

**Twitter @
FIA Sport Conference
@alextrickett**

The real-time network

255M+

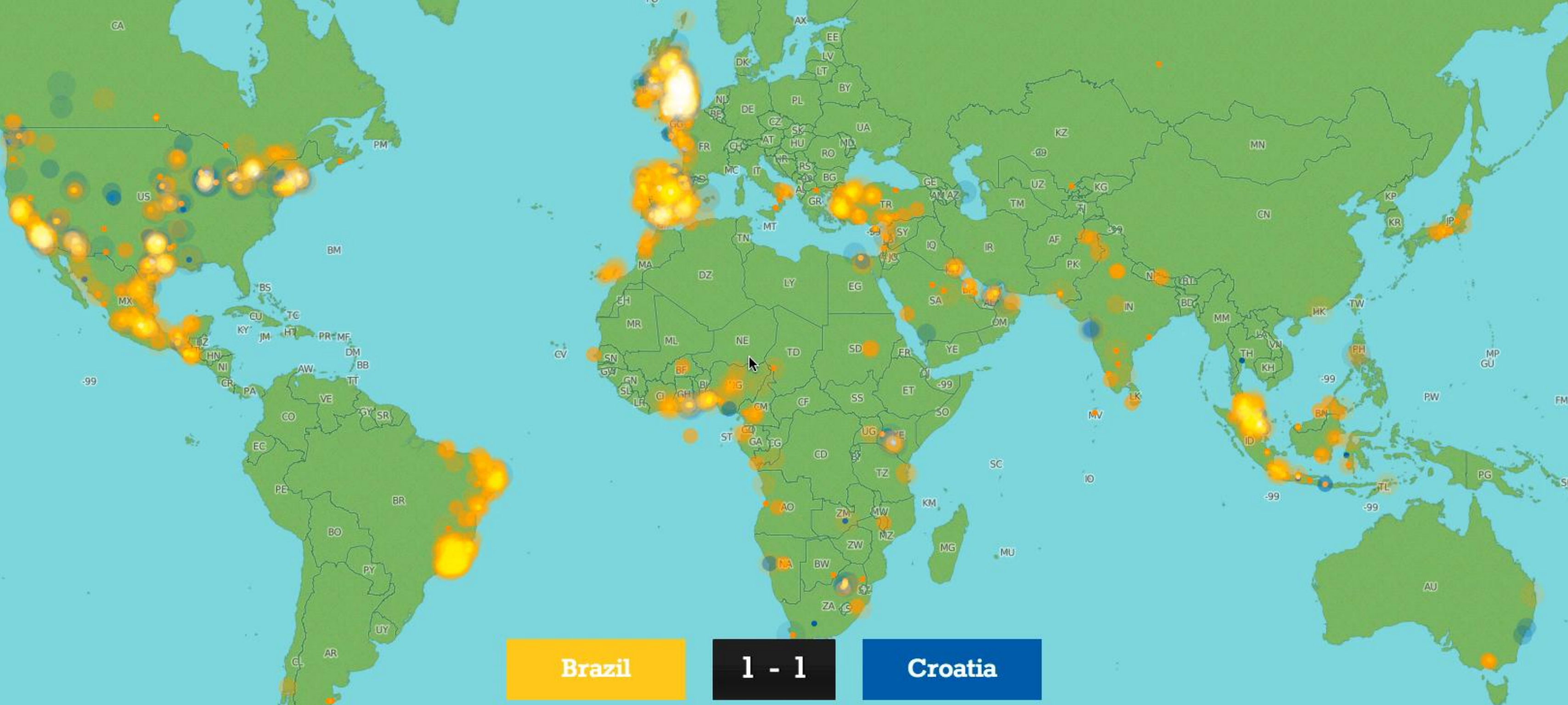
Active Twitter users

1BN

Tweets per two days

80%

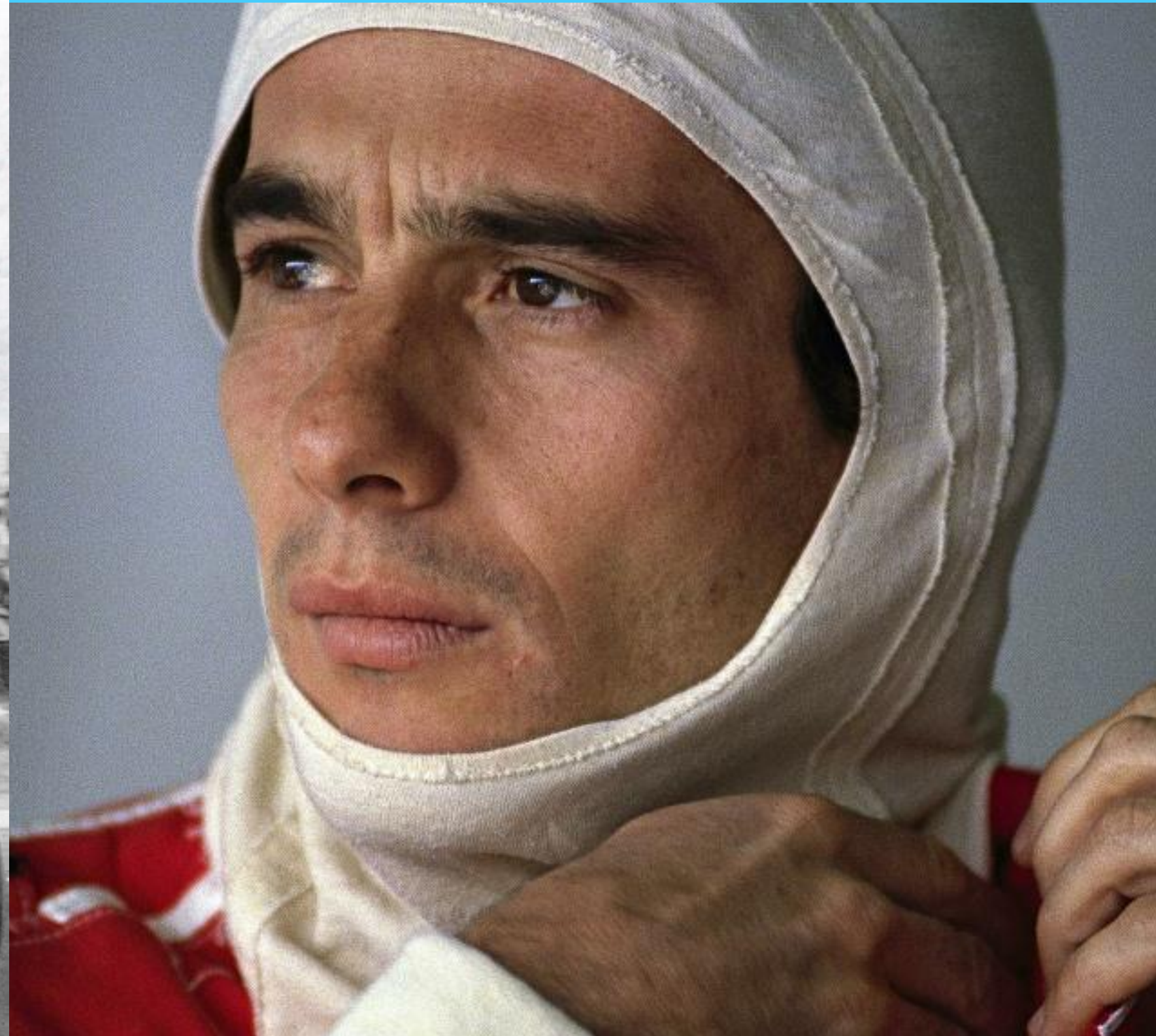
Access by mobile



77% of users outside USA



BRAVE



- **Break news**
- **Rich media**
- **Amplify yourself**
- **Value others**
- **Exclusive access**

Break news



 @ManUtd



 @ManUtd_Es

CONFIRMED: Roy Hodgson has unveiled his @England squad for the 2014 FIFA World Cup in Brazil #3Lions
pic.twitter.com/eEdGnD5MBe

Reply Retweeted Favorited More



RETWEETS
25,570

FAVORITES
7,397



1:59 PM - 12 May 2014

Flag media

Related headlines

England World Cup squad LIVE: Follow all the news and reaction

Daily Mail Online @MailOnline



14:02

Confirmation of England squad

Goalkeepers: Fraser Forster, Ben Foster, Joe Hart

Defenders: Leighton Baines, Gary Cahill, Phil Jagielka, Glen Johnson, Phil Jones, Luke Shaw, Chris Smalling

Midfielders: Ross Barkley, Steven Gerrard, Jordan Henderson, Adam Lallana, Frank Lampard, James Milner, Alex Oxlade-Chamberlain, Raheem Sterling, Jack Wilshere

Strikers: Rickie Lambert, Wayne Rooney, Daniel Sturridge, Danny Welbeck



14:00

BREAKING NEWS: England Squad Announced



WTCC @FIA_WTCC · Jun 8

First victory in #WTCC for @maqinghuaF1 in race 2! Congrats



← 30 ★ 17 ...

[View more photos and videos](#)

WTCC @FIA_WTCC · Jun 8

And it's the last lap! Only 0.9 between leader @maqinghuaF1 and @yvanmuller #WTCC

← 1 ★ ...

WTCC @FIA_WTCC · Jun 8

After a slide, @michelisz down to P5. Bennani new P3 in front of @TomCoronel #WTCC

← ★ ...

WTCC @FIA_WTCC · Jun 8

And @SebastienLoeb under pressure with @TomChilton_ in his rear bumper #WTCC

← 2 ★ 1 ...



Southampton FC

@SouthamptonFC



Following

.@DejanLovren05 took over our account during Saturday's game. Here's a recap of #LovrenLive: twitter.com/SouthamptonFC/... pic.twitter.com/CkF9U19PS5

← Reply ↻ Retweeted ★ Favorite ... More





RW

@ric_wee



Follow

Finally, 30 years since supporting @Everton, will b watching EFC "live" for 1st time.

