



# THE WORLD'S TOP NIGHTCLUBS & TWITTER

HOW THE LEADING ELECTRONIC MUSIC VENUES MAKE  
THE MOST OUT OF THE MOST VERSATILE SOCIAL PLATFORM

An insightful look into EDM brands' quest for impact  
and authority on the new global conversational marketplace

# WELCOME

YOU ARE READING THE MOST COMPREHENSIVE STUDY EVER CONDUCTED ON EDM CLUBS AND TWITTER. BESIDES, WE'VE WORKED HARD TO MAKE IT ENTERTAINING. THIS IS WHAT YOU'LL FIND HERE...

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# INTRODUCTION

ELECTRONIC DANCE MUSIC HAS BECOME BIG GLOBALLY THROUGH CONVERSATIONS AMONG FANS, PERSONAL RECOMMENDATION, NARRATION OF LIVE EVENTS... TWITTER IS ALL THAT.

**W**e are not saying anything new if we state that the Internet and social media has changed the music business for good. For some genres it's been their downfall. They failed to adapt to the new system and made the mistake of fighting against the new digital culture rather than working together with it. **Electronic Dance Music (EDM) has taken the opposite path. It was a genre for minorities in the 80's and 90's and now it's turned into a global phenomenon.** EDM hasn't followed this path with the help of the major record labels, or the media, or the industry's traditional powers. EDM has become huge relying on social media.

In the same vein of our previous research, **WORLD'S TOP 100 NIGHTCLUBS & SOCIAL MEDIA**, we have carried out an enormous analytical effort to delve into the heart of electronic music and the core of social media. This time, we have focused on Twitter. Why this platform and not some other? What does Twitter have to deserve a monographic research?

Twitter is music. Music is Twitter. Let's have a quick look at some figures. This network was created in California in 2006 and it already has 500 million registered users. Among them 220 million are active users. 50% of users follow at least one musician. 90% of the Billboard Hot 100 artists are on

Twitter. The 5 most followed accounts of the platform are all musicians. The top 5 global trends last year were all music-related. Electronic music is the fastest growing genre. The hashtag #EDM is used an average of 5,000 times per day. We could continue to provide figures, but surely you've already got it. Twitter is music. Music is Twitter.

**There is something unique in this network which attracts music lovers.** There are many reasons for that. It's versatile, it's user-friendly, stars and celebrities are easy to access to and it has always fitted smoothly to any type of device, whether it's a desktop, a tablet or a smartphone. Whatever the reason, the point is that on Twitter you can feel the heart of electronic

music beat. Also on Facebook, YouTube and SoundCloud, but there's a special bond between music and the bluebird's network.

The audience comes to Twitter to express brief, powerful ideas. There's no room for running one's mouth. It's a perfect space for people to share their suggestions and recommended bits of music, for reviewing products and services, and for spreading content on communities united by a common interest. It's also an ideal platform for narrating live experiences, from concerts to movies. You don't find your friends on Twitter. You find strangers who might live on the other side of the world, but who are linked to you by a shared passion.

This is how EDM has grown so popular. **Imagine the power of thousands of fans building communities, posting tweets, retweeting, #FollowFridaying... Through these frontierless habits of the Twitter culture the music genre ended up reaching millions, till today.**

Twitter is a global conversational marketplace which records 340 million tweets a day. Each of them tries to buy or sell something: products, services, ideas, information, emotion, companionship ... EDM promoters must learn the rules of this new world and join it on equal terms with the rest of users. The future is written in 140 characters.



## DJMag's Top 100 Clubs, starting point to this study

The British DJMag's ranking, which is published at the beginning of each year, is considered the *bible* for clubs worldwide. In this study we will analyse how clubs with at least 10,000 Twitter followers manage their presence on this platform. They are 39 overall, including 20 from Europe and 19 from the American continent.

# OUR METHODOLOGY

ANYONE CAN COMPLICATE THE UNCOMPLICATED.  
WHAT IS COMPLICATED IS TO UNCOMPLICATE THE COMPLICATED.

1

## TWEETS, RETWEETS, FAVOURITED TWEETS, MENTIONS, REPLIES, FOLLOWS, FOLLOW-BACKS...

Twitter offers never-ending possibilities to analyse accounts performance. However, it provides so much information, sometimes it's complicated to extract clear conclusions. We have reduced all this welter to five variables...

2

## EDM BRANDS CAN ADJUST THEIR LEVELS OF...

**ACTIVITY**

(number of tweets per day)

**COLLABORATION**

(retweet ratio)

**INTERACTION**

(reply ratio)

3

## ACCORDING TO THAT, THEY OBTAIN CERTAIN LEVELS OF...

**IMPACT**

(number of followers)

