



Democratic Convention

8/12-8/21 Report

Research by Ryan Young

Performance



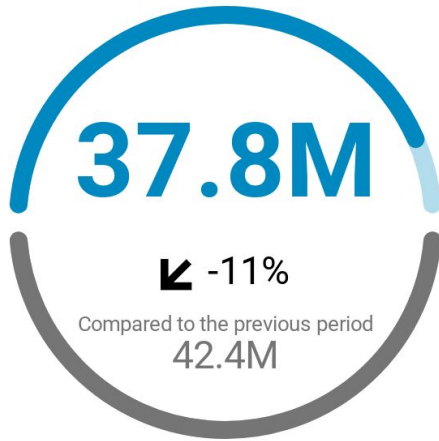
SOCIAL MEDIA ANALYTICS
COMMAND CENTER

UConn UNIVERSITY OF
CONNECTICUT
FOR THE MIND & BEYOND

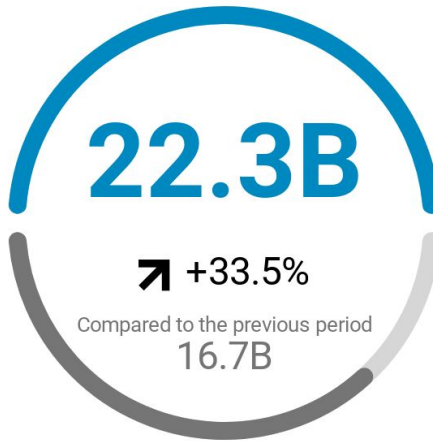
Biden Before the Convention

8/12-8/16

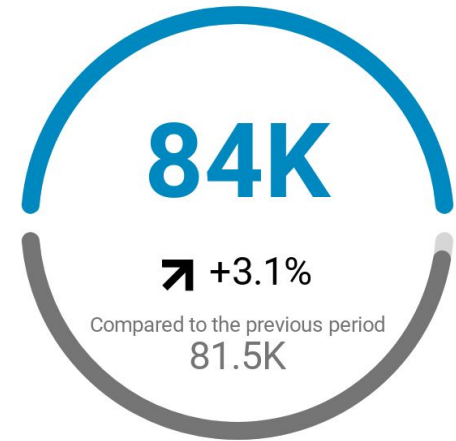
Engagement



Potential Reach



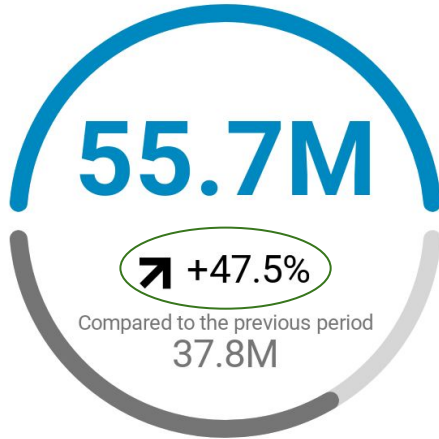
Mentions



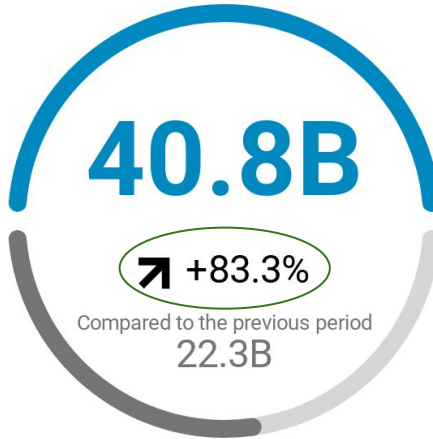
Biden During the Convention

8/17-8/21

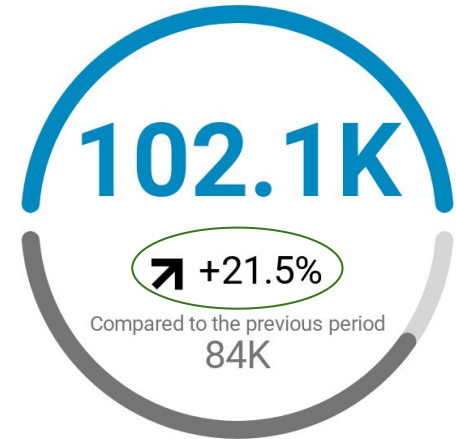
Engagement



Potential Reach



Mentions



All of Joe Biden's numbers increased during the democratic convention. With the biggest spike coming from potential reach.

