

2ND ANNUAL  
THE SWAPAHOLICS  
BOSTON  
FASHION WEEK SIP & SWAP

CELEBRATE  
FASHION + TECHNOLOGY  
IN THE HUB

THURSDAY  
SEPTEMBER 29TH, 2011  
6 TO 10 PM

MICROSOFT NERD CENTER  
ONE MEMORIAL DRIVE  
10TH FLOOR  
CAMBRIDGE, MA



[HTTP://BFWSWAP.EVENTBRITE.COM](http://bfwswap.eventbrite.com)



**#BFWSwap** was  
275 stylish Boston  
ladies **tweeting**  
& **swapping**.



During #BFVSwap, those stylish ladies were extremely engaged in not only tweeting but posting live user generated content:



- 385 total tweets used the #BFVSwap hashtag
- 71 photos & 2 videos were posted to Twitter
- Sponsors mentioned by correct handles 81 times
- 58,303 people reached
- 458,164 impressions

Source: TweetReach Pro

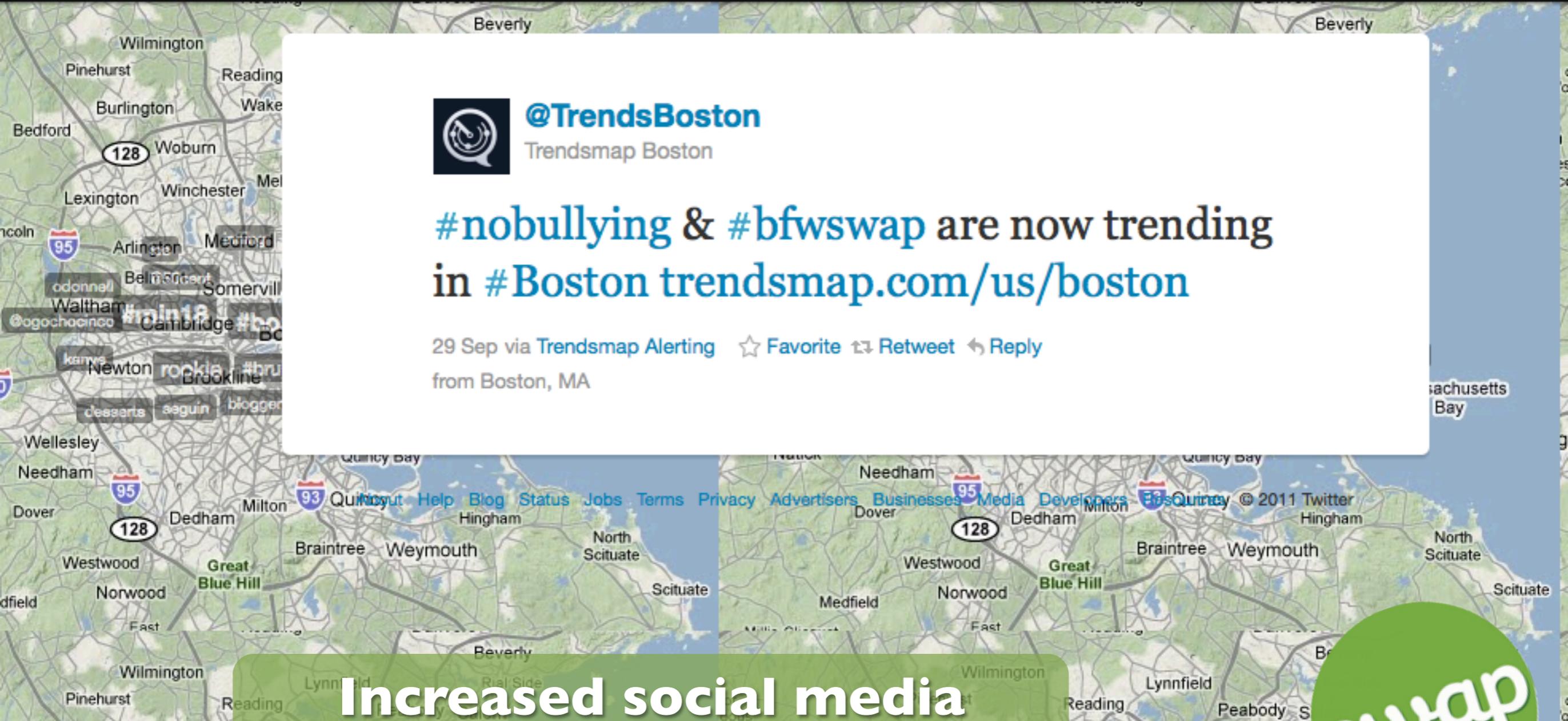




## 71 photos posted to Twitter:

- 16 Instagram & 16 Yfrog
- 11 Twitpic & 11 Twitter Pic
- 10 by Ow.ly
- 7 by Lockerz

(Source: TwapperKeeper<sup>4</sup>)



**@TrendsBoston**  
Trendsmap Boston

**#nobullying & #bfwswap are now trending in #Boston** [trendsmap.com/us/boston](https://trendsmap.com/us/boston)

29 Sep via Trendsmap Alerting ☆ Favorite ↻ Retweet ↩ Reply  
from Boston, MA

**Increased social media engagement led to #BFWSwap trending on Twitter in Boston on 9/29**  
*(Source: TrendsMap Boston)*



66° Fog  
Weather | Traffic

# boston.com

**Boston Deals**

\$5 weekend passes to the Boston Antiques & Design Show & Sale in Wilmi...  
Get this deal

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## Scenes from Sip & Swap 2011

More than 250 people attended a Boston Fashion Week clothing swap event in Cambridge.

