

Twitter: Technology

A look at the quality of Twitter accounts within the Technology sector in Liverpool

A publication of



ONLINE VENTURES
GROUP

Introduction

Online Ventures Group has released numerous Data::Liverpool reports in recent months. Through analysing social media algorithms, the Data Department at Online Ventures has compiled a varied and in-depth database with which is has been able to produce this Data::Liverpool report into Technology.



Many key indicators have been used when creating this report, such as engagement and quality of tweets. This has allowed Online Ventures to develop its own ranking system in order to bring you this report, which works as a recap for the industry to see how much has changed within it.

Social media is a valuable resource within Technology, as it allows companies to connect with consumers and clients on a personal level, whilst also increasing their brand recognition. With this in mind, it is recommended that all Liverpool companies use social media to their advantage.

Olivia Davies, Online Ventures

Research Techniques

While developing this report, Online Ventures has analysed both on-site factors and social media attributes for every company that is included. Twitter has been the main focus for this report, as this social media platform is one of the most beneficial ones available.



















The Twitter API has been thoroughly analysed, through which Online Ventures has been able to develop calculations to provide a clear outlook for Technology companies in Liverpool that utilise Twitter.

All data used in this report was correct at the time of writing. However, as with all statistical information, data can change over time and so may be slightly different if re-analysed.

If you would like to find out more about the data Online Ventures has developed, please contact us to arrange a meeting.



















Top Followed Twitter Accounts

The most-followed Twitter accounts within the industry can show you how well these companies utilise social media. Online Ventures has re-analysed this information to display how much development has been made by the following companies:

	Name	Username	Followers
1	Richer Sounds	@RicherSounds	
2	ABIS	@ABISTechnology	
3	CyberHostPro SBS	@CyberHostPro	
4	Mando	@mandogroup	
5	ComputerWorms	@ComputerWorms	
6	Adlib	@AdlibSolutions	
7	The PC Support Group	@PCSupportGroup	
8	Calm Response	@CalmResponse	
9	Citrus Suite Apps	@CitrusSuite	
10	Studiocare	@Studiocare	
11	Rapid Technologies	@RapidTechToday	
12	Red Ninja Studios	@RedNinjaStudios	
13	LDRA	@ldra_technology	
14	Liverpool Spy shop	@liverpoolspy	
15	IT Answers	@ITweetAnswers	
16	ICT Solutions	@ICTSolutionsNW	
17	Humphries AV	@HumphriesAV	
18	Secure Electrans	@secureelectrans	












Most Prolific Tweeters

The more a company tweets, the more interaction with followers and other Twitter users they can achieve. The below table ranks the companies in this report by the number of tweets they have posted:

	Name	Username	Tweets
1	Adlib	@AdlibSolutions	
2	Richer Sounds	@RicherSounds	
3	Calm Response	@CalmResponse	
4	CyberHostPro SBS	@CyberHostPro	
5	Mando	@mandogroup	
6	ComputerWorms	@ComputerWorms	
7	Red Ninja Studios	@RedNinjaStudios	
8	The PC Support Group	@PCSupportGroup	
9	Rapid Technologies	@RapidTechToday	
10	LDRA	@ldra_technology	
11	IT Answers	@ITweetAnswers	
12	Citrus Suite Apps	@CitrusSuite	
13	ICT Solutions	@ICTSolutionsNW	
14	Secure Electrans	@secureelectrans	
15	Humphries AV	@HumphriesAV	
16	Studiocare	@Studiocare	
17	ABIS	@ABISTechnology	
18	Liverpool Spy shop	@liverpoolspy	














Top Accounts by Hashtag Usage (#)

Hashtags are one of Twitter's defining features, as they can help to categorise tweets by keyword. Hashtags are vital to Twitter success, and the top accounts in this report are arranged by hashtag usage below:

	Name	Username	Hashtag Usage
1	Red Ninja Studios	@RedNinjaStudios	
2	Citrus Suite Apps	@CitrusSuite	
3	Calm Response	@CalmResponse	
4	The PC Support Group	@PCSupportGroup	
5	Richer Sounds	@RicherSounds	
6	LDRA	@ldra_technology	
7	Mando	@mandogroup	
8	Adlib	@AdlibSolutions	
9	IT Answers	@ITweetAnswers	
10	CyberHostPro SBS	@CyberHostPro	
11	ComputerWorms	@ComputerWorms	
12	ICT Solutions	@ICTSolutionsNW	
13	Secure Electrans	@secureelectrans	
14	Humphries AV	@HumphriesAV	
15	Studiocare	@Studiocare	
16	ABIS	@ABISTechnology	
17	Liverpool Spy shop	@liverpoolspy	
18	Rapid Technologies	@RapidTechToday	

Top Accounts By URL Usage

To become successful on Twitter, it is important that a company shares valuable content. This table ranks the accounts in this report by the number of links they have used in their posts:

	Name	Username	URL Usage
1	Mando	@mandogroup	
2	Richer Sounds	@RicherSounds	
3	The PC Support Group	@PCSupportGroup	
4	Adlib	@AdlibSolutions	
5	ComputerWorms	@ComputerWorms	
6	Red Ninja Studios	@RedNinjaStudios	
7	Calm Response	@CalmResponse	
8	LDRA	@ldra_technology	
9	Citrus Suite Apps	@CitrusSuite	
10	Studiocare	@Studiocare	
11	ICT Solutions	@ICTSolutionsNW	
12	Liverpool Spy shop	@liverpoolspy	
13	CyberHostPro SBS	@CyberHostPro	
14	Humphries AV	@HumphriesAV	
15	IT Answers	@ITweetAnswers	
16	Secure Electrans	@secureelectrans	
17	ABIS	@ABISTechnology	
18	Rapid Technologies	@RapidTechToday	













Most Mentioned Twitter Accounts

Interaction is key on Twitter, and being mentioned in tweets shows that followers and Twitter users are interested in the content that is being shared. The accounts in this report that are mentioned the most are ranked below:

	Name	Username	Mentions
1	Red Ninja Studios	@RedNinjaStudios	
2	Richer Sounds	@RicherSounds	
3	The PC Support Group	@PCSupportGroup	
4	Mando	@mandogroup	
5	Citrus Suite Apps	@CitrusSuite	
6	LDRA	@ldra_technology	
7	Adlib	@AdlibSolutions	
8	IT Answers	@ITweetAnswers	
9	Calm Response	@CalmResponse	
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14	Humphries AV	@HumphriesAV	
15	Secure Electrans	@secureelectrans	
16	ABIS	@ABISTechnology	
17	ICT Solutions	@ICTSolutionsNW	
18	Rapid Technologies	@RapidTechToday	

Top Accounts by Retweet

Retweeting is a way of sharing content. The more retweets an account receives the more interaction it sees. The accounts with the highest level of retweets can be found below:

	Name	Username	Retweets
1	Adlib	@AdlibSolutions	
2	Red Ninja Studios	@RedNinjaStudios	
3	The PC Support Group	@PCSupportGroup	
4	Mando	@mandogroup	
5	Richer Sounds	@RicherSounds	
6	CyberHostPro SBS	@CyberHostPro	
7	Citrus Suite Apps	@CitrusSuite	
8	LDRA	@ldra_technology	
9	Liverpool Spy shop	@liverpoolspy	
10	IT Answers	@ITweetAnswers	
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13	ICT Solutions	@ICTSolutionsNW	
14	ComputerWorms	@ComputerWorms	
15	Humphries AV	@HumphriesAV	
16	Secure Electrans	@secureelectrans	
17	ABIS	@ABISTechnology	
18	Rapid Technologies	@RapidTechToday	



















Top Accounts by 'Favourited' Tweets

Favouriting a post on Twitter is another way of showing appreciation for the tweet. The accounts shown in this report are organised by most retweets as follows:

	Name	Username	Favourites
1	Citrus Suite Apps	@CitrusSuite	
2	Red Ninja Studios	@RedNinjaStudios	
3	Richer Sounds	@RicherSounds	
4	Adlib	@AdlibSolutions	
5	The PC Support Group	@PCSupportGroup	
6	LDRA	@ldra_technology	
7	Mando	@mandogroup	
8	Calm Response	@CalmResponse	
9	CyberHostPro SBS	@CyberHostPro	
10	Liverpool Spy shop	@liverpoolspy	
11	Studiocare	@Studiocare	
12	Humphries AV	@HumphriesAV	
13	ComputerWorms	@ComputerWorms	
14	ICT Solutions	@ICTSolutionsNW	
15	IT Answers	@ITweetAnswers	
16	Secure Electrans	@secureelectrans	
17	ABIS	@ABISTechnology	
18	Rapid Technologies	@RapidTechToday	

