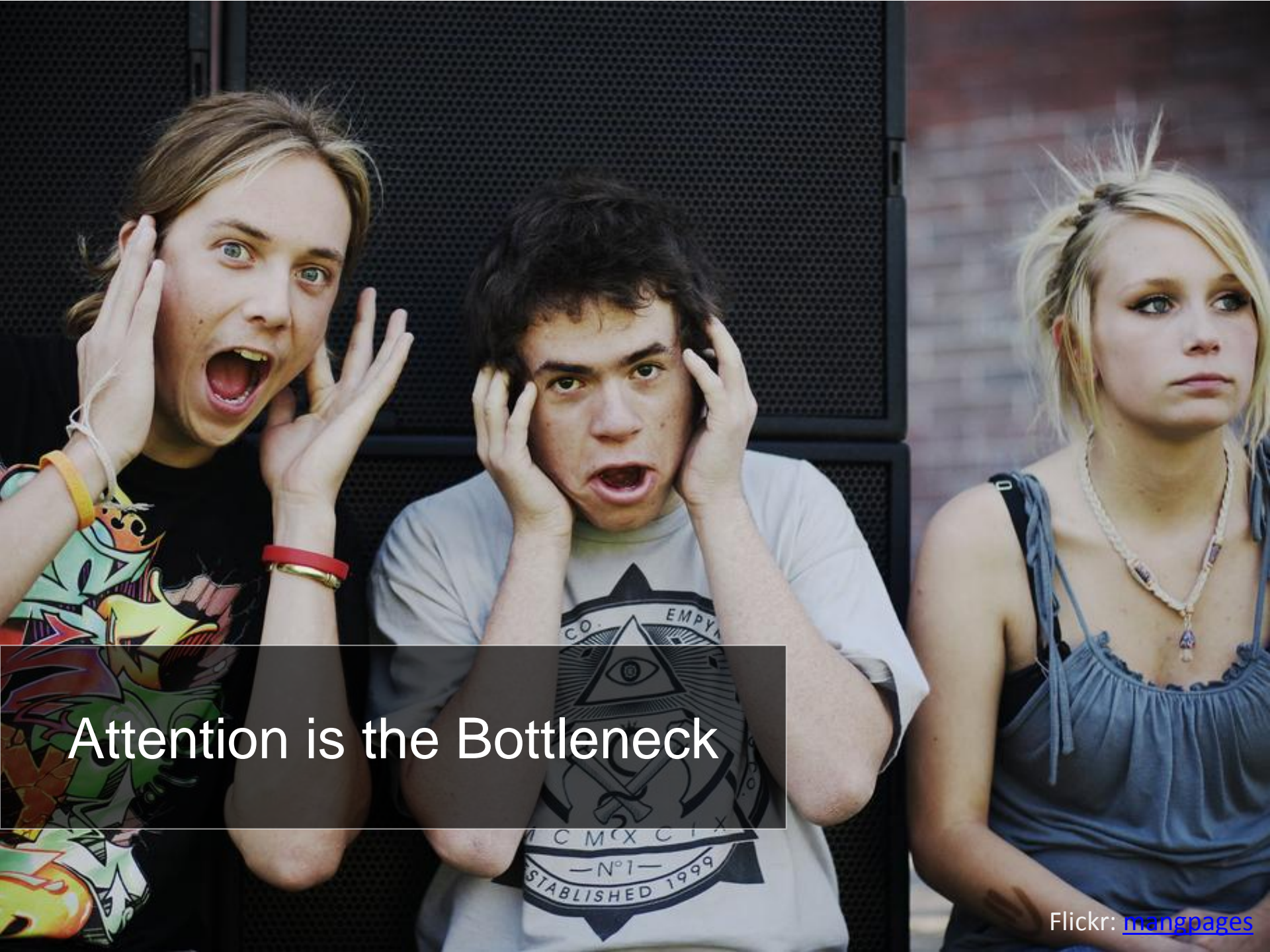


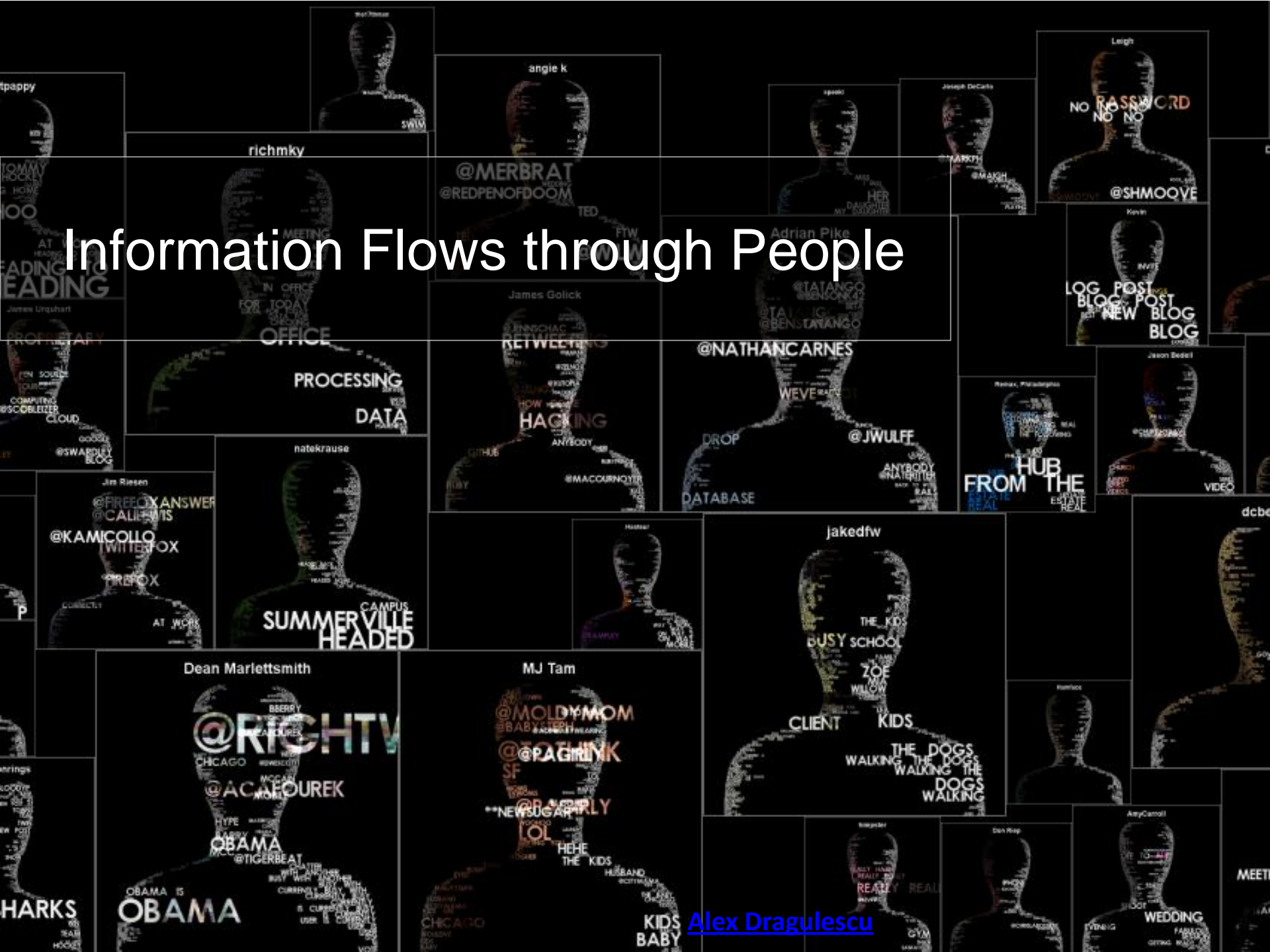
# Information Flows, Attention, Bridges

Gilad Lotan | @gilgul  
gilad@socialflow.com

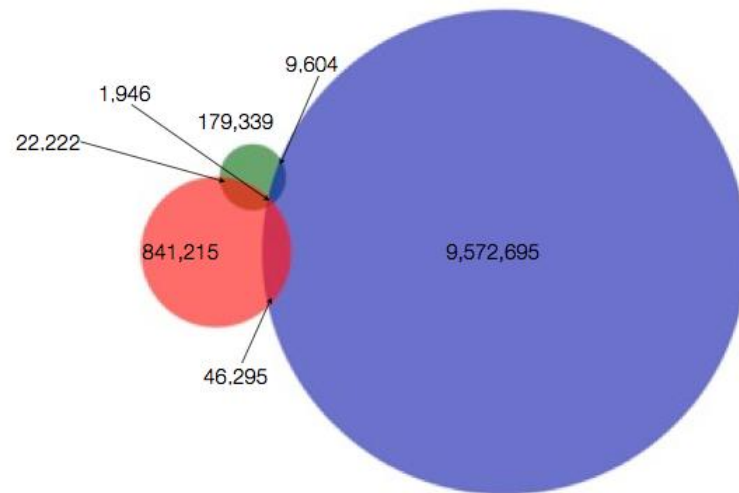
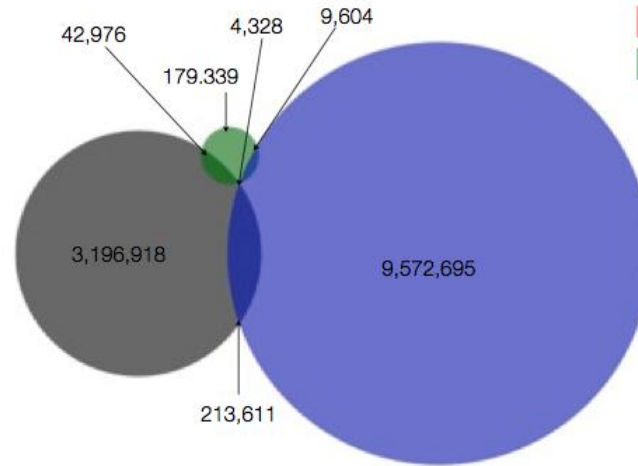
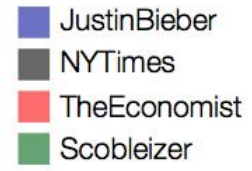


# Attention is the Bottleneck

# Information Flows through People



[Alex Dragulescu](#)





New York Times

smoking park cancer NY/Region graffiti  
 Business Day baby products style  
 education sexual assault  
 magazine opinion  
 basketball  
 yale fraternity Joplin Tornado  
 college degree NY-26 election  
 job market buffalo  
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 oil prices blogs ultrasound  
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 Electric Vehicle Hanoi GDP taxes

