

COVID-19

Trump & Biden

Twitter Report

3/7-7/7 Report

Research by Ryan Young

Performance

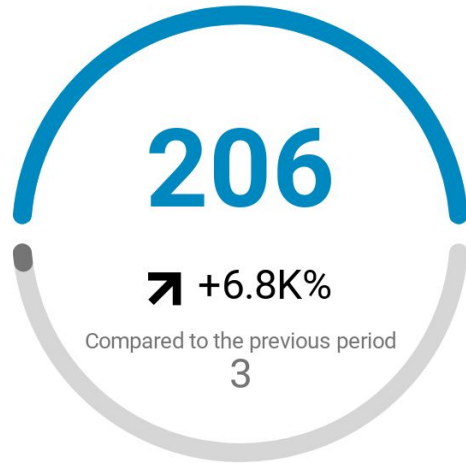


SOCIAL MEDIA ANALYTICS
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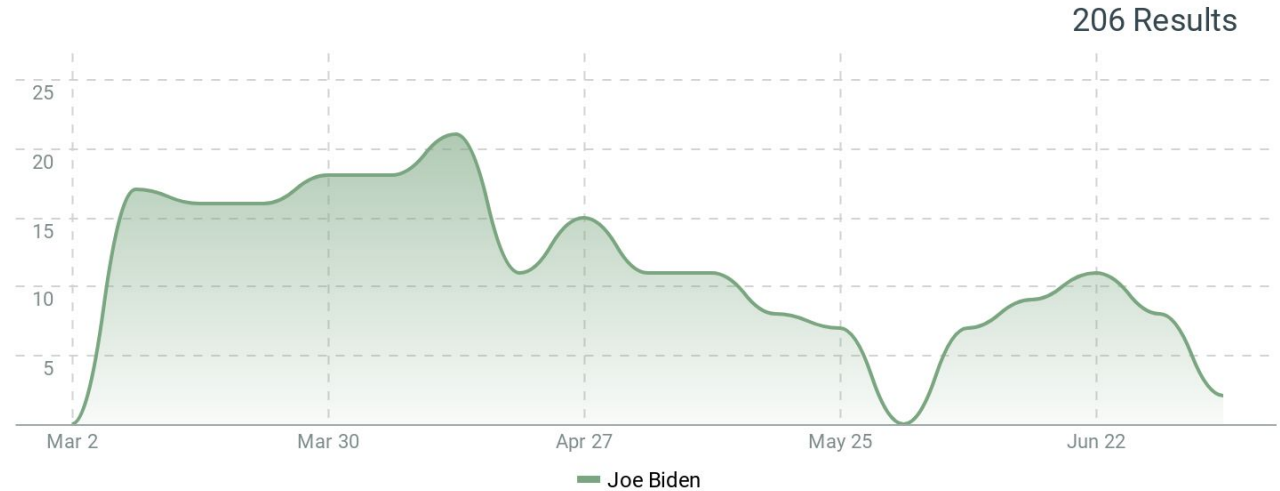
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CONNECTICUT
FOR THE MIND & BODY

Mentions of COVID-19 Pandemic

Joe Biden:

