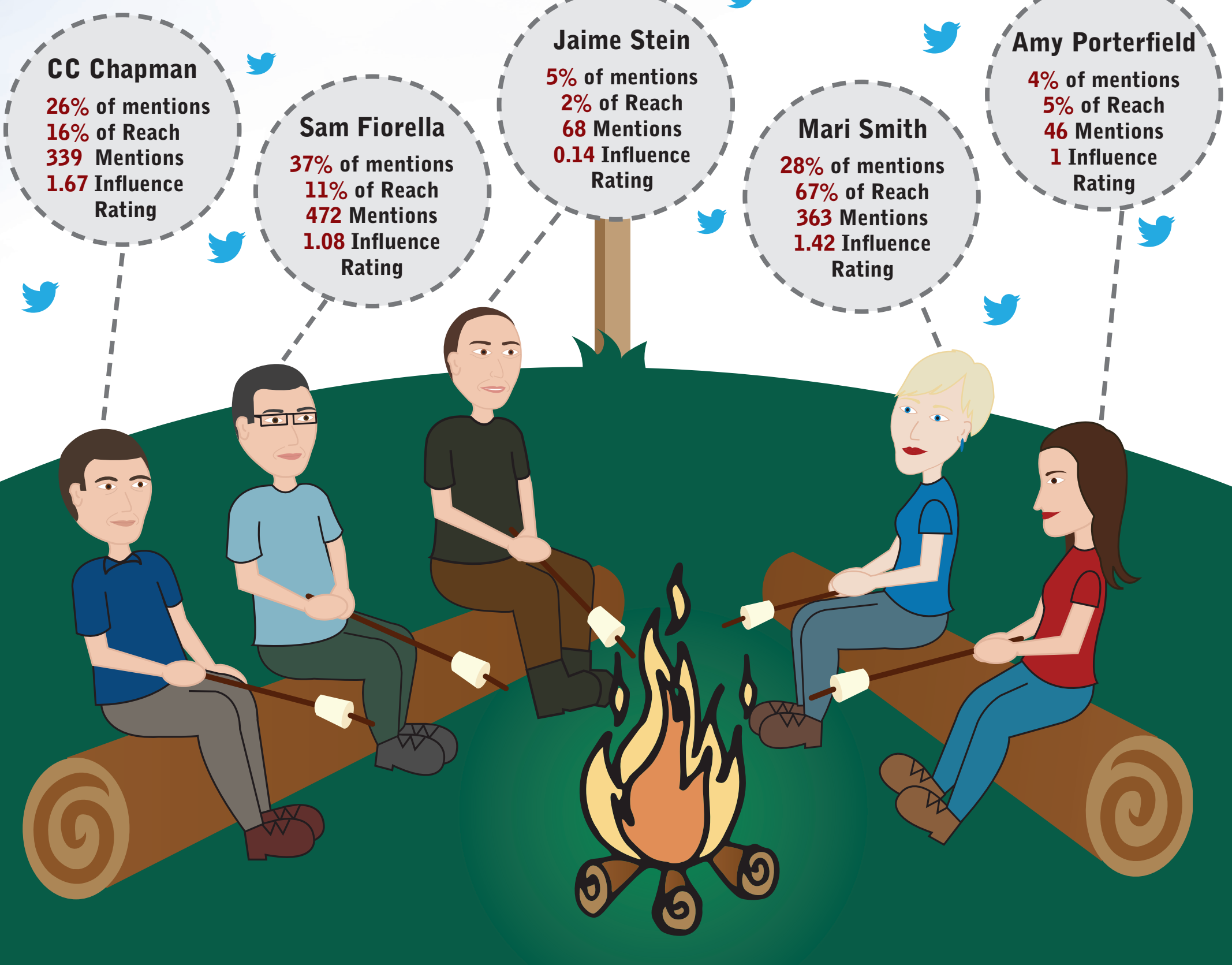


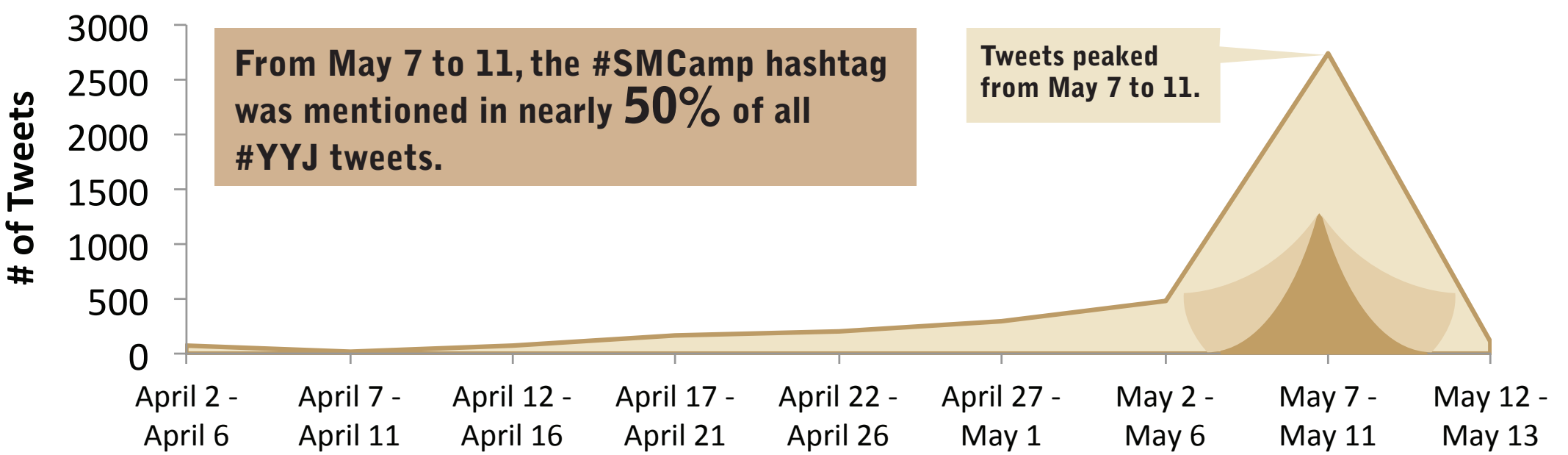
SOCIAL MEDIA CAMP 2013

Hundreds of social media experts and enthusiasts recently landed in Victoria for a two-day Social Media Camp, featuring five distinguished keynotes. So how did they do?

*Percentages indicate percentage of total keynote mentions and percentage of the total reach of those mentions.