@MyToffees

pic.twitter.com/bC6mY5meT8

Reply Retweet Favorite More



RETWEETS
7,545

FAVORITES
2,659



RW @ric_wee · 16h

Sadly @Everton v Palace match called off due to bad weather. Dream to watch EFC play will continue to be on hold. pic.twitter.com/N3xuMfilLaX



Everton

@Everton



Following

Our Malaysian friend meets Roberto & Baines. Happy we've been able to put a smile on @ric_wee's face.

pic.twitter.com/OjKFFOU72r

Reply Retweet Favorite More



RETWEETS
3,269

FAVORITES
1,836



8:23 PM - 12 Feb 2014

Flag media

Rich media

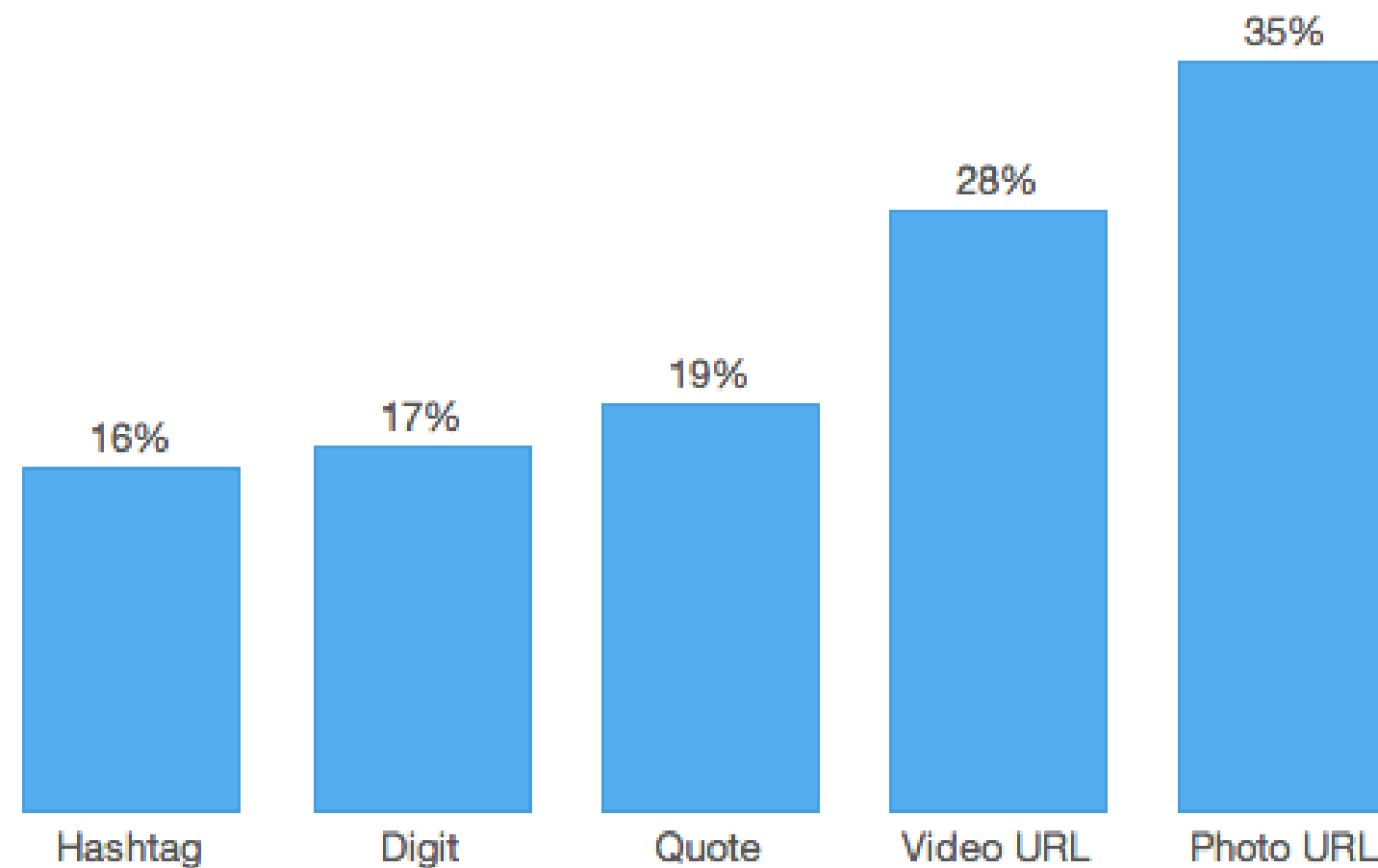


The effect on retweets of...



