

House of Tweets

Twitter and the House of Commons

A WHITE PAPER BY MARK BLEVIS

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Ujjal Dosanjh (Hon.): Mr. Speaker, I wish to inform you and the House that I inadvertently tweeted about matters that I ought not to have tweeted about.

Peter Milliken: I assume that tweeting means it went on Twitter. I don't know anything about that stuff.¹



Some may not take Twitter seriously as a medium. There are many reasons for that, possibly including the name. Also known as “microblogging,” Twitter is an example of the explosive growth of social media, which began as a means for people to provide quick status updates and was quickly embraced by growing numbers of institutional, advocacy, and mainstream users...

— Mark Senak

Introduction

Twitter, the popular *real-time information network*², first challenged the Canadian political establishment on October 14, 2008 – the date of the last federal election. While news organizations abided the *Canada Elections Act* ban on nationally broadcasting election results until the last poll has closed on the west coast, Canadian citizens wasted no time sharing poll results in the form of “Tweets”, short messages of 140 characters or less. With that, Twitter got the word out in ways that were virtually impossible for election authorities to control.

The social networking site has matured a lot since then. In fact, a service once viewed as a platform for narcissists to share trivial updates about their lives, was asked by the U. S. State Department to postpone a scheduled maintenance window on June 16, 2009 to avoid interrupting the flow of Twitter messages being sent from the streets of Iran during protests of the re-election of President Mahmoud Ahmadinejad.

Yes. Twitter has graduated from “I forgot how much I love pickles” to announcing one’s survival of a plane crash moments after it happened³ and even reporting activities from outer space⁴.

In politics, Twitter is well known for its use by then-presidential candidate Barack Obama to mobilize a groundswell of supporters. So valuable was that network for his campaign that before taking the stage in Grant Park, Chicago to deliver his acceptance speech, Mr. Obama sent the message “We just made history. All of this happened because you gave your time, talent and passion. All of this happened because of you. Thanks” to his Twitter followers.

It’s truly amazing how communication, engagement and even advocacy have evolved through the Twitter interface and its 140-character constraint.

Like any other social networking tool, Twitter isn’t only a platform for vanity. Many organizations and individuals have discovered that Tweets can play a significant role in brand and community building and there are many examples of ordinary people creating extraordinary personal brands that depend heavily on engaging with others using Twitter.

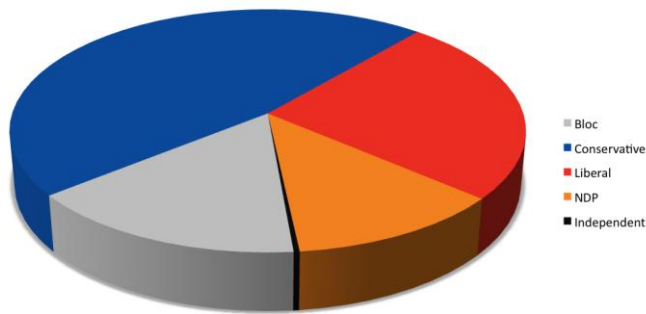
Twitter has also played an important role in crisis communication – in some cases being the source of the crisis and in others the channel for managing it.

¹ Excerpt from an exchange after Question Period on October 20, 2009.

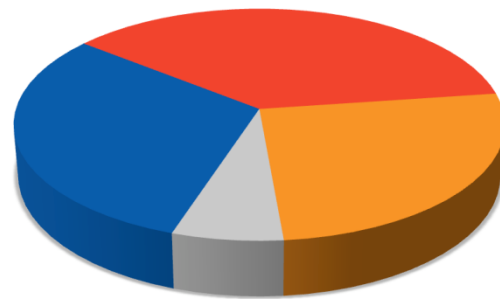
² <http://twitter.com/about>

³ <http://www.telegraph.co.uk/technology/news/3903952/Citizen-journalist-sets-the-world-a-Twitter-after-Denver-plane-crash.html>

⁴ <http://www.msnbc.msn.com/id/30078050/>



Seat distribution in the House of Commons



Distribution of Active Tweeters in House of Commons

In a recent report **Twongress: The Power of Twitter in Congress** (published January 2010), my Fleishman-Hillard, colleague, Mark Senak identified three primary forces that contribute to the growing influence of social media. They are:

- People want to get the particular news that they are interested in from sources they trust – they do not want what is packages and broadcast, but rather want to seek out their own news of interest;
- People want to participate in the news – they want to spread it to others and discuss it; and,
- People want speed and utility.