Biden's Sentiment

Mentions

84K

↑ 3.1%

Compared to the previous period

Net Sentiment

-47.7%

↓ 23.6%

Compared to the previous period

Sentiment

13%

😊 POSITIVE

36.9%

😞 NEGATIVE

During the Democratic Convention Joe Biden saw an increase in mentions and positive sentiment. He also saw a decline in negative sentiment increasing his net sentiment.

Before
Convention

During
Convention

Mentions

102.1K

↑ 21.5%

Compared to the previous period

Net Sentiment

-27.7%

↑ 42%

Compared to the previous period

Sentiment

18%

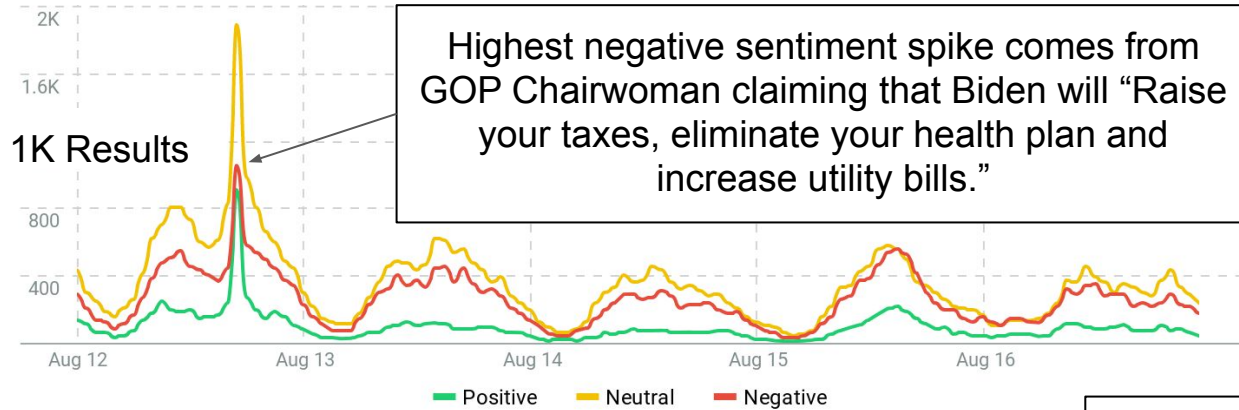
😊 POSITIVE

31.9%

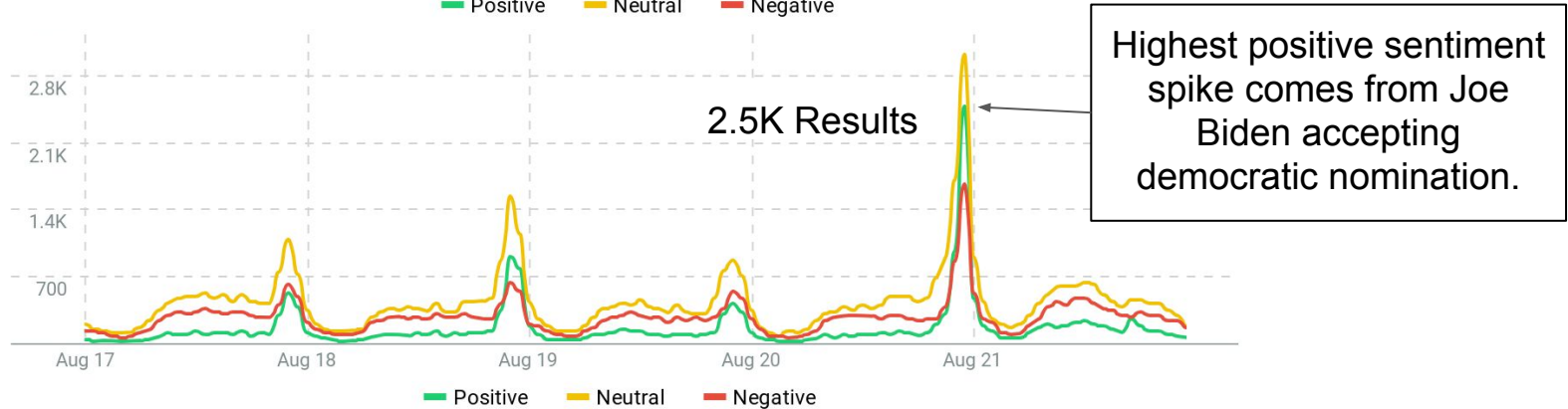
😞 NEGATIVE

Biden's Sentiment

**Before
Convention**

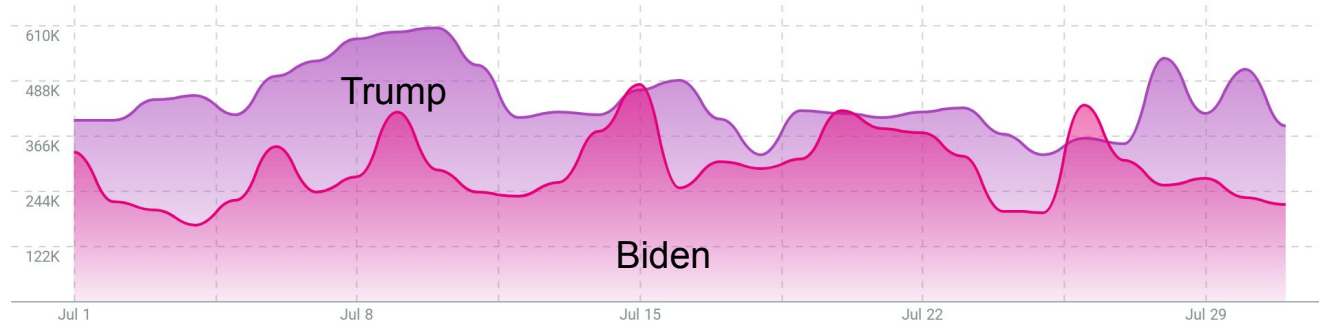


**During
Convention**



Trump Vs. Biden Month Before Convention

MENTIONS OVER TIME



MENTIONS

ENGAGEMENT

POTENTIAL REACH

22.7M Results



546.8M Engagement

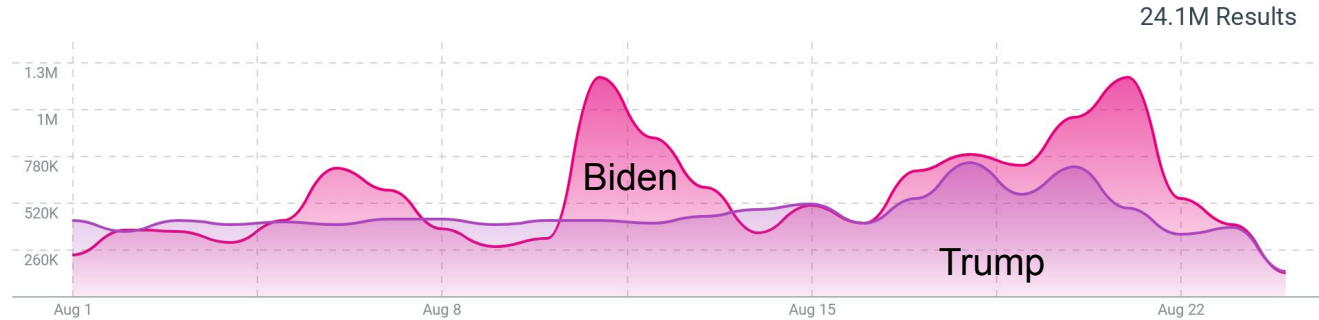


378.7T Reach



Trump Vs. Biden Month of Convention

MENTIONS OVER TIME



MENTIONS

24.1M Results



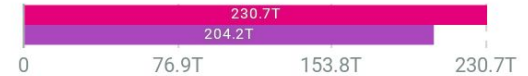
ENGAGEMENT

483M Engagement



POTENTIAL REACH

434.9T Reach



Overall Insights

- In the week leading up to the Democratic Convention Joe Biden saw a slight increase, however during the convention his engagement, potential reach and mentions all increased significantly.
- Biden's sentiment also saw a positive increase and a negative decrease during the week of the convention.
- Biden's most positive spike in sentiment came after accepting the democratic nomination.
- The month before the convention Trump was dominating in all aspects of social media.
- During the month of the convention Biden has now overtaken Trump in mentions and potential reach and has narrowed the gap on engagement.
- This is the first time we have seen Biden overtake Trump in any categories and shows that the convention has helped Biden significantly.