# myspace.jpgfacebook.jpg

# twitter.jpg

# Social Media Analysis

**Researched and Written By:**

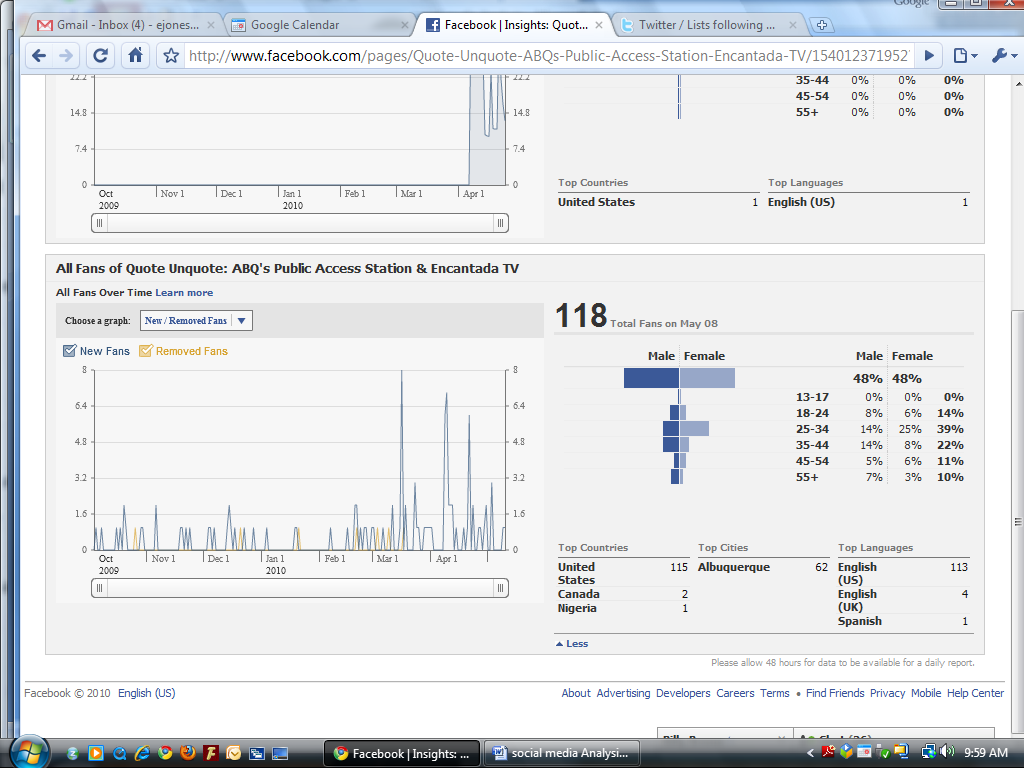
**Erica Jones, VISTA Outreach & Development**

**May 21, 2010**

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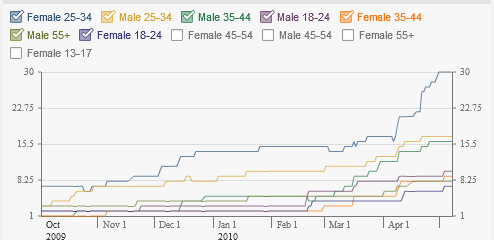
**Facebook**