I agree with these three points and suggest that three others that are equally important:

- People want to connect with others with whom they share a common interest;
- People want to connect with people they admire; and,
- People want to be involved in something meaningful.

The tools of social media represent the digital “long head” that could ultimately drive some important changes to politics and even the political process as a whole.

The best politicians are intuitive network builders. They’ve used speeches, letters, door-to-door canvassing, fundraising events, social gatherings, meet-and-greets, town hall meetings, public forums, print and broadcast media, email and websites to reach out to their constituents. Each of these tools was adopted and adapted over time. Though it seems hard to believe, there was once a time when having a website was a groundbreaking idea for some politicians and a scary one for others. Now websites are a basic need for any politician.

Social media has advanced and with it, new opportunities for politicians who are able to translate their innate networking skills from the physical world to the digital. They are extremely well suited for politicians since politics and social media share a fundamental characteristic: their primary product is ideas and communicating them.

Why is Twitter all the rage?

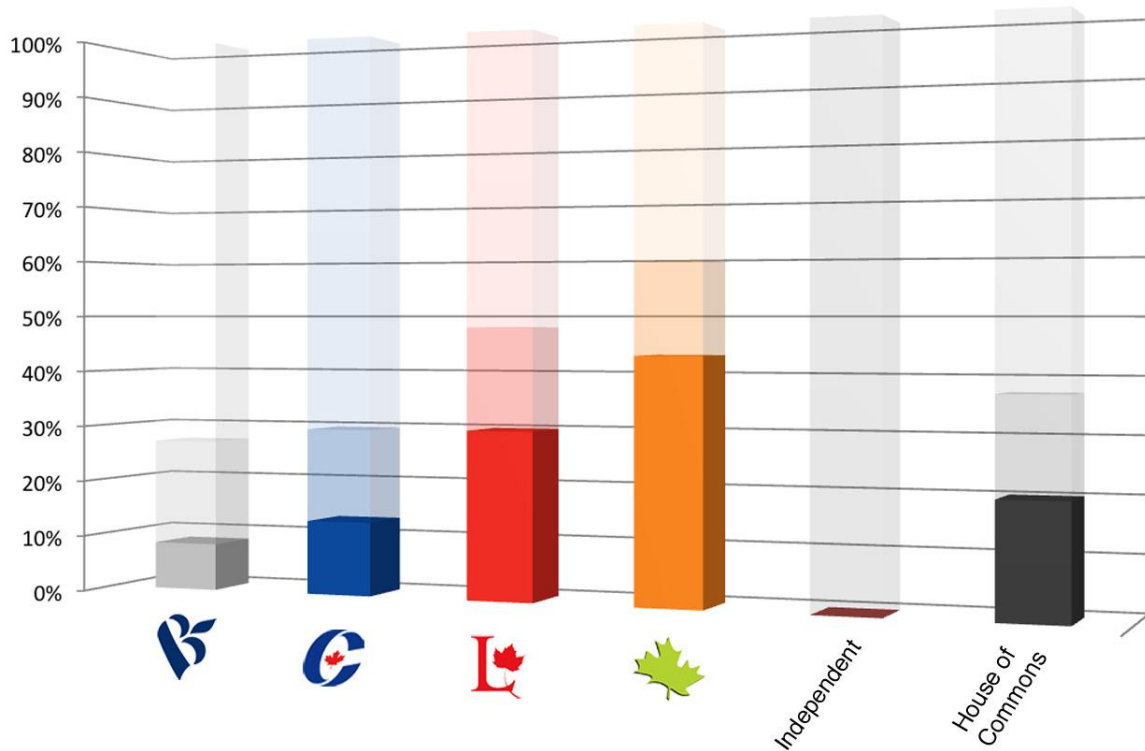
In social media, Twitter is considered to be low-hanging fruit. It’s easy to use whether from a computer-based web browser or mobile device. And because Twitter is free, it fits every budget.

This report explores the current use of Twitter by MPs and seeks to determine if our federal politicians have adopted and embraced new technology and an important communication channel as yet another way to engage the public and build networks.

Twittering the House

This section evaluates the use of Twitter accounts by Members of Parliament who published Tweets during 30-day period leading up to February 19, 2010. The evaluation looks at the number of Twitter followers (the number of people following the Twitter account of a MP) and draws on three of five assessment criteria offered by the free online Twitter analysis tool, Twitalyzer⁵: Clout, Influence and Generosity. Private and dormant Twitter accounts as well as Twitter accounts for which Twitalyzer.com did not return rankings were excluded from this report.