Top Twitter Accounts by Average Quality of Tweets

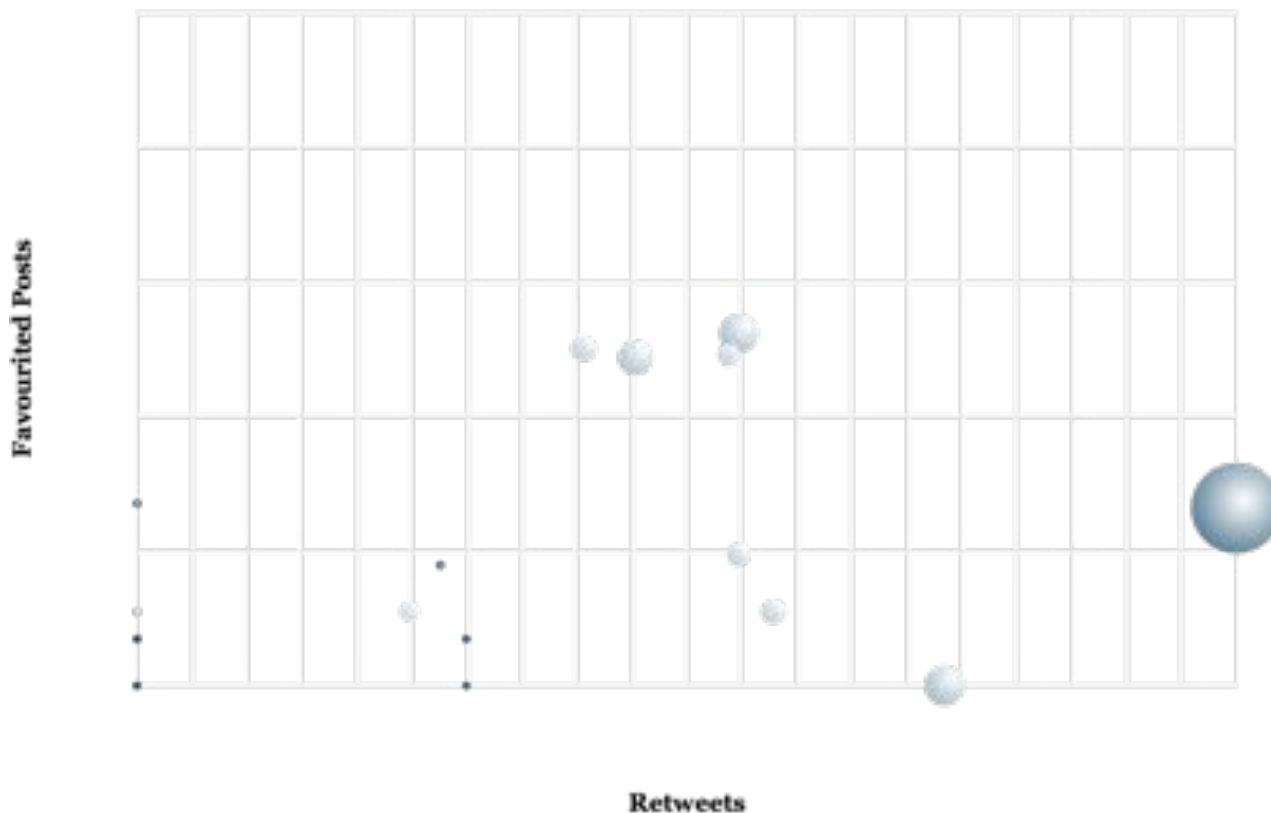
The quality of a tweet can affect its success, so it is vital that every tweet is well-written. Online Ventures Group has used its own algorithm when compiling the below information, which ranks the overall quality of the tweets from the accounts in this report. This has been compiled regardless of any other associated data:

	Name	Username	Quality
1	Adlib	@AdlibSolutions	
2	Red Ninja Studios	@RedNinjaStudios	
3	Richer Sounds	@RicherSounds	
4	Citrus Suite Apps	@CitrusSuite	
5	LDRA	@ldra_technology	
6	The PC Support Group	@PCSupportGroup	
7	Mando	@mandogroup	
8	CyberHostPro SBS	@CyberHostPro	
9	Calm Response	@CalmResponse	
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16	Rapid Technologies	@RapidTechToday	
17	Secure Electrans	@secureelectrans	
18	ABIS	@ABISTechnology	

Does the quality of a post really affect retweets and favoured posts?

Online Ventures has analysed the percentage of retweets the accounts in this report have received (x axis), as well as the number of favourites they have accrued (y axis), and have plotted this against the overall quality of the tweets.



















The bubble graph below shows this information, with the size of the bubble being determined by the quality of the tweet. In this instance, the larger the bubble the better.



This graph clearly shows that there is a connection between the quality of a tweet and how often it is retweeted and favoured, proving that well-written tweets see more interaction.

Top Twitter Accounts by Overall Score

By collating all of the information in this report, Online Ventures Group is able to show which accounts in the industry achieved the highest overall scores. This is displayed below:

	Name	Username	Overall Score
1	Richer Sounds	@RicherSounds	
2	ABIS	@ABISTechnology	
3	CyberHostPro SBS	@CyberHostPro	
4	Mando	@mandogroup	
5	Adlib	@AdlibSolutions	
6	Red Ninja Studios	@RedNinjaStudios	
7	The PC Support Group	@PCSupportGroup	
8	ComputerWorms	@ComputerWorms	
9	Calm Response	@CalmResponse	
10	Citrus Suite Apps	@CitrusSuite	
11	LDRA	@ldra_technology	
12	Studiocare	@Studiocare	
13	Rapid Technologies	@RapidTechToday	
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17	Humphries AV	@HumphriesAV	
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Summary

Online Ventures has developed a number of key findings through the research carried out for this report. They include:

- The account with the highest score is Red Ninja Studios, which shows that their approach to Twitter is most successful.
- The most popular account within this report is Adlib. This increased number of mentions means that they are more adept at engaging Twitter users.
- Richer Sounds has the highest quality Twitter account. This has been achieved by sharing valuable and interesting content which their followers and other users on Twitter interact with.

Online Ventures has not compiled this report with a sales message in mind and instead looks to showcase its data skills, alongside its search and marketing experience.

Want advice?

We really like helping people, whether you are an individual or a business.

If you have any questions about at all, please contact us:

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