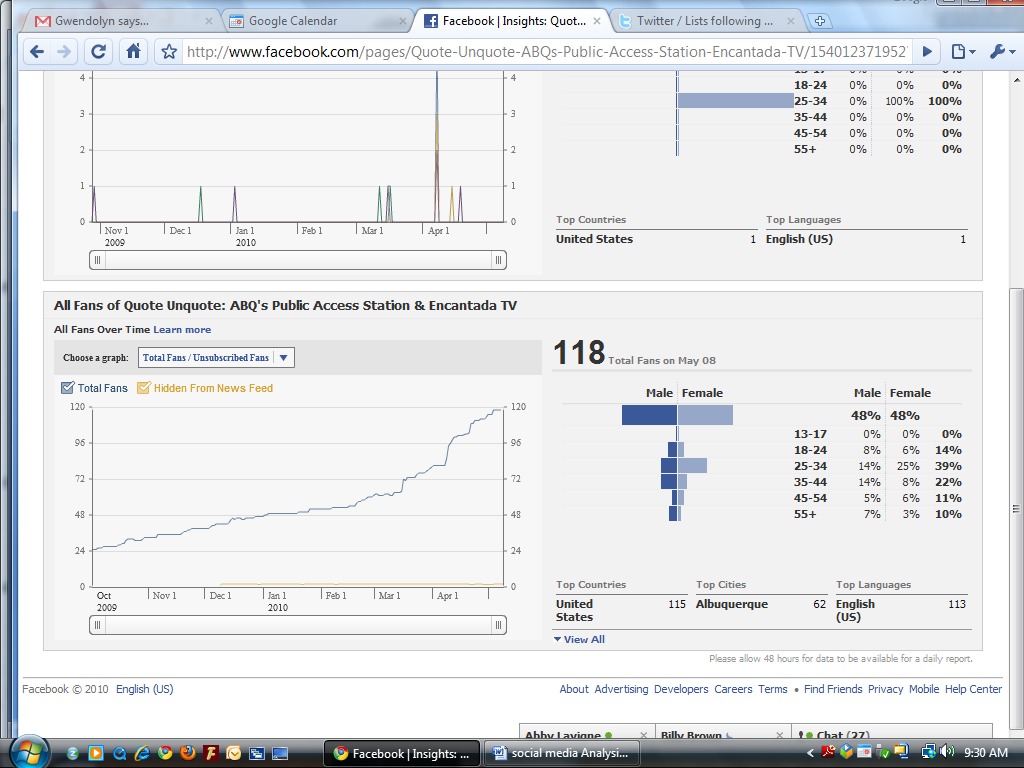
|  |  |
| --- | --- |
| ***Total # of Fans with***  ***Quote…Unquote, Inc*** | ***Demographic Information***  ***(Gender Breakdown)*** |