More information on the methodology can be found in the Methodology section later in this report.



Each bar in this graph identifies the proportion of MPs:

- Who are actively using Twitter (solid lower section)
- Who have inactive Twitter accounts (medium weight middle section)
- Who do not have Twitter accounts (light top section)

Among all federal political parties, NDP MPs have the highest rate of active participation (22 MPs). The Liberals have the greatest number of active Twittering MPs (37).

Only 62 MPs (20 per cent of the House of Commons) are actively using Twitter while another 53 (17 per cent) have Twitter accounts that were inactive during the period of assessment.

⁵ <http://www.twitalyzer.com>

Followers

Five of the top 10 most followed MPs boast a larger number of followers than the combined total of the remaining MPs with Twitter accounts. Not surprisingly, these runaway leaders are the four party leaders and “celebrity” MP Justin Trudeau. What is surprising is, even among those, how little each of these MPs has contributed to their Twitter communities to build those followings. The average number of Tweets among the top five followed MPs is 262. That number drops to 190 when NDP Leader Jack Layton’s 547 Tweets are excluded for being exceptionally high in the group. Since he first began Twittering on September 6, 2008, Jack Layton has published an average of seven Tweets each week. Justin Trudeau is the least active, publishing approximately one Tweet each week since he launched his Twitter account on March 30, 2008.

The second half of the top 10 most-followed MPs has relatively small followings given their level of activity. In this group, Liberal MP Ujjal Dosanjh is the most active, having published 1,411 Tweets, and NDP MP Olivia Chow is the least active with 832 Tweets.

It’s interesting to note that the top three followed MPs have ratings of zero on Engagement⁶ and Generosity⁷. This suggests they generally use Twitter as a broadcast channel rather than a channel for two-way communication through which they can engage with Canadians. Moreover, followership seems to be driven by traditional stature rather than by other “online” behaviours. The most active have not stimulated a following through their level of activity and engagement.

Rank	Member of Parliament	Caucus	Following	Followers	Impact	Engagement	Influence	Generosity	Clout
1	Harper, Stephen (Right Hon.)	Conservative	12913	46441	21.0	0.0	19.2	0.0	43.9
2	Layton, Jack (Hon.)	NDP	11731	38086	32.2	0.0	41.6	0.0	73.5
3	Ignatieff, Michael	Liberal	8531	37619	9.9	0.0	3.8	0.0	7.9
4	Duceppe, Gilles	Bloc Québécois	3552	25829	5.4	20.0	0.3	0.0	0.7
5	Trudeau, Justin	Liberal	256	24650	5.4	0.0	0.8	0.0	1.5
6	Rae, Bob (Hon.)	Liberal	837	2502	0.5	0.0	0.0	0.0	0.0
7	Dosanjh, Ujjal (Hon.)	Liberal	1518	2263	2.6	1.2	3.3	0.0	5.4
8	Chow, Olivia	NDP	57	2010	0.9	0.0	0.6	40.0	2.2
9	Hall Findlay, Martha	Liberal	1017	1854	0.5	33.3	0.1	0.0	1.2
10	Coderre, Denis (Hon.)	Liberal	1380	1840	8.7	42.0	9.2	7.1	30.8

⁶ The ratio of the number of times the MP references other Twitter accounts in his or her Tweets to the number of times other Twitter users reference the MP’s Twitter account as determined by Twitalyzer.com

⁷ The percentage of updates in which the MP retweets (forwards to their own network) another Twitter user’s messages as determined by Twitalyzer.com

Clout

Clout speaks to the prominence of a Twitter account in the results of a relevant search. Jack Layton's commanding lead in Clout is likely due to his recent announcement that he has prostate cancer. Twitter messages referencing Mr. Layton became more frequent in the morning of February 5 when his office announced a press conference for that afternoon. Tweets of support directed at Mr. Layton's Twitter account, poured into the microblogging service for several days driving his Clout ranking up 574%.

It's expected that the Prime Minister would be referenced in a greater number of tweets given the visibility and accountability of his role. His Clout ranking may have also received a boost at least in part from references to his Twitter account in third-party Tweets about the prorogation of Parliament and the NoProrogue.ca rallies of January 23.

Liberal MP Denis Coderre has cultivated a strong ranking organically. Mr. Coderre is an active user of Twitter and has an engaging and conversational tone to his Tweets, which have included his thoughts on Haiti, the 2010 Games and the disappointing five to three loss of the Canadian men's hockey team to the U.S. On the Conservative side of the House, Heritage Minister James Moore has developed an authentic, relatable and active online voice.

