Communication Research

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Communication Specialist (intern)
July 2014

Research Subjects (16 cities*)

Time frame: May 15- July 15

Texas Cities

- Bryan-College Station
- Amarillo
- Grand Prairie
- Brownsville
- Waco
- Killeen*
- Beaumont

Cities with major colleges

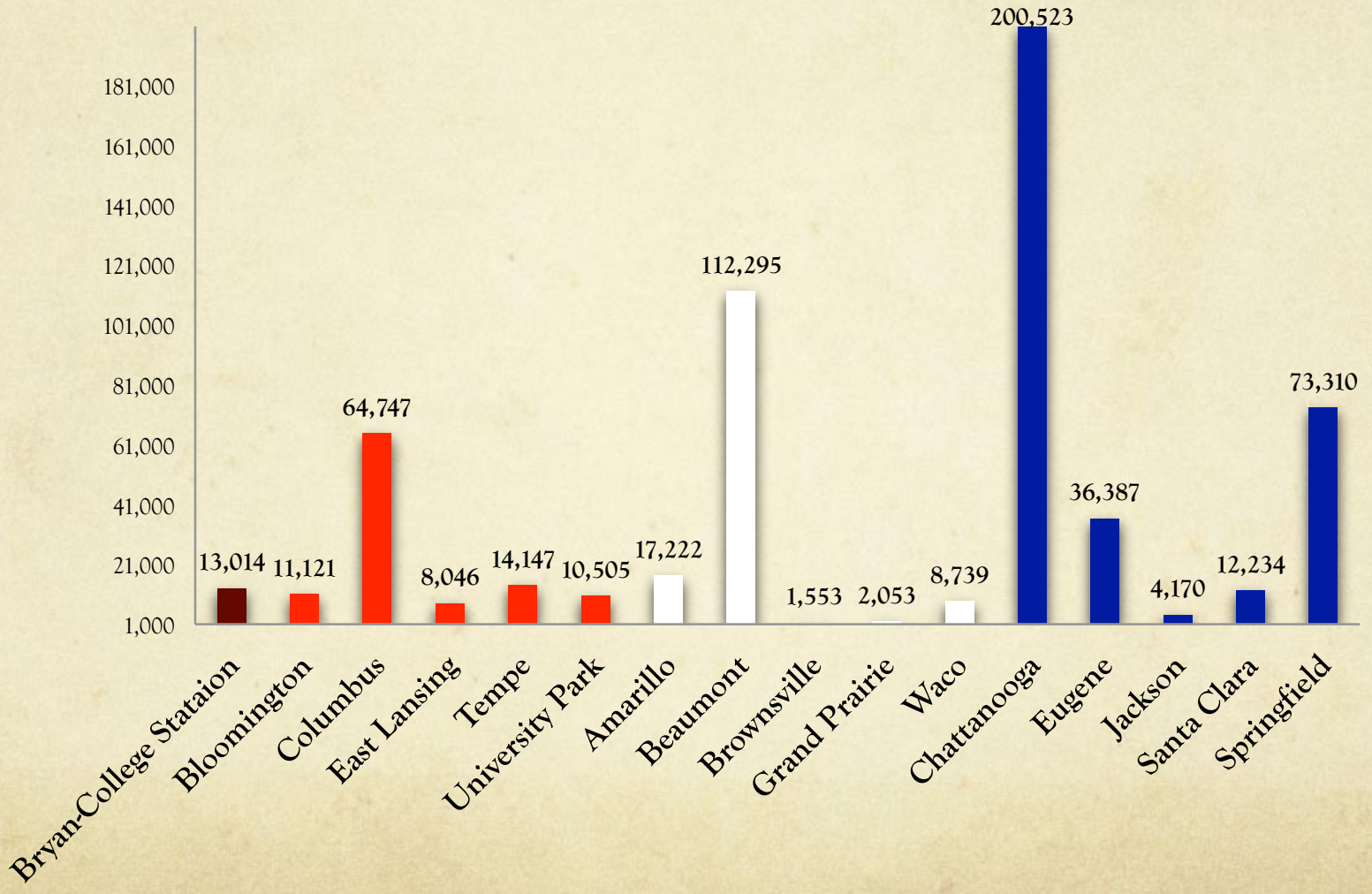
- Columbus, Ohio
- East Lansing, Michigan
- Bloomington, Indiana
- Tempe, Arizona
- University Park, Pennsylvania

Cities with similar Geo features

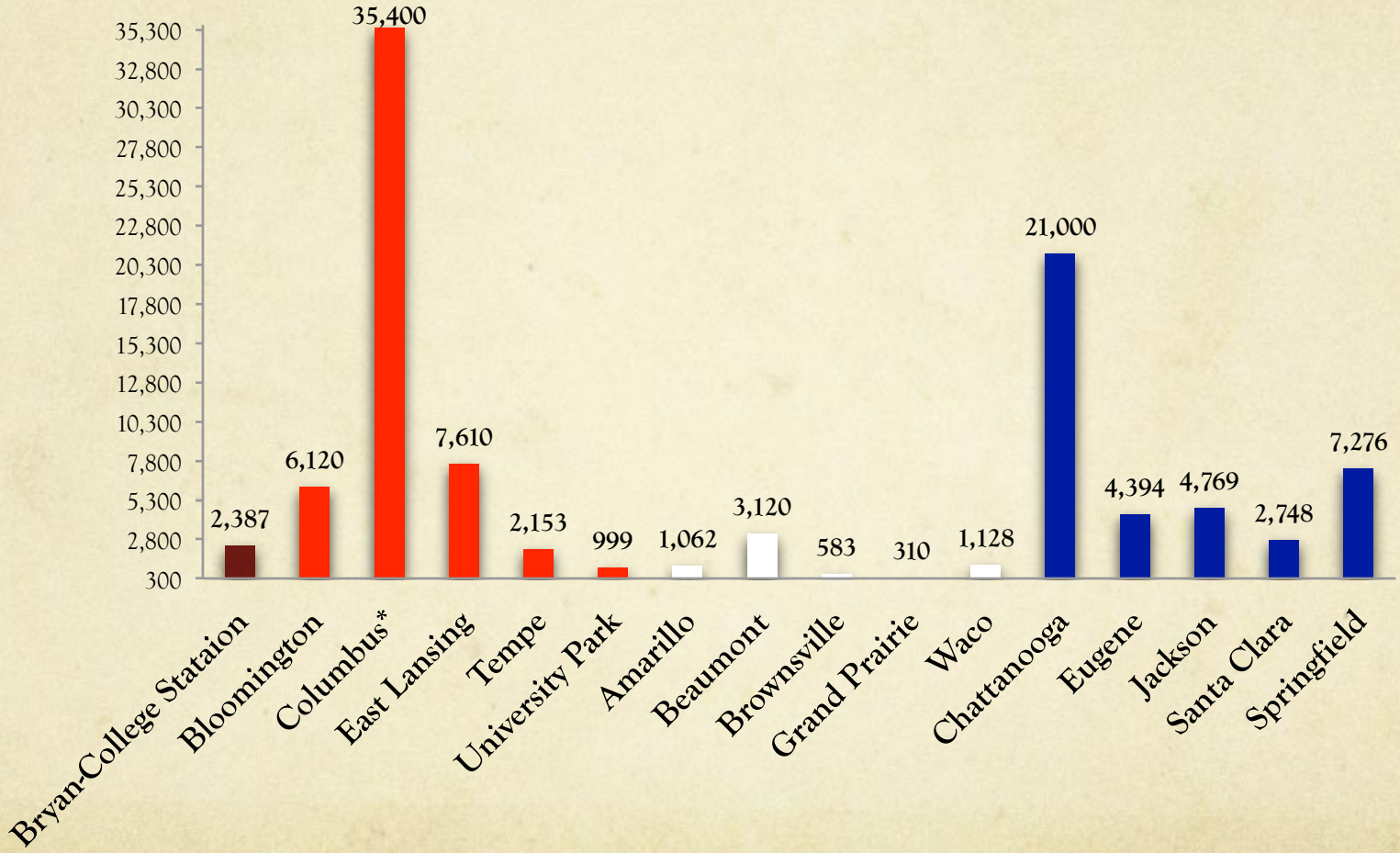
- Chattanooga, Tennessee
- Jackson, Mississippi
- Springfield, Missouri
- Eugene, Oregon
- Sunnyvale, California

*Killeen does not have Twitter or Facebook or YouTube account. Thus it was removed from all research data.

Facebook Likes by City



Twitter Followers by City

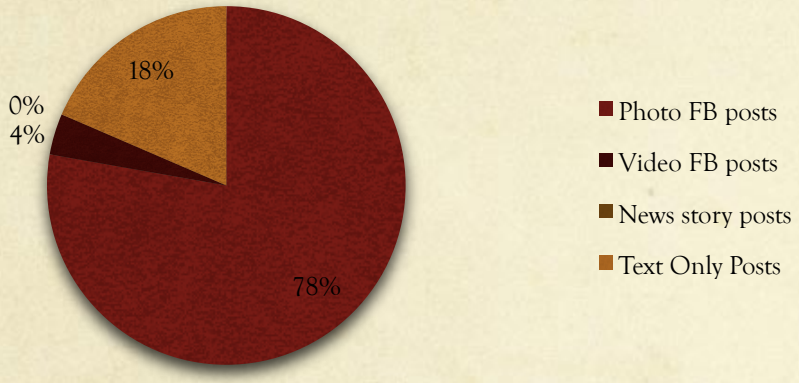


YouTube & Blog Posts by City

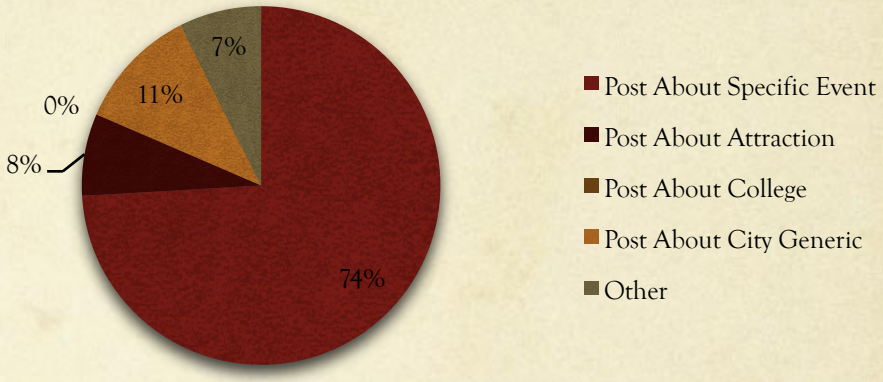
City Name	YouTube Channel	# of Videos in past 60 days	Blog	# of blog posts in past 60 days
Bryan-College Station	✔	0	✔	2
Bloomington	✖	✖	✖	✖
Columbus	✔	2	✔	24
East Lansing	✔	0	✔	21
Tempe	✔	0	✖	✖
University Park	✔	1	✖	✖
Amarillo	✔	2	✖	✖
Beaumont	✔	0	✔	4
Brownsville	✔	0	✖	✖
Grand Prairie	✖	✖	✖	✖
Waco	✔	0	✔	5
Chattanooga	✔	1	✔	7
Eugene	✔	12	✔	8
Jackson	✔	4	✖	✖
Santa Clara	✔	0	✖	✖
Springfield	✔	0	✖	✖

