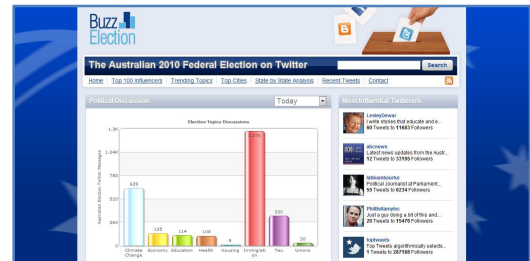


## The Top 100 Influential Political Twitterer's features 65 year old grandma from Western Australia

SYDNEY—August 2, 2010

BuzzNumbers, a leading Australian social media monitoring house, has this week showcased [BuzzElection](#), a online portal providing real time insights into the tens of thousands of online conversations about the election.

The [BuzzElection](#) site lists the Top 100 Influential Political Twitterers, which features an interesting mix of news organisations, bloggers and even a 65 year old children's book writer, [Lesley Dewar](#), who has used her 11,000 Twitter followers to become the #2 most influential political twitterer this week.



The website also shows trending topics and issues for the election, showcasing Immigration and Climate Change as the most actively discussed issues so far this election. Surprisingly, discussions around the economy have not seen much traction online.

*"BuzzElection allows the public to better understand the broader views and trends during an election, without relying on potentially biased media reports."* - Craig Thomler, Online Director, Department of Health and Aging, Canberra

BuzzElection provides real-time coverage and analysis of the 2010 Federal Election. The site delivers a comprehensive overview of election coverage, offering a breakdown of coverage by topics, city, state-by-state analysis, and the Top 100 Influential Tweeters.

*"Websites including Twitter and Blogs provide a fascinating look at the voice of the people, and it is amazing that anyone with interesting ideas can become influential online if their message resonates with their peers. Lesley Dewar is a compelling example of this."* – Nick Holmes a Court, Executive Director at BuzzNumbers

### About BuzzNumbers:

BuzzNumbers ([www.buzznumbershq.com](http://www.buzznumbershq.com)), Australia's leading Social Media Intelligence and Monitoring company, enables companies to track online media, news, blogs, forums, social media & video and provides powerful Intelligence and Monitoring capabilities through its Web Software.

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