



\$TWTR

TWITTER IPO CONVERSATION ACROSS THE SOCIAL WEB

The Twitter IPO drove impressive volume on social media the day the social network's stock launched. On November 7th, in the process of transforming from a private company into a public one, there were almost 183K mentions of the IPO across the social web. It was a highly polarized discussion, nearly even in its breakdown of positive and negative sentiment toward the public offering. Those doing the talking tended to be male, in the top 5 percentile level of university education, and were more likely to have made over \$100K per year.

BATTLE OF THE IPOs: TWITTER VS FACEBOOK

Twitter's IPO garnered shockingly similar levels of social activity to that of rival Facebook.



182,263

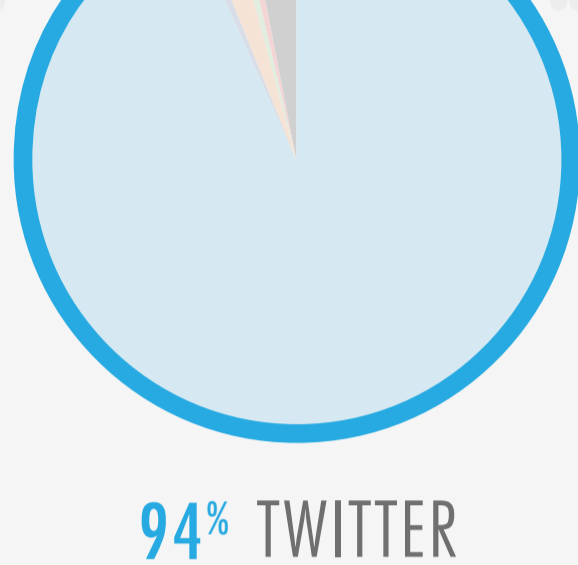
183,853

2.11 posts per SECOND

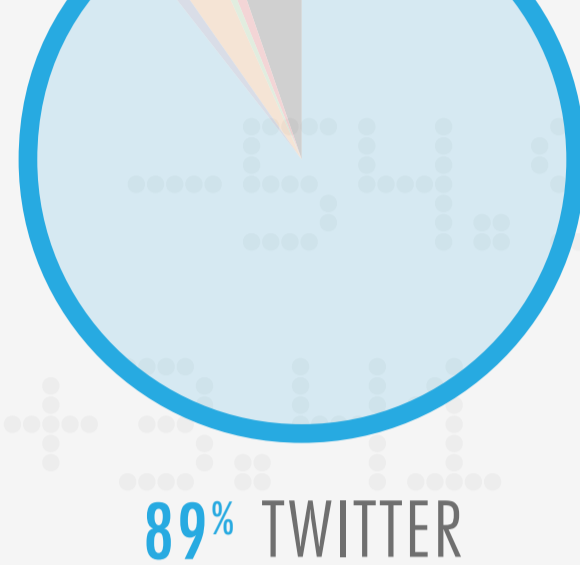
126.6 posts per MINUTE

2.12 posts per SECOND

127.2 posts per MINUTE



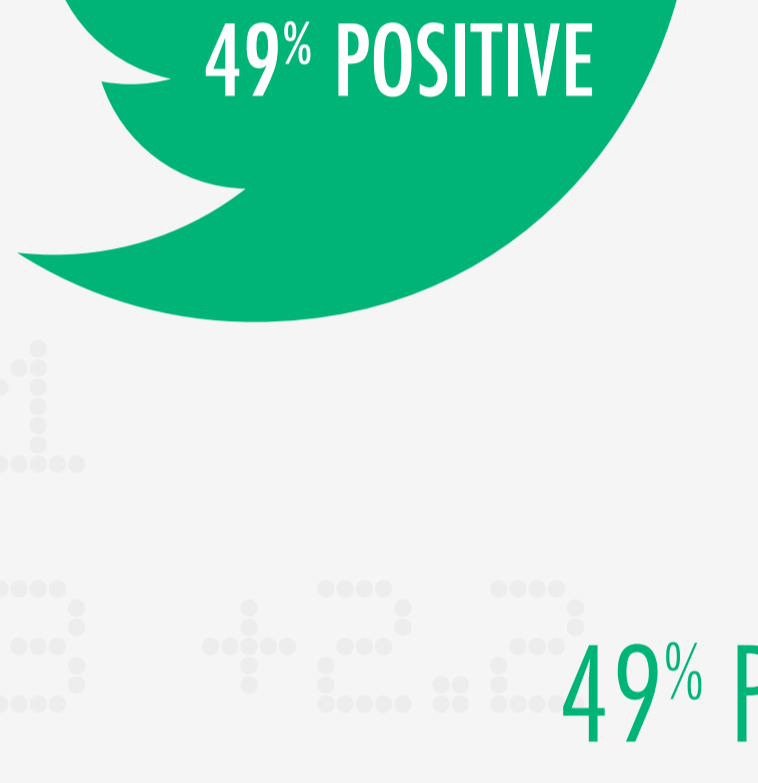
94% TWITTER
<1% FACEBOOK
2% BLOGS
<1% COMMENTS
<1% FORUMS
3% NEWS



89% TWITTER
1% FACEBOOK
3% BLOGS
<1% COMMENTS
1% FORUMS
5% NEWS

SOCIAL MEDIA SENTIMENT: IPO LOVERS AND HATERS

The Twitter IPO data showed a polarized conversation with a near even split among those who favored the IPO and those against it.



49% POSITIVE



51% NEGATIVE

49% POSITIVE