Bryan-College Station

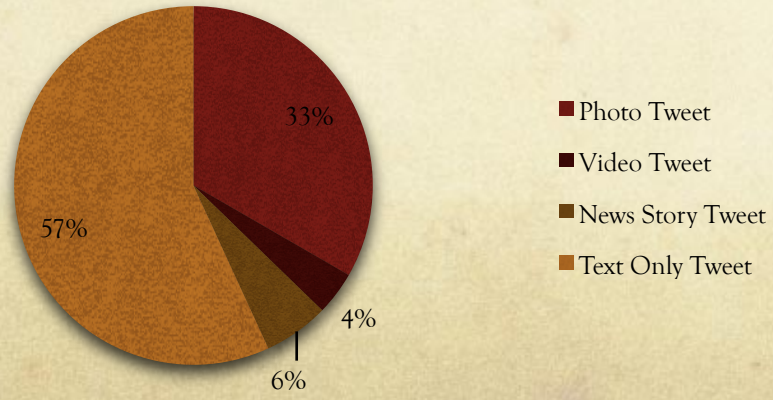
BCS-Facebook (13,014 likes)



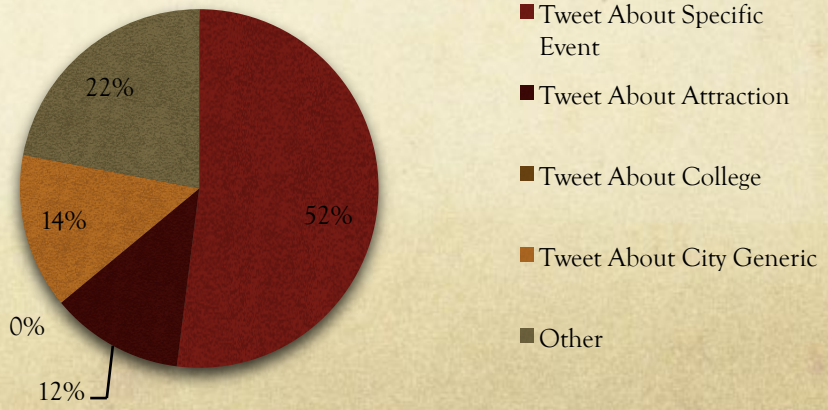
BCS-Facebook by content



BCS-Twitter (2,387 followers)

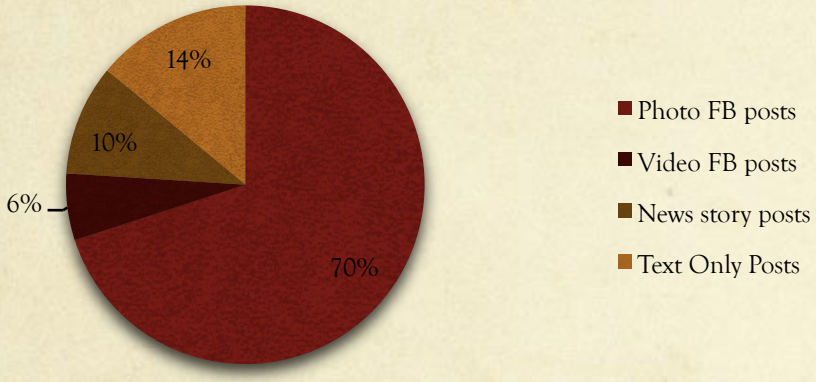


BCS-Twitter by content

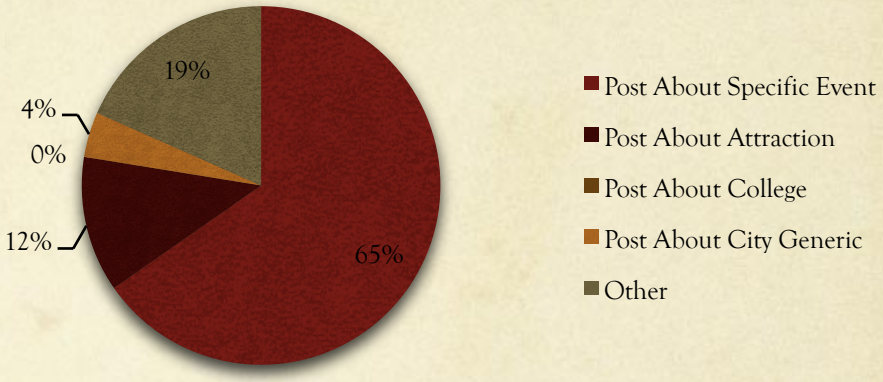


Amarillo

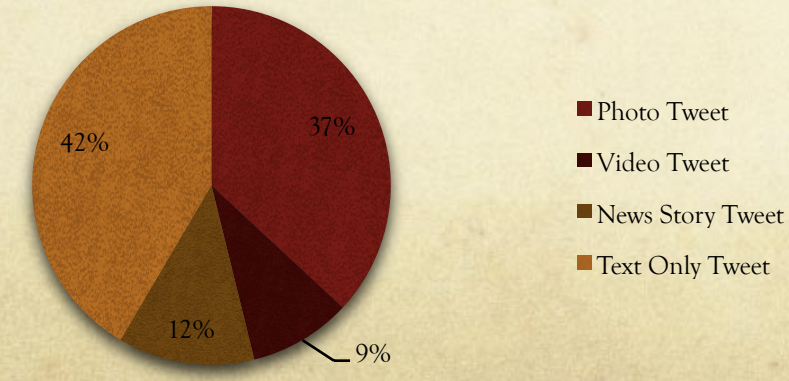
Amarillo-Facebook (17,222 likes)



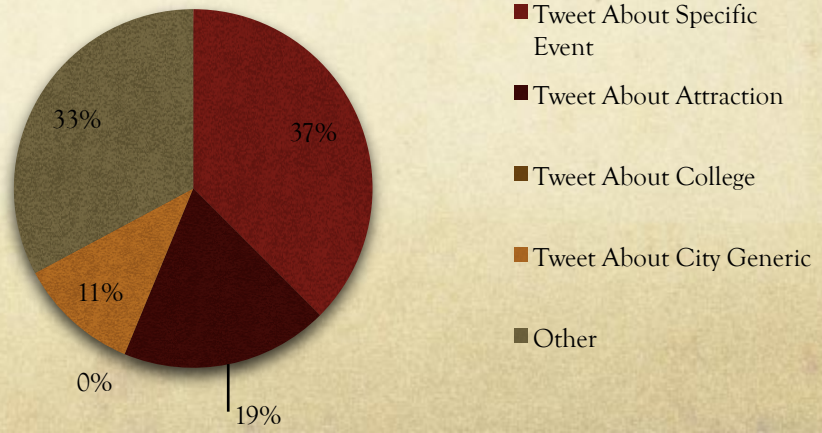
Amarillo-Facebook by content



Amarillo-Twitter (1,062 followers)

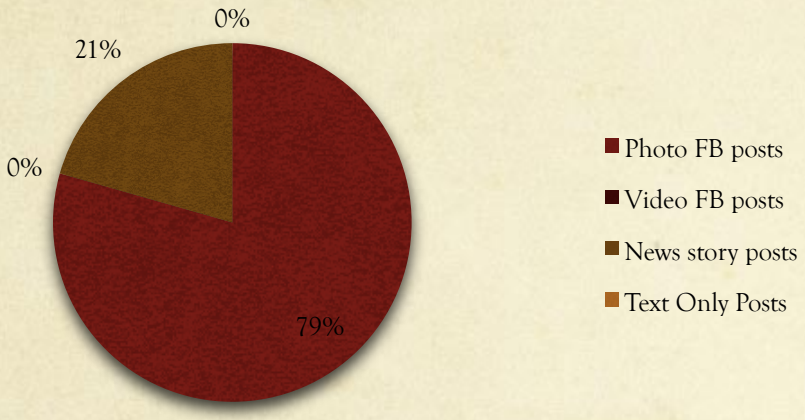


Amarillo-Twitter by content

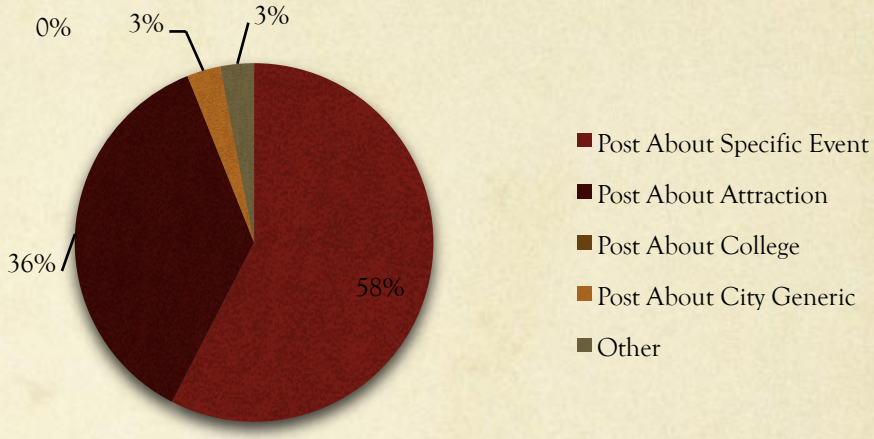


Beaumont

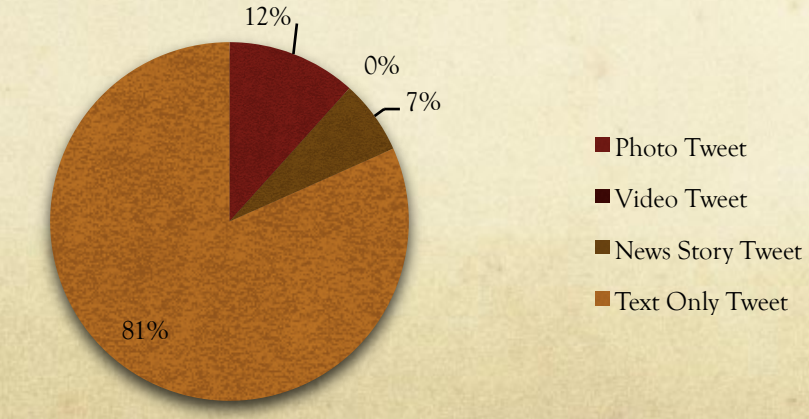
Beaumont-Facebook (112,295 likes)