***General Geographic Breakdown***

***Overall Demographics of Quote…Unquote Fans from***

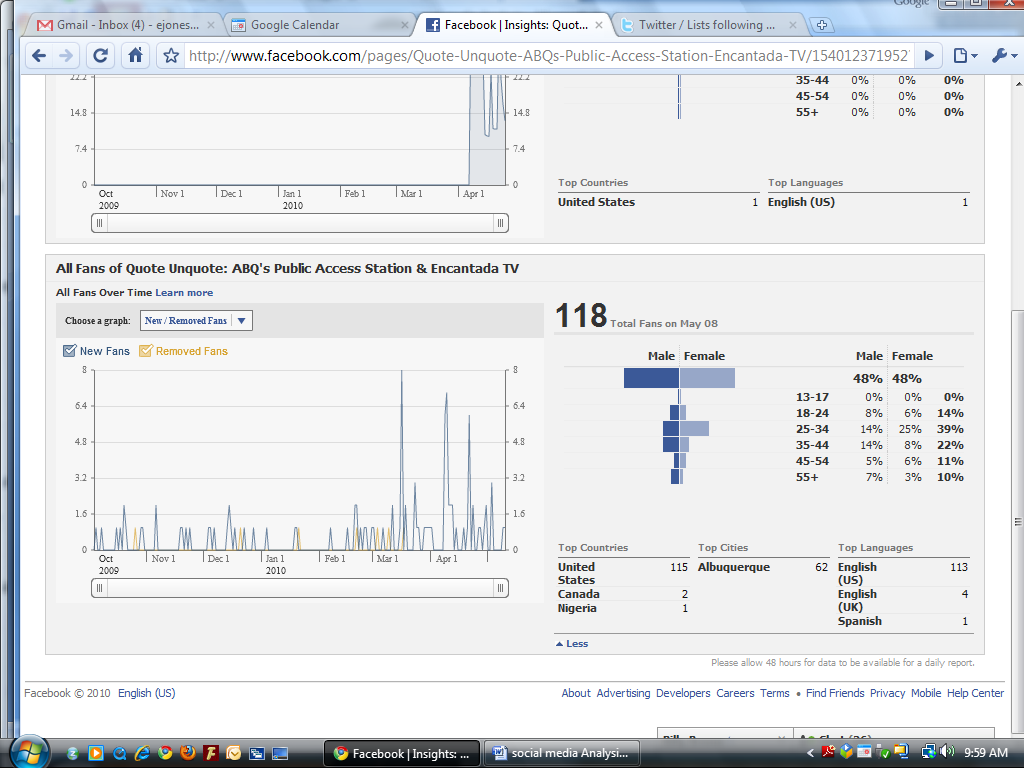
***October 2009—May 2010***

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***Evolution of Quote…Unquote Facebook Fans from October 2009—May 2010***

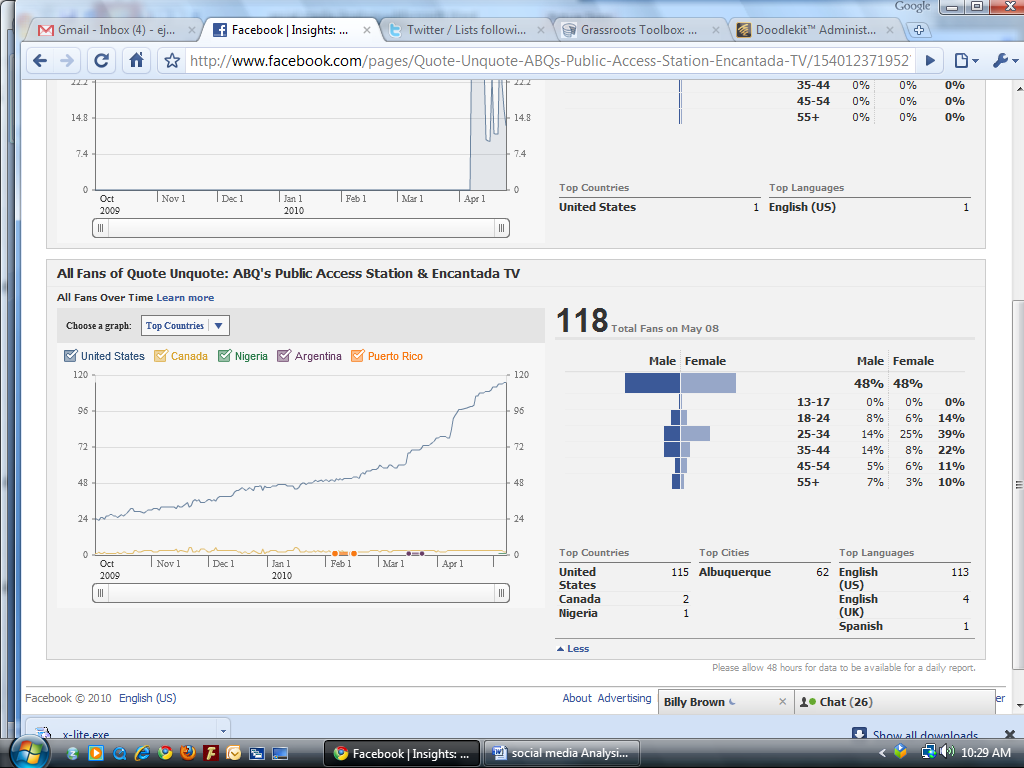
**Conclusion**: There is a strong correlation between the first e-newsletter that was sent out in March 2010 and an increase in our Facebook fan subscribers. It is evident that the number of fans has contniued to grow since March 2010. Additionally, in the April 1st e-newsletter, there was an increase in fans who joined the QUQ facebook.

