

1/24/2011 **Twitter Study**

Companies (Every third name with random starting point)	Twitter Presence ?	No. of Tweets at time of Survey	Name of Tweeter?	Posting Frequency? (hourly, daily, weekly, less often)	Content description	No. of followers?	Lists following this site	No. of Twitter channels being followed by this channel
<b>Chevron</b>	1	854	1	daily	Corp news, PR initiatives, marketing messages	6,188	354	197
<b>ConocoPhillips</b>	1	174	-	daily	Job listings, PR messages	2,135	150	17
<b>JP Morgan Chase &amp; Co</b>	-	-	-	-	-	-	-	-
<b>Citigroup (CityJobTweets)</b>	1	-	-	hourly	Job listings	-	-	-
<b>General Motors (GM blogs)</b>	1	5,251	1	daily	Blog content	19,275	1,455	6,949
<b>CVS Caremark (CVS pharmacy)</b>	1	2,757	-	hourly	Sales Promotions	16,202	566	4,300
<b>UnitedHealth Group (5 channels)</b>	1	159	-	daily	Healthcare job news	948	23	948
<b>AmerisourceBergen</b>	-	-	-	-	-	-	-	-
<b>Archer Daniels Midland</b>	-	-	-	-	-	-	-	-
<b>Target (@targetdailydeal)</b>	1	539	-	daily	Sales Promotions	117,419	1,717	29
<b>Johnson &amp; Johnson</b>	-	-	-	-	-	-	-	-
<b>Microsoft (four channels)</b>	1	2,567	1	hourly	Product news, company news	153,317	10,040	308
<b>Goldman Sachs Group</b>	-	-	-	-	-	-	-	-
<b>Lowes (three channels)</b>	1	2,304	-	daily	DIY news, some corporate news	15,539	710	12,103
<b>Best Buy (three channels)</b>	1	2,892	-	hourly	Sales promotions, corporate news	143,222	2,839	531
<b>Sears Holdings</b>	1	2,766	-	hourly	Sales promotions	51,591	840	2,694
<b>MetLife</b>	-	-	-	-	-	-	-	-
<b>Freddie Mac</b>	-	-	-	-	-	-	-	-
<b>Walt Disney</b>	1	1,257	-	daily	Movie publicity	120,953	4,762	74
<b>FedEx (two channels)</b>	1	233	-	weekly	Corporate news	2,079	76	738
<b>Aetna</b>	-	-	-	-	-	-	-	-
<b>Caterpillar</b>	1	887	-	daily	Corporate news, product news	6,906	341	44
<b>General Dynamics</b>	-	-	-	-	-	-	-	-
<b>Coca-Cola (four channels. Two in Spanish)</b>	1	20,933	-	hourly	Messages to fans	190,135	9,717	65,369
<b>Abbott Laboratories</b>	-	-	-	-	-	-	-	-

One channel tabulated

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<b>Sunoco (One in Japanese.)</b>	-	-	-	-	-	-	-	-
<b>Fannie Mae</b>	-	-	-	-	-	-	-	-
<b>Delta Air Lines</b>	-	-	-	-	-	-	-	-
<b>Tyson Foods</b>	-	-	-	-	-	-	-	-
<b>TIAA-CREF (Two channels)</b>	1	2,197	-	daily	news, product news, corporate news	1,604	82	1,557
<b>Massachusetts Mutual Life Insurance</b>	-	-	-	-	-	-	-	-
<b>Express Scripts</b>	-	-	-	-	-	-	-	-
<b>Publix Supermarkets</b>	1	1,452	-	daily	Job listings	1,926	67	38
<b>Exxon Mobil</b>	1	441	-	daily	Corporate news, opinion, energy facts	4,323	228	119

One channel tabulated

Count	34	34	34	34	34	34	34	34
Total	18	17	3			17	17	17
Percent total to count	53%	50%	9%			50%	50%	50%
Total number of tweets		47,663						
Total number of followers						853,762		
Total number of lists following site							33,967	
Total no of channels following								96,015
Average number of tweets/channel		1,402						
Median tweets per channel		80						
Average number of followers						25,111		
Median number of followers						474		
Average number of lists following channel							999	
Median number of lists following channel							12	
Average number of channels this channel is following								2,824
Median number of channels this channel is following								9
Number of hourly posters				6				
Number of daily posters				10				
Number of weekly posters				1				
Percent hourly posters				18%				
Percent daily posters				29%				
Percent weekly posters				3%				