

webcontxt



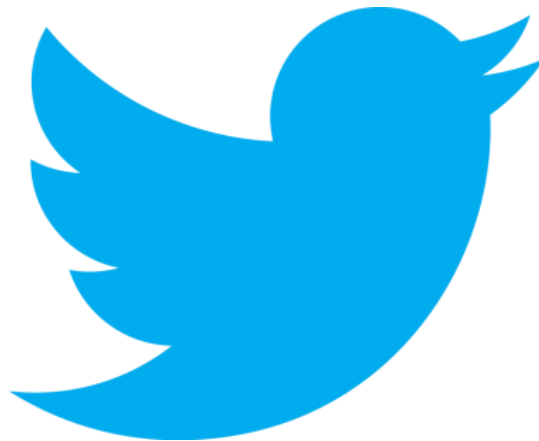
4th December 2014
India Habitat Centre, New Delhi

Manthan Award

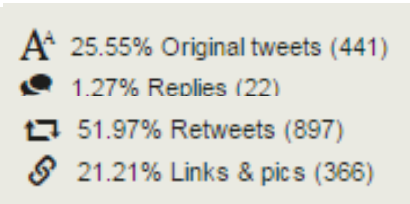
Digital Innovation Summit & Expo

On-Site Social Media Report

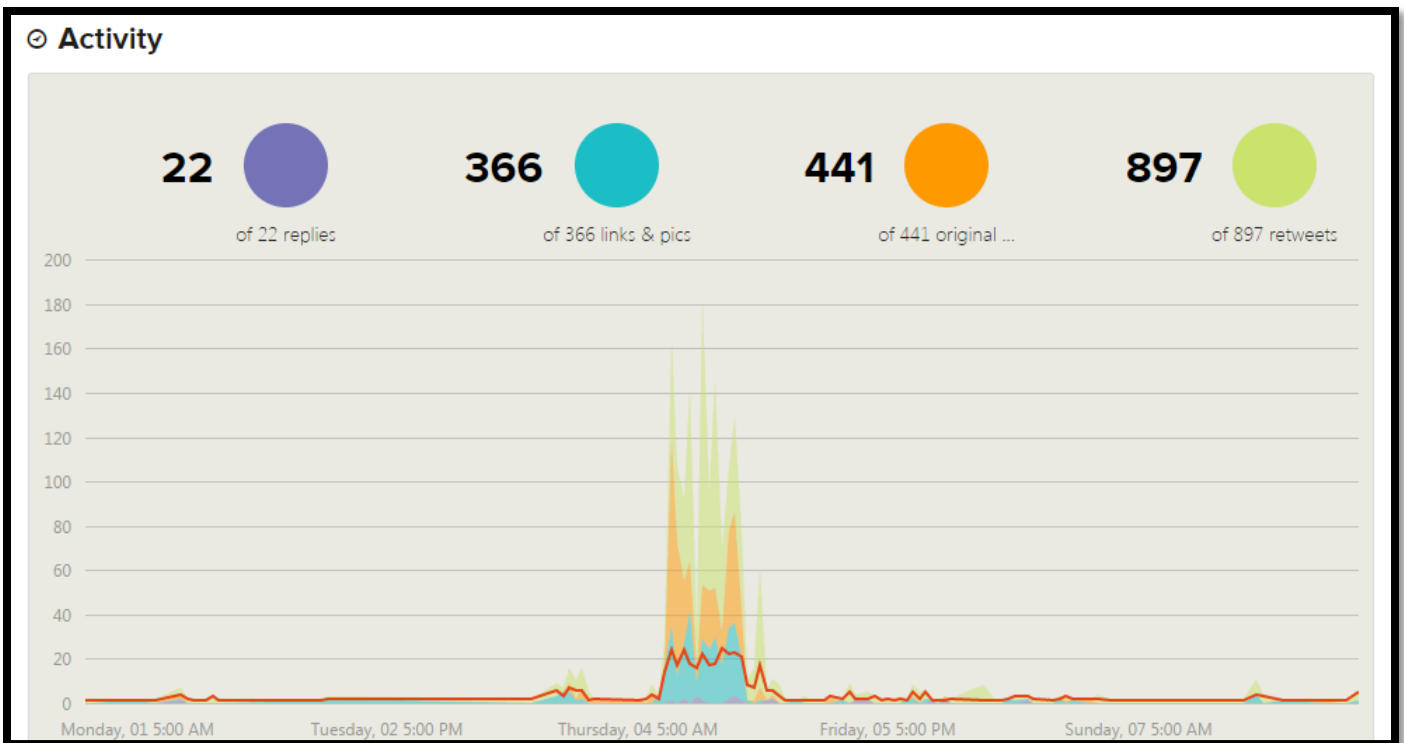
4th December, 2014



A. Overview:



Impacts: The numbers of times someone has seen the hashtag.
Reach: Number of unique users that have seen the hashtag.
Followers per contributor: The average number of followers per contributor in the hashtag.
