Judging Criteria First two Rounds

(1) Number of tweets

(2) Number of followers Gained

(3) Number of people following

Sports Fan Development Institute

Powered by Game Day Communications

Judging Criteria

Sweet 16 to the Finals

Same Criteria as First Two Rounds

Fan Vote is 50%

1	UKCoachCalipari (UK)	TomCrean (IU)	1
16	MikeLonergan (Vermont)	ISUCoachMcKenna (ISU)	16
8	LonKruger (UNLV)	coach_ko (USC)	8
9	CoachFord5 (Oklahoma St)	BUCoachStevens (Butler)	9
5	CoachTurgeon (Texas A&M)	MasonCoachL (Gmason)	5
12	Coach_Chambers (Boston U)	CoachCroninUC (UC)	12
4	Coach_Sadler (Nebraska)	CoachDixon (Pitt)	4
13	buzzwilliams (Marquette)	MSUBears (Mizzou St)	13
6	coachmarkfox (Georgia)	CoachChrisMack (XU)	6
11	LoboBasketball (New Mexico)	FSUCoachHam (FSU)	11
3	CoachKenoDavis (Providence)	Ben_Howland (UCLA)	3
14	GreenWaveMBB (Tulane)	cramse1 (EMU)	14
7	MattDohertySMU (SMU)	JimBoylen (Utah)	7
10	coachsmartvcu (VCU)	SCUHoops (Santa Calra)	10
2	jeffcapel (Oklahoma)	Rick_Pitino (Lville)	2
15	rickstansbury (Miss ST)	CoachCallero (Cal Poly)	15

1	UFCoachBillyD (Florida)	CoachBrucePearl (Tenn)	1
16	CoachMonteRoss (Delaware)	BroncoBBall (WMU)	16
8	MissouriBBall (Missouri)	CoachAK (Miss)	8
9	CoachMiles (Colorado State)	DJHerd (Marshall)	9
5	HeadHokie (VT)	WVCoachHuggins (WVU)	5
12	Coach_Heath (USF)	GTCoachHewitt (GT)	12
4	CoachTubbySmith (Minnesota)	CoachPurnell (Clemson)	4
13	HiltpBBCoach (San Fran)	CoachCross (Toledo)	13
6	NDMikeBrey (ND)	BUDrew (Baylor)	6
11	CoachKellogg (UMass)	CoachReveno (Portland)	11
3	SUCoachBoeheim (Cuse)	coachbruceweber (Illini)	3
14	CoachJimLes (Bradley)	JohnGroce (OU)	14
7	UDCoachBG (Dayton)	CoachPainter (Purdue)	7
10	CoachLowerSIU (SIU)	TUCoachDunphy (Temple)	10
2	CoachBillSelf (Kansas)	MDCoachWilliams (Marylar	2
15	CoachMooney (Richmond)	CoachDMonson (LBST)	15

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To generate awareness for social media and its benefits to a college sports program. By observing and evaluating the use of socail media by college basketball coaches during the NCAA tournament.

Follow the Twitter Madness at twitter.com/@gamedayjreau & twitter.com/@owensjp