% change in retweets. So photos give verified users a 35% bump in retweets, compared to what they would get anyway. Click dropdown to see different areas

All areas



Source: [Twitter Media Blog](#), [Get the data](#), [Embed this chart](#)



Ellen DeGeneres 
@TheEllenShow



 Follow

If only Bradley's arm was longer. Best photo ever. [#oscars pic.twitter.com/C9U5NOtGap](https://pic.twitter.com/C9U5NOtGap)

 Reply  Retweet  Favorited  More



RETWEETS
3,428,444

FAVORITES
2,013,867



3:06 AM - 3 Mar 2014

Flag media



Robert Herjavec
@robertherjavec



Follow

@LewisHamilton taking selfie
@GrandPrixF1Can @RyanOckey
@DamonOckey -told me how 2 win 2day-
brake later, go faster
pic.twitter.com/I4Uy4FlyvY

Reply Retweet Favorite More



RETWEETS
8

FAVORITES
12



12:36 PM - 8 Jun 2014

Flag media



Andy Murray
@andy_murray



Following

With @djokernole playing at Madison
square garden #selfie
pic.twitter.com/uiGGimu5XS

Reply Retweeted Favorited More



RETWEETS
3,793

FAVORITES
4,275



3:09 AM - 4 Mar 2014

Flag media



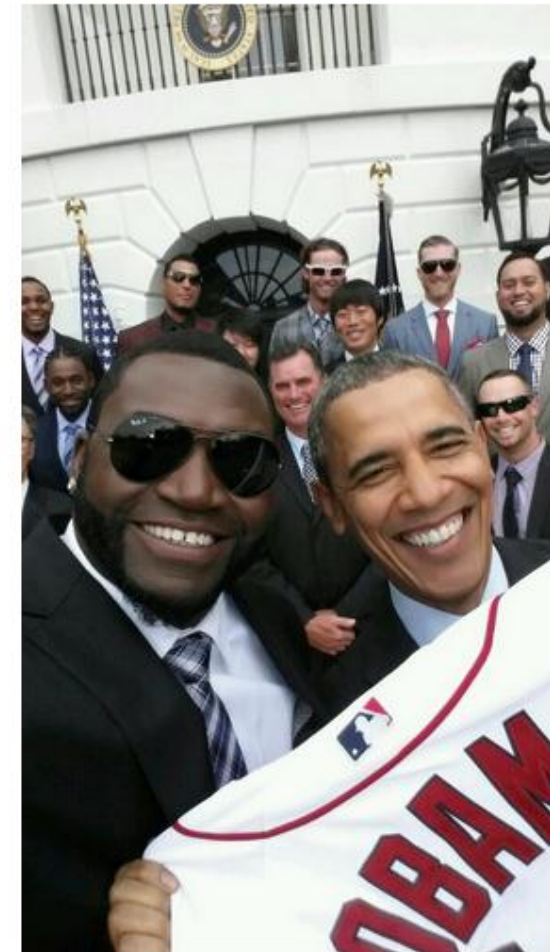
David Ortiz
@davidortiz



Follow

What an honor! Thanks for the #selfie,
@BarackObama
pic.twitter.com/y5Ww74sEID

Reply Retweet Favorite More



RETWEETS
42,739

FAVORITES
49,407



5:25 PM - 1 Apr 2014

Flag media



NBC Sports Network @NBCSN · May 3

Not sure who to choose at the Derby? Tap the video to pause & get a name!

#kyderby vine.co/v/Mrp9UiQOvEp

Details

Reply Retweet Favorited More

Vine



NBC Sports's post on Vine

Not sure who to choose at the Derby? Tap the video to pause & get a name!

#KYDerby

[View on web](#)