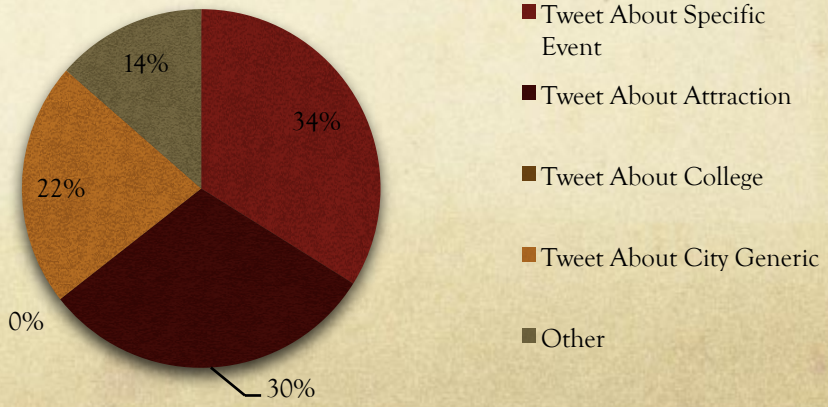
Beaumont-Facebook by content



Beaumont-Twitter (3,120 followers)

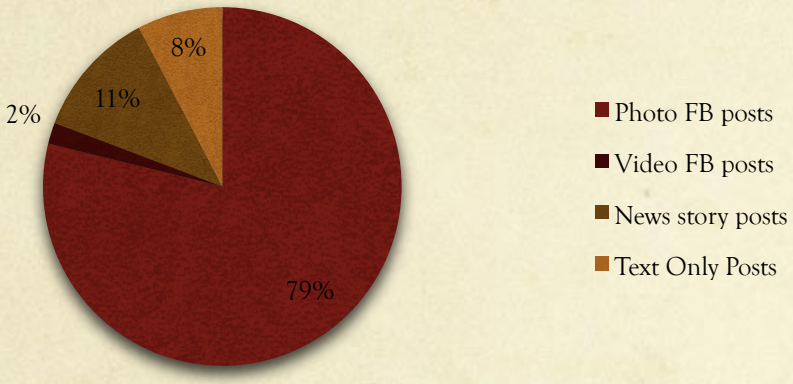


Beaumont-Twitter by content

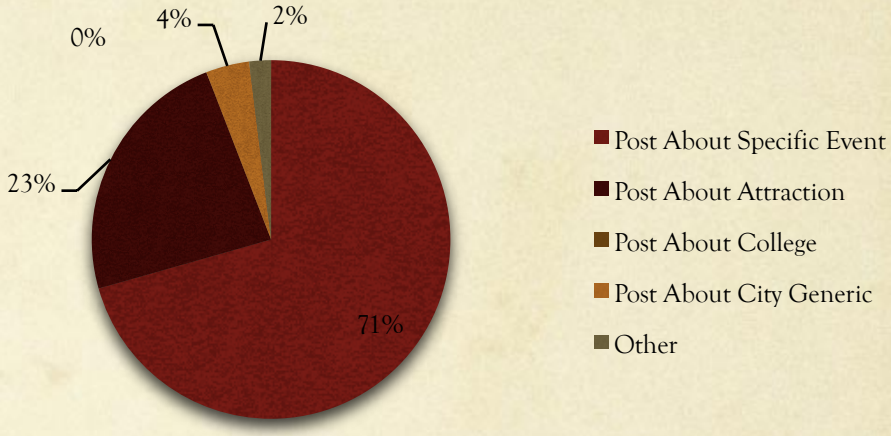


Brownsville

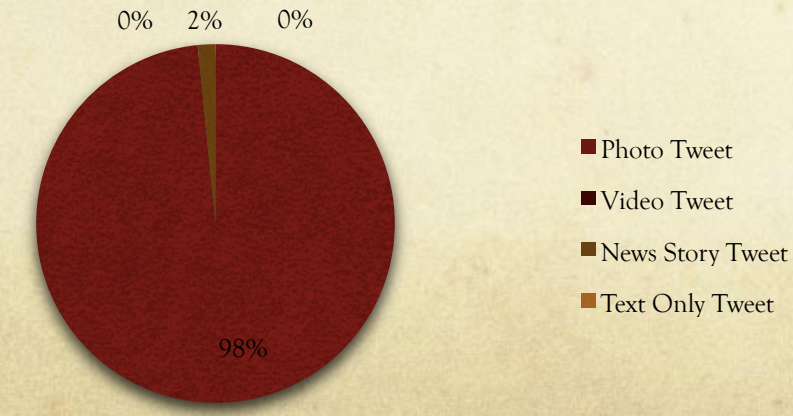
Brownsville-Facebook (1,553 likes)



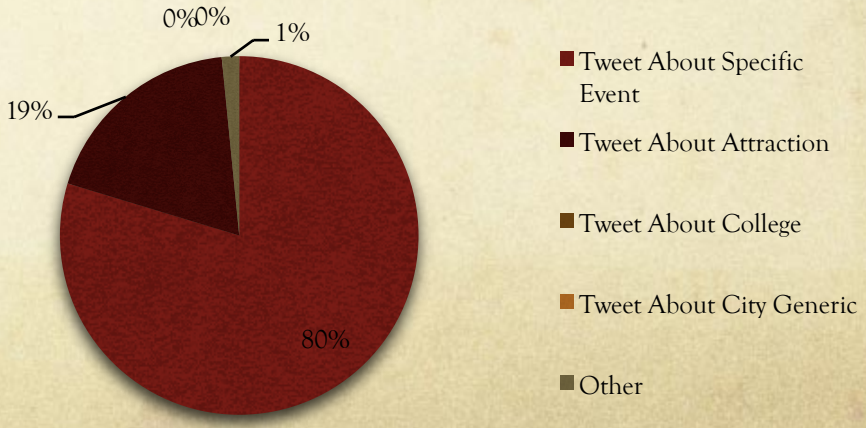
Brownsville-Facebook by content



Brownsville-Twitter (583 followers)

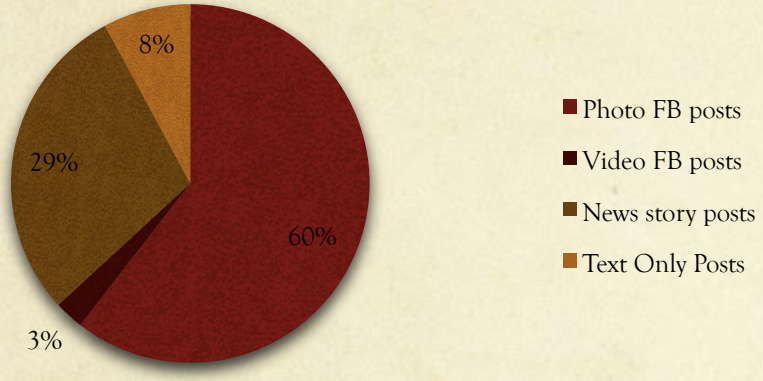


Brownsville-Twitter by content

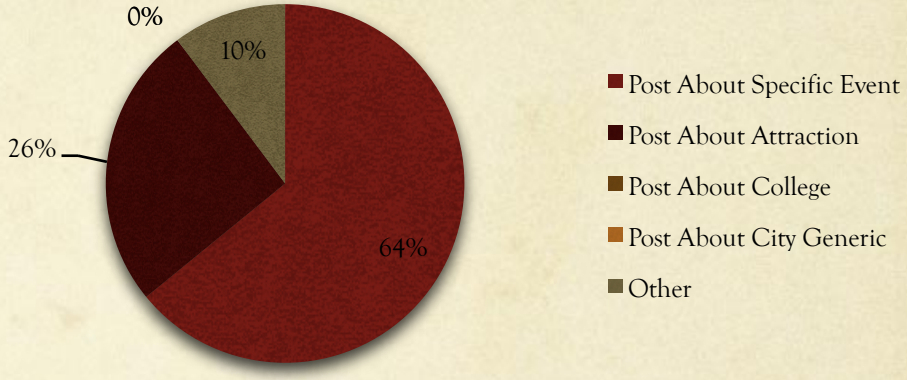


Grand Prairie

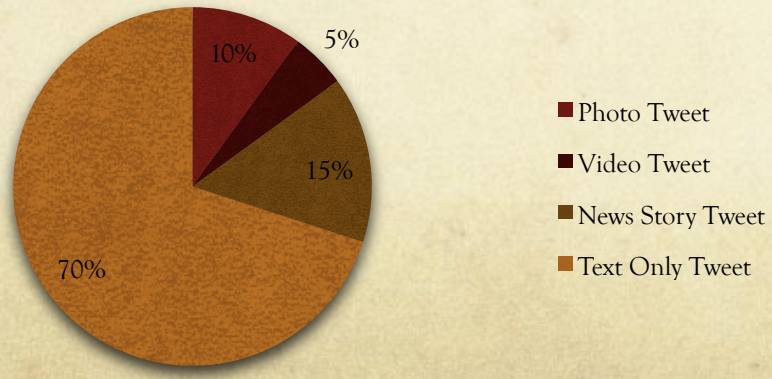
Grand Prairie-Facebook (2,053 likes)