***Total Range of New and Removed Fans of***

***Quote…Unquote Fans from October 2009—May 2010***

**An increase of new fans right after the first e-newsletter was sent out in March 2010**

***Top Countries of Quote…Unquote Fans***

***from October 2009—May 2010***

**Myspace**

**Total Number of Followers: 235**

**Total Profile Views: 4451**

Myspace Demographic Breakdown

Myspace Category Breakdown

Myspace Geographic Breakdown-*NM*

Myspace Geographic Breakdown

*Top US States*

**Twitter**

***General Information of Quote…Unquote Fans***

***from October 2009—May 2010***

**Total Number of Followers: 43**

|  |  |  |
| --- | --- | --- |
| [http://a1.twimg.com/profile_images/635517580/Zia1_normal.gif](http://twitter.com/AroundABQ)  [*AroundABQ*](http://twitter.com/AroundABQ)Your lists:  [http://a1.twimg.com/profile_images/793694348/DSCN0009_normal.JPG](http://twitter.com/AlbuqOldTown)  [*AlbuqOldTown*](http://twitter.com/AlbuqOldTown) *Albuquerque Old Town*  [http://a3.twimg.com/profile_images/277294811/BigBen_normal.jpg](http://twitter.com/JamesHallinan)  [*JamesHallinan*](http://twitter.com/JamesHallinan) *James Hallinan*  Your lists:  [http://a1.twimg.com/profile_images/284070380/LOGO-K_normal.jpg](http://twitter.com/oldtownabq)  [*oldtownabq*](http://twitter.com/oldtownabq) *Old Town Albuquerque | Albuquerque, NM USA*  [http://s.twimg.com/a/1274144130/images/default_profile_1_normal.png](http://twitter.com/ggiron75)  [*ggiron75*](http://twitter.com/ggiron75) *Greg Giron*  Your lists:  [http://a1.twimg.com/profile_images/798024686/ahhh677_normal.PNG](http://twitter.com/AhhAlloutsushi)  [*AhhAlloutsushi*](http://twitter.com/AhhAlloutsushi) *AHHH | Albuquerque NM*  Your lists:  [http://a1.twimg.com/profile_images/656689524/Maresa072_normal.jpg](http://twitter.com/maresa9)  [*maresa9*](http://twitter.com/maresa9) *Maresa Thompson , ABQ, NM*Your lists: | [*votergirl*](http://twitter.com/votergirl) *Julia Goldberg | Santa Fe, NM* Your lists:  [http://a1.twimg.com/profile_images/235231066/HPIM2563-crop_enhans_normal.jpg](http://twitter.com/LindaJasminNM)  [*LindaJasminNM*](http://twitter.com/LindaJasminNM) *Linda Jasmin | Belen, NM*  Your lists:  [http://a1.twimg.com/profile_images/662748912/special_envoy_normal.jpg](http://twitter.com/brownberets_nm)  [*brownberets\_nm*](http://twitter.com/brownberets_nm) *BrownBeretsNewMexico | Rio Abajo Area, NM*  Your lists:  [http://s.twimg.com/a/1274144130/images/default_profile_2_normal.png](http://twitter.com/dcmbrflwr)  [*dcmbrflwr*](http://twitter.com/dcmbrflwr) *Louise McBey*  Your lists:  [http://a3.twimg.com/profile_images/531573413/Classroom_3_normal.jpg](http://twitter.com/CommunityClasRm)  [*CommunityClasRm*](http://twitter.com/CommunityClasRm) *ITVS | San Francisco ,CA*  [http://s.twimg.com/a/1273620457/images/default_profile_0_normal.png](http://twitter.com/miramiraahn)  [*miramiraahn*](http://twitter.com/miramiraahn) *Mira Allen*  Your lists:  [http://a1.twimg.com/profile_images/599295994/Photo_29_normal.jpg](http://twitter.com/mariemuniz)  [*mariemuniz*](http://twitter.com/mariemuniz) *Marie Muniz*  Boston | Your lists:  [http://a1.twimg.com/profile_images/459782708/HelloMetrosquare_normal.jpg](http://twitter.com/Albuquerquecom)  [*Albuquerquecom*](http://twitter.com/Albuquerquecom) *HelloAlbuquerque.com | Albuquerque, NM*  Your lists:  [http://a3.twimg.com/profile_images/753302409/index_03.jpg_normal.jpeg](http://twitter.com/saubin50)  [*saubin50*](http://twitter.com/saubin50) *Stacy Aubin | Merrimack Valley*  Your lists:  [http://a3.twimg.com/profile_images/407585707/11_normal.jpg](http://twitter.com/crystalariana)  [*crystalariana*](http://twitter.com/crystalariana) *Crystal Gonzales | New Mexico*  [http://a3.twimg.com/profile_images/291069461/oldtownempori_normal.jpg](http://twitter.com/oldtownemporium)  [*oldtownemporium*](http://twitter.com/oldtownemporium) *Chad Henderson | Old Town Albuquerque*  [http://a3.twimg.com/profile_images/908663929/carlosedit3_normal.jpg](http://twitter.com/iCarlosD)  [*iCarlosD*](http://twitter.com/iCarlosD)  Your lists:  [http://a1.twimg.com/profile_images/263285338/DSC_0017_normal.JPG](http://twitter.com/Bagon)  [*Bagon*](http://twitter.com/Bagon) *Brian Bagon | Albuquerque*  Your lists: |

