

TOP POWER MAP

THE MOST INFLUENTIAL PEOPLE OF THE PRESIDENTIAL CABINET

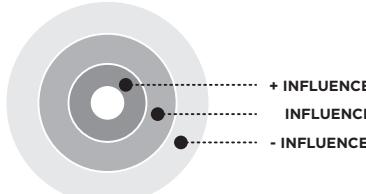
COLOMBIA, 2014

The online influence map is the product of an online research work. The aim is to identify and compare the members of the presidential cabinet who have the greatest influence on the Internet at a national level.

The research conducted shows that Twitter is the greatest exponent of online influence. It is an open space where information is publicly available, relations are established, and ideas are spread in a more striking and faster way in comparison with any other social network.

The study shows the impact and influence that some people can have on the Internet. This is related to the creation of a digital identity that each influential figure on the Internet has created on an individual basis.

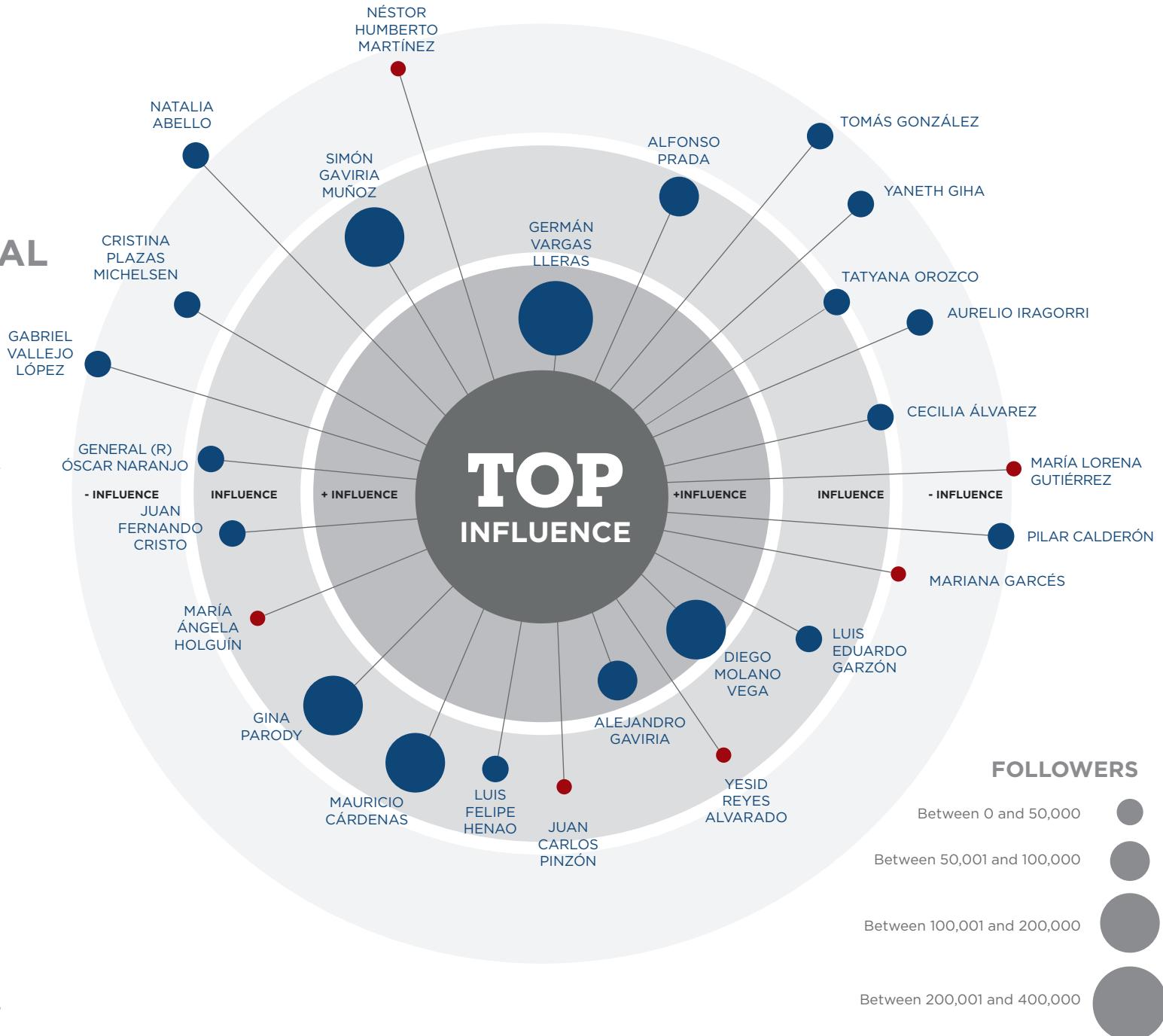
INFLUENCE DEGREES



● Does not have a public account on Twitter

Produced by

d+i LLORENTE & CUENCA



UNIVERSE AND SAMPLE

Members of the Presidential Cabinet of Juan Manuel Santos.

FIELDWORK

An individual online presence diagnose was conducted for each member of the Cabinet. For each sample, an average on a scale from 0 to 100 was fixed, on the basis of which the most influential users were selected.

METHOD

The study considers that Twitter is the most representative social network regarding influence on the online world. It includes individuals fully identified or commonly known who are present on Twitter.

The analysis of the influence was based on two main factors: the degree of influence those people have on Twitter and the influence generated from their other main web assets, if any. The number of followers and the influence factor are dynamic parameters which may sometimes change very fast.

Data of this study was collected between September and October 2014.

TWITTER ENVIRONMENT

