

SOCIAL MEDIA REPORT  
START UP SPAIN  
ESADE MADRID SEPTEMBER 2012

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## About the Event

Name: Start Up Spain – A view from outside

Date: September 26 2012

Theme: Entrepreneurs from Spain working in US share experience and insight

Speakers:

- **Alfons Sauquet**, Dean, ESADE Business School
- **Javier Santiso**, ESADE Business School, Director, ESADE Centre for Global Economy & Geopolitics
- **Iñaki Berenguer**, Founder & CEO, Pixable (New York)
- **Alfonso Villar**, Founder & CEO, PlaySpace (Mallorca)
- **Matías de Tezanos**, Founder, PeopleFund (Miami), Investor, Playspace (Mallorca)
- **Adeyemi Ajao**, Founder & CEO, Identified (Palo Alto)
- **Iker Marcaide**, Founder & CEO, PeerTransfer (Boston)
- **Tyler Sosin**, Associate, Accel Partners (San Francisco), Investor, PeerTransfer (Boston)
- **Luis Sanz**, Co Founder, Olapic (New York)
- **Ben Lin**, Managing Partner, Greats Oaks (New York), Investor, Olapic (New York)
- **Luisa Alemany**, Director, ESADE Entrepreneurship Institute, ESADE Business School
  
- **Marcos Alves**, Co Founder & CEO, Eltenedor.es (Madrid)
- **Roger Casals**, Founder & CEO, Passwordbank (Palo Alto)
- **Miguel Ángel Díez**, Founder & CEO, Red Karaoke (Palo Alto and Logroño)
- **Koldo García**, Co Founder, The Mad Video (San Francisco)
- **Rebeca Minguela**, Co Founder, Blink Boorking (Madrid)
- **Carlos Polo**, Founder & CEO, Doooments (Bilbao)
- **Xabier Uribe-Etxebarria**, Founder & CEO, Anboto (Palo Alto and Bilbao)
- **Álvaro López-Medrano**, Co Founder & CEO, InToTally (Madrid)

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## Social Media Impact

Concept	Numbers
<b>FACEBOOK</b>	
Facebook Posts	3
Facebook Reach *	2322
Facebook Engage**	473
Facebook PTA***	106
<b>TWITTER</b>	
New Followers	133 (between 25 and 27 Sept)
Organic Followers	
Twitter hashtag use	784 tweets sent on 26 Sept using hashtag
Twitter hashtag RTs	622 Retweets on 26 Sept
Twitter hashtag mentions	94 tweets using hashtag mentioned on 26 Sept

Hashtag reach ****	<b>534,646 followers</b>
Tweets sent by ESADE	71 tweets using hashtag sent on Sept 26
Trending*****	
<b>LinkedIn</b>	
Posts	2
Impressions – total times viewed	2677
Engagement	12 likes, clicks

\*Average number of people who have seen posts about Start Up Spain

\*\* Number of unique people who clicked a link on a post about Start Up Spain

\*\*\* Number of unique people who have created a story about Start Up Spain (liked/shared)

\*\*\*\* Trending on Twitter: Twitter calculates Trending Topics using its own algorithm to identify topics that see a sudden very sharp increase in tweets in a short period of time. They are not necessarily the most widely discussed topic (generic debates: love, hate and other generic hashtags would dominate). A topic usually trends for around 40 minutes to an hour.

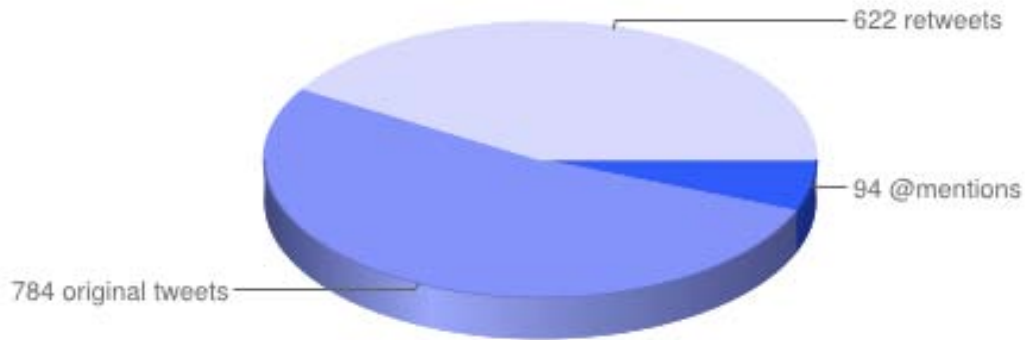
#startupspain trended on Twitter on 26<sup>th</sup> in Spain.