Contributors: Number of twitter users that sent a tweet or a RT using the hashtag.
Tweets per contributor: The average number of tweets sent per contributor.
Links & Pictures: Number of tweets containing a link or a picture with the hashtag.

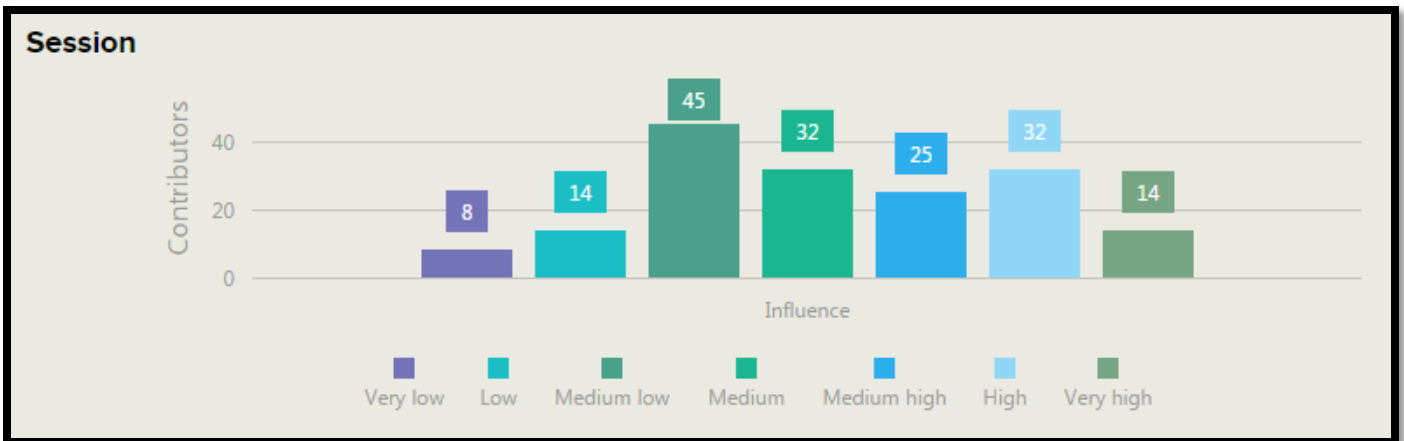


- A Considerable increase in the interactions on twitter during the event.
- #Manthan14 received total of 807 tweets with text, links or pic.