Southampton FC
@SouthamptonFC

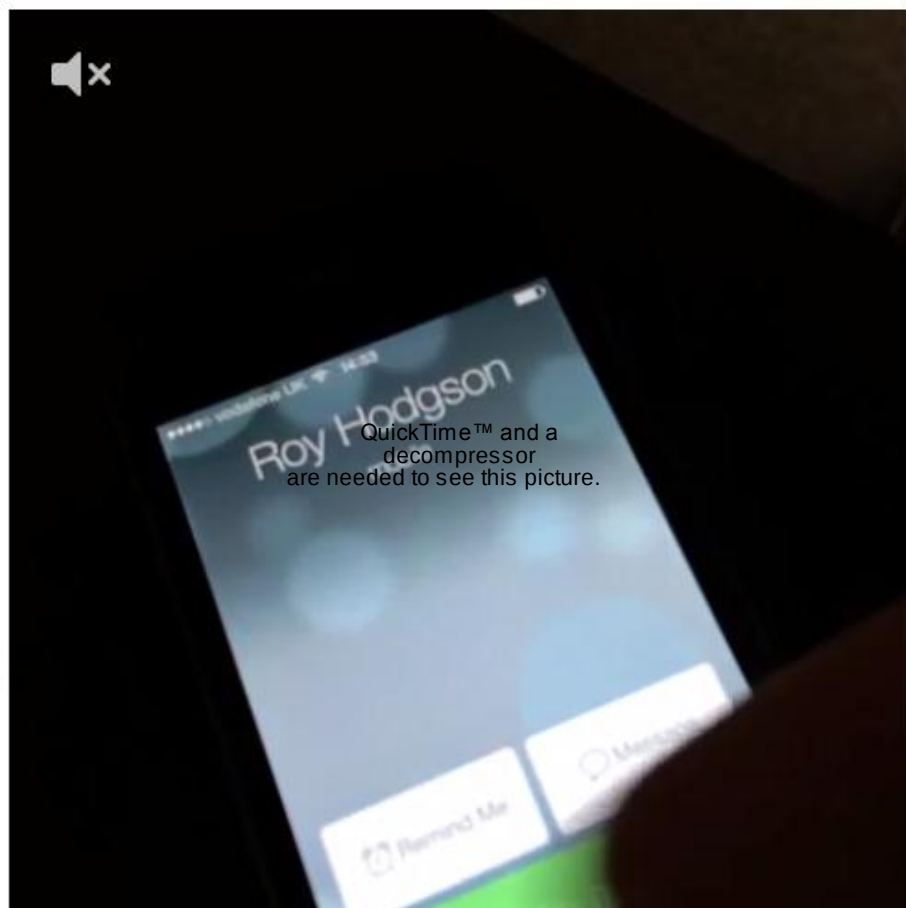


Following

VINE: He's in! Congratulations to @LukeShaw3, who has just been named in the #England squad. #saintsfc vine.co/v/MKe56h7OjTv

Reply Retweet Favorited More

Vine



Southampton FC's post on Vine

VINE: He's in! Congratulations to @LukeShaw3, who has just been named in the #England squad. #saintsfc

[View on web](#)

RETWEETS

1,000

FAVORITES

505



3:01 PM - 27 Feb 2014

Flag media



Southampton FC
@SouthamptonFC



Following

Want to win @LukeShaw3's boots? You have until 12pm GMT to Vine/Instagram your reaction when #RoyRang YOU! #saintsfc pic.twitter.com/IYEdDvCqCh

Reply Retweeted Favorite More



RETWEETS

15

FAVORITES

26



7:34 AM - 28 Feb 2014

Flag media



Southampton FC
@SouthamptonFC

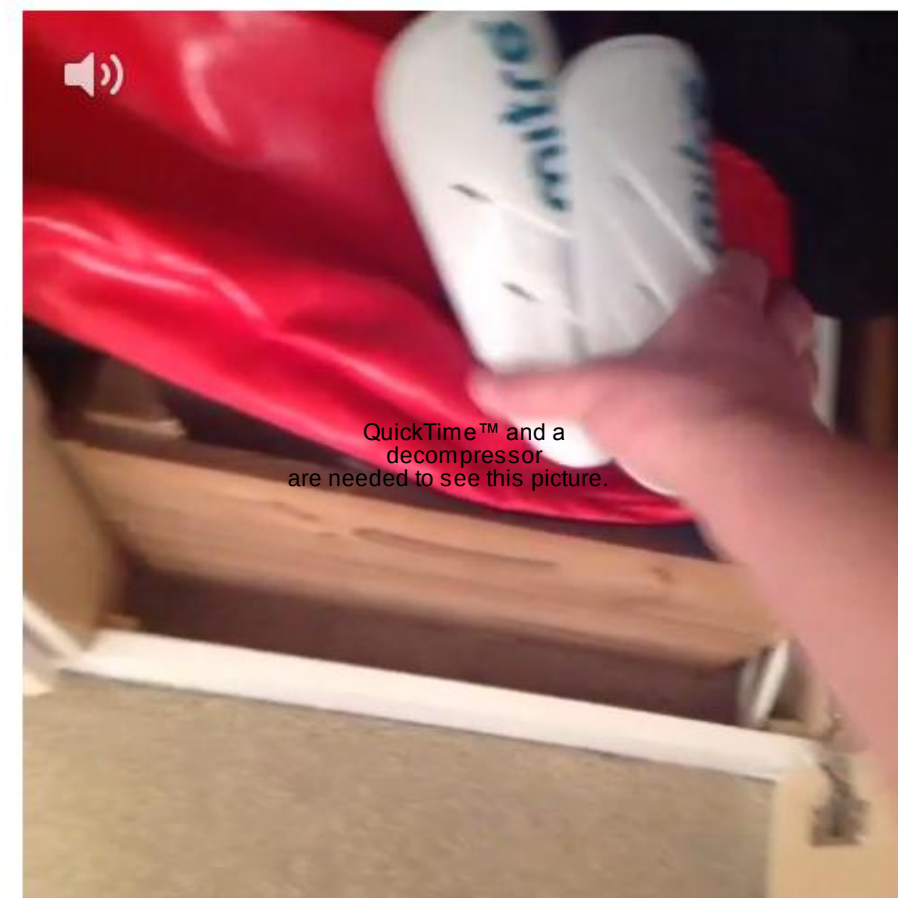


Following

Congratulations to @mjhowler, who submitted our favourite Vine from the moment #RoyRang him. Luke's boots are yours! vine.co/v/MK69hAx0AQv