PHOTOS Boston Fashion week

- ★☆☆☆ 'Dream House'
- Things to do around town
- PHOTOS Renovated River
- PHOTOS Fun French fri
- Baby zebra arrives at Fra
- PHOTOS Ten fall hikes in New



## Smaller Mass. banks see opening in card fees

Local banks are vying to win over Bank of America customers who will be charged as much as \$60 a year to use debit cards. (Boston Globe)

- PHOTOS How checking accounts cost you more
- PHOTOS Checking account fees across the state

MAN SHAUGHNESSY

## Ignore the spin, the Sox fired Francona



Looking for a great private school? [Click here](#)

**Boston Deals** Local Deals YOU Want

**Combined with PR efforts & existing press relationships, Twitter helped land us on Boston.com home page for more than 24 hours as the HOT event from BFW '11.**

# THE 2ND ANNUAL SWAPAHOLICS BOSTON

FASHION WEEK SIP & SWAP

Use the hashtag #BFWSWAP to see your tweets on the big screen with @Swap & @BostonTweetup!

## SPONSOR HANDLES:

@Swap	@TheSwapaholics
@BostonTweetup	@MSNewEngland
@OpenRunway	@GoodwillBoston
@9Tailors	@AskEmmi
@Spreedia	@VitaCoco
@StyleShare_twt	@popchips

Based on suggestions from Joselin Mane, we created table tents featuring all our sponsor handles, dozens of which were placed around the venue (and also posted on our FB & Twitter streams)



RESULT: increased mentions for our sponsors  
800% over past events, with the following reach:

**OPEN RUNWAY™**

17 tweets @OpenRunway using #BFWSwap = 27,120 people  
reached through 59,005 impressions from 10 people

**9tailors**

17 tweets @9Tailors using #BFWSwap = 27,274 people  
through 61,392 impressions from 10 people

**spreedia**  
THE BOUTIQUE GUIDE

15 tweets @Spreedia using #BFWSwap = 17,273 people  
through 21,414 impressions from 12 people



Source: TweetReach Pro & SocialMention

# socialmention\*

**4%**  
strength

**31:1**  
sentiment

**67%**  
passion

**16%**  
reach

45 minutes avg. per mention

last mention 1 hour ago

55 unique authors

53 retweets

## Sentiment

positive		93
neutral		90
negative		3

Based on suggestions from Joselin, we also started using Social Mention and Topsy to easily track, filter & qualitatively analyze tweets

## Sources

twitter		100
stumbleupon		55
flickr		18
google_blog		10
webshots		1
youtube		1
google_video		1



Tweet

#BFWSWAP



Search tweets

**blinc**

2 hours

LOVE SWAP! .. It's Swap Day!  
Which means hundreds of my  
friends in the same room!!!  
Amazing!!! #BFWSWAP #bfw11 via  
@PunkyStyle

Top Tweet

**petalandpink**

1 min

Soaking wet at #bfwswap

**VintageShop1128**

2 mins

Ready for some swapping  
@Swapaholics! #BFWSWAP  
t.co/M7ID2JaF

**jayneeward**

3 mins

@TheSwapaholics Boston Fashion  
Week 2011. Sin & @Swap event with

Save Search

Thanks to Joselin's tracking expertise, we also discovered we were the Top Tweet for all of #BFW11 on Thursday – from a beauty company in Florida



## **BEFORE**

We thought we were "advanced" users when it came to using and tracking social media, but knew that we needed better tools for tracking & measuring the impact, reach, and influence of our events.

## **DURING**

By partnering with Joselin at BostonTweetup, we were able to fine-tune and polish our process, implementing time-saving measures and being able to provide concrete evidence of successes for our team, our partners, and our sponsors. Joselin brought us from a 3-step process (planning, event, post-mortem) to a 5-step process that helped us to better delegate tasks for monitoring and capturing key metrics (before they were "gone forever"), using services & softwares that were new to us like TweetReach, TwapperKeeper, Social Mention, Topsy, TweepML and Twilert.

## **AFTER**

Much like hiring a wardrobe consultant to edit our closets - making killer outfits from the pieces we already own - Joselin was able to help us edit and polish our Events process and poise us for future successes, including being better able to prove value and benefits when pitching future sponsors and partners. We went from indie street style to prime time runway ready in just a few short weeks. **Justifying the spend to hire Joselin to work with us again on future events is a no-brainer.**