**AUTHORITY**

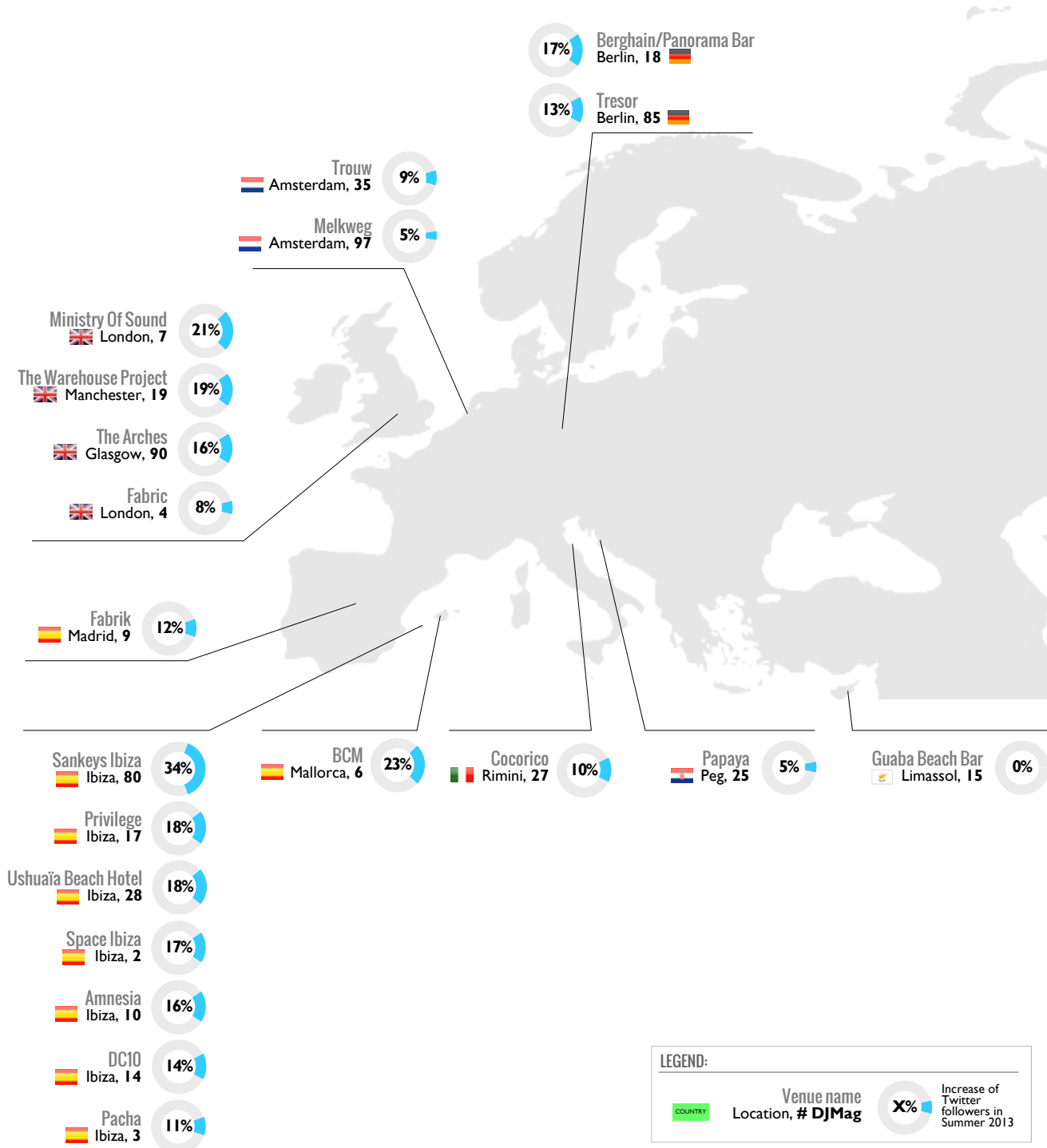
(ratio of retweeted tweets)