Rank	Member of Parliament	Caucus	Following	Followers	Impact	Engagement	Influence	Generosity	Clout
1	Layton, Jack (Hon.)	NDP	11731	38086	32.2	0.0	41.6	0.0	73.5
2	Harper, Stephen (Right Hon.)	Conservative	12913	46441	21.0	0.0	19.2	0.0	43.9
3	Coderre, Denis (Hon.)	Liberal	1380	1840	8.7	42.0	9.2	7.1	30.8
4	Ignatieff, Michael	Liberal	8531	37619	9.9	0.0	3.8	0.0	7.9
5	Dosanjh, Ujjal (Hon.)	Liberal	1518	2263	2.6	1.2	3.3	0.0	5.4
6	Moore, James (Hon.)	Conservative	175	1779	2.7	0.0	3.4	0.0	5.3
7	Davies, Libby	NDP	222	1181	1.8	0.0	2.3	9.1	3.7
8	Chow, Olivia	NDP	57	2010	0.9	0.0	0.6	40.0	2.2
9	Trudeau, Justin	Liberal	256	24650	5.4	0.0	0.8	0.0	1.5
10	Bennett, Carolyn (Hon.)	Liberal	369	799	0.8	36.8	0.7	0.0	1.3

Influence

Where Clout is measured by references to a Twitter username in Tweets by other users, Influence also considers the appearance of the Twitter username in retweets – the equivalent of forwarding an email to your entire contact list.

Jack Layton is the runaway leader in this category, likely due to the Twitter activity surrounding his prostate cancer. Prime Minister Harper's Influence rating may have received a boost from Tweets surrounding the issue of prorogation, specifically the rallies of January 23. The Liberals, led by Denis Coderre, have strong representation in this category. Collectively, the five Liberal MPs in the top 10 of the Influence category account for 3,020 outgoing Tweets, each of which offers opportunities for retweeting of messages that are meaningful to their followers and the public at large.

Rank	Member of Parliament	Caucus	Following	Followers	Impact	Engagement	Influence	Generosity	Clout
1	Layton, Jack (Hon.)	NDP	11,731	38,086	32.2	0.0	41.6	0.0	73.5
2	Harper, Stephen (Right Hon.)	Conservative	12,913	46,441	21.0	0.0	19.2	0.0	43.9
3	Coderre, Denis (Hon.)	Liberal	1,380	1,840	8.7	42.0	9.2	7.1	30.8
4	Ignatieff, Michael	Liberal	8,531	37,619	9.9	0.0	3.8	0.0	7.9
5	Moore, James (Hon.)	Conservative	175	1,779	2.7	0.0	3.4	0.0	5.3
6	Dosanjh, Ujjal (Hon.)	Liberal	1,518	2,263	2.6	1.2	3.3	0.0	5.4
7	Davies, Libby	NDP	222	1,181	1.8	0.0	2.3	9.1	3.7
8	Trudeau, Justin	Liberal	256	24,650	5.4	0.0	0.8	0.0	1.5
9	Bennett, Carolyn (Hon.)	Liberal	369	799	0.8	36.8	0.7	0.0	1.3
10	Chow, Olivia	NDP	57	2,010	0.9	0.0	0.6	40.0	2.2

Generosity

Generosity is included in this report because it quantifies, to a certain degree, the level of engagement each MP demonstrates. This rating identifies the percentage of updates in which the MP retweets someone else's Twitter messages. A high rating suggests that the MP is reading others' Twitter posts and is acting as a relay, sharing those messages with their own Twitter followers. A low rating could suggest that the MP is not reading other people's messages, isn't interested in sharing any of the messages they read, or isn't aware that messages can be retweeted.

Only eight of the 58 MPs included in this assessment qualified for a Generosity rating, five of them being members of the NDP.

Rank	Member of Parliament	Caucus	Following	Followers	Impact	Engagement	Influence	Generosity	Clout
1	Thibeault, Glenn	NDP	112	365	0.2	33.3	0.1	75.0	0.2
2	Chow, Olivia	NDP	57	2010	0.9	0.0	0.6	40.0	2.2
3	Bouchard, Robert	Bloc Québécois	71	61	0.2	33.3	0.2	28.6	0.2
4	Cullen, Nathan	NDP	15	218	0.1	0.0	0.0	28.6	0.0
5	Richards, Blake	Conservative	384	659	0.4	0.0	0.3	18.2	0.4
6	Rafferty, John	NDP	199	453	0.3	0.0	0.1	14.3	0.2
7	Davies, Libby	NDP	222	1181	1.8	0.0	2.3	9.1	3.7
8	Coderre, Denis (Hon.)	Liberal	1380	1840	8.7	42.0	9.2	7.1	30.8

I make movies for the masses, but I speak to them one at a time.