*Sources: Sproutsocial; Facebook Insights; Hashtracking, LinkedIn*

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1,500 tweets generated 3,102,968 impressions, reaching an audience of 534,646 followers within the past 24 hours

Calculated from up to about 1500 tweets | Generated Thu Sep 27 2012 00:46:49 GMT+0200 (CEST)



### Top 10 by number of tweets

1. montesgan: 74
2. esade: 71
3. managersmag: 66
4. start\_up\_spain: 52
5. movistarpro\_es: 43
6. frdelpino: 34
7. javieraragon: 32
8. thinkbig\_es: 28
9. mundospanish: 27
10. forumimpulsa: 27

## Top 10 by number of impressions

1. [esade](#): 807,128
2. [movistarpro\\_es](#): 338,582
3. [jesusencinar](#): 198,651
4. [rui](#): 172,029
5. [enriquedubois](#): 152,175
6. [thinkbig\\_es](#): 147,224
7. [jpiedrahita](#): 83,208
8. [managersmag](#): 72,402
9. [javieraragon](#): 69,056
10. [mundospanish](#): 68,040

Impression = total number of tweets from that account x followers.  
Followers may or may not have seen these tweets.

Assuming all followers of all accounts saw all the tweets sent using the hashtag #startupspain, our full potential reach on Sept 26 was:  
*3,102,968* impressions

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## Conclusions

Start Up Spain was a great success on Twitter, trending within an hour of the start, and reaching more than half a million accounts via 1,500 tweets.

The conversation on Twitter continued on 27<sup>th</sup> September.

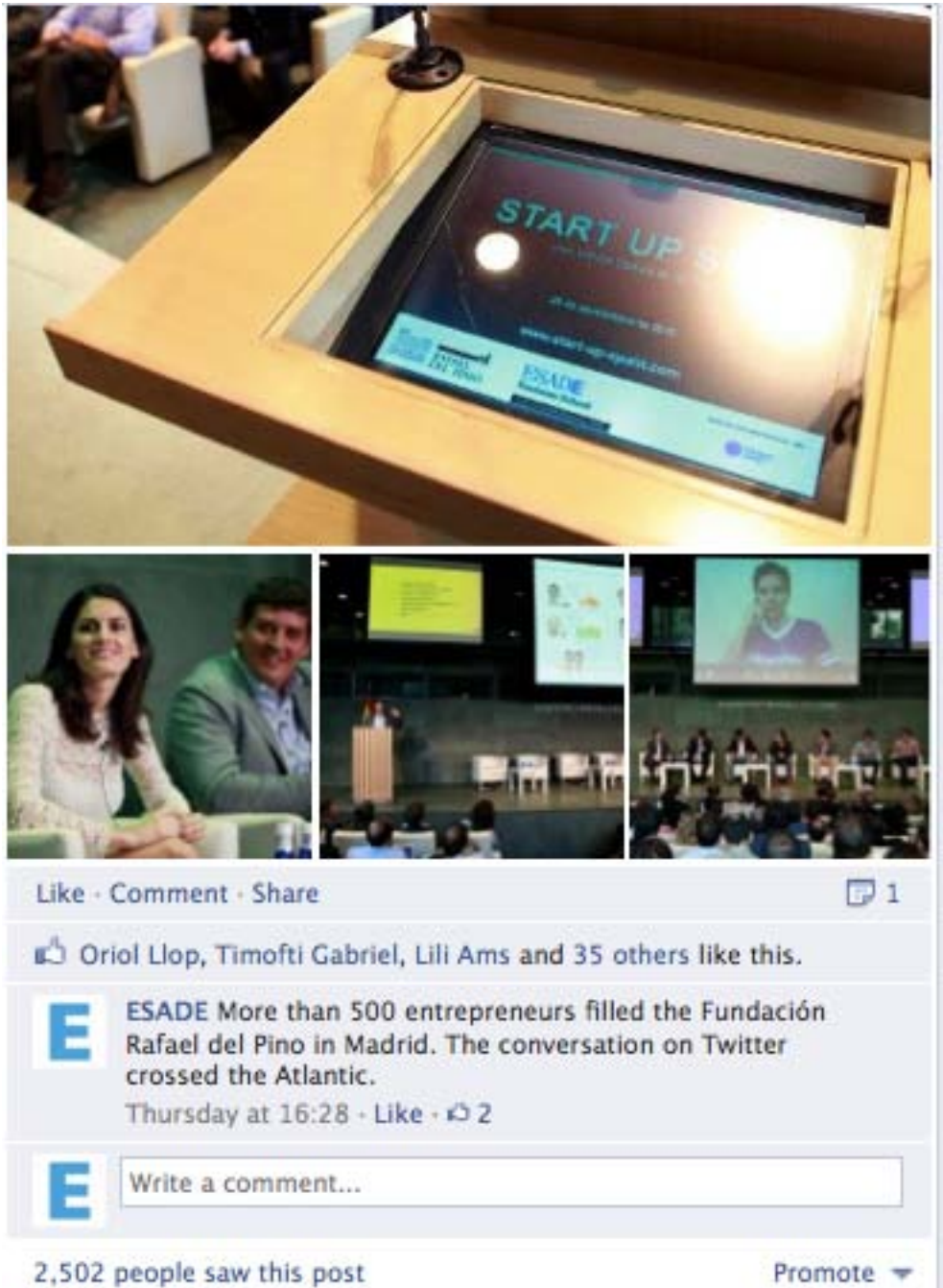
For the next event, it would be a good idea to:

- Ensure that the Twitter handles of ALL speakers are clearly visible on a screen at all times with their photograph and the handle of their business. This will expedite conversation with them.
- PC for tweeting
- Only one troll seen on the tweet roll. It is unnecessary to filter tweets – Visible Tweets is a good tool.
- Post more on FB before event – in Eng & Sp.
- Post a post-event Quote/s from tweets.
- Sync with hashtracking before the event for a full report.

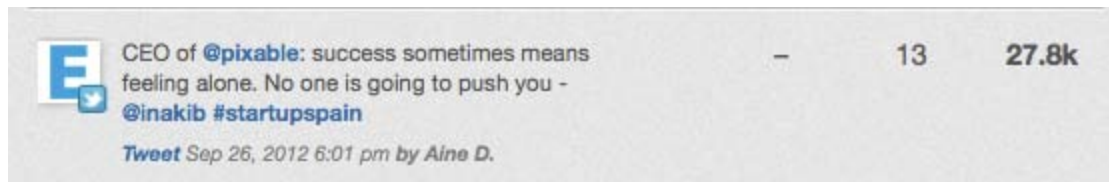
FOLLOW UP: Follow the ponentes and evangelists on Twitter – create a list Start Up Spain

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Screen grabs FB and Twitter



Shares and likes within the album also.



CEO of @pixable: success sometimes means feeling alone. No one is going to push you - @inakib #startupspain

13 27.8k

Tweet Sep 26, 2012 6:01 pm by Aine D.

This is a screenshot of a tweet. On the left is a profile picture of a blue 'E' with a white speech bubble containing a blue bird icon. The text of the tweet is 'CEO of @pixable: success sometimes means feeling alone. No one is going to push you - @inakib #startupspain'. To the right of the text are three numbers: a dash, '13', and '27.8k'. Below the text is the word 'Tweet' followed by the date and time 'Sep 26, 2012 6:01 pm' and the name 'by Aine D.'

13 RTs of this tweet – high reach.



A punto de empezasr #StartUpSpain, promovido por #ESADE y @frdelpino.Streaming via @campusparty bit.ly/SzJhS8

34 5 13.4k

Tweet Sep 26, 2012 5:05 pm by Aine D.

This is a screenshot of a tweet. On the left is a profile picture of a blue 'E' with a white speech bubble containing a blue bird icon. The text of the tweet is 'A punto de empezasr #StartUpSpain, promovido por #ESADE y @frdelpino.Streaming via @campusparty bit.ly/SzJhS8'. To the right of the text are three numbers: '34', '5', and '13.4k'. Below the text is the word 'Tweet' followed by the date and time 'Sep 26, 2012 5:05 pm' and the name 'by Aine D.'

34 Clicks on photo link & good reach (despite typo!)