4

## AND THAT'S ALL! LET'S FORGET ABOUT THE REST AND MOVE ON!

# A GLANCE AT EUROPE

## WHAT CLUBS ARE GROWING MORE RAPIDLY IN THE OLD CONTINENT?



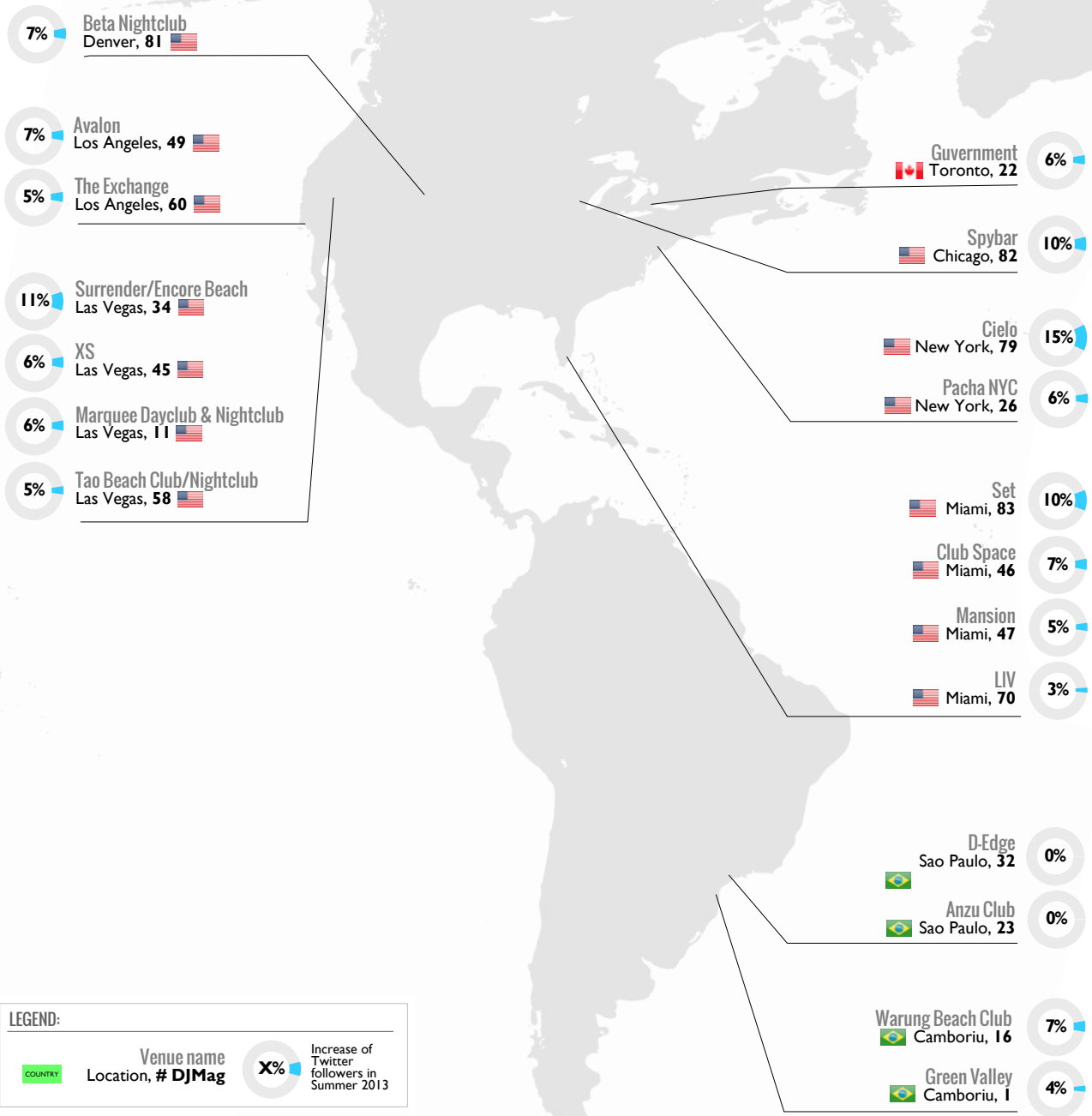
**LEGEND:**

 **Venue name**  
Location, # DJMag  **Increase of Twitter followers in Summer 2013**

**(\*) Methodological note:**  
The growth of Twitter followers has been calculated by analysing the period between July 1 and September 30, 2013.

# A LOOK ON AMERICA

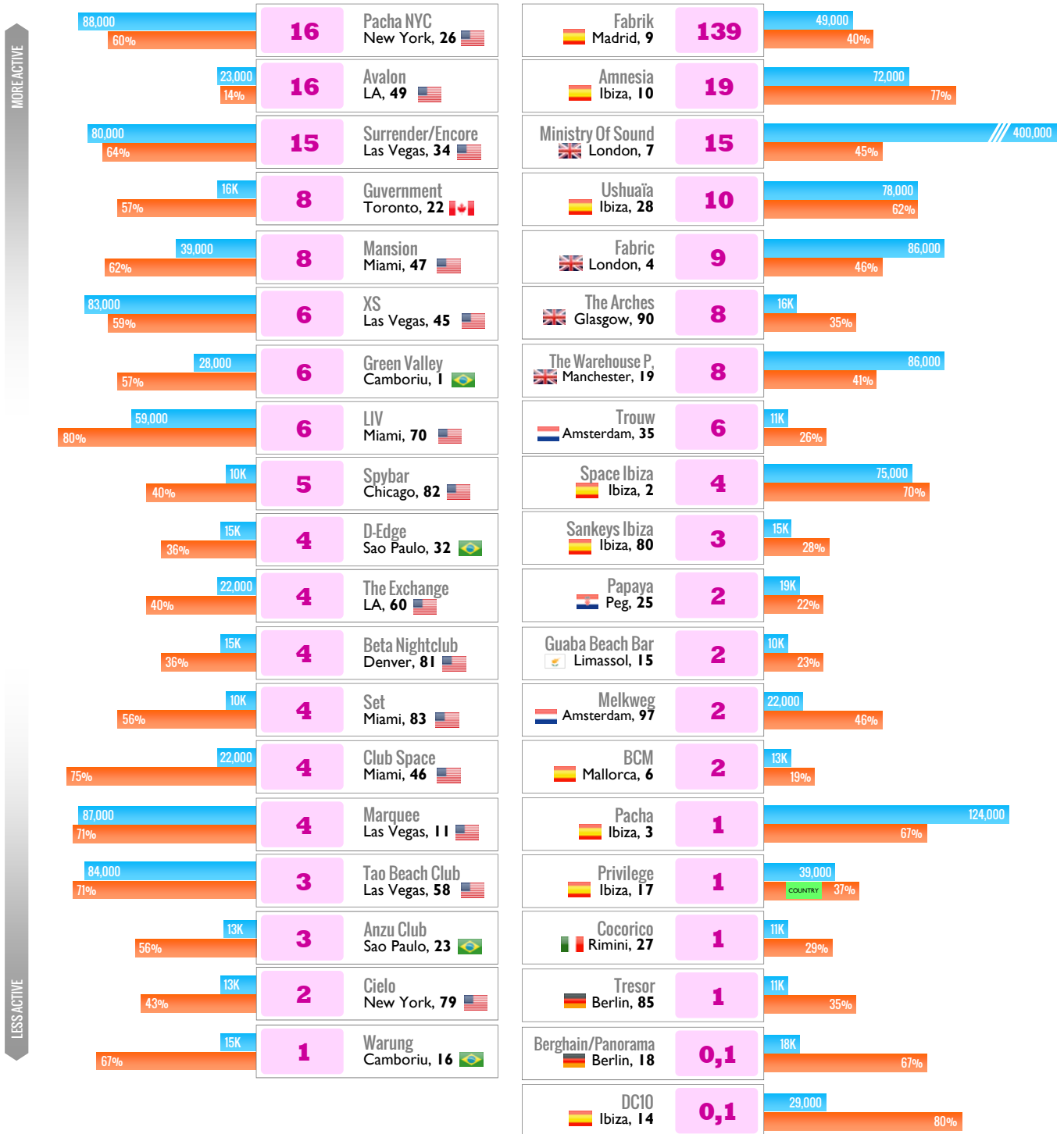
## HOW ARE THE CLUBS' FAN COMMUNITIES EVOLVING AT THIS SIDE OF THE OCEAN?



(\* Methodological note:  
The growth of Twitter followers has been calculated by analyzing the period between July 1 and September 30, 2013.