The Economist

Al-Jazeera

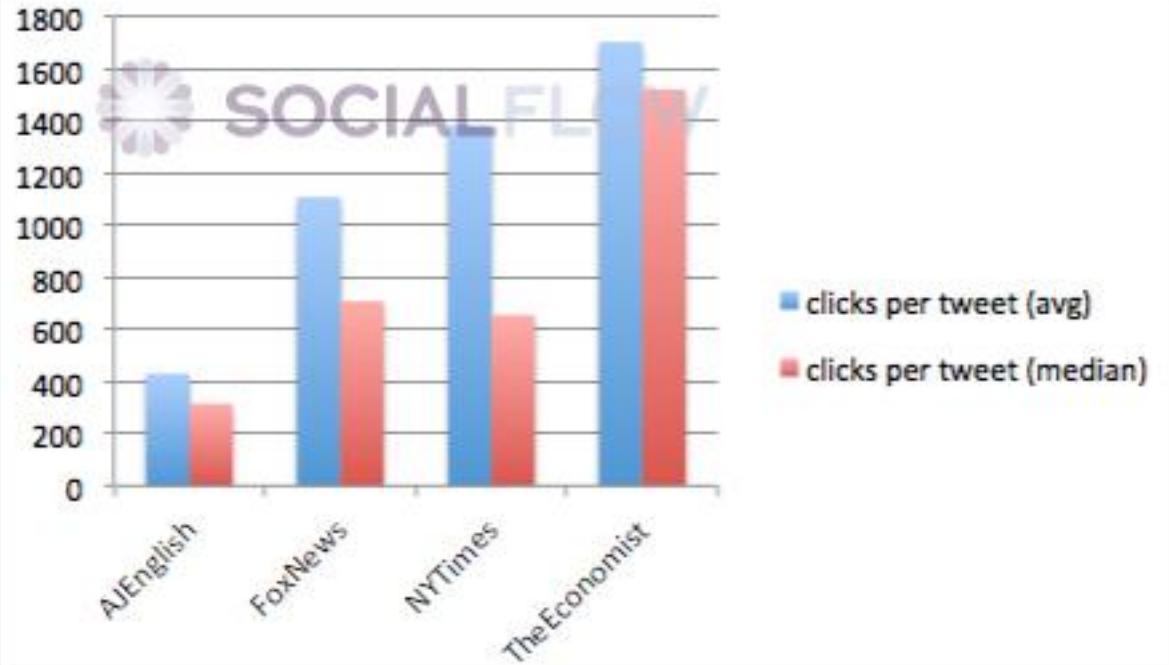
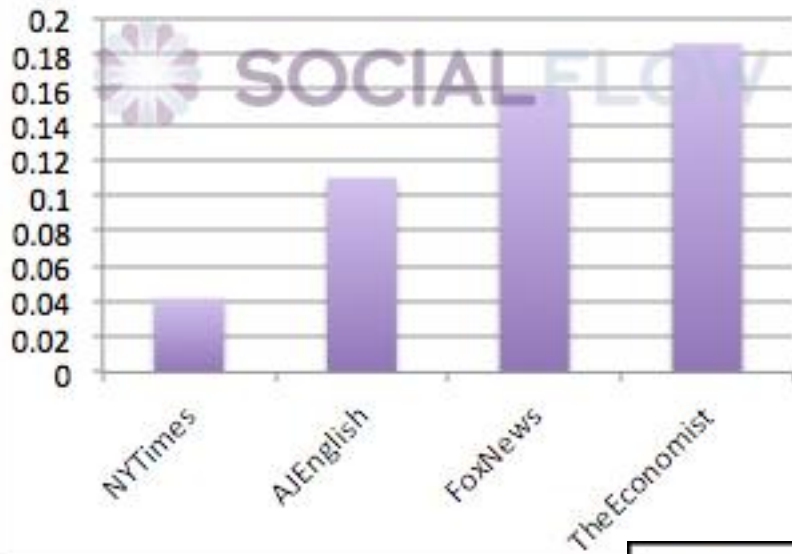
americas asylum policy  
 australia asia-pacific central & south asia  
 opinion europe  
 video video middle east  
 Rafah Egypt  
 News Pakistan  
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 IMF chief Obama  
 IMF chief Obama  
 Maid assaulted  
 Casey Anthony  
 Maine murder  
 Boy Found Dead kidnapper  
 Pentagon crime Peter Fonda  
 Al-Qaeda global terror trial  
 Navy Seals Transgender Clownfish  
 Elizabeth Smart Arizona shooting

