

Hyperlocal websites *some statistics*

@daveharte

#hyperlocalstats

creativecitizens.co.uk

There is quite a lot of Hyperlocal

Not forums

Not listings

Not other people's stuff

How many sites?

How many stories?

How often?

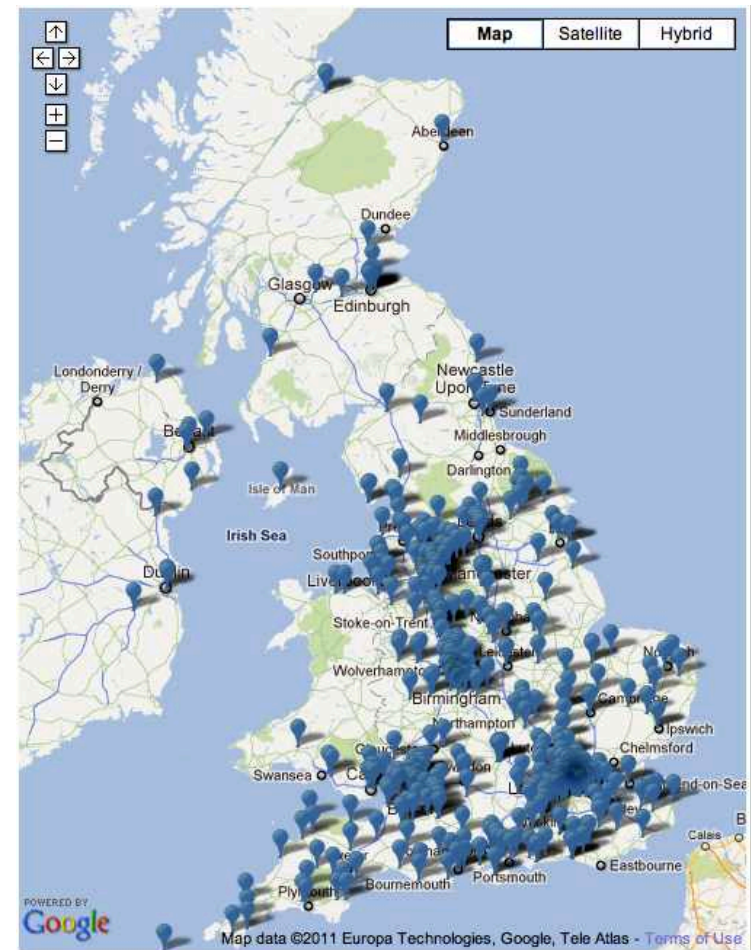
Data

openlylocal.com/hyperlocal

‘Cleaned’