# ACTIVITY

## WHAT CLUBS ARE MORE ACTIVE?

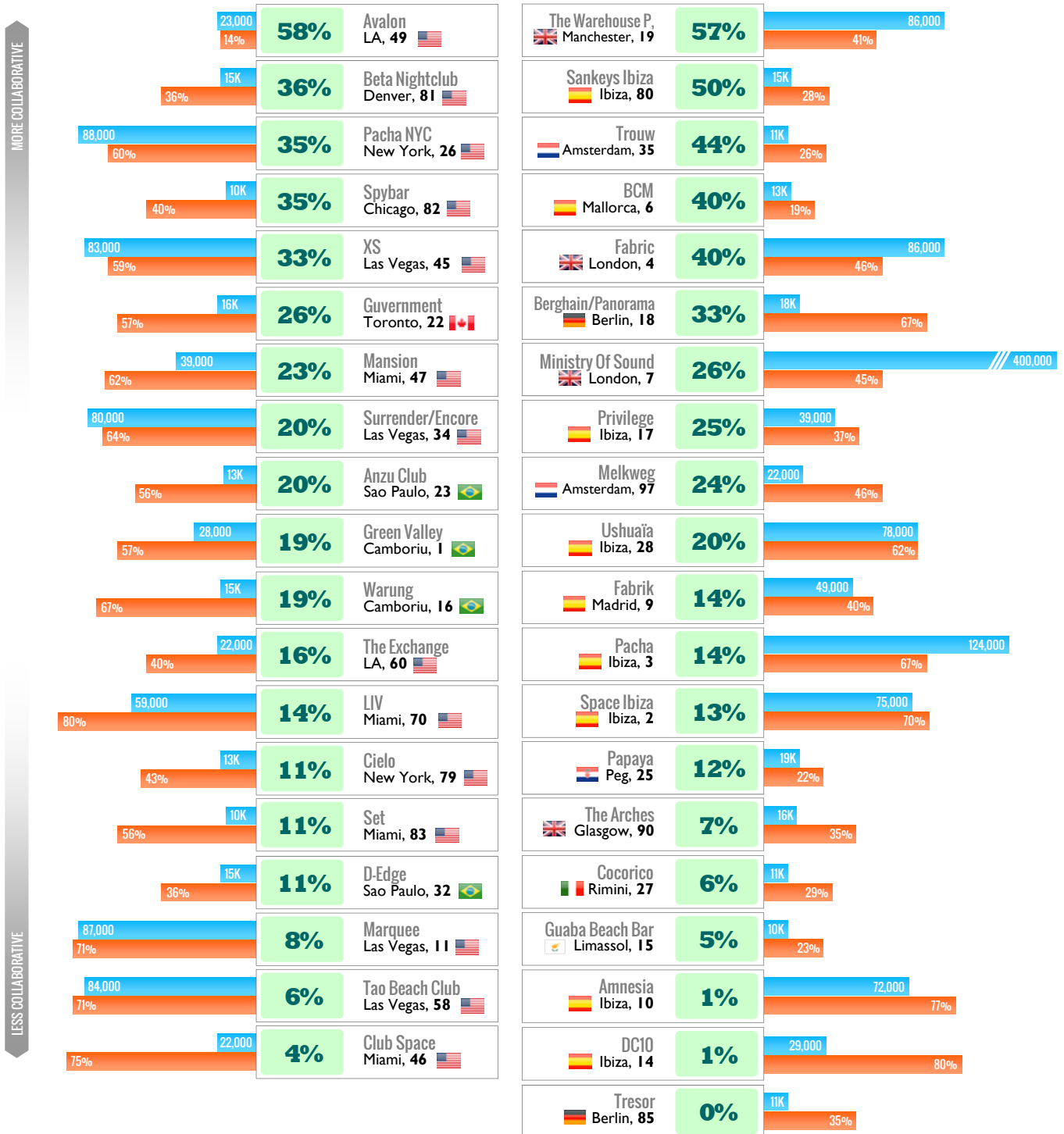


LEGEND:

COUNTRY	Venue name Location, # DJMag	DEGREE OF ACTIVITY	FOLLOWERS AUTHORITY
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# COLLABORATION

