

Republican Convention

8/17-8/31 Report

Research by Ryan Young

Performance



SOCIAL MEDIA ANALYTICS
COMMAND CENTER

UConn UNIVERSITY OF
CONNECTICUT
FOR THE MIND & BODY

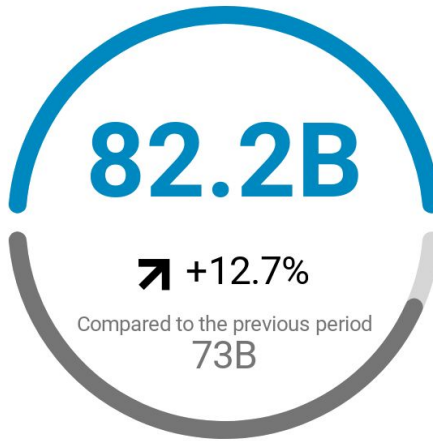
Trump Before the Convention

8/17-8/23

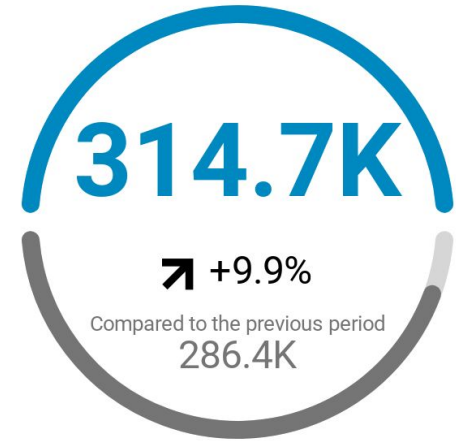
Engagement



Potential Reach



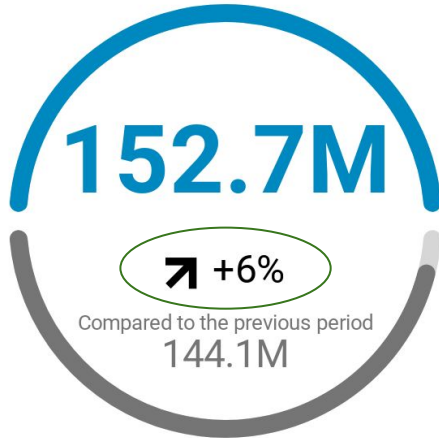
Mentions



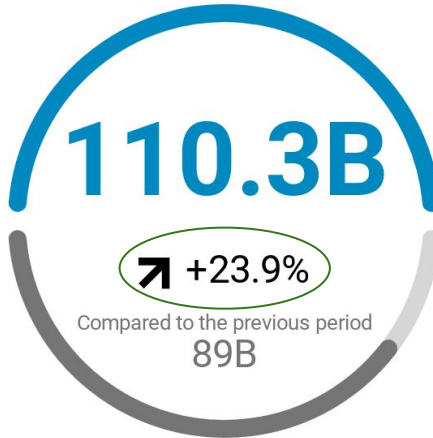
Trump During the Convention

8/24-8/31

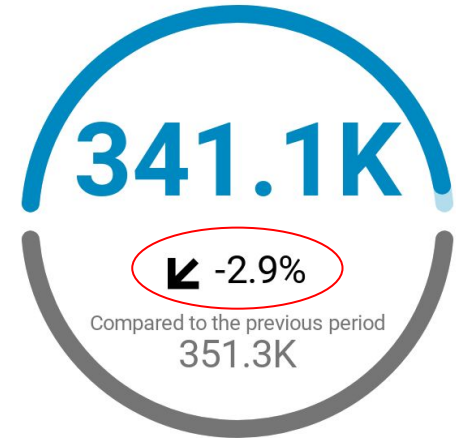
Engagement



Potential Reach



Mentions



Engagement and potential reach increased for President Trump. However, the number of mentions did see a decrease during the convention

Trump's Sentiment

Mentions

314.7K

During the Republican Convention
President Trump saw a slight
increase in positive sentiment, but
also had a slight increase in
negative sentiment.