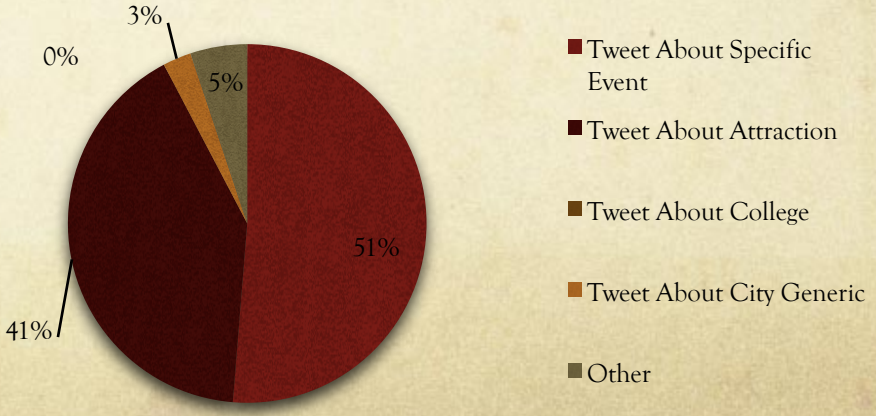
Grand Prairie-Facebook by content



Grand Prairie-Twitter (310 followers)

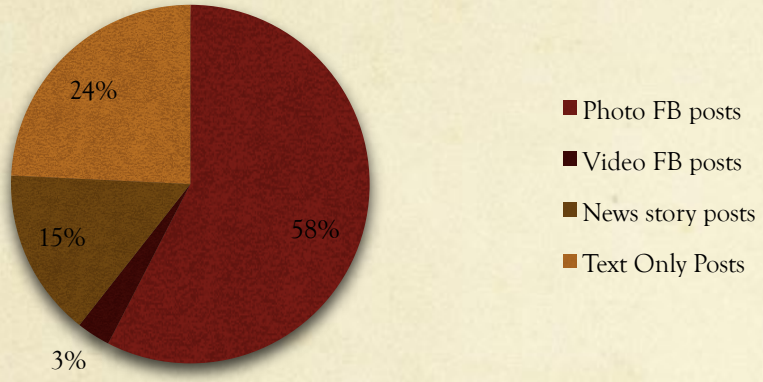


Grand Prairie-Twitter by content

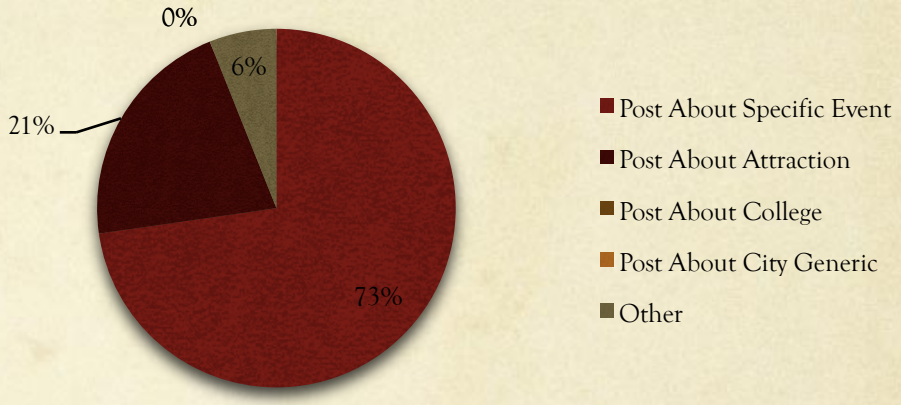


Waco

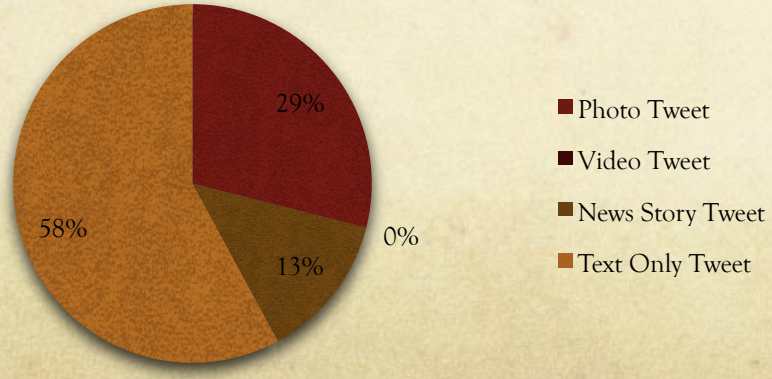
Waco-Facebook (8,739 likes)



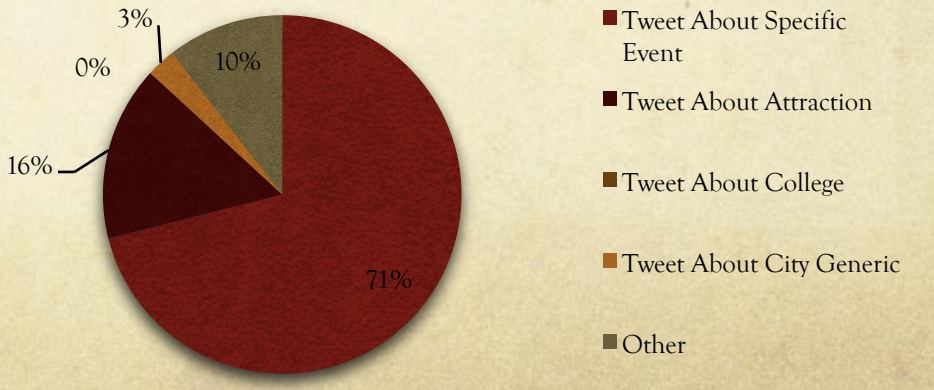
Waco-Facebook by content



Waco-Twitter (1,128 followers)

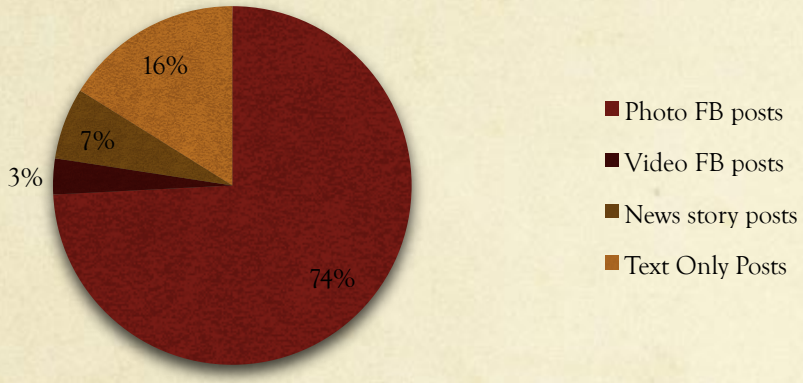


Waco-Twitter by content

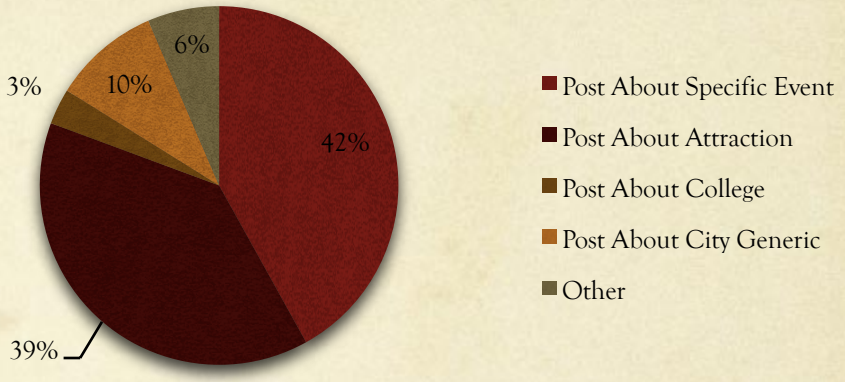


Bloomington, Indiana

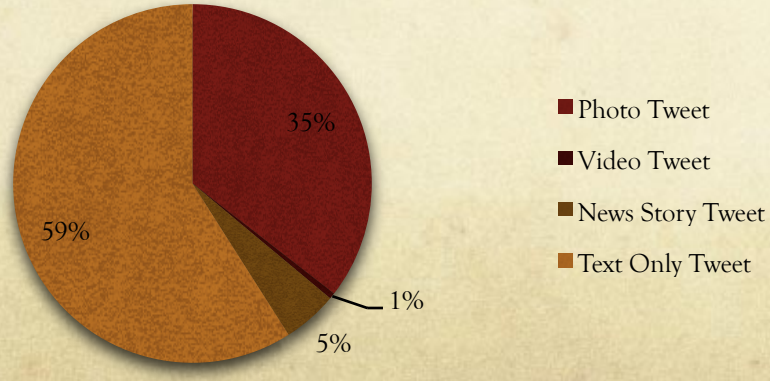
Bloomington-Facebook (11,121 likes)



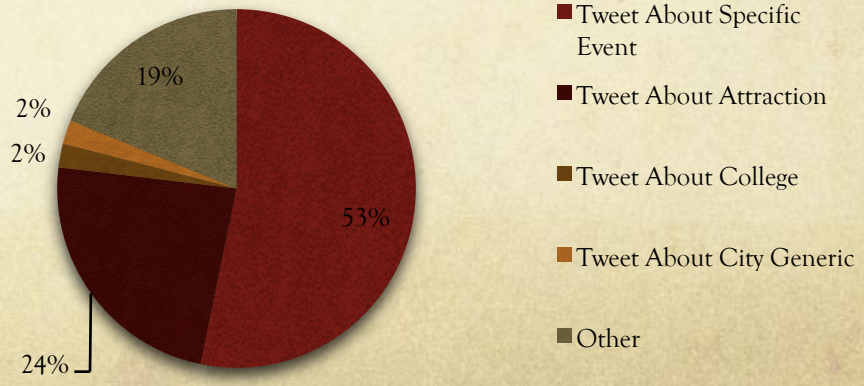
Bloomington-Facebook by content



Bloomington-Twitter (6,120 followers)