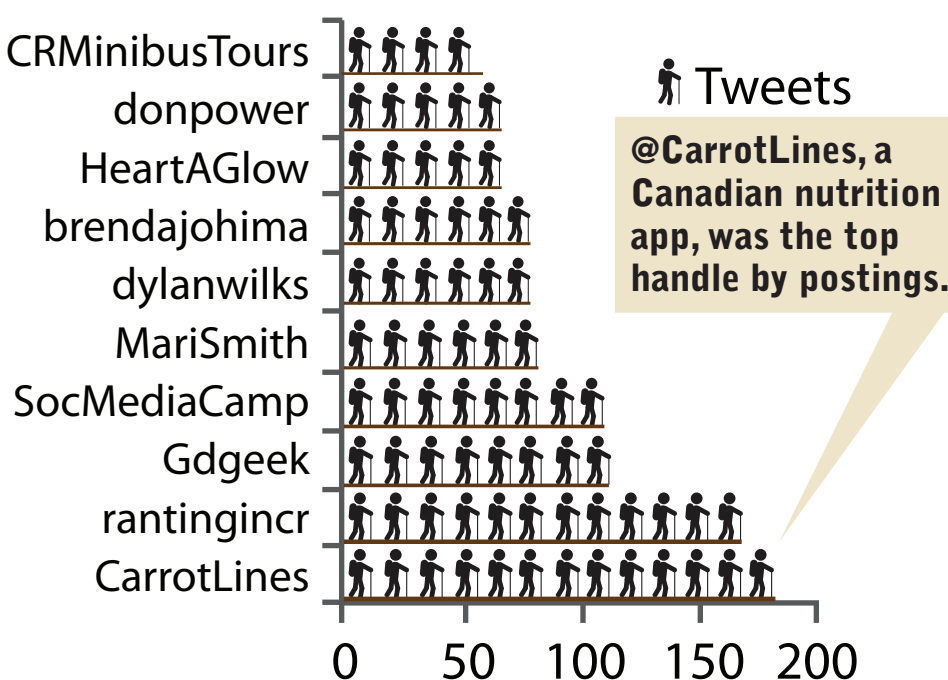


OVERALL TIMELINE



But it wasn't just the keynote speakers sitting round the campfire singing Kumbaya to themselves – far from it, as shown below:

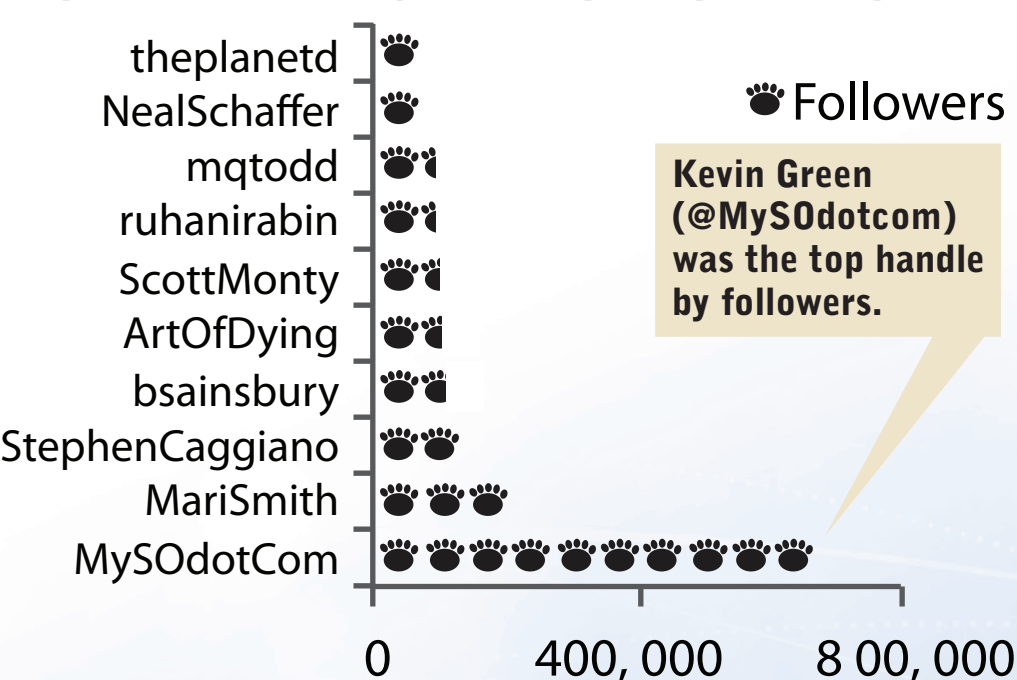
TOP HANDLES BY POSTINGS



TOP HASHTAGS

Hashtag	Tweets
#SMCamp	3,823
#YYJ	855
#SMAwards	79
#SocialMedia	77
#Victoria	55
#TeamTSMG	55
#SHRED	45
#FF	44
#CampbellRiver	43
#PR	42

TOP HANDLES BY FOLLOWERS



TOP LINKS ABOUT #SMCAMP

"Hope to see you at Social Media Camp!" on Carrotlines.com	87
socialmediacamp.ca	80
smc.hashcaster.com/home	49
"It's On Like Donkey Kong At Social Media Camp 2013" on socialmediasean.com	20
"The Web Advisors want to send you to Social Media Camp" on thewebadvisors.ca	13

— # of Mentions