## WHAT CLUBS COLLABORATE MOST WITH THEIR FOLLOWERS?



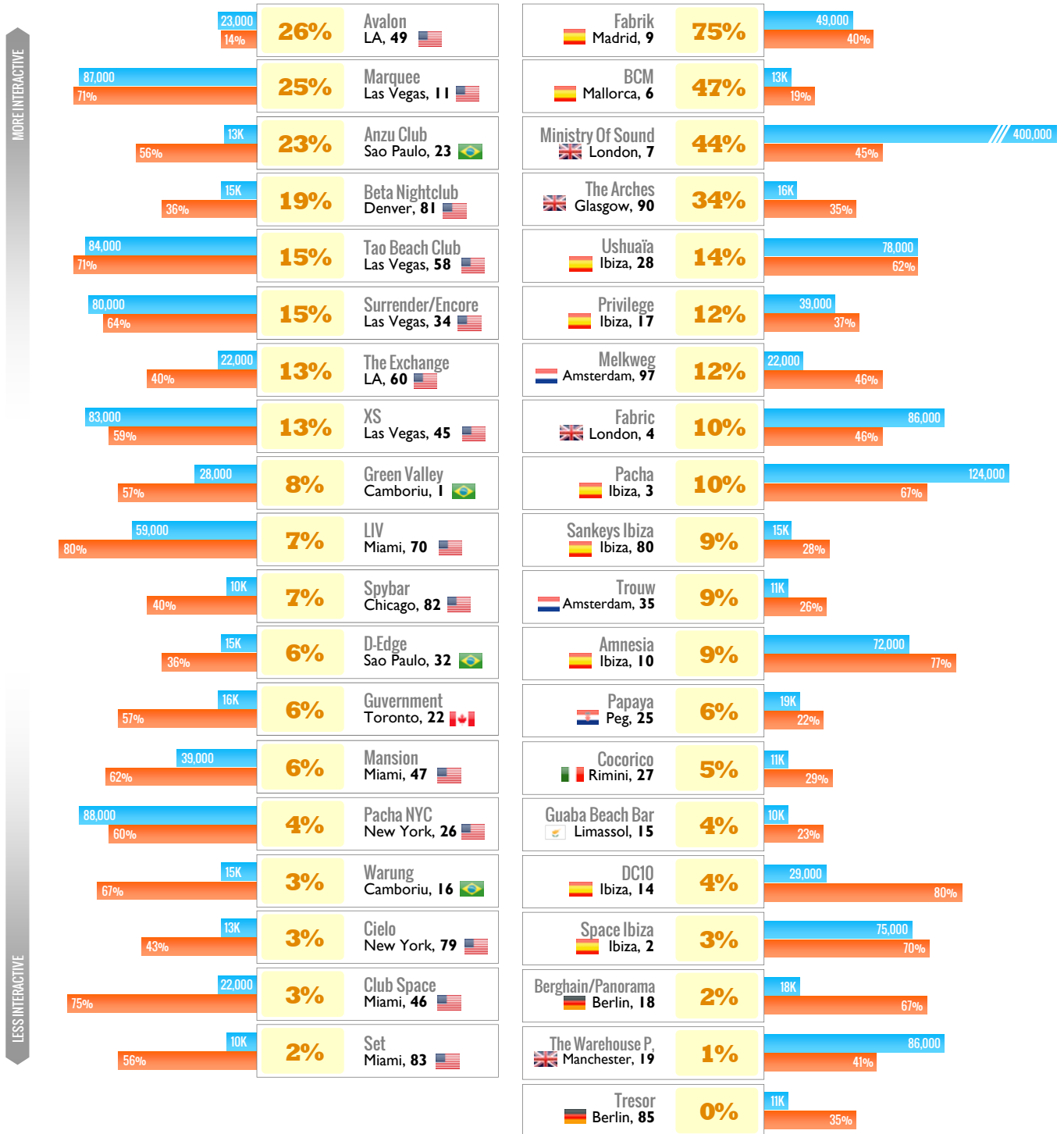
LEGEND:

- COUNTRY
- Venue name Location, # DJMag
- DEGREE OF COLLABORATION
- FOLLOWERS AUTHORITY



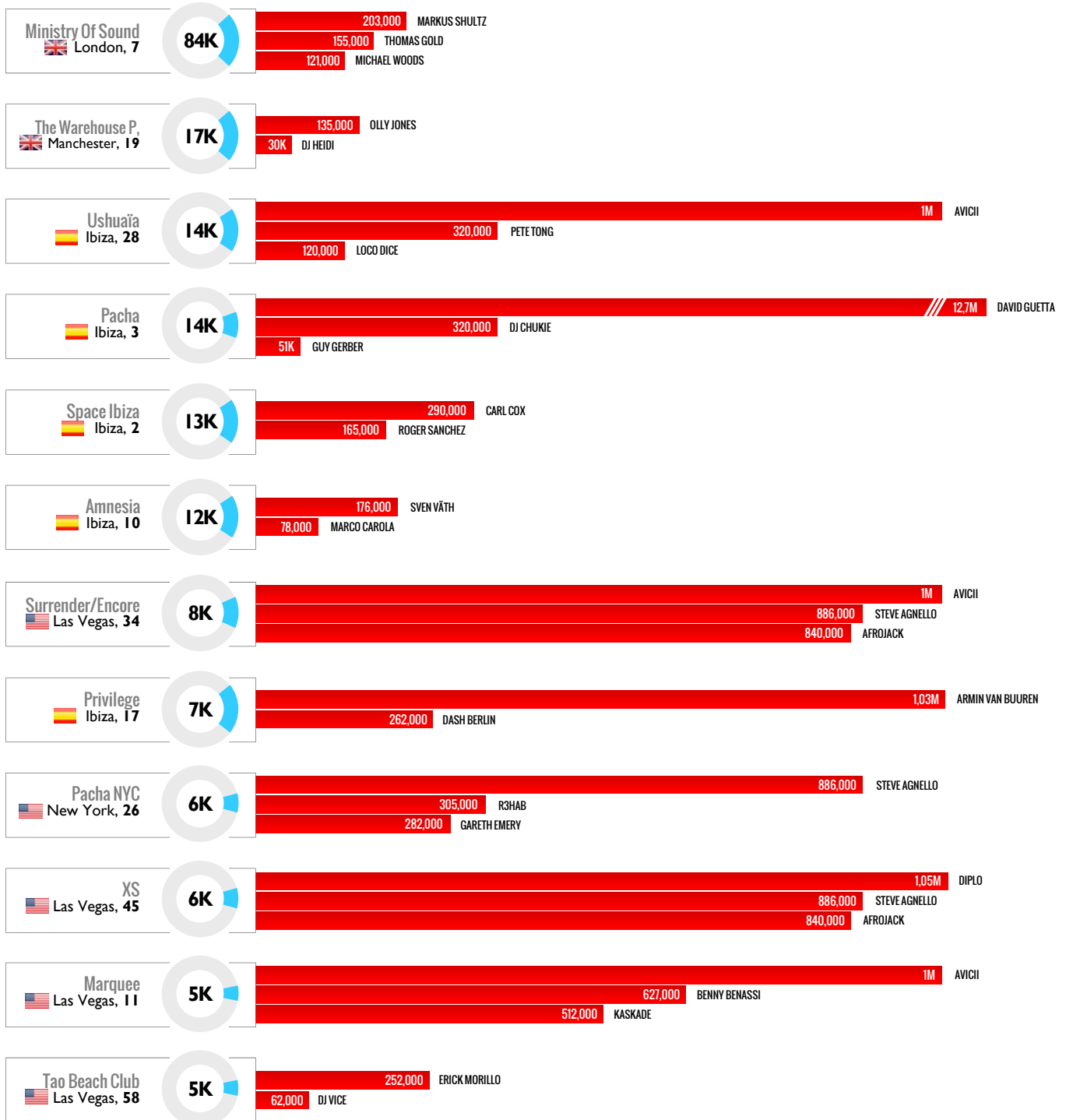
# INTERACTION

## WHAT CLUBS INTERACT MOST WITH THEIR FANS?



# SYNERGIES

## HOW DO CLUBS BENEFIT FROM THE COOPERATION WITH THEIR MOST OUTSTANDING DJs?



(\* Methodological notes:

1. Only DJs with the highest degree of cooperation (retweets, mentions and replies) with each venue are listed.
2. Only clubs with the highest amount of new Twitter followers gained between July 1 and September 30, 2013 are displayed.