EXCITED ABOUT IPO/ CONGRATS TO TWITTER



These posts congratulated Twitter, or one of the founders of Twitter, on their initial public offering.

"Congrats, Twitter peeps. Stoked for you!! #TwitterIPO" @WilloLovesYou, Twitter

PRICING NEWS



Users in this category shared Twitter stock price news and were most engaging during the announcement of the initial price and when the price soared above \$50 per share.

"Twitter sets IPO price at \$26 per share http://t.co/6pLL4BnQ1" @HuffingtonPost, Twitter

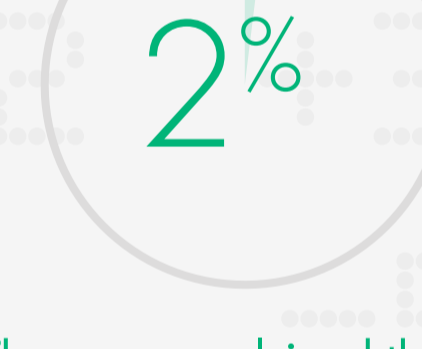
COMPARISON TO FACEBOOK



These users commented on how Twitter's IPO had measured up to Facebook's IPO and how it avoided some of Facebook's initial problems.

"What dream listing for #TwitterIPO! #TWTR. Did wonderfully well to avoid the FB like fiasco. Well done!" @SufiyanSarguroh, Twitter

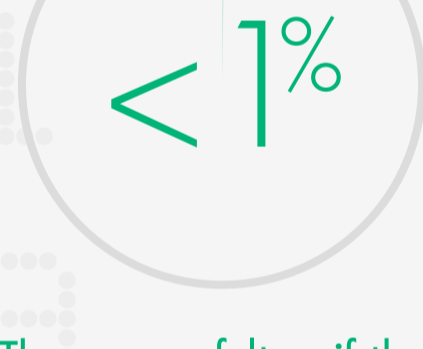
I BOUGHT \$TWTR



These users exclaimed that they had bought Twitter stock and posted what price they paid as well as how many shares they bought.

"Just bought a tiny amount of stock in @Twitter (TWTR). Work hard.@ev, @jack, @origul & @cltom! I'm mad jealous of your options." @museumnerd, Twitter

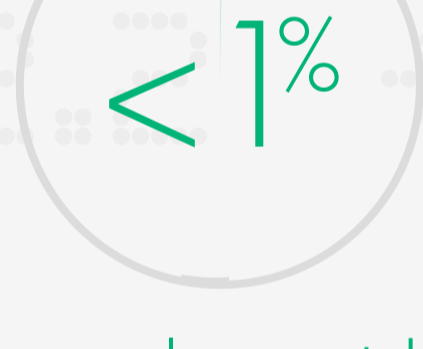
SHOULD HAVE BOUGHT \$TWTR



These users felt as if they could have turned a profit by buying stock and missed out on an opportunity.