— Steven Spielberg

Conclusions

As Canada heads into a federal debate on the digital economy, it's important for politicians to be familiar with and active in the digital space. There are many examples of MPs using social media sites for election campaigns yet very few of MPs using those same tools to sustain and even grow engagement with their constituents and the citizens of Canada.

Digital communication channels such as Twitter remain a significant area of opportunity for politicians and the results show that it remains one that federal MPs have not seized.

From the research, we can arrive at three important conclusions.

- There remains a lot of opportunity for MPs to recognize the value of exploiting popular social media communication channels like Twitter. During the period of the assessment, only 20 per cent of Canadian MPs actively used Twitter. This is not unique to Canada, although MPs lag behind the U.S. In his eBook **Twongress: The Power of Twitter in Congress**, Mark Senak identifies that only 30 per cent (132) of the 435 voting members of the U. S. Congress actively use Twitter.
- The number of followers of a Twitter account is still very much driven by the traditional “stature” of the Party leader, rather than how active the MP is in actually engaging the audience. In this context it is important to note that a large number of followers don't necessarily translate into a high functioning network.
- A core group of MPs have been successful at adapting their networking and communication skills for services like Twitter. These MPs are building strong and engaged communities in the process, communities that could be important assets in future elections and leadership campaigns.

Recommendations

Based on the observations arising from this research, a number of recommendations are worthy of consideration by MPs.

Put the emphasis on value for your community

Many people turn to social networks to escape the bombardment of mass media and message-track culture. They engage with others online who share common interests and gravitate to people who can inform, entertain and inspire them rather than those who persuade or pressure them to do something. The challenge for the people who spend time online is cutting through the increasing clutter of content to get to the things that have the most meaning and value to them.

The digitally engaged tend to join online communities that have a good signal-to-noise ratio. They want more signal (e.g. meaningful content and discourse), less noise (e.g. messages, advertisements, spin, etc...). Earning status means being able to offer the community what it wants. The challenge for politicians involves striking the balance of delivering what the community wants while being authentic and achieving specific communication goals. The trick becomes understanding what makes the community tick and providing value that resonates in a way that both you and the rest of the network relate to.

Build and nurture digital communities before you need them

Every politician knows the best time to build a network is when there's no immediate need for it. People are more inclined to respond to a call to action from people with whom they feel they have a relationship rather than for those who only call when help is needed.

MPs need to think of digital engagement as a core part of their ongoing relationship with constituents and the Canadian public rather than a strategy to be adopted during election campaigns and key votes.

Quality of engagement is more important than the size of the network

The benefits of any social network – real or digital – come from the quality of the relationships with members of the network rather than the pure volume of people within it. Put another way, it's far more effective to be fully engaged with 100 people rather than marginally engaged with 10,000. Done well, MPs can build on intimate networks to foster strong digital communities with tens of thousands of people who feel connected and engaged. This is not the easiest thing to achieve though there are ways to make the intimacy of a small network scale to a large one.

Many people have proven engagement can scale to a large network. Popular blogger, author and Twitterer, Chris Brogan was a complete unknown when he began building his online community in earnest in 2006. Brogan has been so successful in his online community engagement efforts that his book, *Trust Agents* (co-authored with Julien Smith) was a New York Times business best seller in the first week it was available in stores. This all occurred in the span of three years.

Make your online presence meaningful

Many dormant Twitter accounts were identified during the research. Some of the dormant accounts had been moderately active at one time and others were merely placeholders, possibly for future use. Some MPs have Twitter accounts with missing or incomplete descriptive information, which makes the accounts difficult for the average person to find.

Online profiles and communities become part of one's digital footprint which can become immortalized in Internet search engines and sites that archive and curate digital content. It's much better to not create online communities than to only create them half way.

Learn from your peers

MPs wishing to learn how to build a strong digital community should familiarize themselves with the active and engaging Twitter styles of Heritage Minister James Moore and Liberal MP Denis Coderre.