# CONCLUSIONS

## AND AFTER ALL THESE DATA, WHAT NOW?

### DOES A HIGH DEGREE OF ACTIVITY GUARANTEE IMPACT AND AUTHORITY?

**A** Rest assured that tens of thousands of people haven't decided to follow you on Twitter to see you stay quiet. If you're too shy to talk, you'll disappoint your community. Every night there are thousands of stories going on at any club. Why not select two or three and tell them? Now, does a high tweeting frequency always lead to success? Not really. It depends on dozens of additional factors: the quality of your events, the reputation of your brand, the interest of the stories you tell... Anyway, you must tweet often. On Twitter, you are worth the conversations you are able to ignite and there's no conversation if you stay muted.

### DO HIGH COLLABORATION AND INTERACTION ALWAYS LEAD TO SUCCESS?

**B** Some clubs don't collaborate much and don't interact a lot with users, and yet their numbers are skyrocketing. How is that possible? Keep in mind that many of those are well-established brands with several decades of experience behind them. Collaborating and interacting on Twitter is a must. Twitter communication is bidirectional. Giving is just as important as receiving. You should be aware that no matter how big your brand is, on Twitter you aren't more important than the last of your followers. You have to approach them as peers, help them spread their content, answer their questions, fulfill their needs...

### WHAT IS THE DEFINITIVE FORMULA FOR A HIGH IMPACT AND AUTHORITY?

**C** There is no magic formula. Twitter is a tool for connecting people. The same rule doesn't have the same effect on different people. Think of two children raised in the same family, in the same environment... The first becomes an aggressive stock agent while the second becomes... a DJ! It happens in life and it does on social media. Much more important than trying to achieve the big numbers is deciding how you want your brand to be on Twitter. Do you wanna use humour? Wanna be provocative? Wanna share music or videos? Whatever... Just find a style you feel comfortable with. Success will follow you.

### IS TWITTER USED DIFFERENTLY IN EUROPE AND IN AMERICA?

**D** There's no doubt about it. Twitter is much more integrated into the Americans' social-digital habits. In Europe there's an obvious gap between some clubs that are truly committed to this platform and others who have a token presence. When it comes to the recent increase of the volume of followers, displayed on previous pages, the growth is remarkably sharper in the Old Continent. Why? We must take into account that the analysed period goes from July 1 to September 30, 2013. This time of the year is high season in Europe (summer), whereas offseason in the USA (torrid summer in Miami and Las Vegas) and Brazil (winter).

### WHY IS IT SO IMPORTANT TO CREATE SYNERGIES WITH DJs?

**E** The disc jockeys are the human face and the creative genius of electronic music. They attain more social audience than clubs and festivals. This fact must be regarded as an opportunity for venues. Clubs can gain many thousands of fans if they know how to take advantage of this moment of global enthusiasm for the genre. They have to create spaces for cooperation with the stars. How? With retweets, mentions, direct conversation, content sharing, joint initiatives.... When a world-class DJ visits your night club, it is not just a chance to make money. It's also an opportunity to transfer a portion of his digital success to your venue.

# A COUPLE OF TIPS...

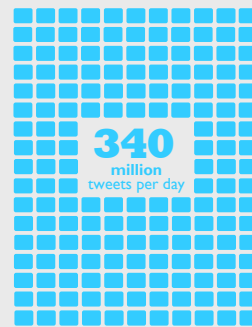
BEFORE EVEN  
PRESSING THE  
FIRST KEY,  
LEARN THE  
ESSENTIALS

## #goal

Make no mistake. Getting a million followers is not your goal; it is just a means for achieving your goal. If you're not 100% persuaded of this, you will probably get a huge community of followers, but you won't know what to do with it.

## #control

If you think you have the control over your Twitter community, think it over.



## #competition

The world is not waiting for you to launch your tweet. Your message will be displayed between the result of a tennis match and an NGO call to save the oceans. This is your market. Think how to attract attention in the middle of so much noise.

## #investment

If you thought Twitter was free of charge, welcome to reality. Handling communities of several tens of thousands users will require you to spend some money on human resources, software, web development, professional photography and video production...

## #buyandsell

Twitter is a global market based on conversation. Everyone comes to it to buy or sell something: friendship, relations, information, inspiration ... If you want to sell something, you need to buy something too. That's how it works.

PUT YOUR  
USERS FIRST:  
GIVE THEM  
VOICE, LISTEN  
AND LEARN  
FROM THEM

## #participation

Welcome to the era of conversational markets. Your customers won't buy you just because your product is good. They will buy from you if you have allowed them to participate in its development.

## #relevance

Make sure that the users' engagement has offline effects. Your most loyal followers should feel special when they visit your nightclub: discounts, queuing, free drinks...

## #prescription

Your job is not to tame your followers. Instead, your job is to empower them. Inspire them and offer them tools so that they will become your ambassadors. They will make you great.

## #visibility

Give visibility to your most loyal followers. Name them, retweet them and put them in the spotlight. Your reward will make them even more loyal.