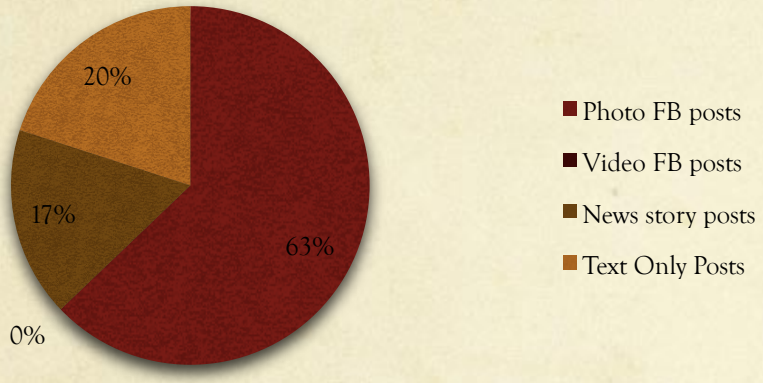


Bloomington-Twitter by content

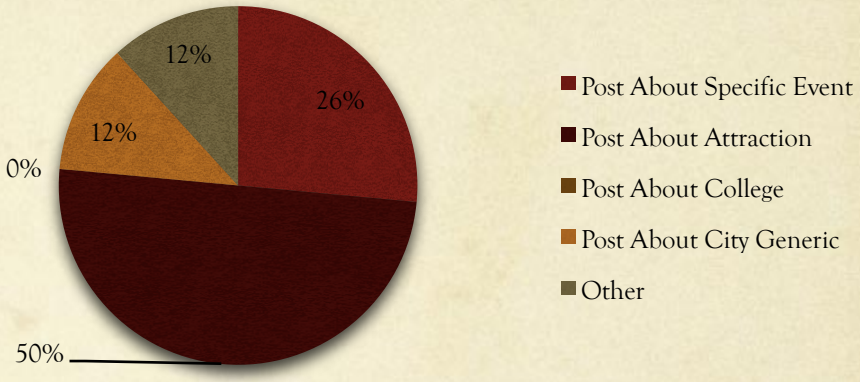


Columbus, Ohio

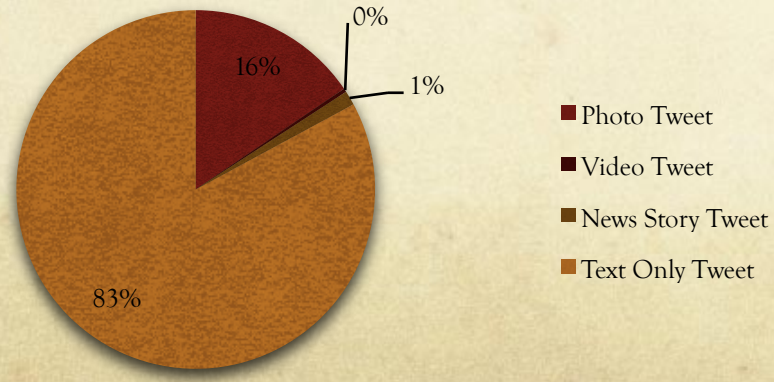
Columbus-Facebook (64,747 likes)



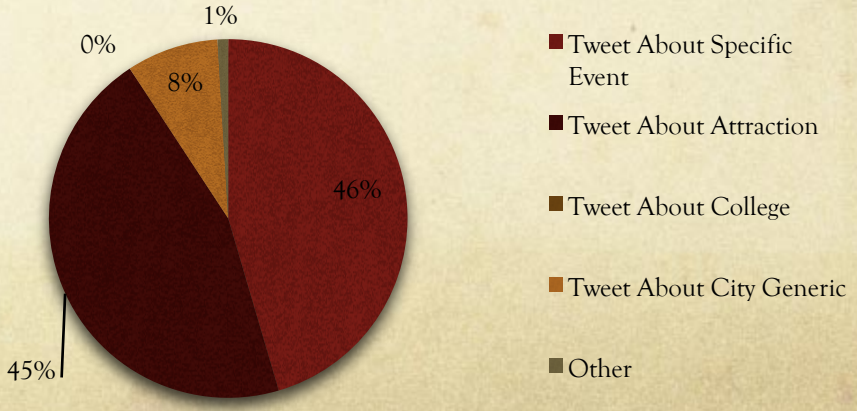
Columbus-Facebook by content



Columbus-Twitter* (35,400 followers)



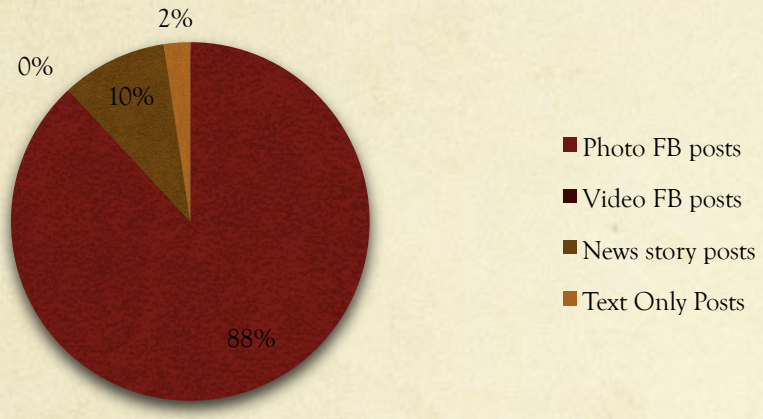
Columbus-Twitter by content



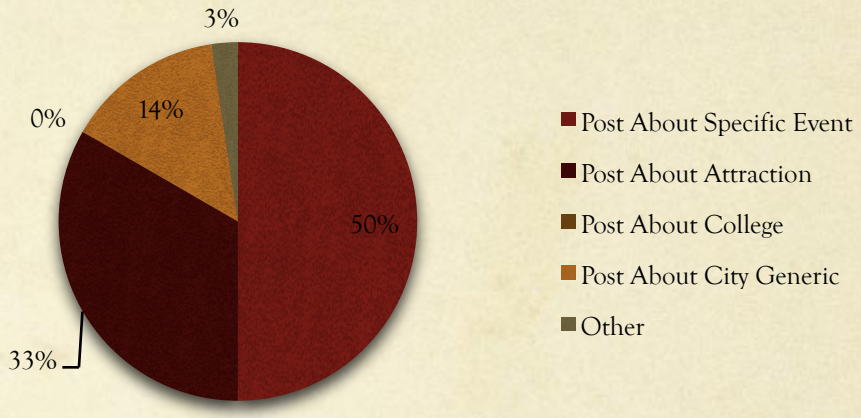
*Only 33 days of Tweets were retrievable.

East Lansing, Michigan

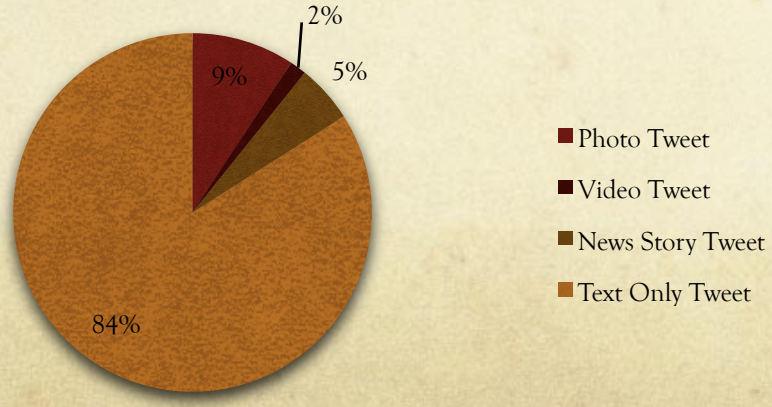
East Lansing-Facebook (8,046 likes)



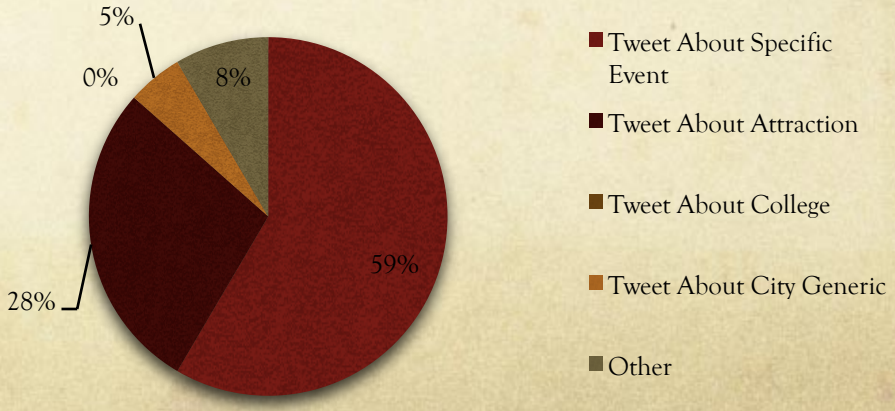
East Lansing-Facebook by content



East Lansing-Twitter (7,610 followers)