Appendix

Table 1 Number of Bloc Québécois Tweets

Member of Parliament	Tweets
Blachand, Claude	17
Bigras, Bernard	107
Blais, Raynald	7
Bouchard, Robert	64
Deschamps, Johanne	1
Duceppe, Gilles	244
Guimond, Claude	11
Lévesque, Yvon	89
Pomerleau, Roger	24

Table 2 Number of Conservative Party Tweets

Member of Parliament	Tweets
Ablonczy, Diane (Hon.)	38
Bezan, James	79
Block, Kelly	87
Braid, Peter	209
Brown, Lois	127
Brown, Patrick	782
Bruinooge, Rod	63
Calandra, Paul	286
Carrie, Colin	58
Clarke, Rob	67
Del Mastro, Dean	5
Dykstra, Rick	197
Fletcher, Steven (Hon.)	153
Galipeau, Royal	102
Gallant, Cheryl	173
Goldring, Peter	1
Harper, Stephen (Right Hon.)	226
Hoback, Randy	5
Kenney, Jason (Hon.)	914
Kramp, Daryl	185
McLeod, Cathy	201
Menzies, Ted	1
Moore, James (Hon.)	939
Prentice, Jim (Hon.)	14
Rathgeber, Brent	301
Richards, Blake	919
Stanton, Bruce	230
Strahl, Chuck (Hon.)	22
Wallace, Mike	15
Warawa, Mark	89
Warkentin, Chris	13
Woodworth, Stephen	213

Table 3 Number of Liberal Party Tweets

Member of Parliament	Tweets
Andrews, Scott	46
Bennett, Carolyn (Hon.)	274
Brison, Scott (Hon.)	18
Coady, Siobhan	243
Coderre, Denis (Hon.)	1042
Crombie, Bonnie	3
Dhaliwal, Sukh	171
Dhalla, Ruby	77
Dosanjh, Ujjal (Hon.)	1411
Easter, Wayne (Hon.)	11
Folco, Raymonde	8
Fry, Hedy (Hon.)	287
Hall Findlay, Martha	369
Holland, Mark	76
Ignatieff, Michael	181
Jennings, Marlene (Hon.)	56
Kennedy, Gerard	14
Malhi, Gurbax (Hon.)	17
Martin, Keith (Hon.)	124
McKay, John (Hon.)	28
McTeague, Dan (Hon.)	154
Minna, Maria (Hon.)	24
Murphy, Shawn (Hon.)	56
Murray, Joyce	373
Oliphant, Robert	126
Pearson, Glen	142
Rae, Bob (Hon.)	117
Regan, Geoff (Hon.)	34
Savage, Michael	8
Simson, Michelle	598
Trudeau, Justin	112
Volpe, Joseph (Hon.)	74
Wilfert, Bryon (Hon.)	300

Table 4 Number of NDP Party Tweets

Member of Parliament	Tweets
Ashton, Niki	91
Charlton, Chris	256
Chow, Olivia	832
Cullen, Nathan	152
Davies, Don	279
Davies, Libby	555
Dewar, Paul	307
Donnelly, Fin	31
Duncan, Linda	124
Hyer, Bruce	12
Julian, Peter	114
Layton, Jack (Hon.)	547
Leslie, Megan	117
Maloway, Jim	14
Masse, Brian	43
Mathysen, Irene	102
Rafferty, John	125
Savoie, Denise	96
Siksay, Bill	146
Thibeault, Glenn	243

Table 5 MPs with protected Twitter accounts

Member of Parliament	Caucus
Paquette, Pierre	Bloc Québécois
Raitt, Lisa (Hon.)	Conservative
Schellenberger, Gary	Conservative
Sweet, David	Conservative

Table 6 MPs with Twitter accounts they haven't used

Member of Parliament	Caucus
Aglukkaq, Leona (Hon.)	Conservative
Angus, Charlie	NDP
Blaney, Steven	Conservative
Bonsant, France	Bloc Québécois
Comartin, Joe	NDP
Day, Stockwell (Hon.)	Conservative
Flaherty, Jim (Hon.)	Conservative
Foote, Judy	Liberal
Gourde, Jacques	Conservative
Kamp, Randy	Conservative
Malo, Luc	Bloc Québécois
McColeman, Phil	Conservative
Milliken, Peter (Hon.)	Liberal
Neville, Anita (Hon.)	Liberal
Ouellet, Christian	Bloc Québécois
Tilson, David	Conservative
Zarac, Lise	Liberal

