

# Social Media & Maps

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# Overview

- **What do we mean by Social Media?**
- **How's it being used?**
- **Where's the where?**
- **Roll your own Social Media map**

# Social Media

- GIS
  - A tool for examining geographic knowledge to better understand our world.

# Social Media

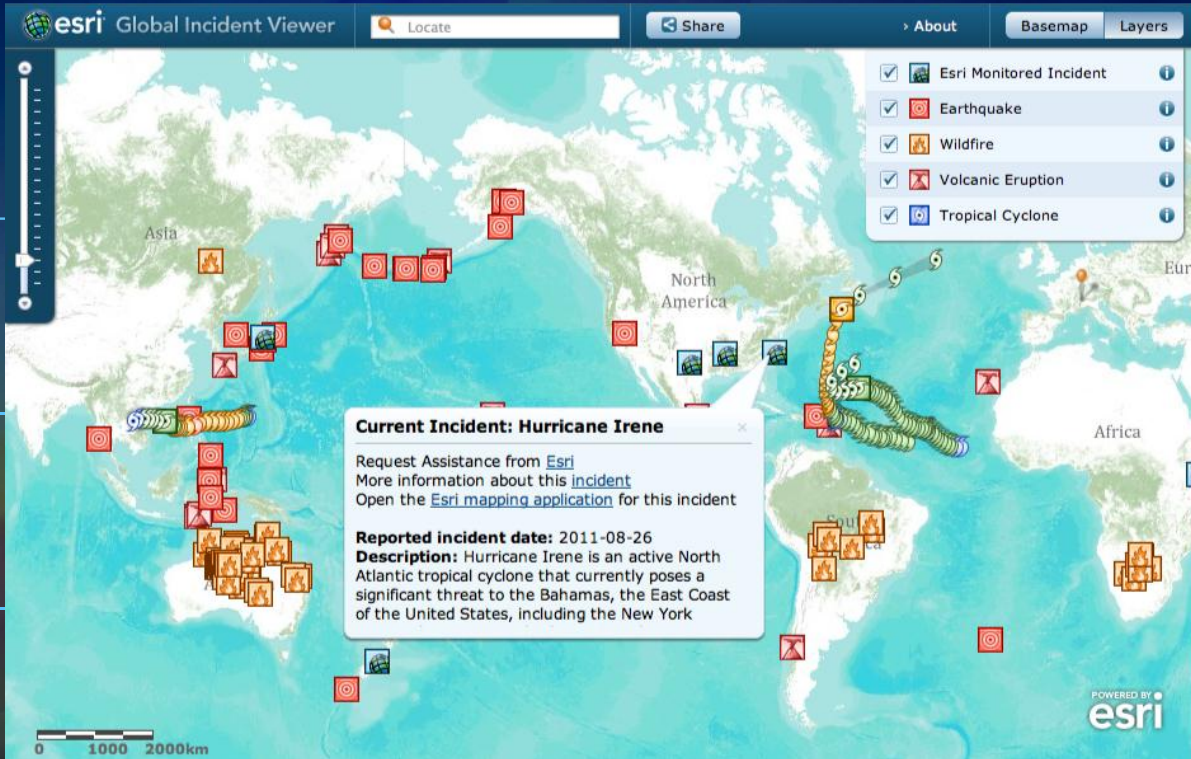
- GIS
  - A tool for examining geographic knowledge to better understand our world.
- Social Media
  - Twitter, YouTube, Flickr, Facebook, etc...
  - **Another source of geographic data**


# Social Media

- GIS
  - A tool for examining geographic knowledge to better understand our world.
- Social Media
  - Twitter, YouTube, Flickr, Facebook, etc...
  - **Another source of geographic data**
- Social Media content displayed on a GIS map
  - A unique application of GIS that provides another means to better understand our world

# Social Media In Action

Real applications





## Public Information Center

Information
Request Service
Social Media

**General Information:**

The location of construction projects, public notices or alerts, out of service hydrants, and main breaks can be found below. You can turn on and off projects and assets in the left navigation pane. When you find a project or asset you're interested in, select it from the list and it will be highlighted on the map. If you click on an individual asset or project on the map, additional detail will be provided.

City Construction Projects

Private Utility and Transit Projects

Public Notices and Alerts

**Alert Type:** Boil Water Notice  
**Description:** A drop in water pressure requires customers to boil water till further notice.  
**Start:** Wed Dec 08 2010  
**End:** Fri Jan 07 2011  
**Contact:** Sam Jones

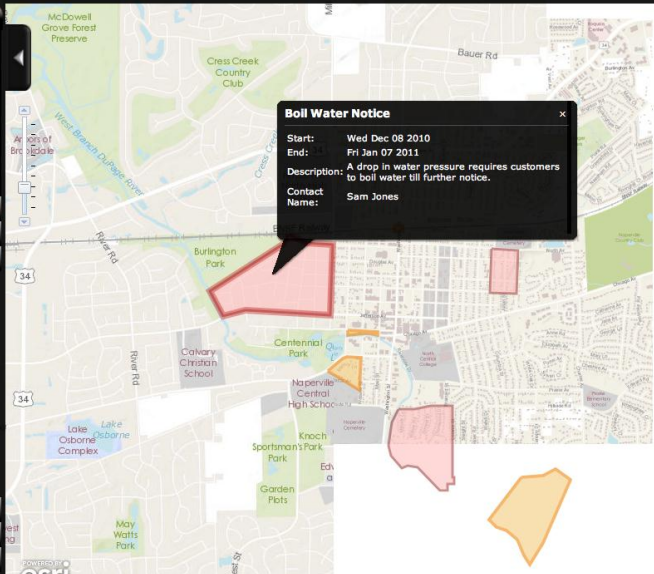
**Alert Type:** Hydrant Flushing  
**Description:** Naperville Public Works will be flushing hydrants in the neighborhood.  
**Start:** Mon Dec 20 2010  
**End:** Wed Dec 22 2010  
**Contact:** Tom Smith