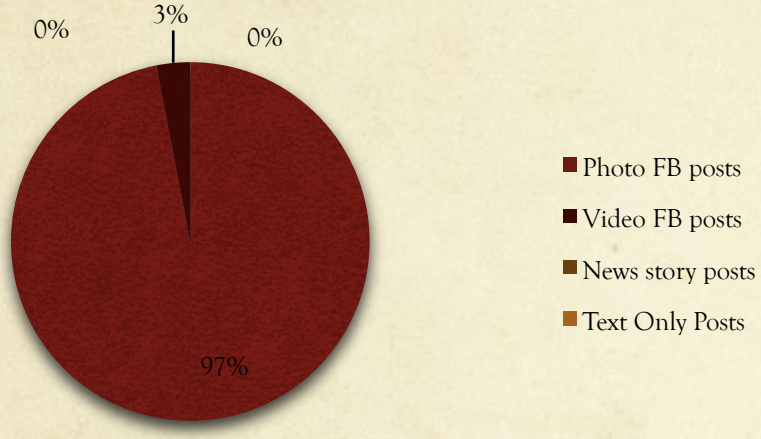


East Lansing-Twitter by content

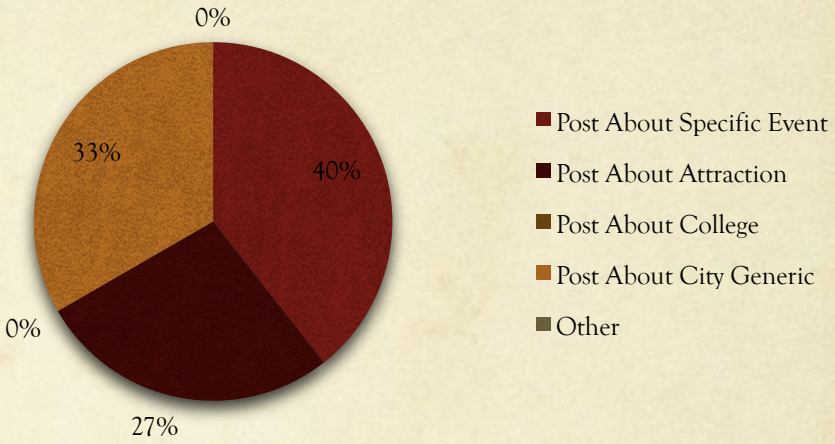


Tempe, Arizona

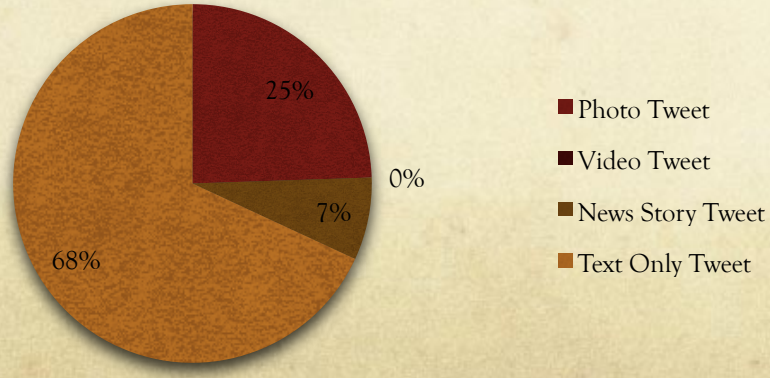
Tempe-Facebook (14,147 likes)



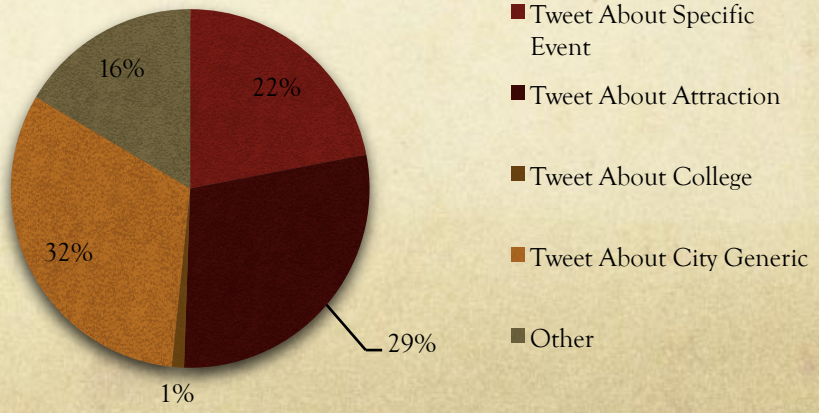
Tempe-Facebook by content



Tempe-Twitter (2,153 followers)

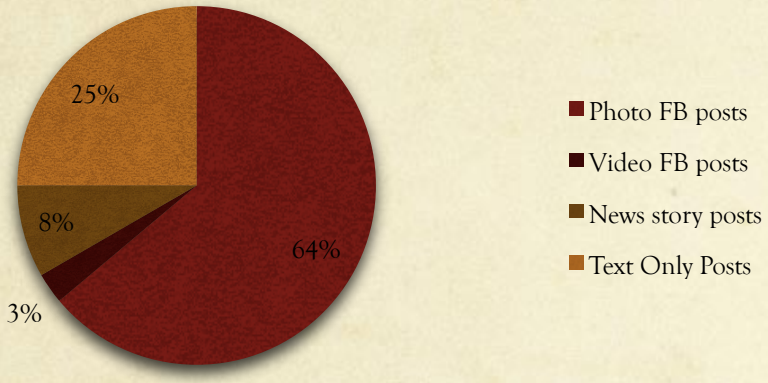


Tempe-Twitter by content

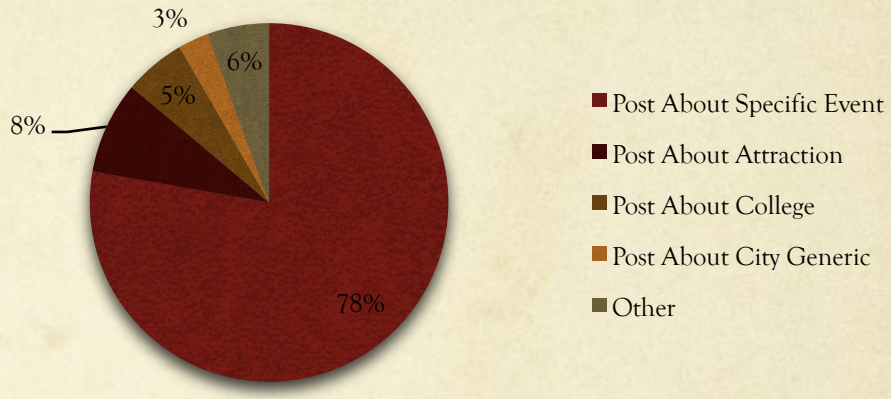


University Park, Pennsylvania

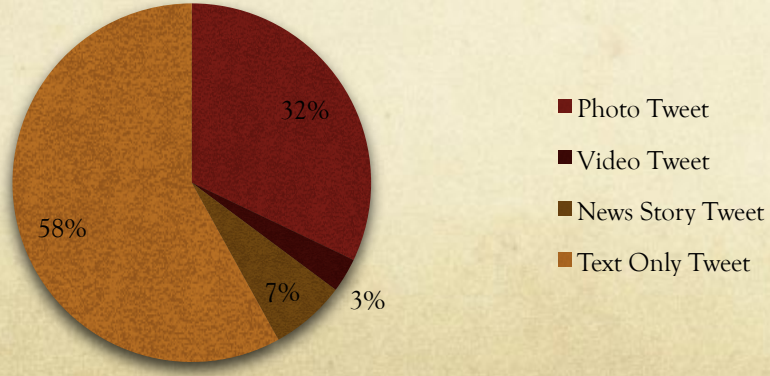
University Park-Facebook



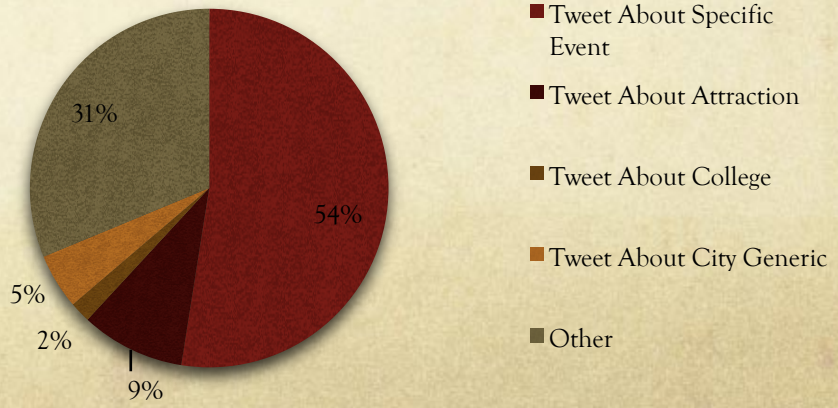
University Park-Facebook by content



University Park-Twitter (999 followers)

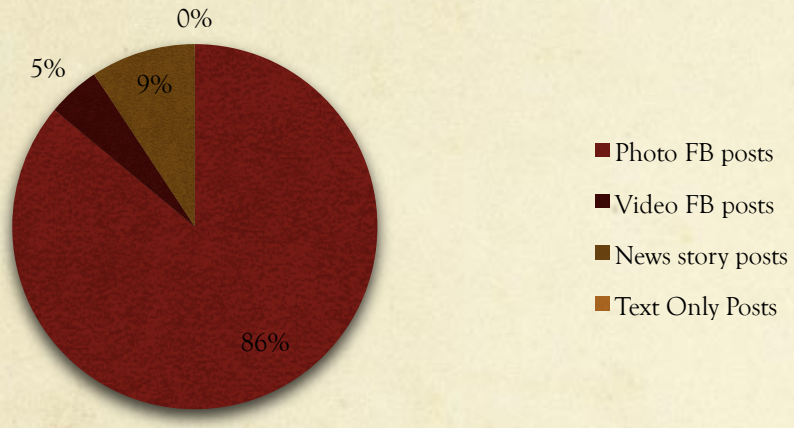


University Park-Twitter by content

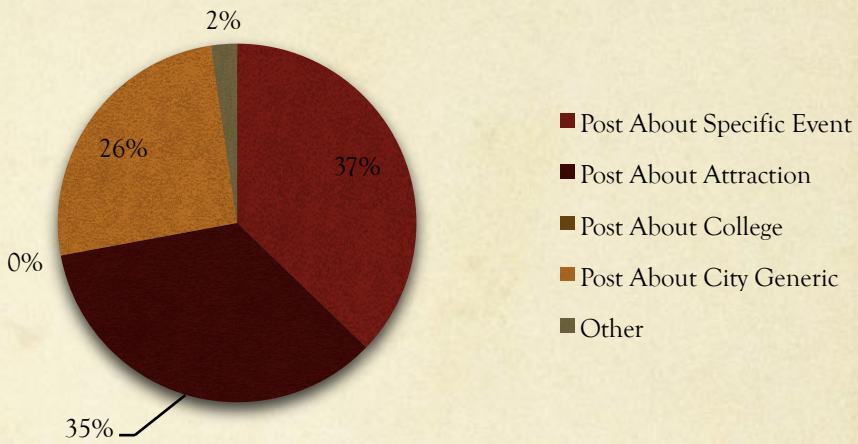


Chattanooga, Tennessee

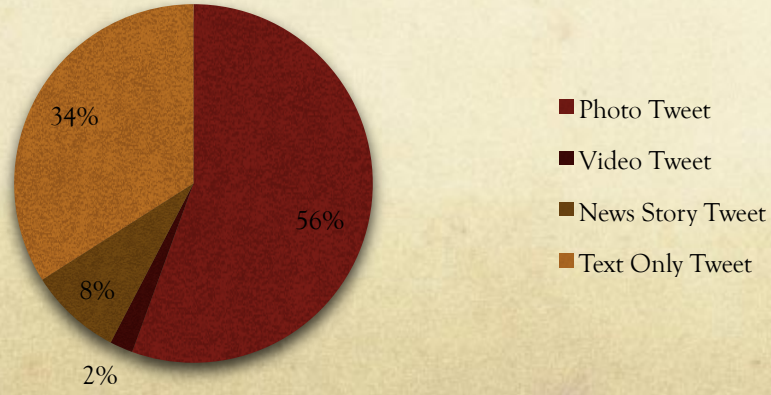
Chattanooga-Facebook (200,523 likes)