Number of followers, with a followers estimation correction factor.

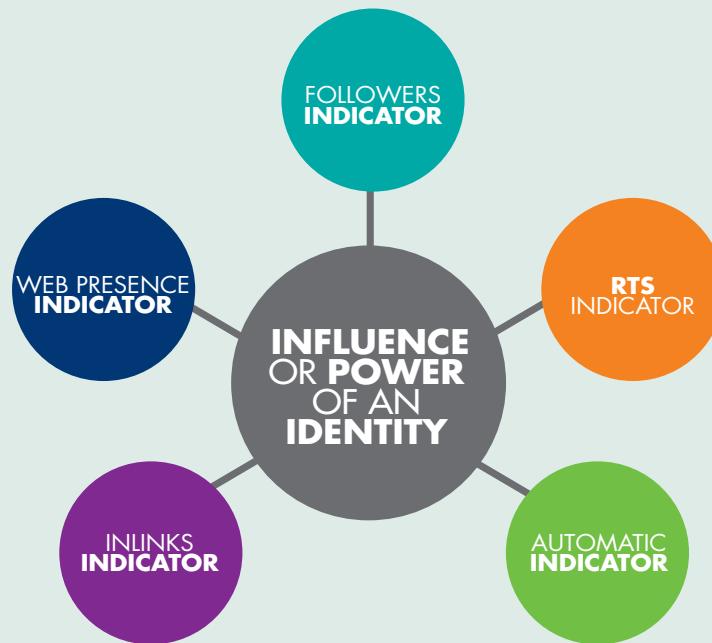
Number of retweets (RTs).

Influence with automatic parameters.

Number of mentions.

WEB ENVIRONMENT

Number of Inlinks, links generated from other websites to their digital assets. Importance of digital assets and individual SEO.



Direction and coordination of the study:



Study conducted by the Online Communication Area of
LLORENTE & CUENCA in Colombia.

Maria Esteve mesteve@llorenteycuenca.com
Director General
@mesteveh

Javier Castro jcastro@llorenteycuenca.com
Online Communication Manager
@javicastrorueda

Mónica Cabrera mcabrera@llorenteycuenca.com
@monKabrera

Natalia González ngonzalez@llorenteycuenca.com
@NatsGonzalezR

Juan Pablo Gordillo jpgordillo@llorenteycuenca.com
@juanpablo9017

WWW.DMASILLORENTEYCUENCA.COM



DIGITAL IDENTITY CONSTRUCTION IN COLOMBIA

The current communication context is subject, to a great extent, to Internet and social networks. This means that society leaders have to be more transparent and responsible, in comparison with the mass media communication context of the late twentieth century. More transparency is needed, because Internet makes more difficult to hide facts; and more responsibility is also needed, as social networks allow citizens and consumers to demand both answers and concrete measures regarding their requests.

The transformation in the interaction between people and political and public personalities has also caused a change in the way each leader manages its identity, especially in the digital world. Given the current situation, people can choose to ignore, prevent or adapt to the new scenario. Most of the institutional members in Colombia have decided to take an active part and adapt themselves to this new situation. Of course, some have been able to adapt better than others.