‘Active’ = story in 2012

Sample: 8-18th May



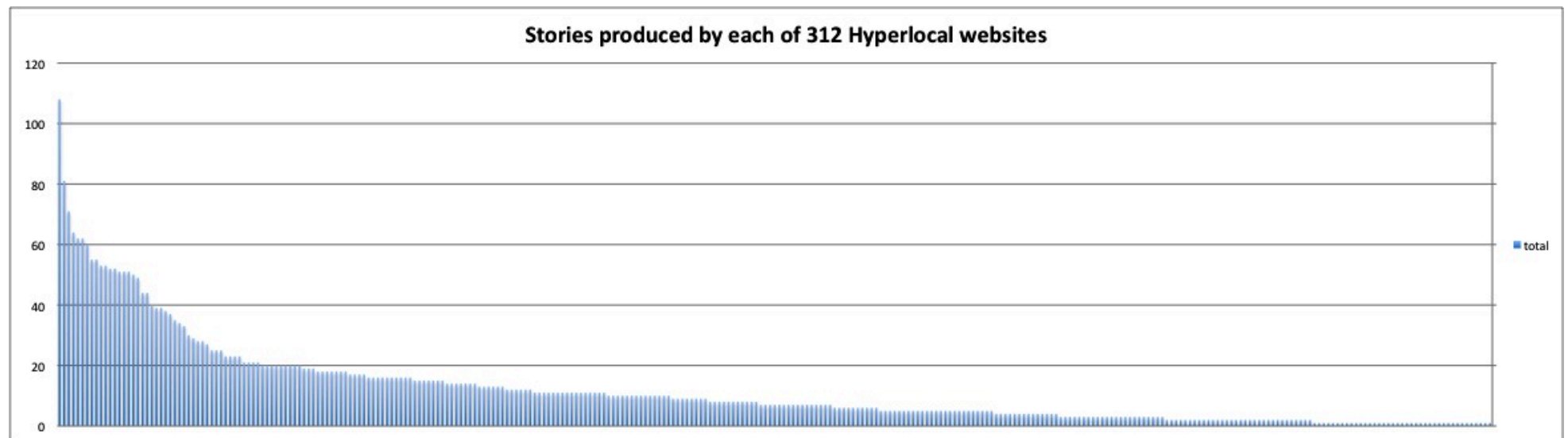
432 ACTIVE SITES

313 PUBLISHED

3819 STORIES

AVG 12 POSTS

Hyperlocal's long tail



75% of the stories are produced by a third of the sites

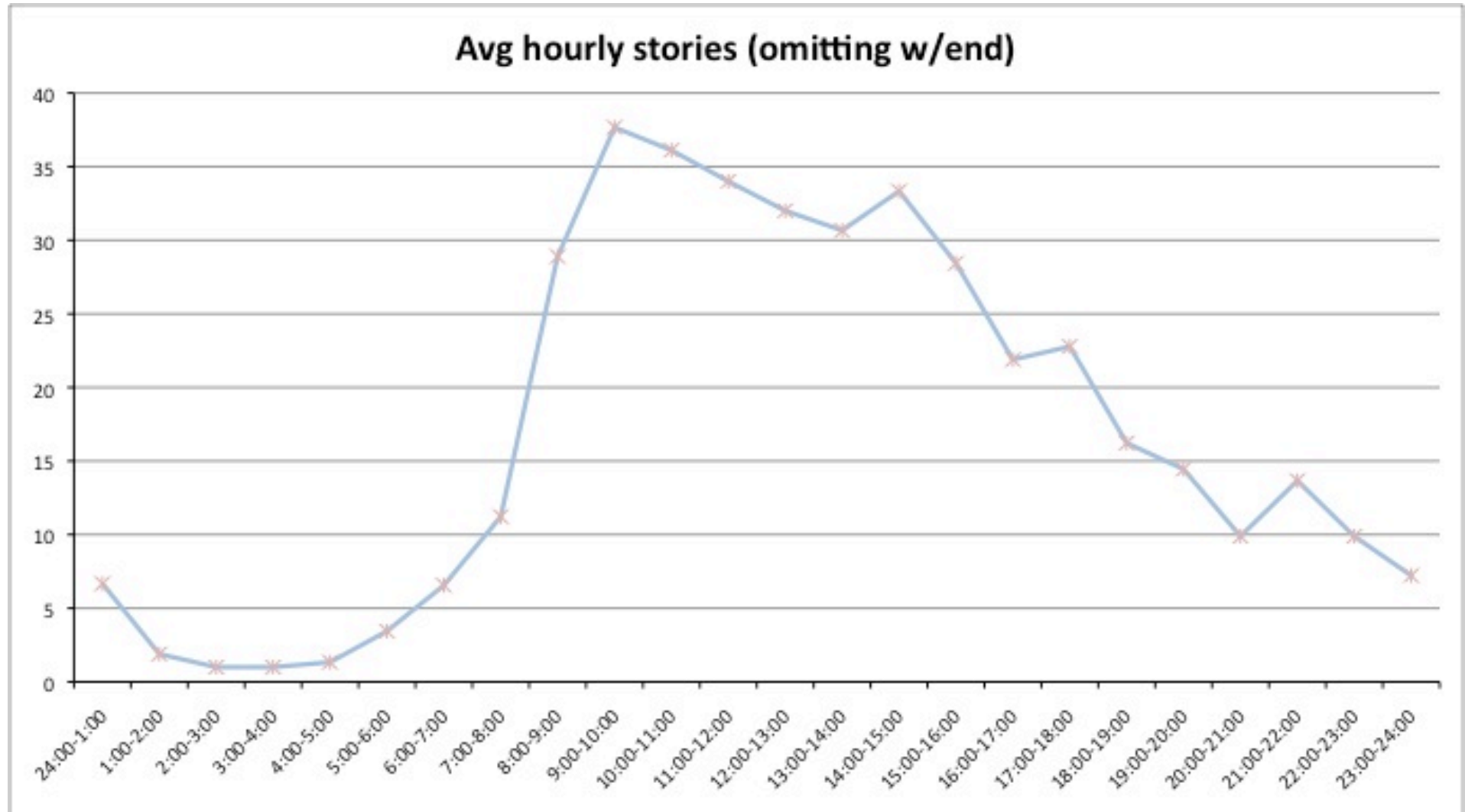
60 / 20

58.7% of content
is produced by
19.9% of the
sites.

