



Live Streaming audiences with Mass Relevance

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SOURCING + CURATION + DISPLAY + PARTICIPATION = RELEVANCE

Two stories got our attention this week: the first about the San Francisco Gay Men's Chorus and the "Social Media Moments" they programmed into their performances.

You can check out the videos SFGMC audience members recorded on [their facebook page](#) or [their twitter feed](#). This seems like an excellent strategy for engagement and addressing new behaviors influenced by mobile technology, real-time communications, and social media. The impression is that the experiment was a success for the chorus and their audiences alike. By programming the moments into the evening, they also defused issues from audience members who might have more traditional approaches to concert attendance. It's good to think about your whole audience when developing these strategies.

The other big story is about Katy Perry. She's in the top ten most followed people on Twitter, and for her next concert there will be Jumbotron screens displaying live tweets and twitpics from fans. *Perry's California Dreams 2011 will be the first live concert tour to feature Twitter in this way.* Each show will have a unique hashtag that fans can add to their tweets. Selected tweets will appear on the massive on-stage screens before the show starts.

The technology behind these screens "Tweet-to-Screens" is powered by [Mass Relevance](#), a real-time content curation provider for entertainment, media, retail and manufacturing brands. Tweets with the unique hashtags will be aggregated and curated by the Mass Relevance team. Mass Relevance has created Twitter strategies for the

Golden Globes, the Oscars, and ESPN's March Madness Tournament of Twitter. This is the beginning of offline, online, fan and audience integration that can create a more engaging experience at a show. It encourages fans to tweet and enables fans at home to see the excitement about the show. Recently, I proposed live streaming video of an audience as well as a performance. It's the ultimate approach to letting people share their experiences with their social networks no matter where they are, and for seeing who's there and how they are participating, which is what social media is all about.

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[Hearsay Social](#) allows major enterprises and franchises with individual locations scattered across the country to unify their social marketing efforts and allow employees to connect with customers. Companies like [Syncapse](#), and [Extole](#) have made funding announcements in recent weeks. [Roost](#) is launching its new social marketing platform for small and medium sized businesses, which will provide content suggestions to streamline social marketing campaigns.

Reference:

http://www.mediabistro.com/alltwitter/katy-perry-brings-the-twitter-jumbotron-to-her-concerts_b7372?utm_source=twitterfeed&utm_medium=twitter