

## MLB.com Adds Twitter Integration to Gameday, MLB.TV

Written by Maury Brown  
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As our [Social Networking and Sports Summit](#) outlined, those that follow baseball are highly engaged in using Twitter.

Now, MLB.com has integrated Twitter into both Gameday and MLB.TV. By adding hashtags such as #RedSox, #Yankees tweets will be picked up and displayed accordingly (#RedSox for Red Sox games. #Yankees for Yankees games, etc.).

Tweets can be made from the Twitter interface, or from within Gameday and/or MLB.TV. The system was first tested as such during the MLB Draft and All-Star Game.

See the images below for how the interface now looks:

The screenshot displays the MLB.com Gameday interface for a game between the Kansas City Royals (40-60) and the Baltimore Orioles (43-57). The score is 0-0 in the top of the 2nd inning. The interface features a scoreboard at the top with various game statistics, a central video feed showing a batter at the plate, and a Twitter feed on the right side. The Twitter feed includes tweets from users like @taber, @thechavez, and @smallballusa, all mentioning the game and using relevant hashtags like #royals and #orioles. The interface also shows player statistics for Brad Bergesen and John Buck, and a 'Pitch-By-Pitch' section at the bottom.

Gameday with Twitter interface

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MLB.TV with Twitter interface

Source: MLB.com



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He looks forward to your comments via email and can be [contacted through the Business of Sports Network \(select his name in the dropdown provided\)](#)

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