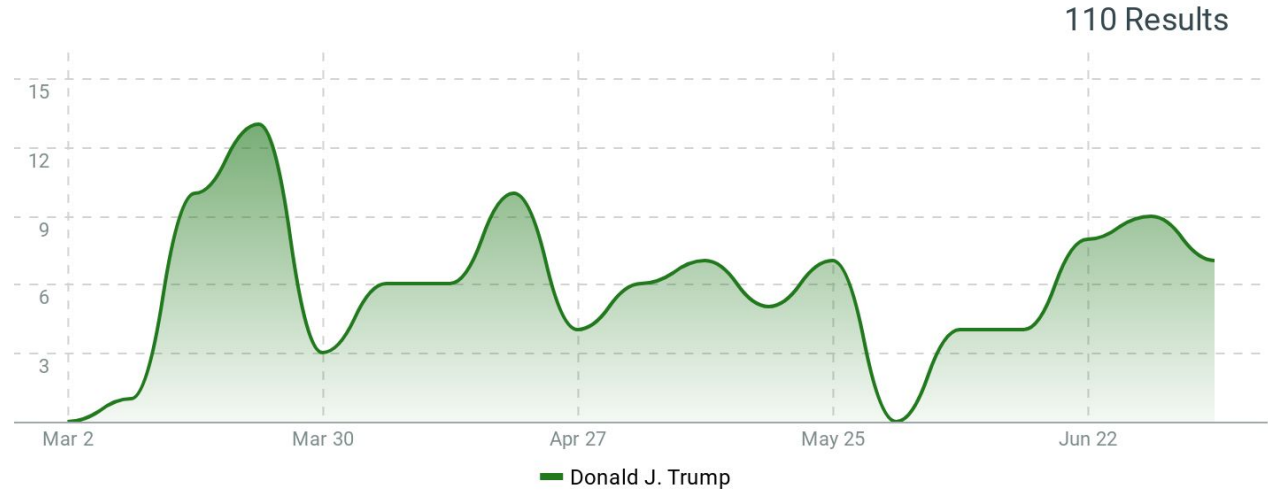
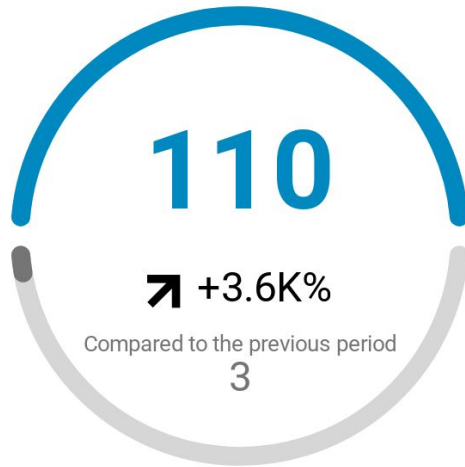


MENTIONS OVER TIME



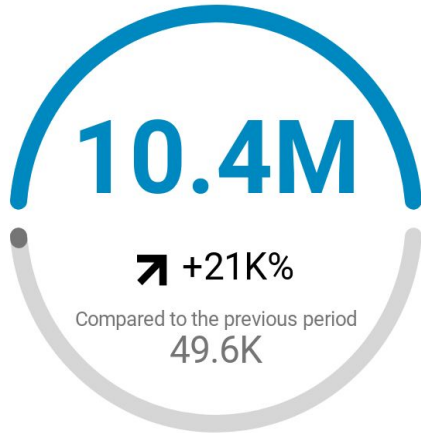
Mentions of COVID-19 Pandemic

Donald Trump:

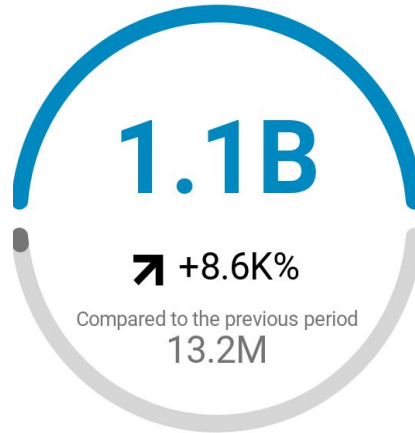


Joe Biden

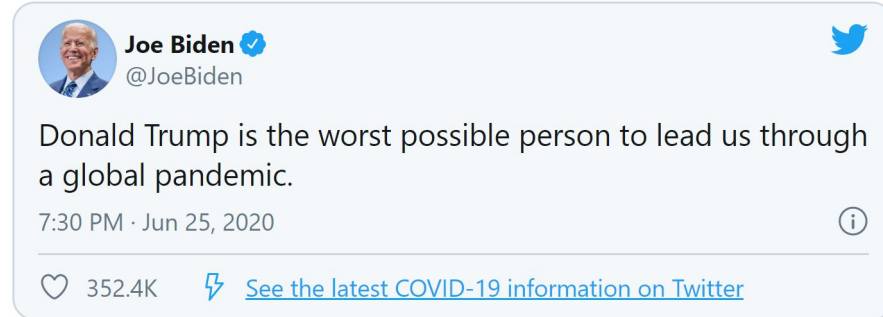
Engagement



Potential Reach



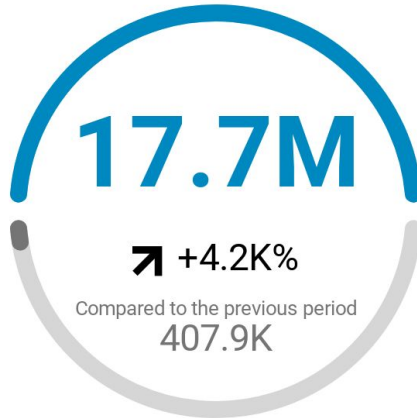
Most Engaging Tweet



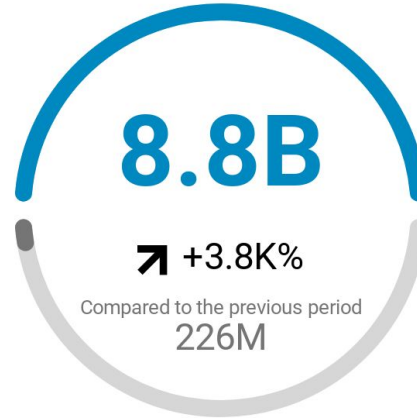
399.9K Engagement

Donald Trump


Engagement



Potential Reach



Most Engaging Tweet



Donald J. Trump ✓
@realDonaldTrump

I am proud to announce that the United States will donate ventilators to our friends in India. We stand with India and [@narendramodi](#) during this pandemic. We're also cooperating on vaccine development. Together we will beat the invisible enemy!

2:50 PM · May 15, 2020

375.7K ⚡ See the latest COVID-19 information on Twitter

459.3K Engagement

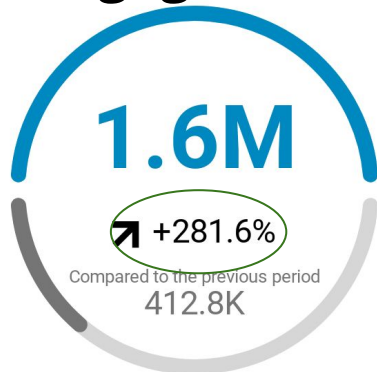
48 Hours Following Most Engaging Tweets



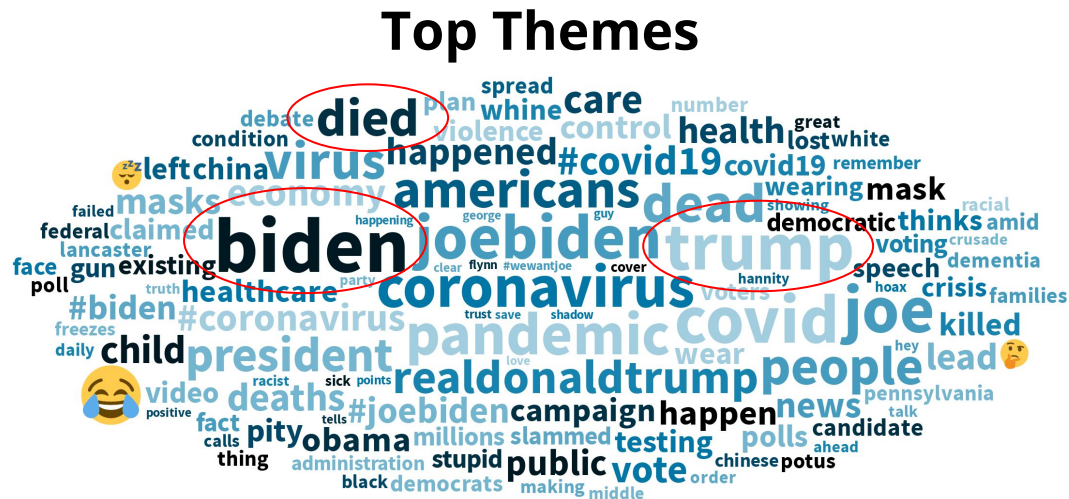
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9/25-6/26



Biden's numbers go up
SIGNIFICANTLY when he has a
successful tweet about COVID-19





Highest Engagement

Candace Owens  **@RealCandaceO** tweeted

Never in the history of American politics has there ever been a presidential candidate as spineless as [@JoeBiden](#). His strategy is to hide until November and blame **coronavirus**. Every single person knows this is about concealing his early onset symptoms.

