

## Appendix E: 2014-2015 Quarter 1 Social Media Themes

### April



#### Key issues:

- Tinie Tempah performed at Gallery nighclub
- Glam Nightclub opened this month
- Landed Festival – significantly more positive than negative comments
- Maidstone United – end of season, also discussion around whether the FA would allow the use of 3G (all weather) pitches in their league

### May



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Key issues:

- Filming of Jools Holland was taking place at Maidstone Studios
- Chris Smalling, who used to play for Maidstone United, was announced for the England team for the World Cup
- Comparatively small number of mentions about Ann Barnes (documentary went out this month) and Jimmy Carr (he performed at Maidstone Leisure Centre this month, and there were significant issues with the sound, which drew complaints on Twitter)

**June**



Key issues:

- Chris Smalling, who used to play for Maidstone United played his first game for England in the World Cup this month
- Jason Derulo performed at Gallery nightclub
- Very small number of mentions for Newnham Court (refused planning application this month).