Reply Retweet Favorite More

Vine



Matt Howell's post on Vine

@southamptonfc since I'm feeling creative, here's when #RoyRang back

[View on web](#)

RETWEETS

30

FAVORITES

35



12:05 PM - 28 Feb 2014

Flag media



Amplify yourself



Wimbledon @Wimbledon · 23h
Not raining. #19daystogo #Wimbledon #staythatway

Details

Reply Retweet Favorite More



Roland Garros @rolandgarros · 23h
@Wimbledon Grrr

Details

Reply Retweet Favorite More



Wimbledon @Wimbledon · 22h
@rolandgarros (sorry)

Details

Reply Retweet Favorite More



Roland Garros @rolandgarros · 22h
@Wimbledon :)

Details

Reply Retweet Favorite More



US Open Tennis @usopen · 19h
.@Wimbledon Rain rain go away, stay away from the @rolandgarros clay.

Details

Reply Retweet Favorite More



Roland Garros 
@rolandgarros



 Follow

@usopen @Wimbledon It listened to you!

Reply Retweet Favorite More

RETWEETS
58

FAVORITES
65



6:18 PM - 4 Jun 2014



Australian Open @AustralianOpen · 23h
.@RolandGarros it's night time, but here's some #virtualsunshine we prepared earlier...much earlier.. #RG14 pic.twitter.com/LisGqLXb66

Details

Reply Retweet Favorite More



RETWEETS
87

FAVORITES
81



2:10 PM - 4 Jun 2014 · Details

Flag media



Roland Garros 
@rolandgarros



 Follow

@AustralianOpen Could you please send us this blue sky asap? Thanks in advance.

Reply Retweet Favorite More

RETWEETS
49

FAVORITES
77



2:14 PM - 4 Jun 2014

@celtic



Max Chilton
@maxchilton



Following

Added my twitter handle to my helmet for the last race of the year!

#F1 #BrazilianGP

pic.twitter.com/JR5pLTOPDU

Reply Retweet Favorite More



RETWEETS

50

FAVORITES

93





#CARRYTHEMHOME



Value others

- Reply, retweet, follow
- Don't forget to favourite





Vincent Kompany ✓

@VincentKompany



 **Follow**

Get my boots NOW: youtu.be/v6ZzyCrffD8





Arsenal FC
@Arsenal



Following

This is option one - retweet this if you want this to be the cover of Tuesday's programme!
pic.twitter.com/Ui3Ln1VhHA

Reply Retweet Favorite More

26/10/2013 | CHAMPIONS LEAGUE | #AFCvMAR

ARSENAL

MARSEILLE
KICK-OFF 7.45PM UEFA CHAMPIONS LEAGUE GROUP STAGE OFFICIAL MATCHDAY PROGRAMME £3.50



RETWEETS
1,456

FAVORITES
207



7:27 PM - 23 Nov 13

Flag media



Arsenal FC
@Arsenal



Following

This is option two - retweet if you want this to be the cover of Tuesday's programme!
pic.twitter.com/eJp8TCqJj5

