



Leaders Debate elevator briefing:

- **The first televised leaders debate was debated through party and media sites on social media. 9.4m viewers tuned into the broadcast**
- **Social media volume: Cameron was most discussed leader**
- **Sentiment: Clegg came out winner according to social media sentiment and online polls**

Volume:
The hashtag #leadersdebate was mentioned 105,000 times in two hours, peaking at 41 times per second

Trends:
Twitter trending terms showed that #leadersdebate was the most talked about topic worldwide

Media agenda:
Tweetminster data and analysis was the main source that steered mainstream media coverage

Media highlight content:

Sky TV News reviews newspapers' articles on digital debate
Twitter trends and online polls shape print media and broadcast coverage
<http://twitter.com/dominiccampbell/status/12269290184>

Financial Times reviews digital debate
Tim Bradshaw and Ben Fenton analyse Tweetminster and Slapometer.com
<http://bit.ly/9nM57E>

Daily Telegraph cartoon highlights social media propaganda at play
70 retweets including BBC's Rory Cellan-Jones
<http://bit.ly/L0f0>

Social media highlights:

ITV's Election Debate microsite received glowing praise online for its multimedia coverage, including streaming and playback, alongside a Twitter sentiment tracker
www.itv.com/electiondebate?intcmp=780048_123_1

The Labour party replaced its home page with a social media dashboard showcasing various Twitter channels front and centre, above YouTube and Facebook content
www2.labour.org.uk/the-leaders-debate

Total number of tweets posted reached 184,396, from 36,483 individuals according to Tweetminster analysis
tweetminster.tumblr.com/post/524329305/the-leaders-debate

Pull-out trend:

Gordon Brown was trending highest for much of the day on Twitter in the run up to the debate. An hour before the programme aired at 7:30pm GMT, David Cameron led both opponents and took the position as most mentioned on Twitter. At 8:30pm GMT as the programme aired, Nick Clegg moved into second place, pushing Brown into third. Volume did not reflect sentiment however, which placed Clegg in first place, Brown in second and Cameron third.

BROWN: 29% positive, 26% negative, 46% neutral.

CAMERON: 24% positive, 31% negative, 44% neutral.

CLEGG: 46% positive, 19% negative, 36% neutral.

Courtesy of www.thedigitalelection.com / www.twendz.com