Fox News

US

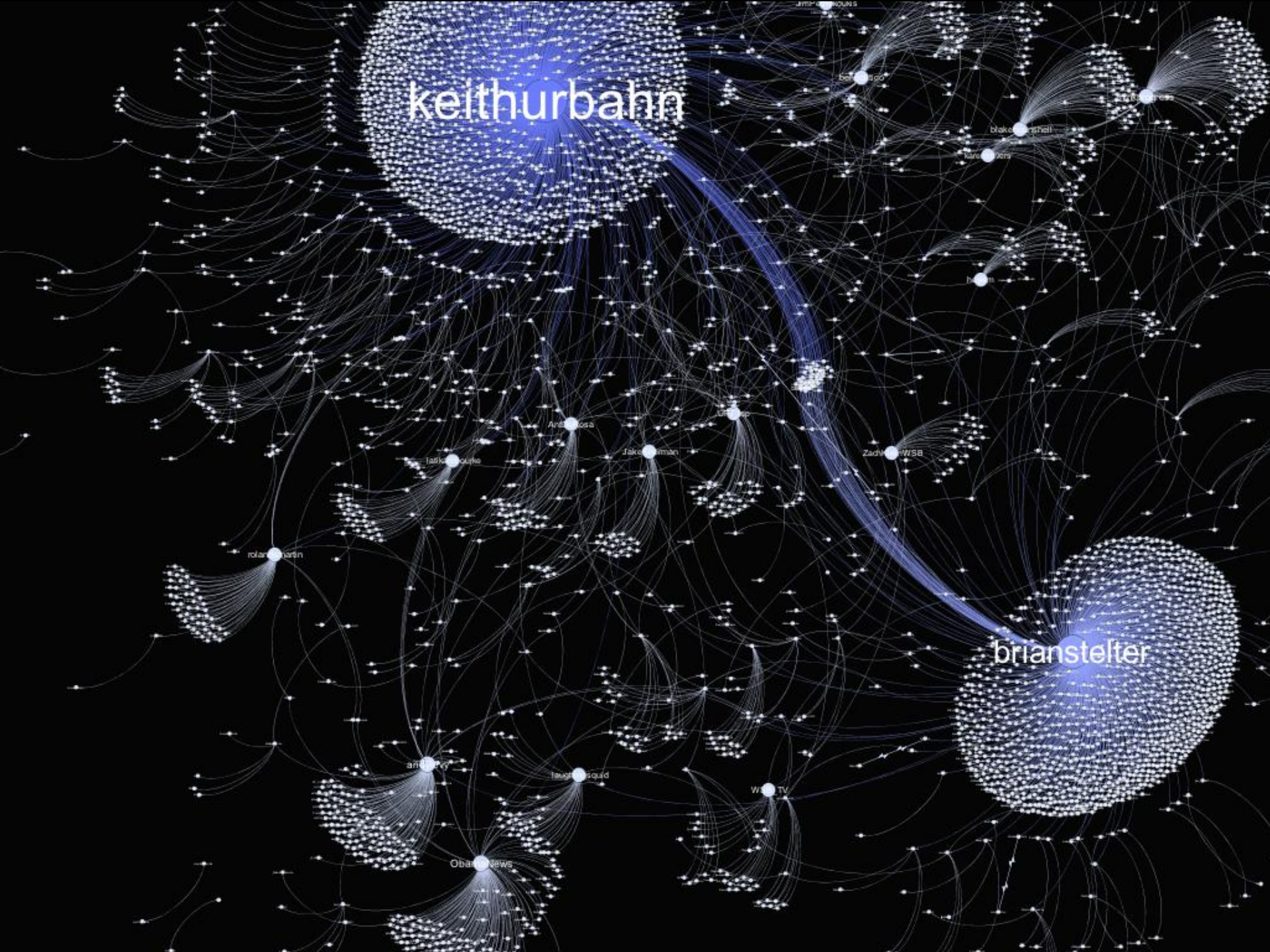
US

### Clicks per Tweet (normalized)



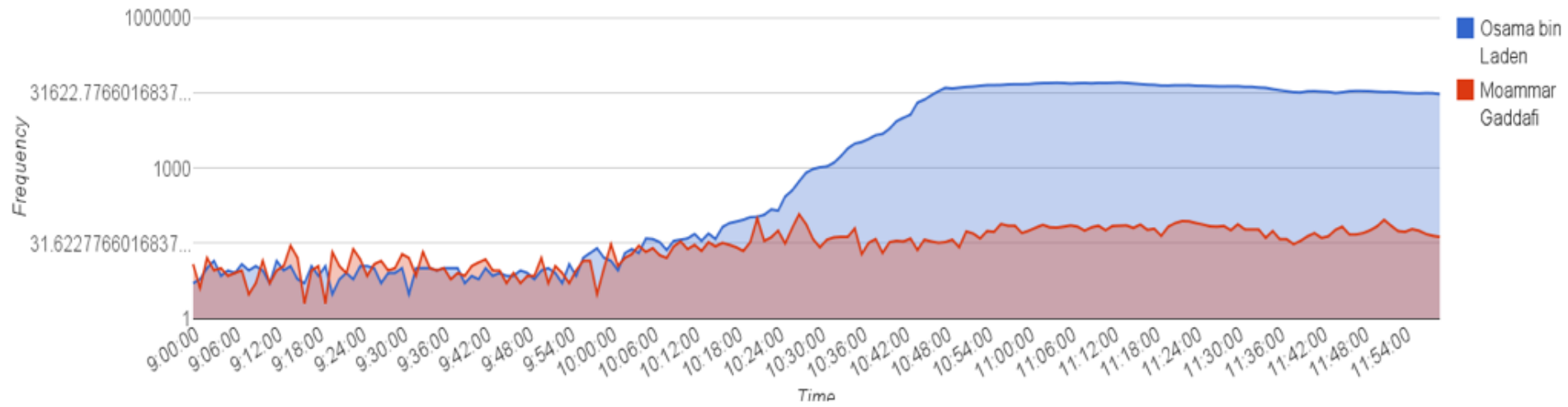
keithurbahn

brianstelter





Total mentions of Osama bin Laden versus Moammar Gaddafi, May 02 2011 21:00 - 23:59 EST (one minute increments)





**@keithurbahn**

Keith Urbahn

So I'm told by a reputable person they  
have killed Osama Bin Laden. Hot damn.

