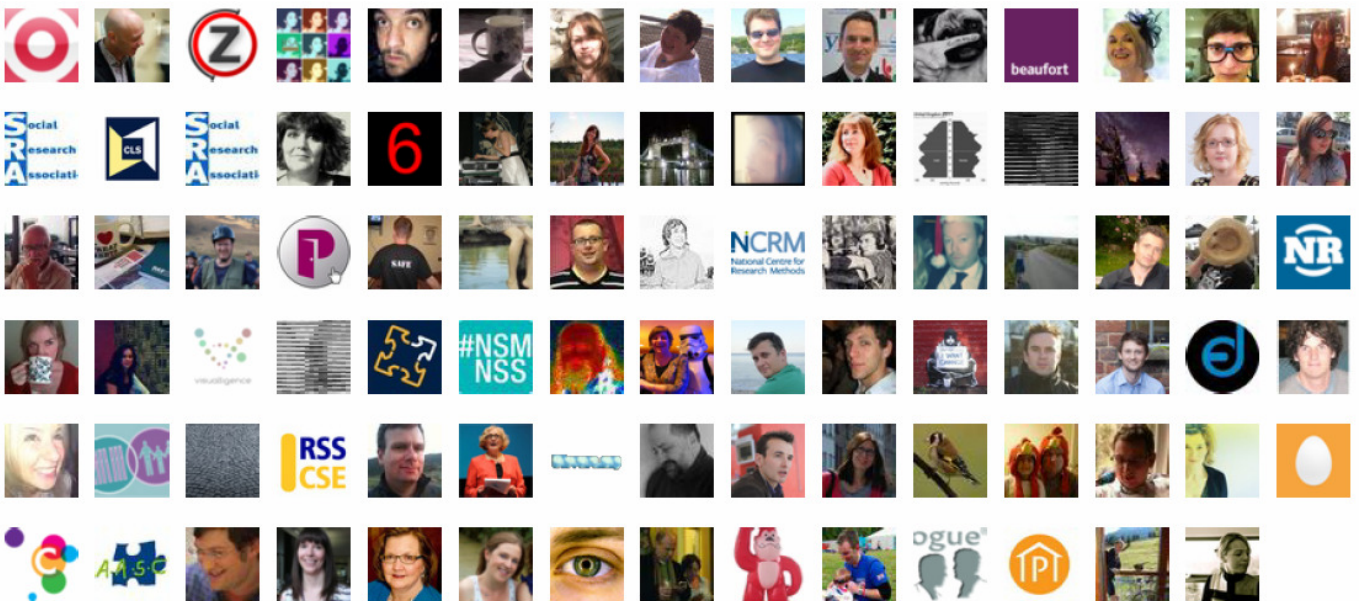


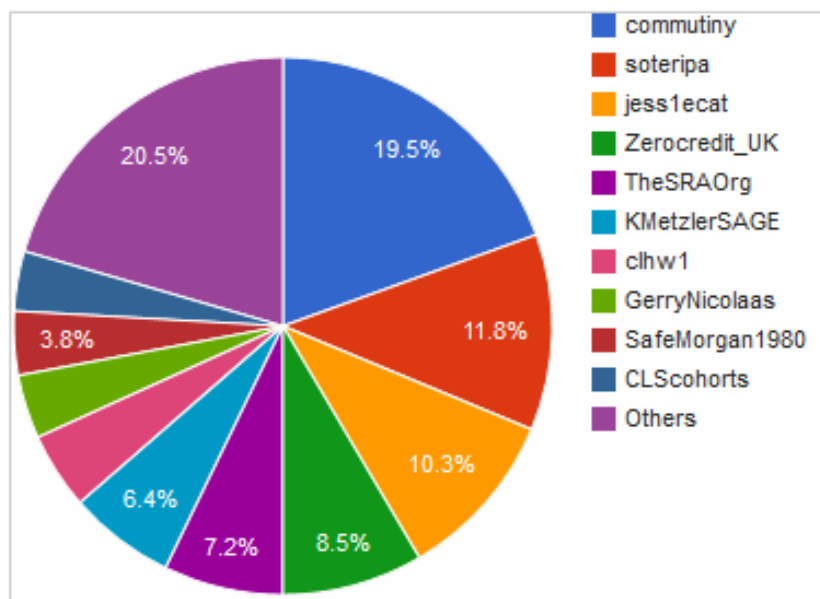
Social Research Association Annual conference 10th December 2012

Backchannel summary

- **2 accounts were used** for reporting; [@TheSRAOrg](#) primarily for programme announcements and the social reporting from [@commutiny](#). The purpose of using a professional live-tweeter with specialist sector profile and knowledge was to produce a **higher-value online conversation** through relevance of audience and subsequent retweets to extended networks rather than aim for huge numbers of impressions.
- Highlights from the twitterstream have been collected on Storify: <http://storify.com/commutiny/social-research-in-the-digital-age>
- More than **541 tweets** were sent using **#SIAAlaunch** by **over 75 people**. Live coverage accounted for over two thirds of tweets; the remainder were conversational or sharing/signposting (retweets).



- **Most active participants:**



- **42 twitter accounts** have been grouped into a list <https://twitter.com/commutiny/sraconf12> for easy reference and future engagement amongst participants.