Table 7 Caucus representation in the House of Commons

Caucus	Seats	Twitter Accounts	Active Tweeters
Bloc Québécois	48	13	4
Conservative	145	43	19
Liberal	77	23	37
NDP	37	16	22
Independent	1	0	0
House of Commons	308	115	62

Table 8 Bloc Québécois Overview

No.	Member of Parliament	Following	Followers	Tweets	Impact	Engagement	Influence	Generosity	Clout
1	Bouchard, Robert	71	61	64	0.2	33.3	0.2	28.6	0.2
2	Duceppe, Gilles	3552	25829	244	5.4	20.0	0.3	0.0	0.7
3	Guimond, Claude	27	14	11	0.0	100.0	0.0	0.0	0.1
4	Lévesque, Yvon	18	53	89	0.0	0.0	0.0	0.0	0.0

Table 9 Conservative Party of Canada Overview

No.	Member of Parliament	Following	Followers	Tweets	Impact	Engagement	Influence	Generosity	Clout
1	Bezan, James	1388	941	79	0.3	0.0	0.1	0.0	0.1
2	Block, Kelly	244	401	87	0.2	0.0	0.1	0.0	0.2
3	Braid, Peter	63	463	209	0.2	0.0	0.2	0.0	0.2
4	Brown, Lois	256	487	127	0.1	0.0	0.0	0.0	0.0
5	Brown, Patrick	555	721	782	0.6	0.0	0.6	0.0	0.9
6	Calandra, Paul	104	412	286	0.1	100.0	0.0	0.0	0.1
7	Carrie, Colin	12	111	58	0.0	0.0	0.0	0.0	0.0
8	Clarke, Rob	27	96	67	0.0	0.0	0.0	0.0	0.0
9	Dykstra, Rick	37	486	197	0.2	0.0	0.1	0.0	0.4
10	Harper, Stephen (Right Hon.)	12913	46441	226	21.0	0.0	19.2	0.0	43.9
11	Kramp, Daryl	52	249	185	0.1	0.0	0.0	0.0	0.1
12	McLeod, Cathy	2	160	201	0.1	0.0	0.0	0.0	0.0
13	Moore, James (Hon.)	175	1779	939	2.7	0.0	3.4	0.0	5.3
14	Prentice, Jim (Hon.)	55	156	14	0.1	0.0	0.1	0.0	0.2
15	Rathgeber, Brent	63	567	301	0.2	0.0	0.1	0.0	0.2
16	Richards, Blake	384	659	919	0.4	0.0	0.3	18.2	0.4
17	Stanton, Bruce	25	171	230	0.2	22.2	0.1	0.0	0.6
18	Warawa, Mark	110	53	89	0.1	0.0	0.1	0.0	0.1
19	Woodworth, Stephen	100	203	213	0.1	0.0	0.1	0.0	0.3

Table 10 Liberal Party of Canada Overview

No.	Member of Parliament	Following	Followers	Tweets	Impact	Engagement	Influence	Generosity	Clout
1	Andrews, Scott	5	165	46	0.0	0.0	0.0	0.0	0.0
2	Bennett, Carolyn (Hon.)	369	799	274	0.8	36.8	0.7	0.0	1.3
3	Coady, Siobhan	952	878	243	0.4	0.0	0.2	0.0	0.3
4	Coderre, Denis (Hon.)	1380	1840	1042	8.7	42.0	9.2	7.1	30.8
5	Dhaliwal, Sukh	218	350	171	0.1	0.0	0.0	0.0	0.0
6	Dhalla, Ruby	119	846	77	0.2	0.0	0.1	0.0	0.3
7	Dosanjh, Ujjal (Hon.)	1518	2263	1411	2.6	1.2	3.3	0.0	5.4
8	Fry, Hedy (Hon.)	1287	1341	287	0.6	11.1	0.4	0.0	0.6
9	Hall Findlay, Martha	1017	1854	369	0.5	33.3	0.1	0.0	1.2
10	Holland, Mark	92	304	76	0.1	100.0	0.0	0.0	0.1
11	Ignatieff, Michael	8531	37619	181	9.9	0.0	3.8	0.0	7.9
12	Jennings, Marlene (Hon.)	7	322	56	0.1	0.0	0.0	0.0	0.1
13	Martin, Keith (Hon.)	54	330	124	0.1	0.0	0.1	0.0	0.5
14	Murphy, Shawn (Hon.)	120	405	56	0.1	0.0	0.1	0.0	0.2
15	Murray, Joyce	386	523	373	0.5	0.0	0.3	0.0	0.6
16	Oliphant, Robert	22	310	126	0.1	0.0	0.0	0.0	0.0
17	Pearson, Glen	3	307	142	0.2	0.0	0.2	0.0	0.2
18	Rae, Bob (Hon.)	837	2502	117	0.5	0.0	0.0	0.0	0.0
19	Regan, Geoff (Hon.)	46	43	34	0.1	0.0	0.0	0.0	0.0
20	Simson, Michelle	245	590	598	0.2	0.0	0.1	0.0	0.1
21	Trudeau, Justin	256	24650	112	5.4	0.0	0.8	0.0	1.5
22	Volpe, Joseph (Hon.)	398	433	74	0.2	0.0	0.1	0.0	0.2
23	Wilfert, Bryon (Hon.)	3	214	300	0.3	0.0	0.1	0.0	0.2