In d+I LLORENTE & CUENCA, we have studied the digital influence of the Ministerial Cabinet of the President Juan Manuel Santos. The analysis allows creating a comparative map about individual influence online, which studies the construction of a digital identity and hence the capacity of influence on the Internet of each of the representatives of the main State's institutions. We have decided to conduct our analysis in Colombia, as online communication is extremely important in everyday life, and because in that country, what happens regarding other areas of public life and national policy is also very important.

Results show that those who adapt to the new situation and take an active part in this new communication context are more visible and influential on the Internet than the others. On the contrary, the leaders who do not take an active part in online communication lose an opportunity to generate reputational capital by expressing themselves on the Internet, where they can present their views for and against a particular issue.

Ignoring the online communication context is also an option; however, it does not seem to be the most recommendable one nowadays. The Internet grows and flows in a way that encourages taking an active part in online media and social networks. It implies a cleverer management of the digital identity in an increasingly open and globalized environment; this is our conviction and our proposal. In this document, we show some interesting data from the Colombian digital environment in order to share it.

PRESIDENTIAL CABINET					
NUMBER	INSTITUTION	NAME	ACCOUNT	FOLLOWERS	INFLUENCE INDEX
1	Vicepresidencia de la República	Germán Vargas Lleras	@German_Vargas	439,538	93.8
2	Ministerio de Tecnologías de la Información y las Comunicaciones	Diego Molano Vega	@diegomolanovega	291,536	86.2
3	Ministerio de Salud y Protección Social	Alejandro Gaviria	@agaviriau	62,206	85.8
4	Ministerio de Hacienda y Crédito Público	Mauricio Cárdenas	@MauricioCard	194,553	72
5	Ministerio de Educación Nacional	Gina Parody	@ginaparody	330,637	71.4
6	Departamento de Planeación Nacional	Simón Gaviria Muñoz	@SimonGaviria	105,521	68.4
7	Ministerio del Trabajo	Luis Eduardo Garzón	@garzonlucho	16,279	61.6
8	Ministerio del Interior	Juan Fernando Cristo	@CristoBustos	47,327	60
9	Ministerio de Vivienda, Ciudad y Territorio	Luis Felipe Henao	@luisfelipehenao	17,266	52.2
10	Ministerio de Comercio, Industria y Turismo	Cecilia Álvarez	@CeciAlvarezC	22,938	51
11	Servicio Nacional de Aprendizaje (SENA)	Alfonso Prada	@alfonsoprada	14,515	45.4
12	Departamento de Prosperidad Social	Tatyana Orozco	@tatyanaorozco	9,793	44.4
13	"Instituto Colombiano de Bienestar Familiar (ICBF)"	Cristina Plazas Michelsen	@cristinaplaasm	20,595	41
14	Ministerio de Agricultura y Desarrollo Rural	Aurelio Iragorri	@MinIragorri	9,302	39.4
15	Ministerio de Defensa Nacional	Juan Carlos Pinzón	NPA	No	35.8
16	Ministro consejero de Posconflicto, Derechos Humanos y Seguridad	General (r) Óscar Naranjo	@Gr_Naranjo	13,482	34.6
17	Departamento Administrativo de Ciencia, Tecnología e Innovación (Colciencias)	Yaneth Giha	@YanethGiha	2,756	34.2
18	Ministerio de Relaciones Exteriores	María Ángela Holguín	NPA	No	33
19	Ministerio de Medio Ambiente y Desarrollo Sostenible	Gabriel Vallejo López	@GabrielVallejoL	2,812	32.8
20	Ministerio de Justicia y el Derecho	Yesid Reyes Alvarado	NPA	No	31.2
21	Ministerio de Minas y Energía	Tomás González	@tomasge	2,890	29.2
22	Ministro consejero de la Presidencia	Néstor Humberto Martínez	NPA	No	28
23	Ministerio de Transporte	Natalia Abello	@NataliaAbello1	6,193	26.2
24	Ministerio de Cultura	Mariana Garcés	NPA	No	18.4
25	Ministra consejera de Comunicaciones	Pilar Calderón	@pilarcalderonv	1,812	16.8
26	Ministra consejera de Gobierno y Sector Privado	María Lorena Gutiérrez	NPA	0	4

NPA: Does not have a public account on Twitter