**Alert Type:** Pressure Testing  
**Description:** Naperville Public Works will be conducting a pressure test on the water system.  
**Start:** Wed Jan 05 2011  
**End:** Wed Jan 05 2011  
**Contact:** Sam Jones

Water Main Leaks and Breaks

Sewer Backups

Sewer Overflows



**Boil Water Notice**

**Start:** Wed Dec 08 2010  
**End:** Fri Jan 07 2011  
**Description:** A drop in water pressure requires customers to boil water till further notice.  
**Contact Name:** Sam Jones

City Construction Projects  
 Public Notices and Alerts

# Where is that coming from?

Location may be elusive

# Anatomy of a Tweet

Just seen a **traffic accident** on Thompson Rd near Cranbourne Station **#victraffic**



38°04'56"S, 145°16'33"E



Location   
Where in the world are you?



# Social Map

Visualize realtime information and density from Social Media

Locate:    ▾

+

-

**Social Media Options**

Search

- Twitter (112)
- Flickr (0)
- YouTube (0)
- Wikipedia (0)

**Heat Map & Clusters**

Show Density

Less More

Form Clusters

Done

Lat: -37.81 Lon: 144.98 | Scale: 1 : 9 K | Zoom: 16 | [Esri Applications Prototype Lab](#)

http://maps.esri.com/SP\_DEMOS/twitter/twittermood/index.html

Twitter Mood

Locate: melbourne

Twitter Feed Location Info

Category	Percentage
GeoPoint	71.4%
Place	24.5%
None	4.1%

Scale: 1:144 K | Lat: -37.79°S Lon: 144.94°E  
World > AUS > Victoria > Maribyrnong

Display:  Happy  Sad  Question  Retweets  Checkins  Facebook  Pics  Links |  Text coffee | Options:   Showing 40 geo tweets.

<p><b>AzizulKadir:</b></p> <p>Getting the usual: Tall hot chocolate + Apple danish. Plus, hottie radani (@CoffeeRush) <a href="http://t.co/TvIdWlwb">http://t.co/TvIdWlwb</a></p> <p>Mon, 03 Oct 2011 04:54:18 +0000</p>	<p><b>JasonStark:</b></p> <p>Great coffee! @ Sensory Lab <a href="http://t.co/BMZqCik">http://t.co/BMZqCik</a></p> <p>Mon, 03 Oct 2011 04:52:29 +0000</p>	<p><b>JasonStark:</b></p> <p>Coffee! @ Sensory Lab <a href="http://t.co/uYkSIBT">http://t.co/uYkSIBT</a></p> <p>Mon, 03 Oct 2011 04:14:25 +0000</p>	<p><b>RPK89:</b></p> <p>@StewyMelbourne yeah I'm well. On chapel having a coffee!</p> <p>Mon, 03 Oct 2011 04:00:08 +0000</p>	<p><b>balkandis:</b></p> <p>@DrRachie there is no drink instant t</p> <p>Mon, 03 Oct 2011 03:...</p>
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# Make Your Own Social Media Map

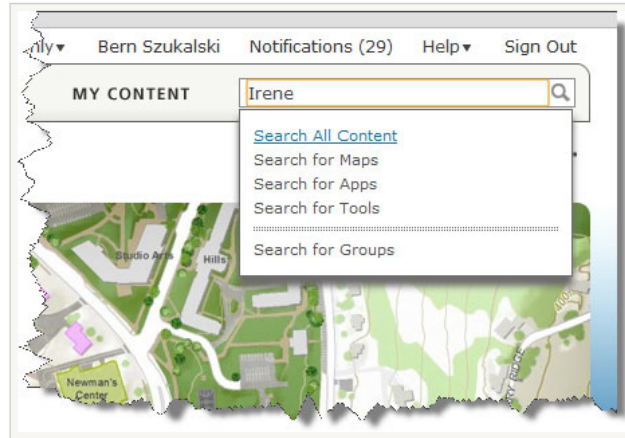
ArcGIS Online Web Application Templates

## Make Your Own Social Media Map (in 3 easy steps)

Want to know what's going on with Hurricane Irene and see for yourself what folks on the ground are saying? Here's how you can quickly geo-locate tweets, and share your map with others in three quick and easy steps.

### Step 1: Get your map

You can start off with a new map and hunt for services to add, but there's no reason to do that when there are a number of hurricane maps start by going to [ArcGIS.com](http://ArcGIS.com) and search for the keyword "Irene:"



# Lessons Learned

- **Mashing up social media content can be tricky**
- **You never know what you are going to get**
- **Know how to get the most from your request**
- **Things can change at any time**
- **Know your rights!**

# Know Your Rights



You will not attempt or encourage others to: E. use or access the Twitter API to aggregate, cache (except as part of a Tweet), or store place and other geographic location information contained in Twitter Content.

## Additional Information

- **Public Information Map** <http://bit.ly/rptV3t>
- **Public Information Center Template** <http://bit.ly/rrXdCE>
- **Twitter Mood App** <http://bit.ly/qHUQOo>
- **Make your own Social Media Map** <http://bit.ly/qITywt>

# Thank you

Questions?



**esri** Australia