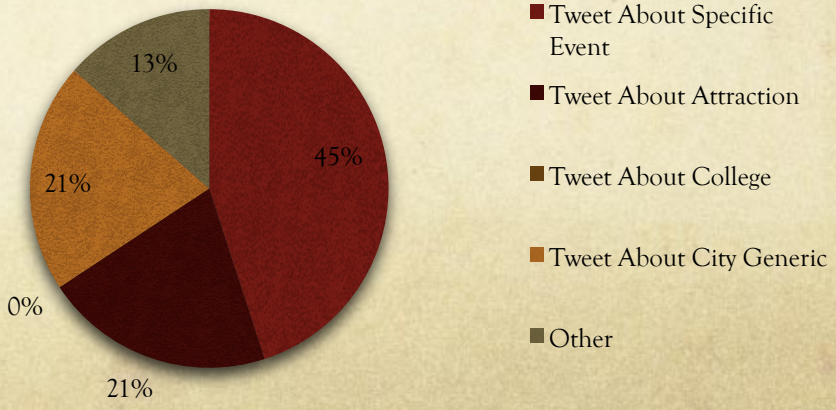
Chattanooga-Facebook by content



Chattanooga-Twitter (21,000 followers)

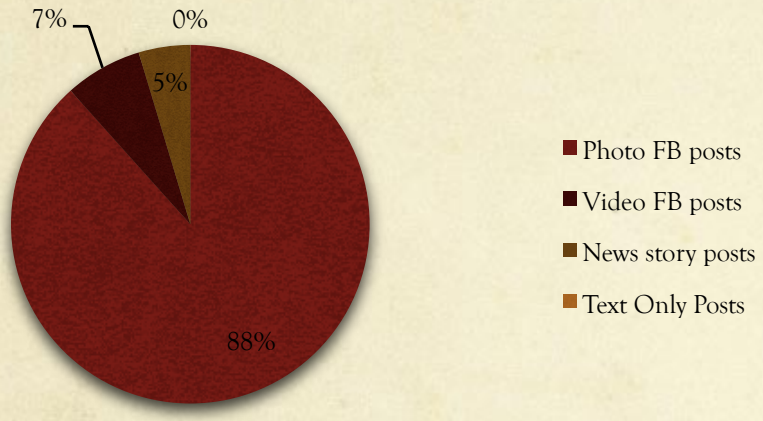


Chattanooga-Twitter by content

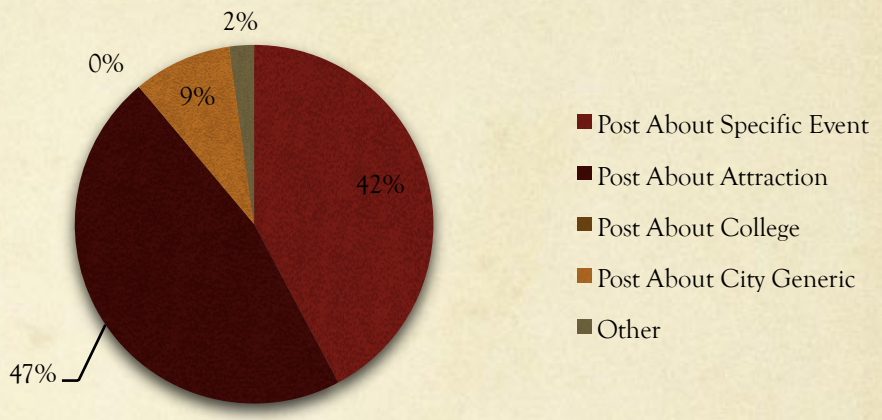


Eugene, Oregon

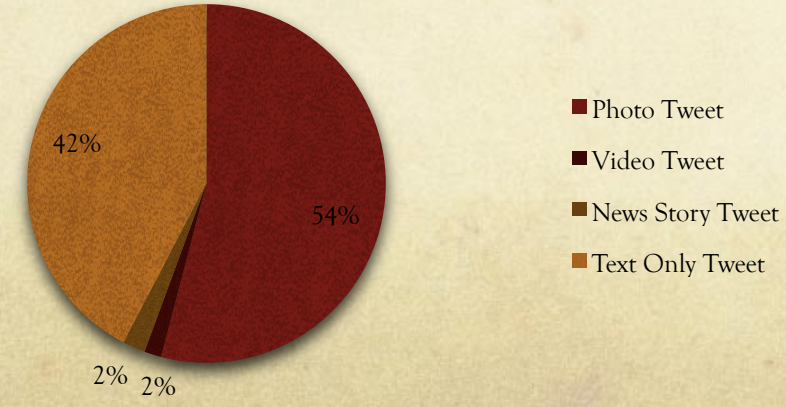
Eugene-Facebook (36,387 likes)



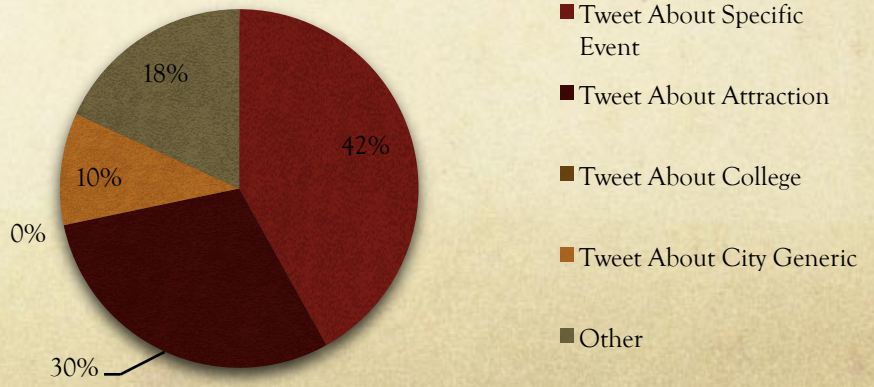
Eugene-Facebook by content



Eugene-Twitter (4,394 followers)

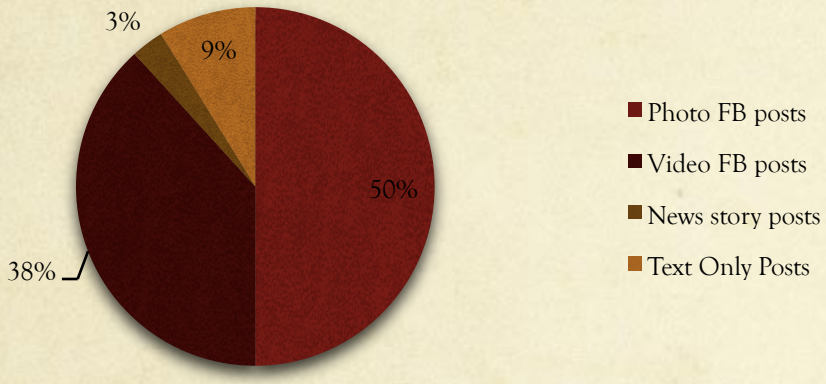


Eugene-Twitter by content

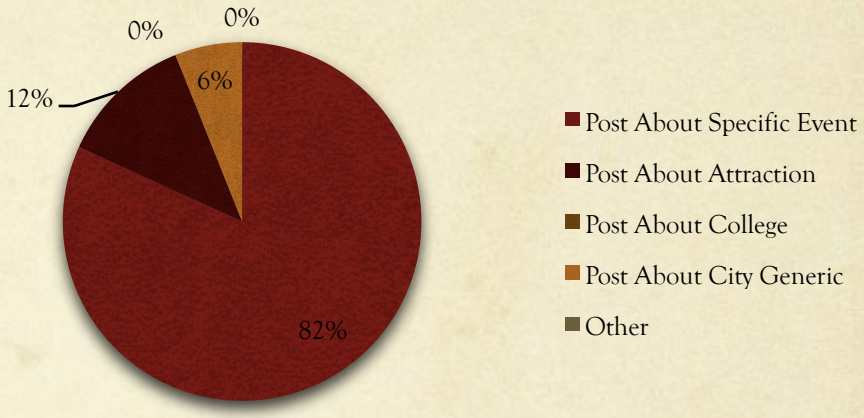


Jackson, Mississippi

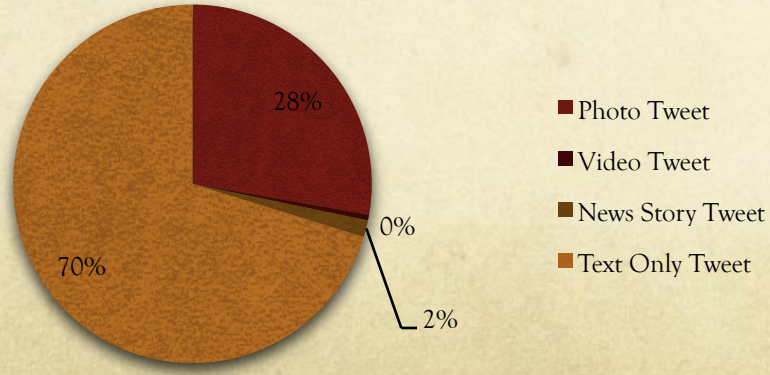
Jackson-Facebook (4,170 likes)