published on 06/26/20 at 4:59 PM | Twitter | United States | [twitter.com](#)

MATCHES	Biden, COVID-19
METRICS	 85.7K  2.5M  1/10
	18.8K Retweets, 66.8K Twitter Likes, 2.5M Twitter Followers

The highest engaged tweet in the 48 hour period following Biden's most engaged tweet was a response made by, Candace Owens, an American conservative commentator and political activist. Known for her increasingly pro-Trump activism, in addition to her criticism of Black Lives Matter and the Democratic Party.

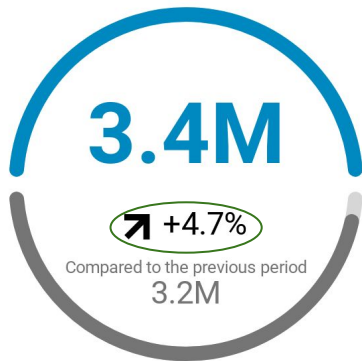
48 Hours Following Donald Trump's Tweet

5/15-5/16

Mentions

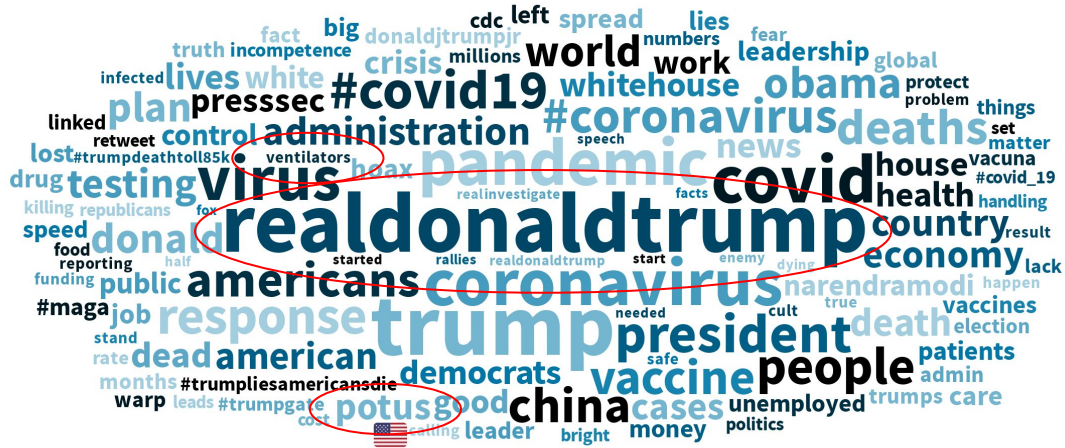


Engagement



Trump's numbers go down or stay relatively flat when he tweets about COVID-19



Top Themes



Highest Engagement

Narendra Modi  [@narendramodi](#) shared a link



Thank you [@POTUS](#) [@realDonaldTrump](#). This **pandemic** is being fought collectively by all of us. In such times, it's always important for nations to work together and do as much as possible to make our world healthier and free from **COVID-19**. More power to  -  friendship! twitter.com/realDonaldTrump...

published on 05/16/20 at 4:55 AM | [Twitter](#) | [India](#) | [twitter.com](#)

MATCHES	Trump, COVID-19
METRICS	 101.7K  58.4M  0/10
	15.8K Retweets, 86K Twitter Likes, 58.4M Twitter Followers

The highest engaged tweet in the 48 hour period following Trump's most engaged tweet was a response made by, Narendra Modi, the Prime Minister of India.

Overall Insights

- Joe Biden has mentioned COVID-19 approximately 100 more times than Donald Trump
- Donald Trump typically sees more engagement and mentions on average, as compared to Joe Biden regarding COVID-19 due to his powerful reach
- The tone of Biden's tweets focus on change and how Trump is not doing the right thing
- The tone of Trump's tweets focus on how well The United States is doing with the pandemic
- However, following their most engaged tweets, Biden's mentions and engagement increased dramatically compared to Trump
- This tells us that Biden is rapidly gaining traction and credibility regarding COVID-19 compared to Trump, and is impacting the election