"Should have bought some @twitter shares hey? Damn! #ipo #twitteripo #twitter who bought any?" @OmarSeaShepherd, Twitter

SUGGESTIONS TO INVEST

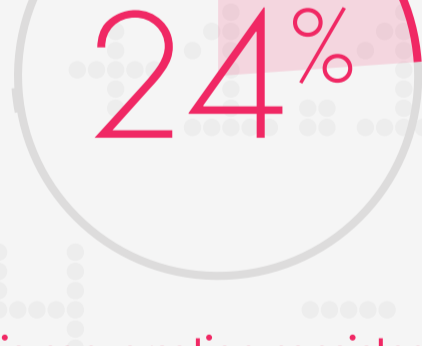


These people commented on how Twitter was a good investment and that Twitter would be successful in the long run.

"How many of you are gonna invest in this #TwitterIPO? I don't play the stock market, but I believe in this platform." @Rand_Getlin, Twitter

51% NEGATIVE

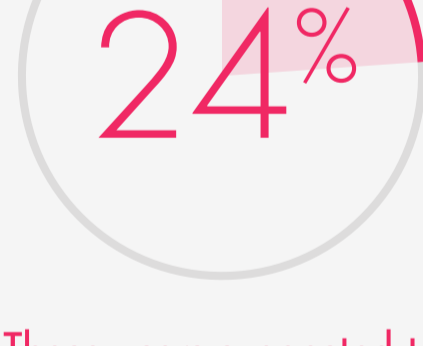
\$TWTR IS OVERVALUED



This conversation consisted of people who believed the price of Twitter's stock was too high and that they believed that Twitter money was not worth that much money at that point in time.

"RT @carlquintanilla "Right here, today, it's too expensive." - @jonsteinberg, on \$TWTR. @CNBC #twitterIPO" @michaelhayes, Twitter

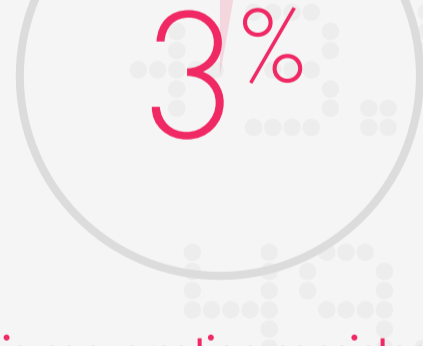
SUGGESTIONS NOT TO INVEST



These users suggested to either wait on the stock to see if it was a good idea to buy later on or to not buy the stock at all.

"RT @WSJ_@fmanjoo: Three reasons why now isn't a good time to invest in Twitter. http://t.co/uUQ4CRXwJA #TwitterIPO" @AusNewsTweeter, Twitter

WORRIED ABOUT IPO/ WARNING TO USERS

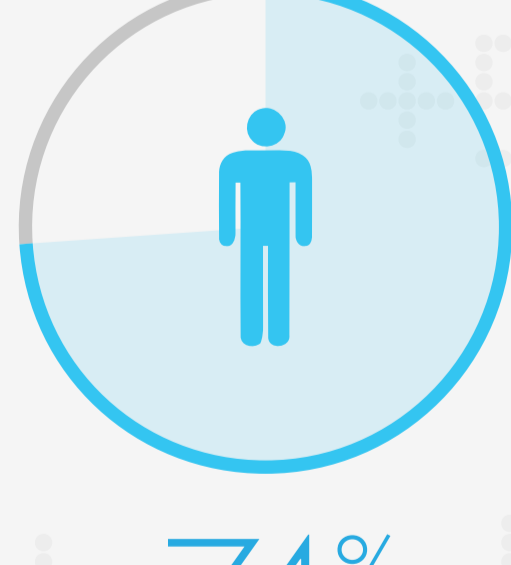


This conversation consisted of people who warned their followers that problems existed with Twitter and that it may not be worth the investment.