**Conclusion/ Re-Cap**

Quote…Unquote social media networks have been active for on average, about 1 year and have clearly seen an increase in its fan base on all three social media networking outlets: Facebook, Myspace and Twitter.

***Activity of Social Media Networks***

Based on the interactive features and perhaps the specific fans on the Facebook fan page, there is slightly more dialogue between the QUQ administrators and the fans as well as between the fans themselves. Facebook fans tend to respond to articles, events and updates with their opinions and feedback which indicates that some fans are directly navigating to our fan page to check on updates. For example, in response to a QUQ admin posting about current news re: moving to a new facility, the dialogue below illustrates an example of interactive communication between QUQ admin post and the QUQ Facebook fans:

[**Ordo Dei Imperceptus**](http://www.facebook.com/profile.php?id=100000816394058)

Right on, I'm glad that you guys are staying put for now!

[**Tobyriffic J**](http://www.facebook.com/tobyriffic.j)

woo hoo!!!

[**Dennis Harroun**](http://www.facebook.com/dharroun)

More George Carlin please! Thanks for being TRULY about free speech in all its glory!

It is a positive step to have this level of response on Facebook, although, communication would be better enhanced if QUQ fans were posting more links, articles and even initiating more posts (rather than being more of the responders, even though there are a few fans who do post their own information on the “wall”).

Myspace appears to be more of a platform for the “friends” of QUQ to do their own promotion for their organization, business and/or themselves. Therefore there is less communication interpersonally on Myspace. This is a positive step, seeing Myspace fans come to the QUQ Myspace to post links and upcoming events, however, unlike Facebook, Myspace isn’t utilized as an interactive communication platform. Clearly, Myspace has different usages for its users vs. Facebook subscribers.

Twitter is more of a “status update” type of social networking site. There appears to be little room for interaction between those who become fans of QUQ, although twitter fans can subscribe to the QUQ RSS feed (which cannot be determined if and who are subscribing, if they are). Fortunately, whenever the QUQ Facebook status is updated, this is also automatically pulled as a feed to update the Twitter status (and visa versa) which is incredibly helpful. Although, if certain information does not necessarily apply to some of your Twitter users, then it is important to monitor both social networks and modify as needed.