## #cooperation

Get to know your core audience. Know them by their names. Find out who they are and what they do. If they are bloggers, journalists, musicians ... Give each one of them what they need.

## #listen

Your audience will tell you everything you need to know, from what DJs you should hire or how to improve the gin-tonics you serve. Listen and note down everything they say.

# A COUPLE OF TIPS...

## SHAPE YOUR MESSAGES IN THE RIGHT MANNER

### #voice

Think about how you will speak on Twitter. You have three options: as a brand, through one or more community managers who reveal their actual names or making up a fictional character to humanize the brand's voice... *Mr. Party*, for example.

### #language

EDM is a global genre. You should speak your national language and also English. Therefore, you need to decide how to resolve the issue of bilingualism: different Twitter accounts by language, bilingual speaking or opting for the common code, English.

### #context

Despite several attempts, Twitter hasn't devised yet the right interface to clearly display conversations. So when you answer a follower, make sure you mention the question or the previous phrase so that everyone will understand. Reading *@user A lot!* is a bummer. Better off: *@user Whether we like Moby's latest album? A lot!*

### #channels

Don't post on Twitter the same things you post on Facebook. The platform is different, the way of reading it is different. It just doesn't work.

### #comprehension

Write readable tweets. Nobody will understand a thing if you post three hashtags, four mentions and a link altogether. Use short sentences, but long enough to say something.

### #humour

Crack jokes, be ironic, use sarcasm, laugh.... On Twitter, this is like the Bible.

## BE AWARE OF THE LIMITATIONS OF TECHNOLOGY

### #platforms

Don't keep sharing links pointing to your Facebook account. The switch from Twitter to Facebook doesn't run smoothly on mobile phones. You'd better offer a link to a blog or a website developed with responsive design.

### #links

When you post a link, mention what type of content it directs to. People like to know where they are going. Tell them if it's video, audio, photo or plain text.



### #mobile

If you are in doubt about how to shape a message, imagine the recipient will read it on a smartphone. That will help you decide. If it's good for mobile, it's good enough for desktop and tablet.

### #connection

Roaming rates may discourage your international customers from sharing their opinions and the photos taken at your club. To settle this, offer free wifi. If the idea of 5,000 people downloading their email and consuming all your bandwidth makes you freak out, there's a solution. Limit the wifi access to a few social platforms. Twitter, Facebook and Instagram, for example.

# A COUPLE OF TIPS...

## GIVE YOUR BEST AT LIVE EVENTS

### #live

Tweetcast your live events. It's a simple tip, but it's also an essential one. After all, the heart of electronic music lies there, on the live shows. If you do it well, you can skyrocket your audience.

### #emotion

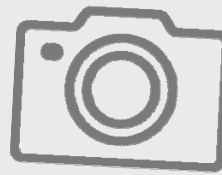
This is the all-or-nothing moment for you. Make sure you reflect on Twitter all the magic, excitement and fun of your show. Come up with the most inspiring words you know. Narrate what you see by using your heart. Use photos and high quality videos.

### #expectation

Plan your strategy properly. You must create expectation before the day of the event, but make sure you don't let everyone down in the end. If you lack the necessary resources to do it well, don't raise too many expectations.

### #incentive

Stimulate the user-generated content —mostly photos, the easiest item to be shared during a party. Ignite participation through questions, calls to action, draws...



### #quality

Deliver top quality photos taken with a professional set. The built-in phone camera doesn't have super-powers. It's not suitable for taking night pictures.

## HANDLE CRISIS SITUATIONS CORRECTLY

### #criticism

Start by accepting that you're never going to be liked by everybody. If you admit that criticism will come sooner or later, you will handle it more naturally when it does.

### #balance

Find the balance. Don't be a prisoner of criticism but don't ignore it either. Learn from those who are constructive, ignore those who aren't.

### #attacks

If you own a successful brand, you'll get unfair attacks and you'll have to suffer the trolls' hassle. Smile! If you weren't hated by anybody, that would mean you are a nobody.

### #freedom

You don't need to have the last word in your online discussions with users who criticize you. Sometimes they just want to express themselves and it's legitimate they do so.

### #facts

When you go through a reputation crisis or false rumors arise, just apply the universal principle: keep calm and remember the facts.

### #naturality

Talk and let others talk about your competitor venues and other DJs, even if you get compared unfavourably. Don't kid yourself. Your clients go there too. Acting naturally towards other brands shows you are self-confident.

# A COUPLE OF TIPS...

## BUILD AN ACTIVE, ENTHUSIASTIC COMMUNITY

### #audience

Don't become obsessed with becoming a top trend. Getting there might get you some credit in front of others, but nothing else. Settling yourself in the mainstream implies boring your core audience. And for what? For reaching a crowd that will forget about you in five minutes, as soon as the next trend shows up.

creators  
conversationalists  
COLLECTORS  
inactives  
joiners  
spectators  
critics

Profiles by: forrester.com

### #profiles

Not all fans are equal, or use Twitter the same way. Give each user profile a little of what they want.

### #energy

Constantly boost energy into your community. Use humour, make questions, set up competitions, call to action. Encourage participation and photo sharing, promote picking the mixes of the week...

### #method

Be methodical. Write down the identity and the frequency of those who retweet, reply, mention or mark you as favourite. In a month's time, you will have a comprehensive map of your prescribers.

### #attention

Make Twitter an effective customer support channel. It's inexpensive and will add value to your account. The community manager should be closely linked to the club and get to know it in depth.

### #noise

Be active, but do not invade your followers' timeline with hundreds of replies. It feels as bad as spam. If you have to answer 100 users, send direct messages.

### #usefulness

Don't schedule an automatic feed that tweets your web news and then forget about it. You'll gain a few fans, but you'll be creating a useless community.

