

February 13, 2009

WEBMASTER MEETING

- Weir 107
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WhiteHouse.gov


Change has come to WhiteHouse.gov.

Initial new media efforts will center around three priorities:

- ◆ Communication
- ◆ Transparency
- ◆ Participation



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Twitter vs. Super Bowl

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Twitter Chatter During the Super Bowl

As the Steelers and Cardinals battled on the field, Twitter users across the nation pecked out a steady stream of "tweets." The map shows the location and frequency of commonly used words in Super Bowl related messages.

All "tweets"

Steelers vs. Cardinals
Talking about ads
Player names
Emoticons :)
People saying "go"

GAME TIMELINE

Play

Kickoff

Start of 2nd Qtr.

Halftime begins

Start of 3rd Qtr.

Start of 4th Qtr.

Game ends

FG TD TD TD TD TD

SCORE AT 6:15 P.M.

00

Next Meeting...

- ◆ March 13