410 stories/day



28 stories/hour



**once every
two minutes**

B I R M I N G H A M

92 stories

28 sites



Local News UK

@AllLocalnews

Why this twitter account exists: <http://daveharte.com/social-media/hyperlocal-one-every-two-minutes/>



15,635 TWEETS

0 FOLLOWING

177 FOLLOWERS

@AllLocalnews

Tweets

Following

Followers

Favorites

Lists

twitter

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[Blog](#) [Status](#) [Apps](#) [Resources](#) [Jobs](#)
[Advertisers](#) [Businesses](#) [Media](#) [Developers](#)

Tweets



Local News UK @AllLocalnews

5s

Local news: Thieves target metal cables on rail network
bit.ly/KQpvKO

Expand



Local News UK @AllLocalnews

9s

Local news: Old Parking Rules Axed To Create New Friendly Village Pub
bit.ly/L22Zku

Expand



Local News UK @AllLocalnews

10s

Local news: Back To School 2012 bit.ly/KQpt5D

Expand



Local News UK @AllLocalnews

10s

Local news: NAILSEA SCHOOL UNIFORM - 10% DISCOUNT - ON NOW
bit.ly/L22XcA

Expand



Local News UK @AllLocalnews

15s

Local news: Merton Priory Homes warning: Be aware of bogus callers
bit.ly/KQpvui

Expand



Local News UK @AllLocalnews

14s

Local news: Puzzle Proves No Problem For Ferndown Teenager
bit.ly/L22Xco

Expand

News	Local news: Accrington v Hereford - 26th November 1932 http://t.co/KAWe4rJI	Tue, 08 May 2012 20:21:57 +0000
News	Local news: [Local News] Olympic 2012 Games Maker Training For Towcester Fund Raising Business Man http://t.co/vvPkgbVc	Tue, 08 May 2012 20:07:08 +0000
News	Local news: [Sport] Silson Joggers Thornborough 10 and Great Weston 5 Mile Race http://t.co/S7YpLQ06	Tue, 08 May 2012 20:07:07 +0000
News	Local news: Frome Bank Holiday waste collections http://t.co/5lUpXCmd	Tue, 08 May 2012 19:52:30 +0000
News	Local news: claireskoy posted Little Cherub sales http://t.co/BXAnWThr	Tue, 08 May 2012 19:52:30 +0000
News	Local news: Legion Fish & Chips â€œ Tomorrow is the last chance for orders and payment http://t.co/vjArTj57	Tue, 08 May 2012 19:52:26 +0000
News	Local news: Tennis Social on Sunday http://t.co/1aYrPz80	Tue, 08 May 2012 19:52:25 +0000
News	Local news: Agenda for Annual Parish Council Meeting â€œ 9.5.12 http://t.co/lpJd1oK3	Tue, 08 May 2012 19:52:24 +0000
News	Local news: Are swallows mobile maters? http://t.co/jgYYofZP	Tue, 08 May 2012 19:52:24 +0000
News	Local news: Parwich Lunch http://t.co/SycLcukv	Tue, 08 May 2012 19:52:23 +0000
News	Local news: Parish Council Minutes â€œ 18.4.12 http://t.co/FNah7l0e	Tue, 08 May 2012 19:52:22 +0000
News	Local news: Tea & Cakes in the Churchyard http://t.co/IMp4QIC4	Tue, 08 May 2012 19:52:22 +0000
News	Local news: Legion event for this Bank Holiday Monday (tomorrow) http://t.co/Av6Mj09w	Tue, 08 May 2012 19:52:21 +0000
News	Local news: Weather Stats: 29th Apr to 5th May http://t.co/1WiOVIhF	Tue, 08 May 2012 19:52:19 +0000
News	Local news: Whatâ€™s on Where this Week â€œ 6.5.12 http://t.co/P2XSKMMh	Tue, 08 May 2012 19:52:18 +0000