1 May via [Twitter for BlackBerry®](#) ☆ [Favorite](#) □ [Retweet](#) ↻ [Reply](#)

Retweeted by [WOLVERINE\\_TWO](#) and others



briansteller

# Gaining your Network's Trust

keithurbahn



**@ReallyVirtual**

Sohaib Athar

Helicopter hovering above Abbottabad at 1AM (is a rare event).

1 May via TweetDeck ☆ Favorite ↻ Retweet ↩ Reply

Retweeted by ciavarella and others





# Sohaib Athar

**@ReallyVirtual** Abbottabad Lahore Pakistan  
*An IT consultant taking a break from the rat-race by hiding in the mountains with his laptops.*  
<http://www.reallyvirtual.com>

**Following**



## About @ReallyVirtual

**4,740** Tweets  
**474** Following  
**90,554** Followers  
**1,199** Listed

Similar to @ReallyVirtual · view all

- kursed** Abdullah Saad · Follow  
*Audiophile. Geek. Cinema fanatic. Interests include ...*
- sabeen** Sabeen Mahmud · Follow

Tweets Favorites Following Followers Lists

## Sohaib Athar twitter statistics

[Tweet](#) [Update stats now](#)

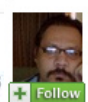
**ReallyVirtual** Sohaib Athar  
@smilesmerlot If the terrorist/innocent kill ratio is son/father/husband turns terrorist, then the drone  
8 hours ago

**ReallyVirtual** Sohaib Athar  
@revkay Many people do move - Abbottabad fille during the army operations, but most poor farmer luxury.  
9 hours ago

**ReallyVirtual** Sohaib Athar  
@revkay Is it perhaps remotely possible that mo KNOW that they live near terrorists? For exampl Abbottabad  
9 hours ago

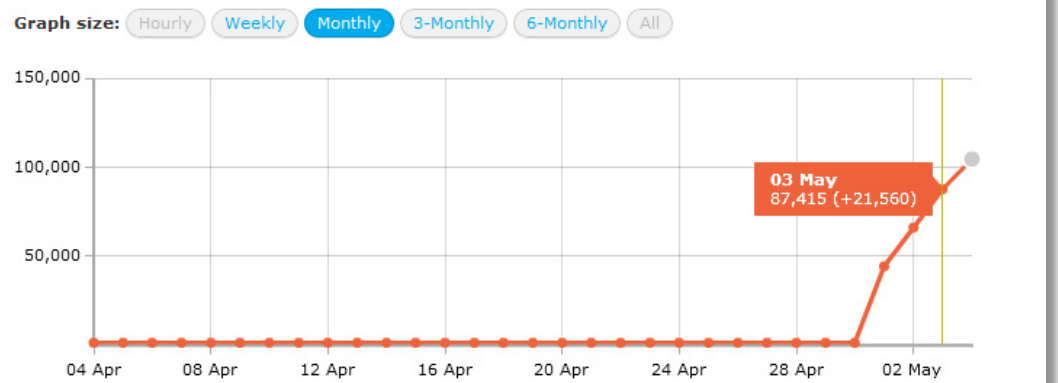
**ReallyVirtual** Sohaib Athar  
@terrimcilravv The pics > <http://bit.ly/qobUT1> . I from FATA who tell me the same stories. Who is misinformed?)  
9 hours ago

**ReallyVirtual** Sohaib Athar  
"The Americans think it is working, but the dama far greater." <http://bit.ly/n1Sg2e>  
10 hours ago



**Sohaib Athar** (@ReallyVirtual)  
Bio: An IT consultant taking a break from the rat-race by hiding in the mountains with his laptops.

Followers Following Tweets Mixed



Tracking @ReallyVirtual since December 4, 2008

[Share on Facebook](#) [Save this graph](#)