Reply Retweet Favorite More

26/10/2013 | CHAMPIONS LEAGUE | #AFCvMAR

ARSENAL

MARSEILLE
KICK-OFF 7.45PM UEFA CHAMPIONS LEAGUE GROUP STAGE OFFICIAL MATCHDAY PROGRAMME £3.50



RETWEETS
2,316

FAVORITES
285



7:30 PM - 23 Nov 13

Flag media

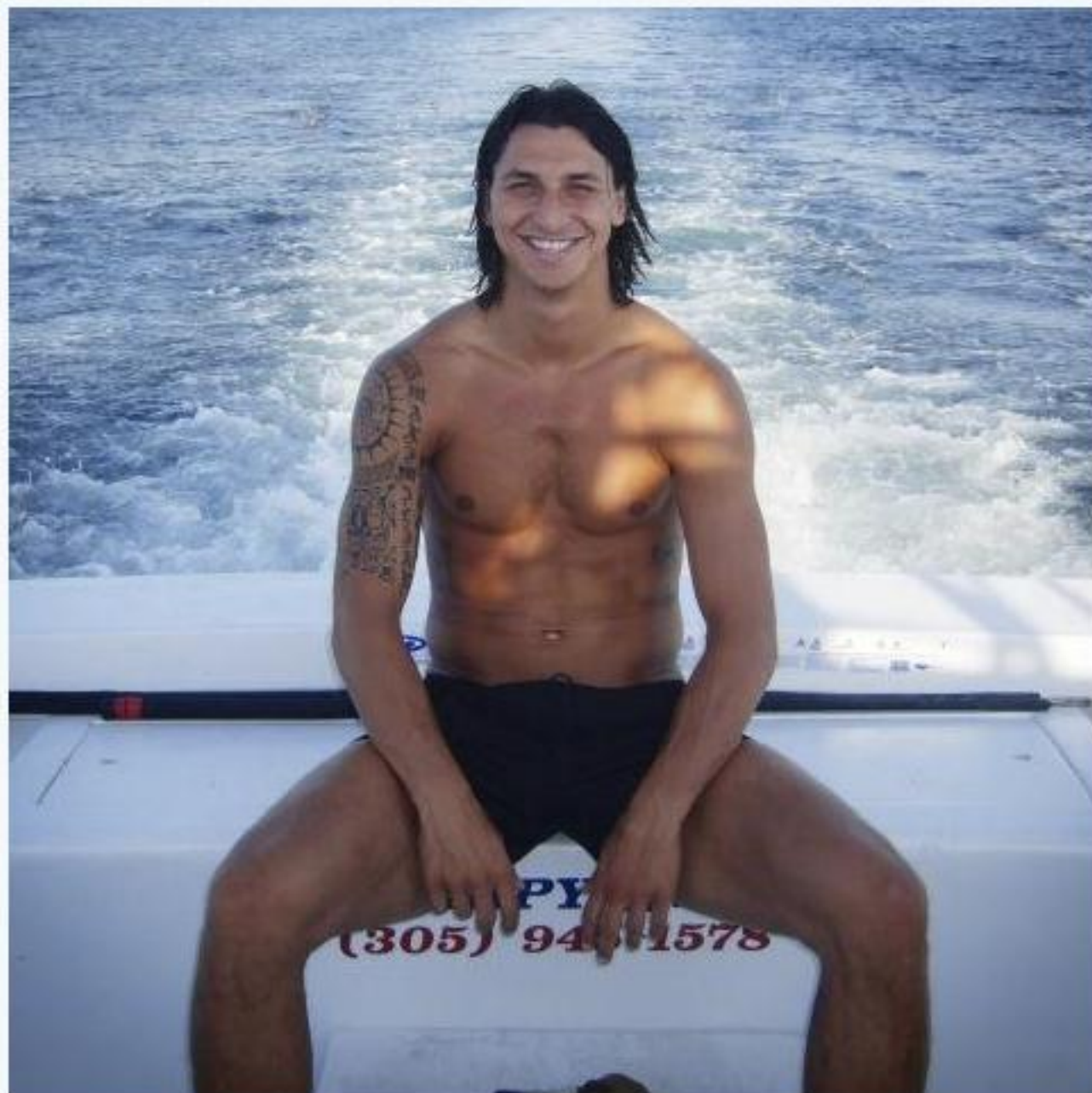


Zlatan Ibrahimović @ibra_official · May 13

Brazil! I think I'll have to change my vacation plans... ;) #VEMIBRA
#ZlatanUnplugged youtu.be/UH5INa7pun0 pic.twitter.com/oJpDdcWDFi

Details

Reply Retweeted Favorite More



RETWEETS
9,445

FAVORITES
7,653



9:40 PM - 13 May 2014 · Details

Flag media

BRA

YOUR SHOUT
TAG YOUR TWEETS #CITYVIEW
scoring! Super city, super week. #cityview

charlotte. @chaarlx_mcfc
@MFCFC shoutout to charlotte, renny and daniel persons
#cityview

steve mc guinness @macksityiom
Revenge is a dish best served cold! Can't see us missing this
one up tonight even if we rest a few players. City 3-1 #cityview

Eller Erneste Ineße @IndiErneste

SPORTS AUTHORITY

LIGHT

McDonald's
i'm lovin' it

TWEET YOUR #BRONCOS PHOTOS FROM TONIGHT'S GAME!

KC vs DEN

UNITED
fly the friendly skies

VOTE BRONCOS
PRO BOWL
DENVERBRONCOS.COM

KC 0 DEN 0 1ST 4:59

insurance for the modern world #Advantage esurance insurance for the modern world #Advantage esurance

USOPEN
WE'RE LOOKING FOR THE BIGGEST #USOPEN FAN POST AND TAG YOUR PHOTOS WITH #USOPENSCENES FOR YOUR CHANCE TO BE FEATURED IN OUR HEADER.

USOPEN
CELEBRITY CHEFS #OWASAJAKE #TONYMANTUANO AND WOLFF MORMONTO SHOW OFF THE SPECIALTY DISHES FOR THE 5 YEARS TOURNAMENT #USOPEN

USOPEN
2012 #USOPEN CHAMPS #SERENA AND #ANDYMURRAY POSE WITH THEIR TROPHIES #TENNIS

esurance



NFL on ESPN 
@ESPNNFL



 Follow

VOTES ARE IN! [#WhosGonnaWin?](#)
50.4% of fans say [@Seahawks](#) will
win Super Bowl XLVIII.

