Methodology

An analysis of relevant social media data was conducted using two different software platforms, Visible Technologies and Radian6. The study analyzed publicly accessible content from Twitter, Facebook, and blog users regarding the Super Bowl XLVI.

Different keywords such as Indianapolis, Indy, sb46, #sb46, super bowl, and XLVI were used to conduct this study revealing social media insights about public sentiment, public dialogue about citywide event, and trending social media subjects associated with each keyword.

Project sponsored by: Indiana Office of Technology

Social Media Use for Large Event Management: Lessons Learned from Super Bowl XLVI

Lessons Learned

- Are capable of helping local government be more responsive to public needs.
- Can identify topics and issues discussed by the public and respond to them swiftly.
- Can identify routine operational issues under the State’s jurisdiction.
- Can prevent the accumulation of complaints on hotlines and other feedback mechanisms.
- Can facilitate the evaluation of special events, as well as routine operations.
- Can facilitate the early identification of issues.