

This week's stats:

Total mentions: 8,850 (compared to 12,183 last week)

Total reached: 7,392,677 (compared to 11,655,730 last week)

Positive sentiment: 34% (compared to 27% last week)

Negative sentiment: 12% (compared to 35% last week)

-generated primarily by twitter users @ReeceKelleyG and @ PatrickEngel_ narrating SMU Men's Basketball games for the week, commenting on injuries incurred by BB players and the aggressive SMU game strategies (potentially false negatives)

Mentions:

Highest spike in mentions: January 31st, 7:29 p.m.

- Largely generated by the Memphis Tiger's twitter coverage of their face-off with SMU Men's Basketball
- Also heavily generated by tweets surrounding an event in Singapore, unrelated to Southern Methodist University
- Local media coverage of an SMU law professor's commentary on Trump's Supreme Court nomination

Trending hashtags and subjects:

Side note: top trending hashtags and concepts revolved heavily around the Singapore event unrelated to SMU. Disregarding these hashtags and topics, here are the top trending themes and hashtags for the last seven days.

#neweditionchallenge (247 occurrences)

- New dance trend along the lines of "running man challenge" that SMU Men's Basketball players have quickly capitalized (focuses on taking an old song/trend and putting a new spin on it)
- Sponsored by Black Entertainment Television (BET) (#bet represents the #4 top trending hashtag for SMU this week)
- Emerging new trend (originally tweeted on February 3, 2017)

#moodymagic (218 occurrences)

- Two wins for SMU Men's Basketball against East Carolina and Tulsa spiking the official Mustang Basketball hashtag: #moodymagic

Final Note: Across the Pond:

- A British news organization, The Daily Mail, reported on research conducted by SMU's Locomotor Performance Laboratory regarding the mechanics of safer and more effective running

-Generated 62 influences