"RT @PhMai Maybe Twitter's is not for everyone? IPO Doesn't Mention 651 Million Users Who Abandoned Twitter http://t.co/rnKCNyDncB" @jessehirsh, Twitter

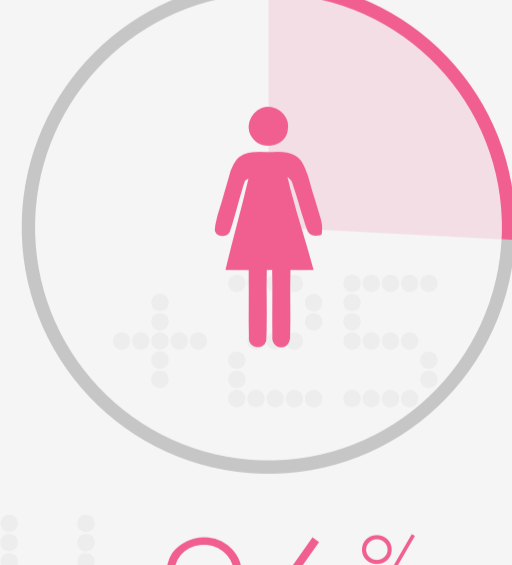
WHO'S DOING THE TALKING?

MEN



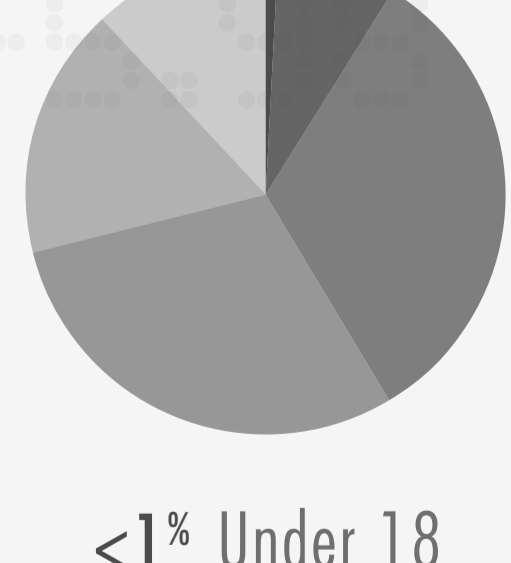
74%

WOMEN



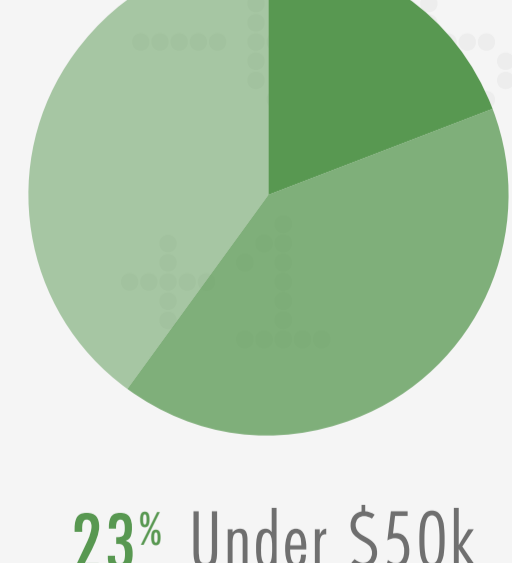
26%

AGE



<1% Under 18
8% 18 to 25
33% 26 to 35
30% 36 to 45
17% 46 to 55
12% Over 55

INCOME



23% Under \$50k
49% \$50k - \$100k
48% Over \$100k
The consumer audience that tweeted about the Twitter IPO were 1.2X more likely to have an income over \$100k.

14.7x MORE LIKELY TO BE A HEAVY USER OF SOCIAL MEDIA

44.4x THE AVERAGE NUMBER OF SOCIAL CONNECTIONS

4.1x MORE LIKELY TO GO TO A TOP 5 PERCENTILE UNIVERSITY

POWERED BY