[@VerizonWireless](#) lights up NYC
pic.twitter.com/Kx2r49Bo7Q

 Reply  Retweet  Favorite  More



RETWEETS
376

FAVORITES
318



12:04 AM - 1 Feb 2014

Flag media

Exclusive access





Sahara Force India ✓
@clubforce



Following

Exclusive for our #BestFans, the first image of our VJM07! Say hello to our 2014 contender #FeelTheForce #VJM07
pic.twitter.com/GIF38jHvTb

↩ Reply ↻ Retweet ★ Favorite ... More



RETWEETS
3,868

FAVORITES
1,585



9:00 AM - 22 Jan 2014

Flag media



Twitter Sports ✓
@TwitterSports



Following

Great exclusives from @McLarenF1 on Twitter today. First pic of 2014 car & Q&A with @JensonButton now! #McLarenMP429
pic.twitter.com/iPTZjohwjE

↩ Reply ↻ Retweet ★ Favorite ... More



RETWEETS
263

FAVORITES
189



1:52 PM - 24 Jan 2014

Flag media



Our new tunnel artwork is ready & lined with your tweets. Here's @Billy_12trees checking them out. #CarryThemHome pic.twitter.com/tJm2r221nB

Reply Retweet Favorite More

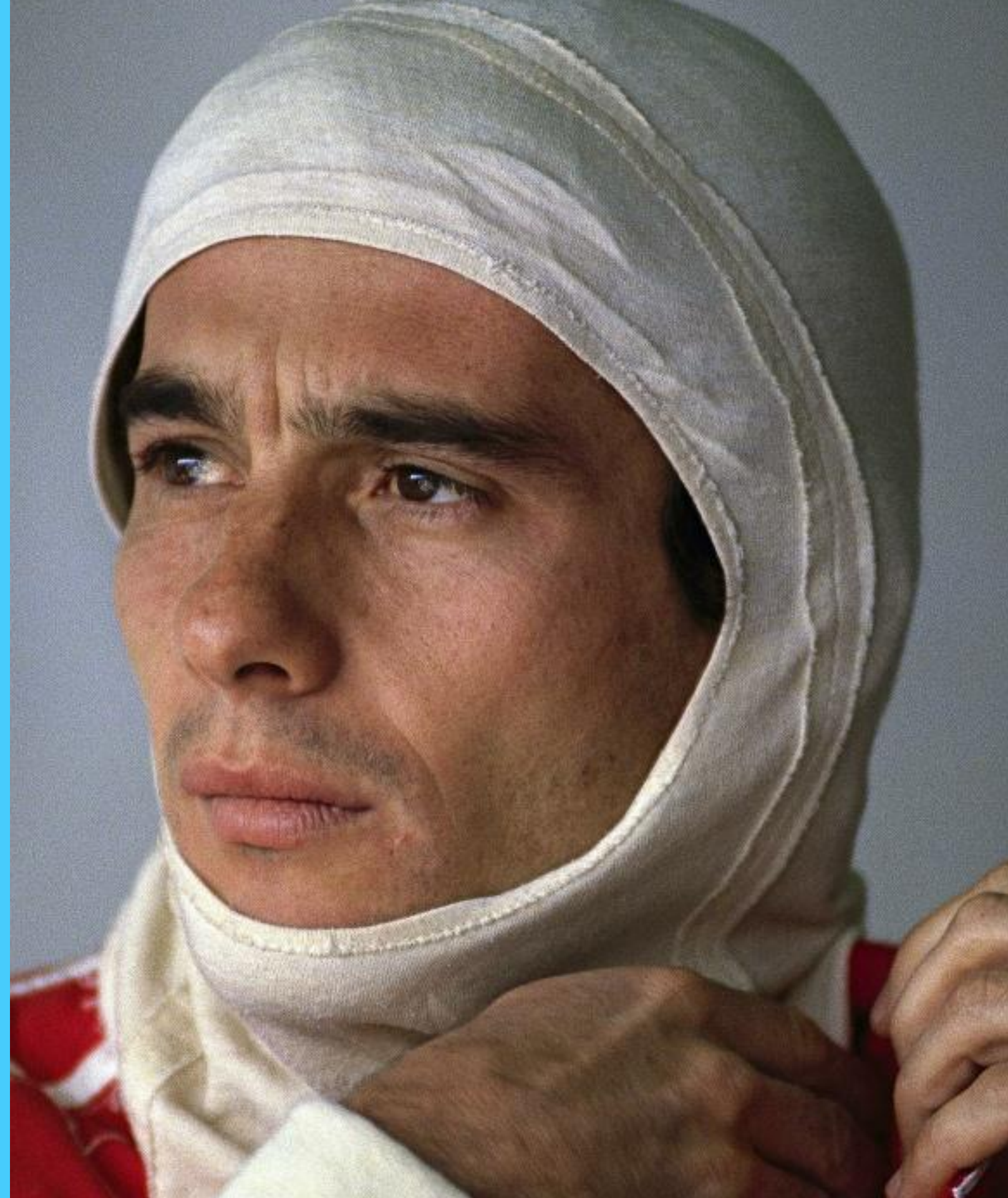




#NASCAR



Break news
Rich media
Amplify yourself
Value others
Exclusive access





Contact

Head of Sport
Twitter UK
@alextrickett
trickett@twitter.com