News	Local news: Cambridgeshire Air Ambulance Grounded http://t.co/WaWz0VPn	Tue, 08 May 2012 19:52:18 +0000
News	Local news: Congratulations to the 2012 Saltash Marathon Winners http://t.co/rWxtSiSI	Tue, 08 May 2012 19:52:17 +0000
News	Local news: New checklist launched to aid planning application process in #NorthDevon http://t.co/umwpYGX8	Tue, 08 May 2012 19:52:16 +0000
News	Local news: Free Career Advice for Old Dean Estate Residents http://t.co/1VMABKgO	Tue, 08 May 2012 19:52:14 +0000
News	Local news: Marlow Bottom Road Closure planned for Wednesday 9th April 2012 http://t.co/jq1mvmml	Tue, 08 May 2012 19:52:14 +0000
News	Local news: chalkthesun published Juliet Sellars, a http://t.co/ZNyWmx9k	Tue, 08 May 2012 19:52:10 +0000
News	Local news: Loddon Girls To Take Part In London Charity Walk This Weekend http://t.co/VkgtUYtB	Tue, 08 May 2012 19:22:40 +0000
News	Local news: Thirteen Birmingham primary schools face academy strike ballot http://t.co/22EJqbUK	Tue, 08 May 2012 19:08:16 +0000
News	Local news: Madeleine photo use dubbed 'vile' http://t.co/m2DX7SnF	Tue, 08 May 2012 19:08:16 +0000
News	Local news: Diesel theft from Council depot http://t.co/BSc41uF4	Tue, 08 May 2012 19:08:06 +0000
News	Local news: Prom Fever Grips Quedgeley http://t.co/Dpe1YynJ	Tue, 08 May 2012 18:51:55 +0000
News	Local news: Manchester Road roadworks could last until 13 June http://t.co/c0JR5QQM	Tue, 08 May 2012 18:51:54 +0000
News	Local news: Daily Photo: 8/5/2012 â€œ Cutty Sark http://t.co/TFznXXVa	Tue, 08 May 2012 18:51:53 +0000
News	Local news: Budehaven Hosts Key Stage 1 Olympic Extravaganza http://t.co/xqyzVkcC	Tue, 08 May 2012 18:51:52 +0000
News	Local news: Photos & Video â€œ Fly Tipping On Burroughs Bank, Lightmoor http://t.co/krQkLph1	Tue, 08 May 2012 18:51:52 +0000
News	Local news: Installing the new brick sets http://t.co/etKj9clb	Tue, 08 May 2012 18:51:51 +0000
News	Local news: Marlow Kerb Crawler Alert http://t.co/6RA0IBSC	Tue, 08 May 2012 18:36:58 +0000
News	Local news: Craig Campbell Live at the Plough, Torrington, #Bideford http://t.co/4rJqFmnm	Tue, 08 May 2012 18:36:57 +0000
News	Local news: Musequality Event In Chiswick http://t.co/GQQP8Z62	Tue, 08 May 2012 18:07:06 +0000
News	Local news: Barnes and Mortlake Regatta http://t.co/CBg6JHfu	Tue, 08 May 2012 18:07:05 +0000
News	Local news: Try A Veggie BLT For Breakfast http://t.co/hE6yeo6b	Tue, 08 May 2012 18:07:04 +0000
News	Local news: Noisy cat after neutering http://t.co/rFFZSomu	Tue, 08 May 2012 18:07:04 +0000
News	Local news: Delph through to 2nd Round of Sykes Cup http://t.co/zqcj4CBH	Tue, 08 May 2012 18:07:03 +0000

Missing Cat



Small black & white shorthair
domestic cat “Tottie”
went missing from Genesta Road
Tuesday 8th may

#hyperlocalstats

Please contact Nick 07886 997651

Thanks:

Chris Taggart

Geraldine Murphy

Cardiff University

Talk About Local

UCLan

Hyperlocal websites *some statistics*

@daveharte

#hyperlocalstats

creativecitizens.co.uk

@allocalnews