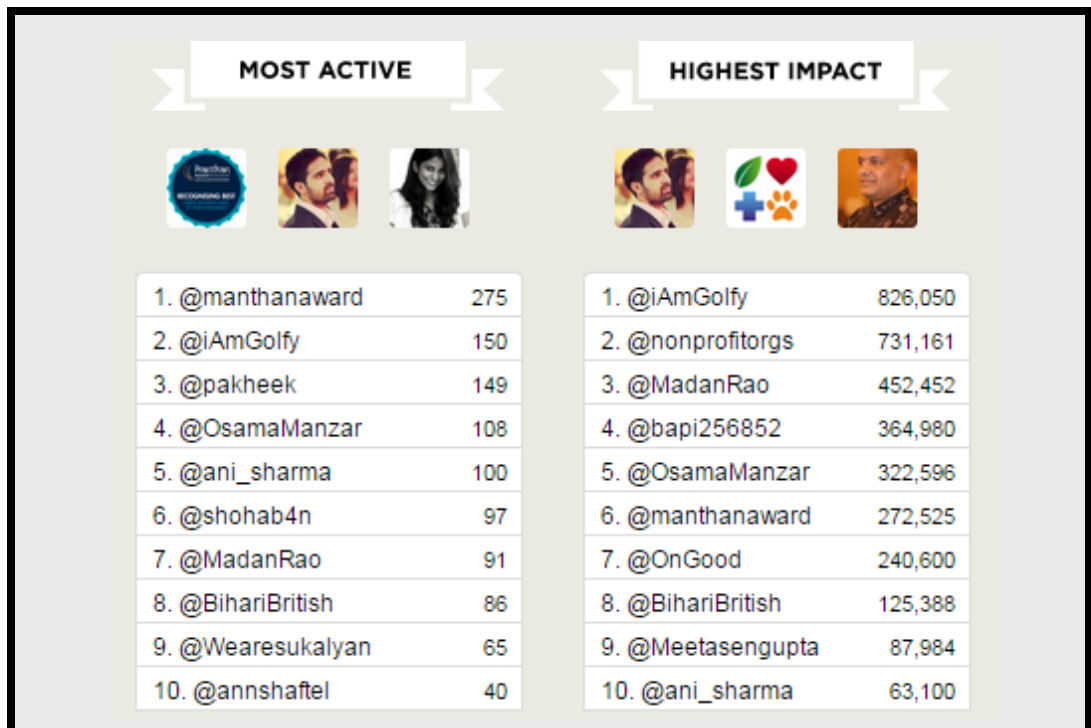
B. Contributors:

a. **Contributors Influence:** Influence created by the participants on the twitter.



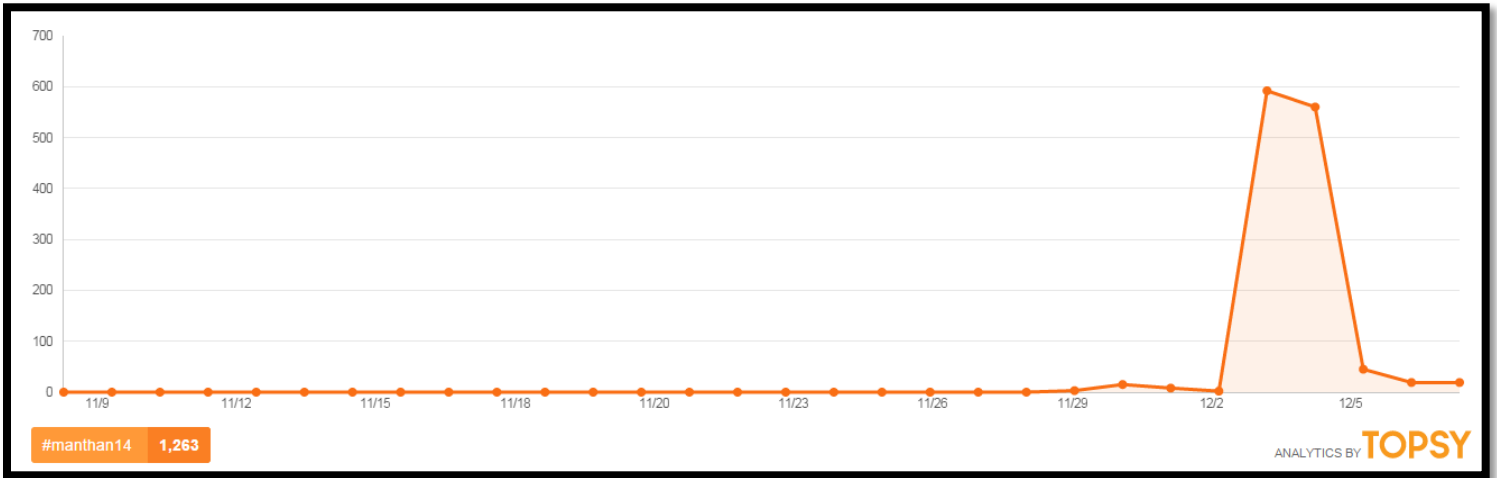
- 14 contributors with low influence (from 10 to 50 followers)
- 45 contributors with medium-low influencer (from 50 to 200 followers)
- 32 contributors with medium influence (from 200 to 500 followers)
- 25 contributors with medium-high influence (from 500 to 1000 followers)
- 32 contributors with high influence (from 1000 to 5000 followers)
- 14 contributors with very high influence (more than 5000 followers)

