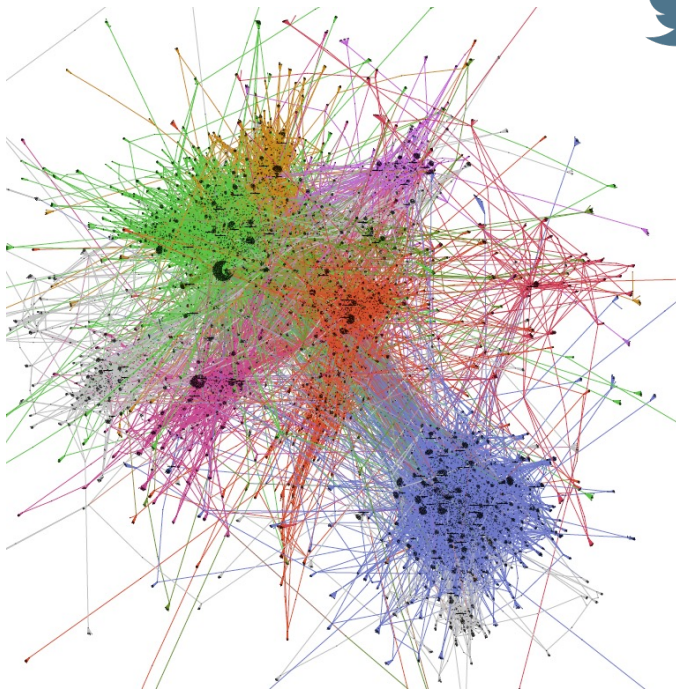




Communicating mega events on Twitter – how and who?



“Event organizations and host cities need to build the co-creative capacity of these key influencers and re-invent their own organizational design to engage these key influencers at different event planning and implementation stages for co-branding”

Background

The power of social media not only lies on its connectiveness but also its influence over others’ perception and behaviour by facilitating both relational and dialogic models of communication. Research shows that effective and efficient social media communication of an organization can increase the organizations’ public awareness, engagement and trust, driving brand values and reputation. This creates on-going challenges for businesses to channel its information in social media where brands are being built, shared and enhanced on different stakeholders’ input.

Project aim

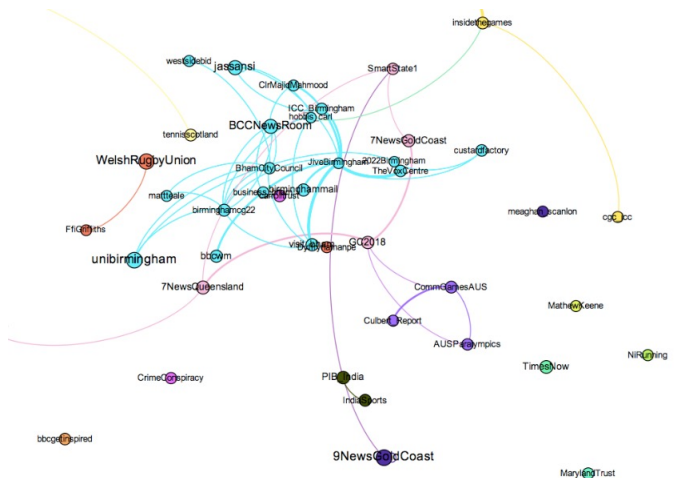
This project examines the communication of the 2018 Commonwealth Games on Twitter and paints a picture of the roles and relations of the key contributors and formation of networks arising out of this mega event

Our Approach

Two periods of twitter data were analyzed using social network analysis to map out the connections between contributors based on the tweet and retweet structure on Twitter.

Key Findings

- Event organizations and host cities need to build the co-creative capacity of these key influencers and re-invent their own organizational design to engage these key influencers at different event planning and implementation stages for co-branding
- Event governing, planning and executing bodies should identify early in the planning stage to allow adequate time to engage key stakeholders and influencers (e.g., sports agencies) for information input and sharing



Project Team

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