### #fraud

Don't buy followers. Today, some sites offer up to 5,000 followers for 10 dollars. If you do, you may get some credit in front of your boss in the short term, but it will be useless otherwise.

## ATTRACT TALENT TO YOUR BRAND

### #stars

Cooperate with your best DJs. They're the real stars of EDM. Retweet them and make sure they retweet you. Mention them and let them mention you. Do not improvise. Reach an agreement with them and devise a joint digital action plan.

### #dialogue

Organize Twitter interviews with your star DJs. Then turn them into a sequence with Storify and publish them on your website or blog. You'll be shocked by the amount of traffic you'll get.

### #opportunities

Give opportunities to young talents who deserve a chance. Remember that you are an opinion leader. You should make a generous use of this status.

# A COUPLE OF TIPS...

## AMPLIFY THE REACH OF YOUR MESSAGES

### #focus

If what you have to say is important, say it several times and at different times of the day to reach users with different habits or located in different time zones. But put it differently each time. Provide new details and a different approach in each repetition.

### #conversation

Use open hashtags which allow you to be part of broader ongoing conversations. Don't get obsessed with imposing your own hashtag. Rather than isolating your posts, it is preferable that you should join ongoing conversations by adding up some value to them.

### #favours

Do not hesitate to ask for favours on Twitter. If you have a problem with your sound system and you need to open an hour later, tweet it and ask your followers to spread the word.

### #ambassadors

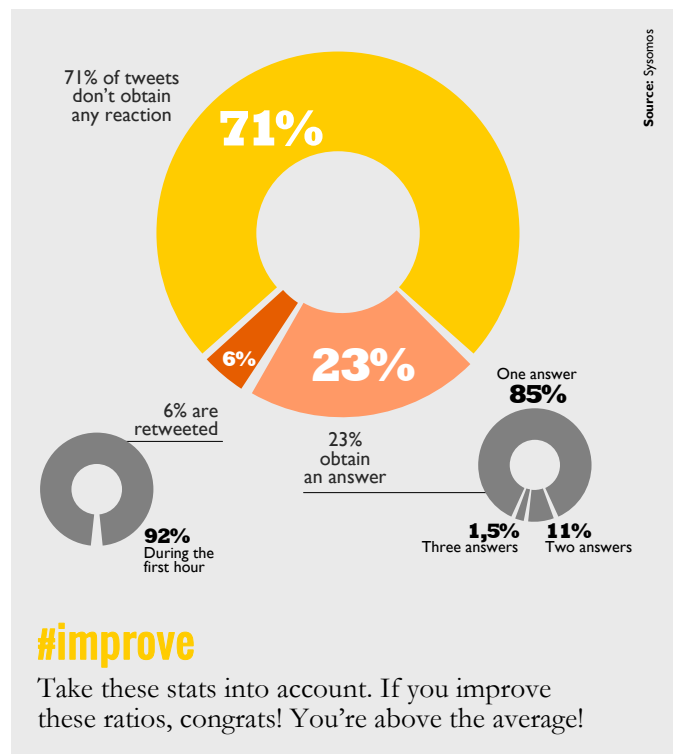
Seek the cooperation of your employees to be your brand's ambassadors. The more you are, the more people you'll reach.

### #words

On Twitter 1,600 million searches are submitted every day. Imagine how important it is to use the right keywords.

### #action

Make your Twitter identity visible at your club alongside with calls to action: *Tweet what you see!*



### #improve

Take these stats into account. If you improve these ratios, congrats! You're above the average!



# A COUPLE OF TIPS...

**BOOST YOUR  
PERFORMANCE  
WITH THE  
SUITABLE  
TOOLS**

## #hootsuite

To dashboard your way through social media at full speed.

## #socialbro

To find out what time is best to tweet based on your followers' habits.

## #socialmention

To track mentions of your brand, your competitors and your activity on Twitter and other social networks.

## #twitonomy

To get a valuable radiography of your main activity indicators on Twitter.

## #trendsmap

To find out what topics of conversation are the hottest by geographical areas.

## #storify

To create fun stories from Twitter conversations and display them on your website or blog.

## #ifttt

To automatically bounce on Twitter the photos you post on Instagram, among many other features.

## #hashtagfy.me

To analyze how well your hashtags or those of your competitors perform out there.

## #klout

To rank yourself according to your online social influence, based on a mathematical algorithm. Trust this method but no more than your own instinct.

## #yarr.tv

To display on your club's or event's screens what your fans are saying on Twitter and also to show your Facebook photos and YouTube videos.

Is there anything missing?  
How can we improve?

This study is a work in progress. We have collected a fair amount of tips, but we surely have left many good ideas unmentioned. Do you want to submit yours? Contact us!

✉ [INFO@WOOMEDIA.ES](mailto:INFO@WOOMEDIA.ES)

# ET VOILÀ!

HAVE YOU ENJOYED THIS STUDY?  
HAVE YOU BEEN ENTERTAINED?  
HAVE YOU LEARNED ANYTHING USEFUL?  
IS THERE ANYTHING YOU DON'T AGREE ON?  
DO YOU WANT TO DISCUSS IT?  
DO YOU WANT TO LEARN MORE?

## CONTACT US!

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DIGITAL COMMUNICATION & PUBLIC RELATIONS

Woo Media is a Bilbao and Ibiza-based company founded in Spain in 2012. We are dedicated to helping clients who need to spread a message and rely on creativity and experience to obtain success. We feel comfortable in all leisure and entertainment-related sectors. Music, live events and sports are our natural habitat. We like to observe consumer behaviour in order to find the most efficient channels and to shape the right messages to reach him/her. We use public relations (media liaison, event planning, lobbying) and new digital media (websites, blogs, social networks). We master technology, but our approach is not technological. We are natural-born communicators. We enjoy talking to people.

## WORLD'S TOP NIGHTCLUBS & TWITTER

Ibiza, 25th October 2013

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