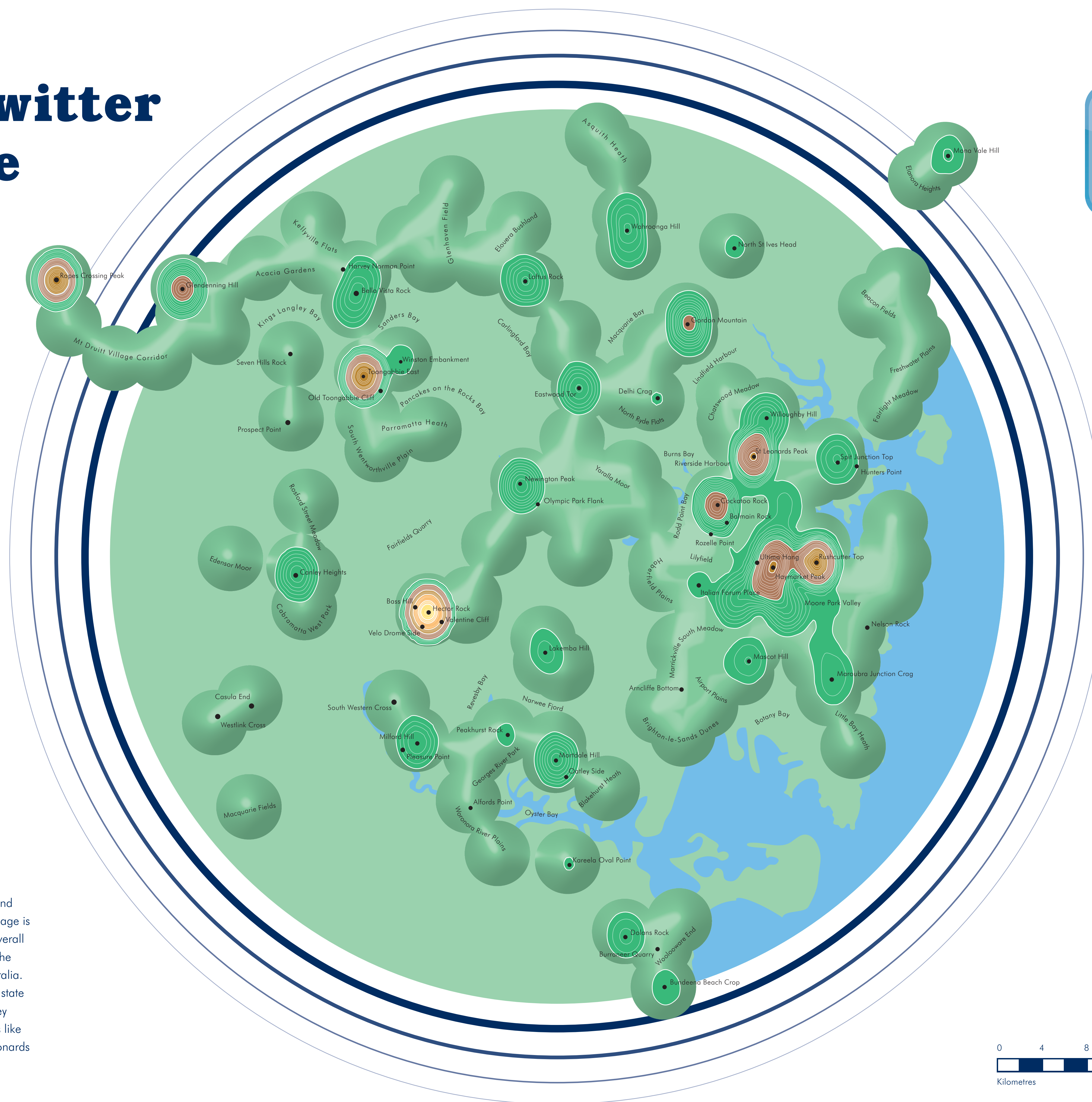




The Works

CREATIVES ON
THE FOREFRONT

The Twitter map of Sydney is an analysis of the volume and location of tweets over 1 week, with mountains where usage is high and valleys where usage is low. This is part of an overall project by advertising agency The Works, documenting the reality (rather than the hype) of social media use in Australia. Twitter has around 1.3 million users in Australia and the state of NSW is producing the largest volume of tweets. Sydney Twitter usage is highest in 2 areas: outer suburban areas like Toongabbie and Bass Hill and inner city areas like St Leonards where advertising agencies are based.



0 4 8 12

Kilometres