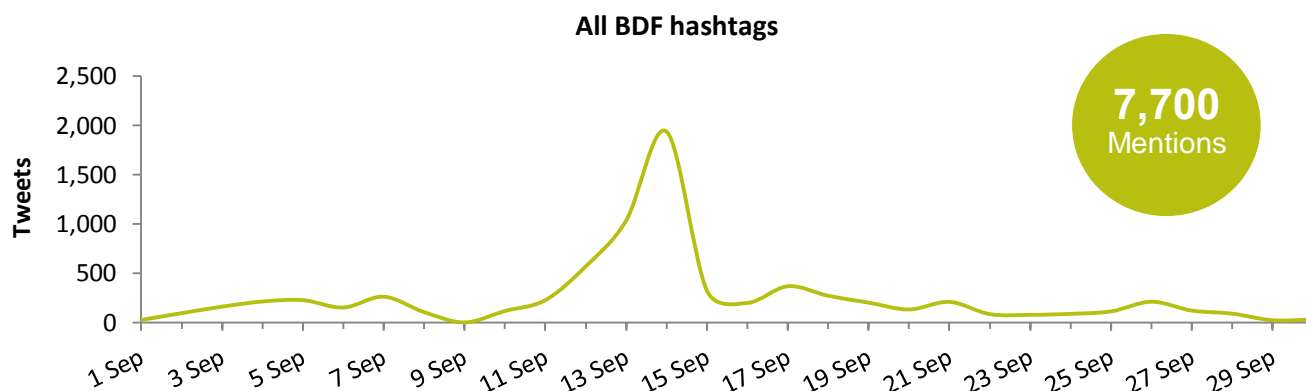
“ Brighton Digital Festival 2012 opened with a computerised bang this week with a digital fireworks display.”



**The Argus**, [argus.co.uk](http://argus.co.uk), 810k visitors per month

# 2012 BDF Event hashtags

Tracking mentions of specific event hashtags on Twitter (incl. #bdf12/#bdf2012)



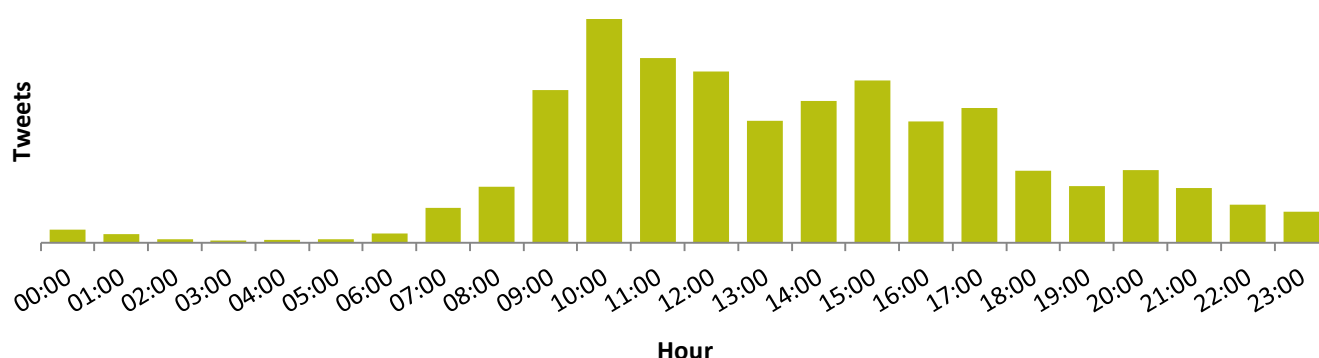
Tweets about specific BDF events potentially reached

3,845,297 followers

Common emotive terms within event conversation



Popular times of day for tweeting



- Twitter users tended to tweet about BDF events in the morning, between 9am and midday, and also at mid-afternoon.
- A fair amount of tweets were also posted in the evening, suggesting that attendees continued to discuss the day's events after leaving (as well as attending evening events).

## Most used event hashtags:

Event	Hashtag	No of tweets	Potential reach	Tweet with furthest reach
BrightonSEO	#brightonseo	3,565	1,647,966	<a href="#">@travelmagazine</a> (492,823)
Brighton Digital Marketing Festival	#bdmf12 and #bdmf	1,042	287,378	<a href="#">@jeremyspiller</a> (47,088)
Reasons to be creative	#r2bcreative	396	667,652	<a href="#">@eyemagazine</a> (479,880)
Open Studios 2012	#openstudios and #openstudios2012	271	74,186	<a href="#">@create</a> (9,881)
dConstruct	#dconstruct	160	324,257	<a href="#">@adactio</a> (150,271)

- **BrightonSEO** was the event that experienced by far the highest number of tweets using its hashtag – with even more tweets throughout the month than for the official BDF hashtag.
- This resulted in a large peak in conversation on the 14<sup>th</sup> September.

**5% of tweets**  
including an event hashtag  
also included the **#bdf12** or  
**#bdf2012** hashtag

“ Attending #BrightonSEO conference.  
(@Brighton Dome w/ 28 others) [pic]:  
<http://4sq.com/QKG004> ”



**Travel Magazine**

[@travelmagazine](#) (492,823 followers)

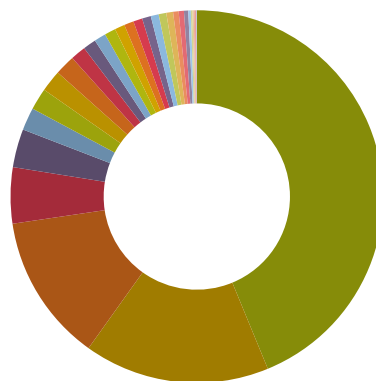
“ You'll like this. A lot. RT @whitehatmedia:  
WHM Blog: #BDMF - Search and Social  
Finally Marry <http://bit.ly/RwwHCJ> ”



**Jeremy Spiller**

[@jeremyspiller](#) (47,088 followers)

## All hashtags



#brightonseo	#BDF2012	#bdmf	#r2bcreative	#openstudios	#dconstruct
#Drupal	#bmmf	#f1f12	#brightonfuse	#ctvbrighton	#creativejs
#wsbrewed	#Supermorriso	#pixelpyros	#cherokeenation	#ireality	#madeinbrighton
#byob	#pechakucha	#pixelplaytime	#shesaysbtn	#hhbtn	#filmshow&tell
#dropboxdesignmashup	#streamout	#Acumedia	#brightonsf	#opusericardium	#mindthegap
#newcabs					