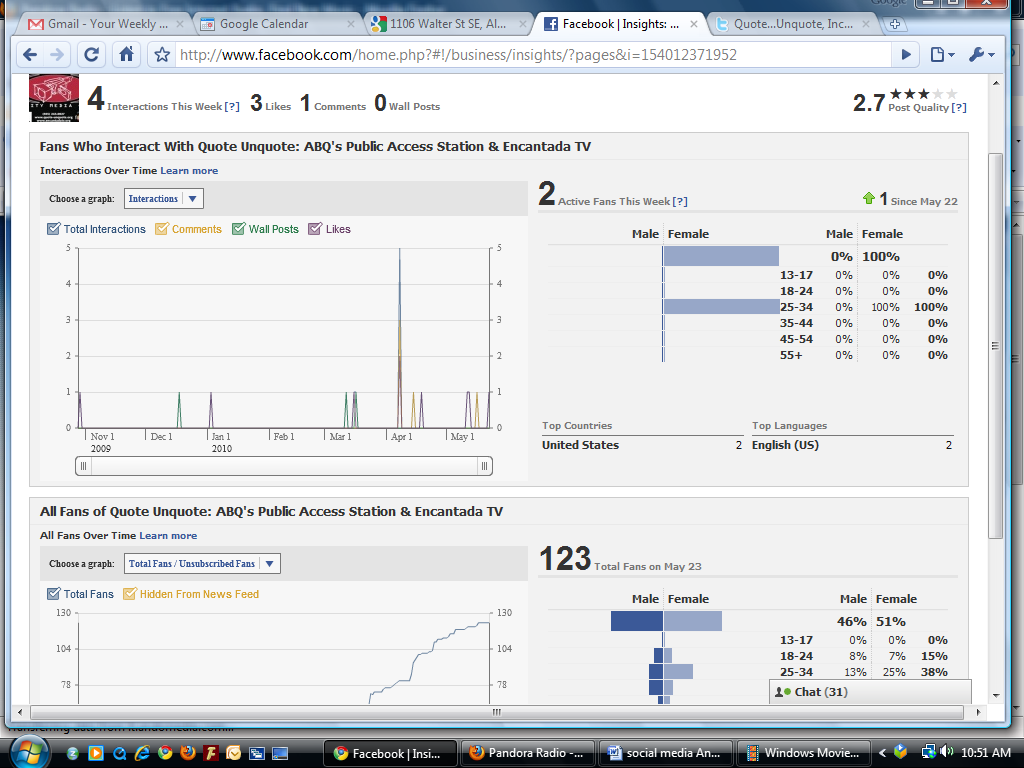
******Due to additional advanced methodical features on Facebook, there is more data available to do a more thorough evaluation of the subscribers, their demographics and their interactions (See Figure 1). This information is certainly helpful when evaluating the success of the social network site. You can also better market information & events to your fans.

Figure 1 Facebook Demographic Information

***Gender & Age Dynamics***

For Facebook users, there is an equal proportion of male to female users (48% to 48% respectively) with males being the majority in the 18-24 (14% male and 8% female) & 35-44 age ranges, whereas females are the majority in the 25-34 age range (14% male & 25% female). Overall the bulk of our FB users fall under the 25-34 age bracket (39%).

As for Myspace users, the males dominate all the different age groups, with the females being the minority. Overall, there are 61 females and 114 males and 60 people who did not identify their gender. The two largest categories where the most total number of users fall under are the 30-35 age group with a total number of 39 users (28male & 11 female) and the 40+ age group with a total number of 69 people (42 male & 27 female). This is different from Facebook in the sense that the majority of the users were younger, in the 25-44 bracket (58 users out of 118 users), whereas the majority of the Myspace users are typically older, in the 35+ bracket (108 users).

Twitter user information is not as comprehensive, or made readily available as Myspace & Facebook users information is, therefore, gender and age demographics is inconclusive.

***Geographic Information for Facebook, Myspace & Twitter Users***

Facebook users are primarily residing in the US (115 users), specifically in Albuquerque, NM (62 users), although there are some international users from Argentina, Canada, Nigeria, and Puerto Rico. Myspace users are primarily in the US with 155 of 243 users living in Albuquerque and 26 users living in other towns/cities within New Mexico. There are a few users living in California & Texas, as well as internationally in Australia & Mexico. More than 75% of QUQ Twitter users live within New Mexico.

***General Comments***

Overall, all three social networks are continuously expanding their fan base internationally (through joining via e-newsletter, website, or just searching through the network) and as the fan base increases, so does the alliance, communication and general support. The demographic for each social network is serving different unique communities, as the age and gender demographics are diverse. Although, a majority of all three social networking sites user’s reside within New Mexico, primarily in Albuquerque. These are excellent resources to utilize in conjunction with other mediums, not as a sole resource but as a supplement to emails, e-newsletters, website updates, mass emails, etc.