@ ReallyVirtual @ @ Compare

## Twitter stats for Sohaib Athar

**87,838** Followers (+846 yesterday, +3,004 on average)  
**483** Following (0 yesterday, 0 on average)

## Followers prediction

**132,898** followers in 15 days



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Mohamed ElGohary, Egypt

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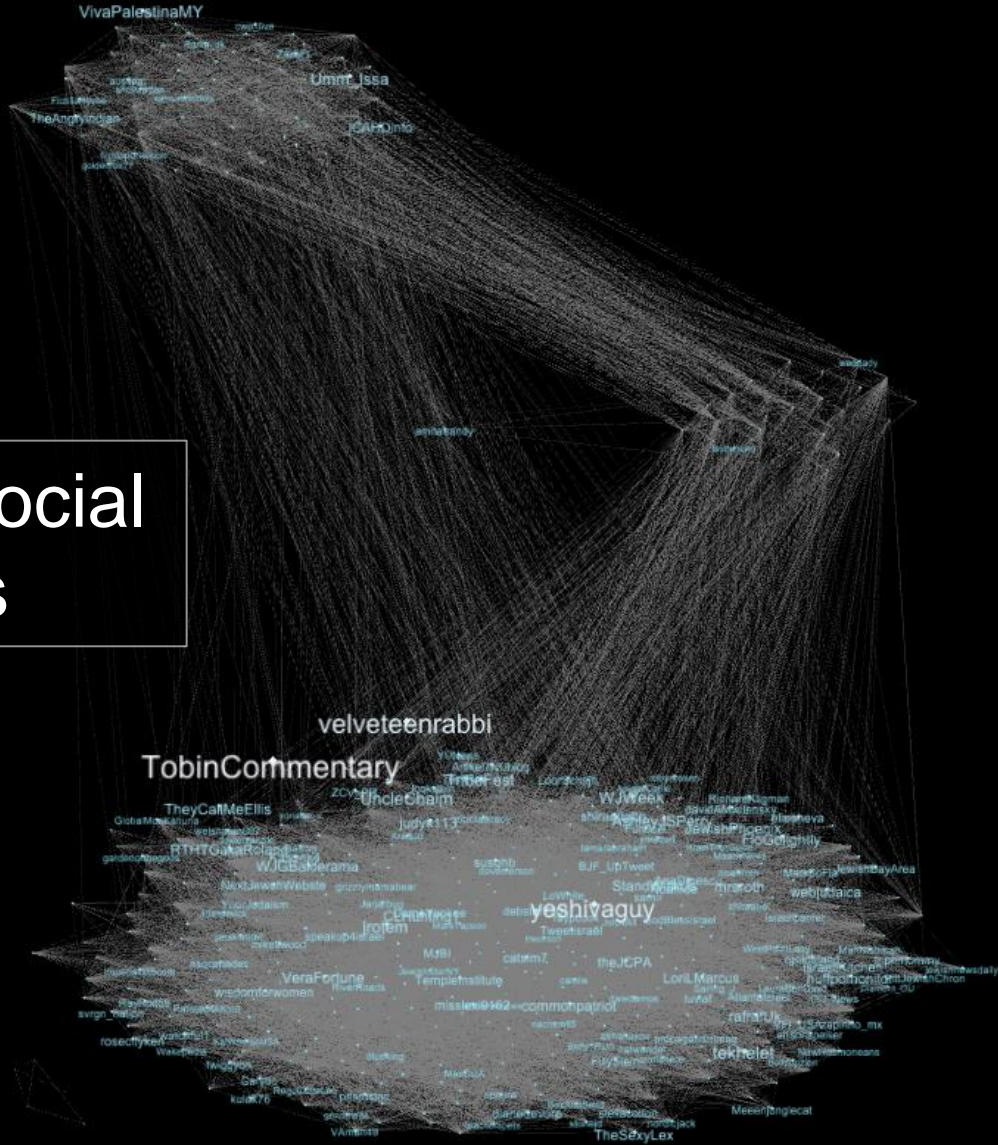
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- Photos of the [Vientiane Career Fair in Laos](#) which took place this month have been uploaded on Facebook. • [Mong Palatino](#) LAOS
- The East Timor government has drafted its [Strategic Development Plan](#) which envisions a double digit annual GDP growth in the next two decades. [La'o Hamutuk](#) gives an initial EAST TIMOR

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Take the guesswork out of social messaging and start acquiring more engaged fans and followers that click, retweet and mention you more.

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# Thank You

Gilad Lotan | @gilgul  
gilad@socialflow.com



## The product



### Content Queue

Compose and import Tweets & posts and let SocialFlow send them out at the right time



### Metrics

Monitor real-time performance and audience response to your updates.



### Insights

Gain deeper insight into your audience and customers' interests and actions.



### Configuration

Let SocialFlow determine the best settings or customize them yourself.



### Tracking

Integrate with Omniture, Webtrends and Google Analytics.