b. Top Contributors:

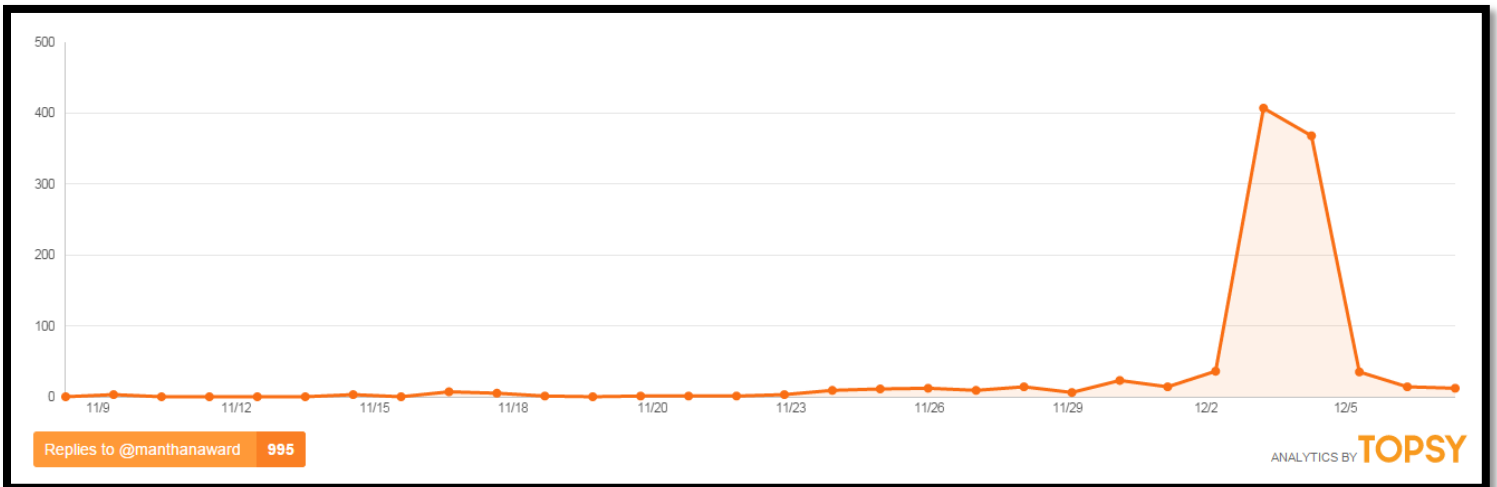


C. Tweets

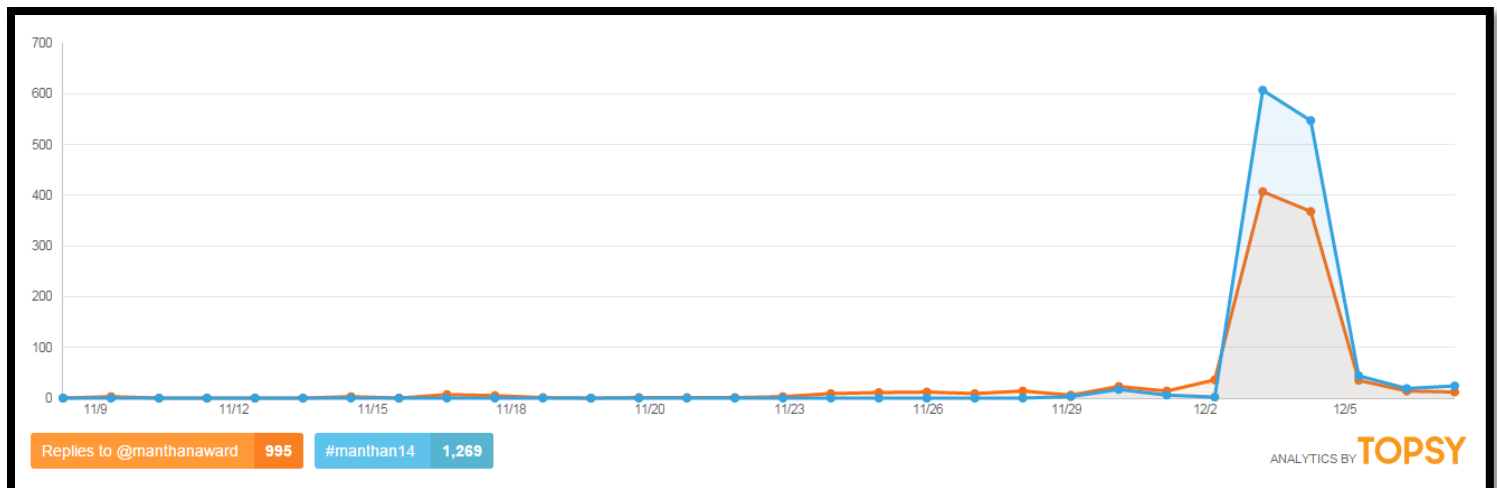
a. With #Manthan14 (8th Nov to 8th Dec)




b. With @ManthanAward




c. With @ManthanAward & #manthan14



D. Top Tweets:

 **OnGood** @OnGood · Dec 4
A HUGE thank you to @OsamaManzar & the @DEFIndia team for organizing the 11th annual @manthanaward! Truly inspiring & fruitful. #Manthan14


7 6

 **Madanmohan Rao** @MadanRao · Dec 4
Up next: localisation of Khan Academy in Sri Lanka. Free and open source. (National Institute of Education, Sri Lanka) #Manthan14

6 2

 **irfan ahmad** @irfanahmad · Dec 4
Our travel app for Pakistan chutti.pk wins the runners up prize at the Manthan Awards #Manthan14 in New Delhi @irhal We are on a roll!

4 1

 **OnGood** @OnGood · Dec 4
A HUGE thank you to @OsamaManzar & the @DEFIndia team for organizing the 11th annual @manthanaward! Truly inspiring & fruitful. #Manthan14

7 6

 **Change.org India** @Change4India · Dec 4
.@preethiherman on how people bridge the governance gap at @manthanaward #Manthan14



9 1

 **Citizen Matters** @citizenmatters · Dec 4
This is Citizen Matters' 6th award in 6 years..Yayyy! Here's our co-founder @meerak picking up the award. #Manthan14



6 4

 **Anadi Sharma** @ani_sharma · Dec 4
iHelmet & @DigiMonastery won special awards for digital contribution. #Manthan14
Madanmohan Rao, Manthan Award, DEFIndia and OsamaManzar



8 3

E. #Manthan14 in Pictures: (On Twitter)