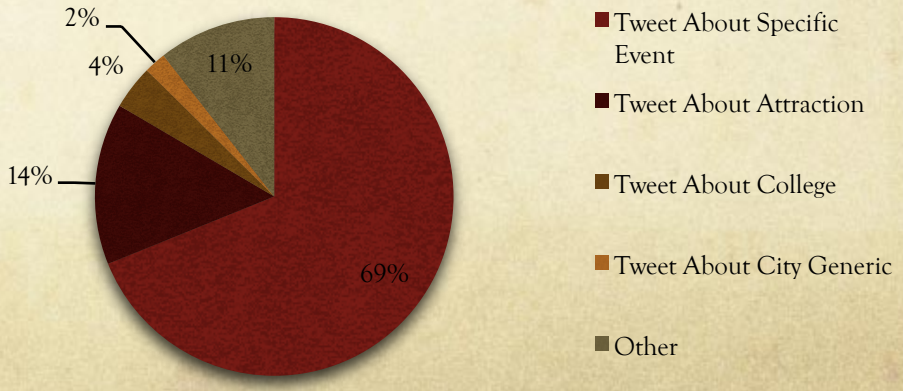
Jackson-Facebook by content



Jackson-Twitter (4,769 followers)

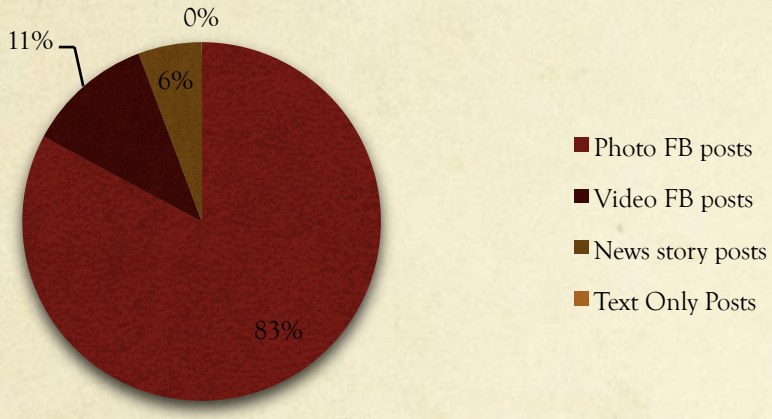


Jackson-Twitter by content

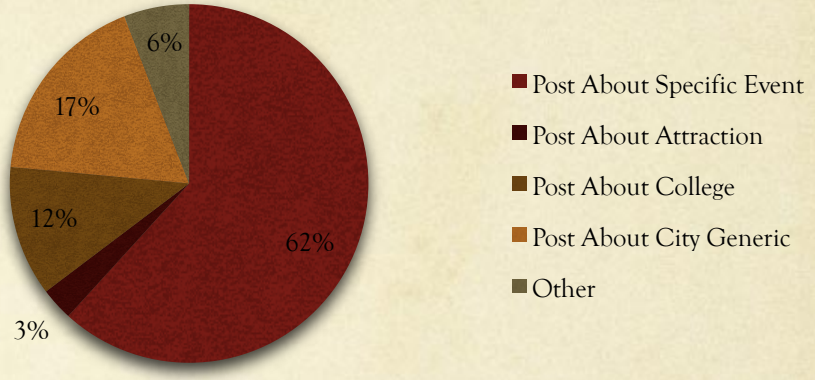


Santa Clara, California

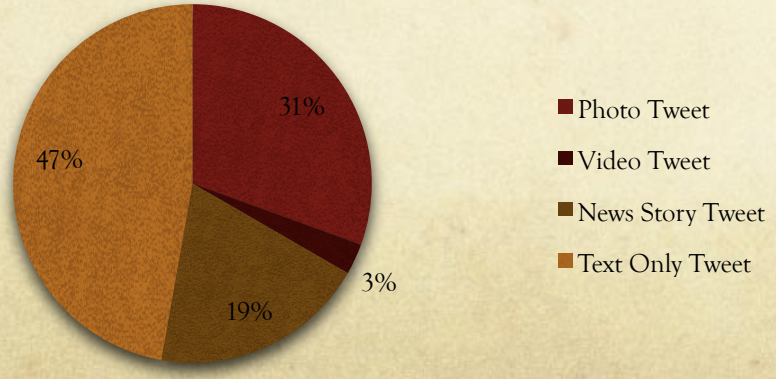
Santa Clara-Facebook (12,234 likes)



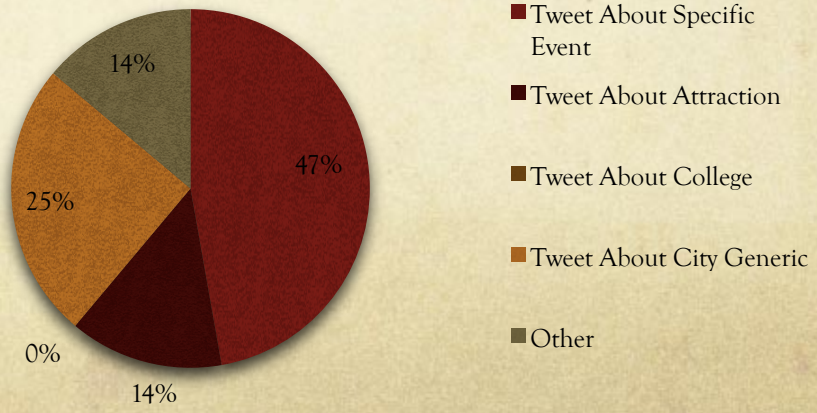
Santa Clara-Facebook by content



Santa Clara-Twitter (2,748 followers)

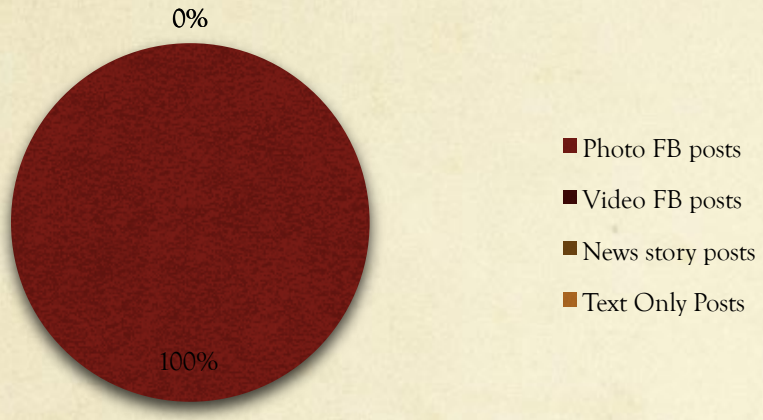


Santa Clara-Twitter by content

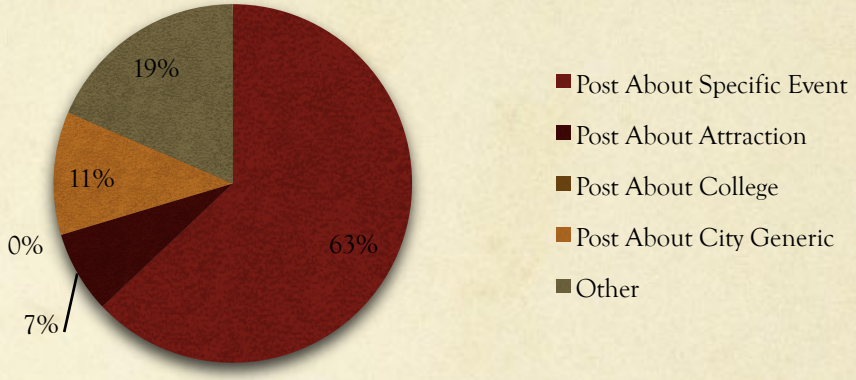


Springfield, Missouri

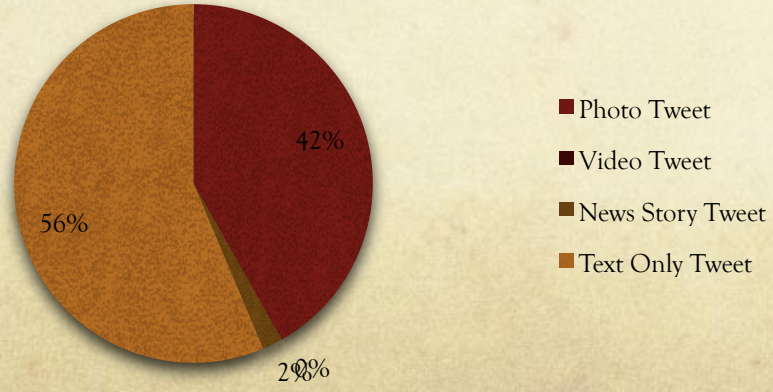
Springfield-Facebook (73,310 likes)



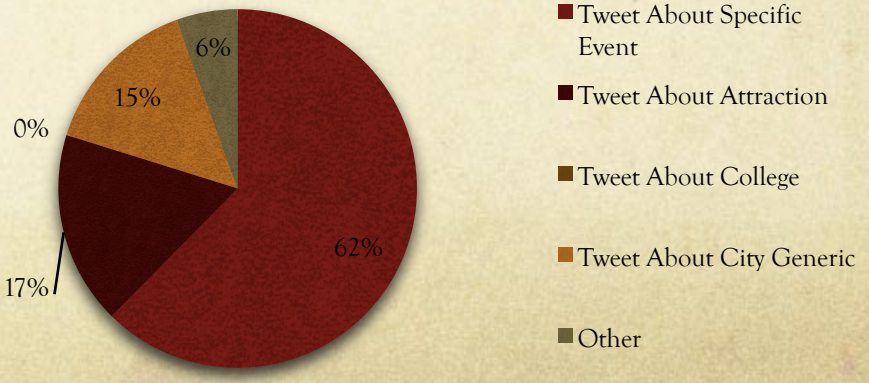
Springfield-Facebook by content



Springfield-Twitter (4,769 followers)



Springfield-Twitter by content



Summary

There are 16 cities in this research study.
Out of these 16 cities:

- Chattanooga has the most Facebook likes, which is 200,523;
- Columbus has the most Twitter Followers, which is 35,400;
- BCS ranks 8th with a total Facebook likes of 13,104, and 10th with 2,387 Twitter followers;
- 14 cities have YouTube channels, average 60-day video post was 1.5;
- 7 cities have blog, average 60-day blog posts was 10.