Table 11 New Democratic Party of Canada Overview

No.	Member of Parliament	Following	Followers	Tweets	Impact	Engagement	Influence	Generosity	Clout
1	Ashton, Niki	374	525	91	0.2	0.0	0.1	0.0	0.1
2	Charlton, Chris	105	402	256	0.2	0.0	0.1	0.0	0.1
3	Chow, Olivia	57	2010	832	0.9	0.0	0.6	40.0	2.2
4	Cullen, Nathan	15	218	152	0.1	0.0	0.0	28.6	0.0
5	Davies, Don	187	600	279	0.3	0.0	0.2	0.0	0.3
6	Davies, Libby	222	1181	555	1.8	0.0	2.3	9.1	3.7
7	Dewar, Paul	91	949	307	0.2	0.0	0.0	0.0	0.0
8	Duncan, Linda	35	470	124	0.1	0.0	0.0	0.0	0.0
9	Julian, Peter	282	604	114	0.1	0.0	0.0	0.0	0.0
10	Layton, Jack (Hon.)	11731	38086	547	32.2	0.0	41.6	0.0	73.5
11	Leslie, Megan	7	303	117	0.3	0.0	0.3	0.0	0.5
12	Mathyssen, Irene	11	226	102	0.1	0.0	0.0	0.0	0.0
13	Rafferty, John	199	453	125	0.3	0.0	0.1	14.3	0.2
14	Savoie, Denise	32	398	96	0.1	0.0	0.0	0.0	0.5
15	Siksay, Bill	0	265	146	0.2	0.0	0.0	0.0	0.1
16	Thibeault, Glenn	112	365	243	0.2	33.3	0.1	75.0	0.2

Methodology

During the weekend of February 20, 2010, research was performed to identify each Member of Parliament in the Canadian House of Commons with a Twitter account. The process began by reviewing the site PoliTwitter.ca (<http://politwitter.ca/>) for known Twitter accounts. Additional research identified other MPs with Twitter accounts not listed on the site.

Twitalyzer (<http://twitalyzer.com/>), a free online tool, was used to assess the success of microbloggers using the site's five assessment categories. Twitalyzer describes their five categories as follows:

- **Impact**, as defined by Twitalyzer, is a combination of the following factors:
 - The number of **followers** a user has
 - The number of **unique references and citations** of the user in Twitter
 - The frequency at which the user is **uniquely retweeted**
 - The frequency at which the user is **uniquely retweeting other people**
 - The relative **frequency** at which the user posts updates

The use of the term "unique" above indicates that Twitalyzer is focusing on the number of people you are engaged with, as opposed to the depth of conversation. For example if three people retweet you 100 times, the contribution to the retweeting component of the calculation is "3" not "100".

- **Engagement** provides a measure of the type of interaction the user has in Twitter by examining the ratio of people **referenced by** the user to the number of people **referencing them**.
- **Influence** is the likelihood that a Twitter user will either A) retweet something the user has written or B) reference the user. While this definition is similar to **clout**, **influence** takes both retweets and references into account, whereas **clout** only looks at references.
- **Generosity**, as defined by Twitalyzer, is the percentage of updates in which a user retweets other people.
- **Clout**, as defined by Twitalyzer, is the relative likelihood that an individual's Twitter username will appear when searched for in Twitter.

The analysis for this report was performed using only the accounts for which Twitalyzer was able to provide data – accounts which had activity during the thirty days prior to performing the Twitalyzer assessment. Accounts for which Twitalyzer did not return any results, and Twitter accounts which are protected from public access (those that require the express permission of the account holder in order for individuals to view updates) were not included in the analysis of this report.

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