Mentions

341.3K

↘ 2.8%

Compared to the previous period

Net Sentiment

-60.3%

Before
Convention

During
Convention

Net Sentiment

-58.4%

↗ 2.7%

Compared to the previous period

Sentiment

10%

😊 POSITIVE

40.2%

😞 NEGATIVE

Sentiment

10.7%

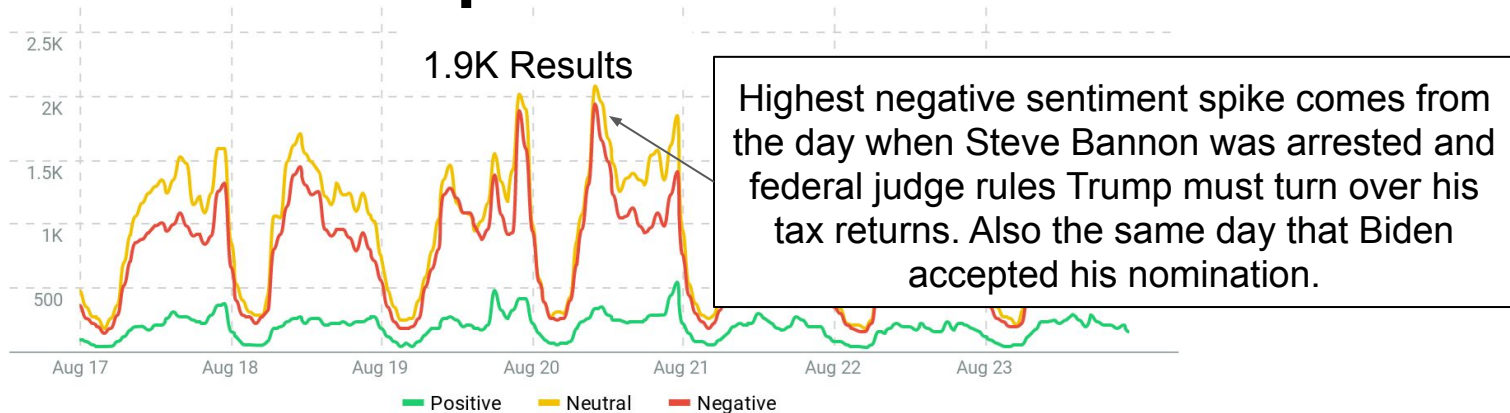
😊 POSITIVE

40.9%

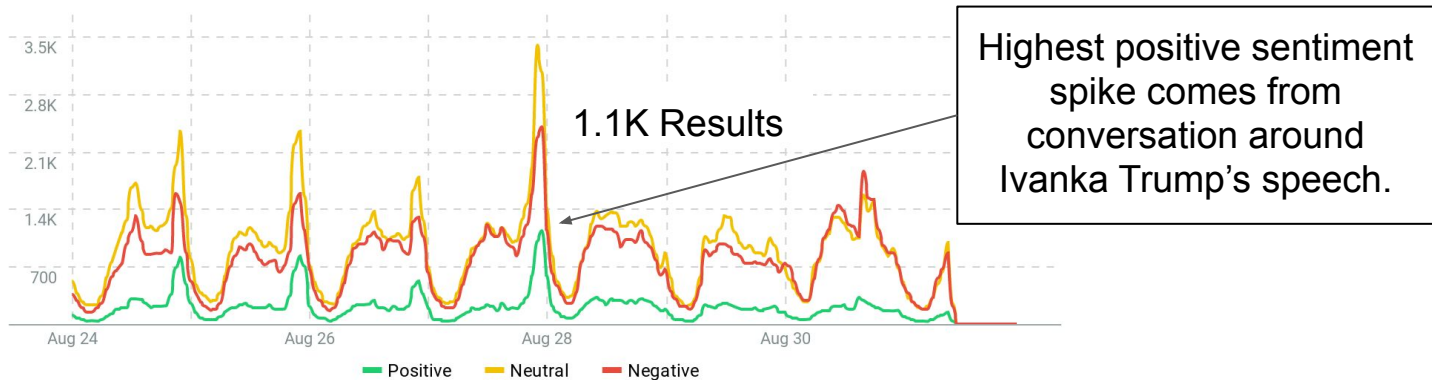
😞 NEGATIVE

Trump's Sentiment

**Before
Convention**

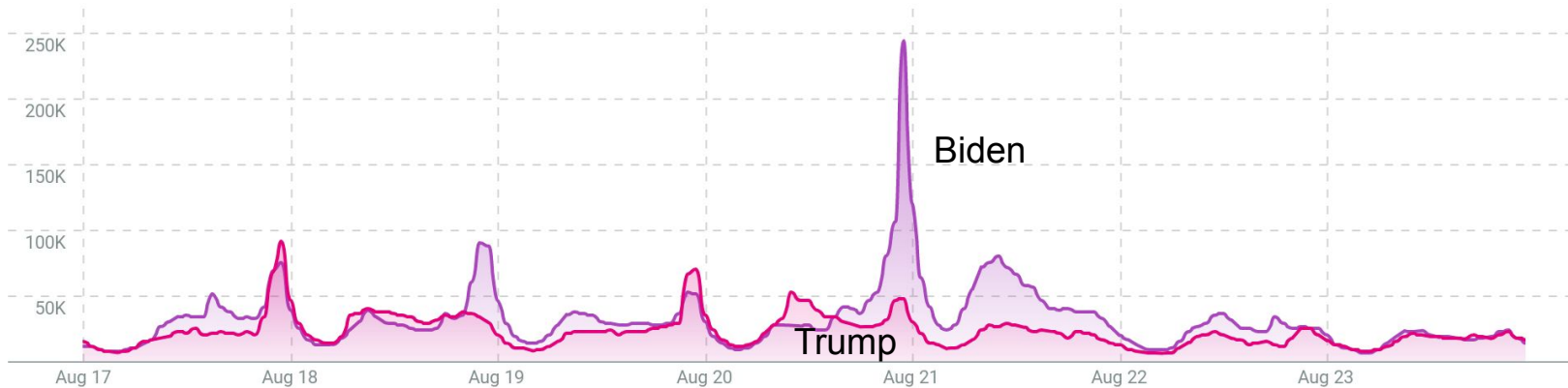


**During
Convention**



Trump Vs. Biden Week Before Republican Convention

MENTIONS OVER TIME

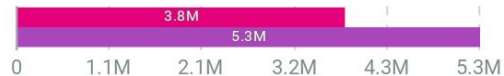


MENTIONS

ENGAGEMENT

POTENTIAL REACH

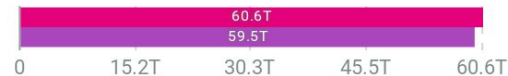
9.1M Results



187.3M Engagement

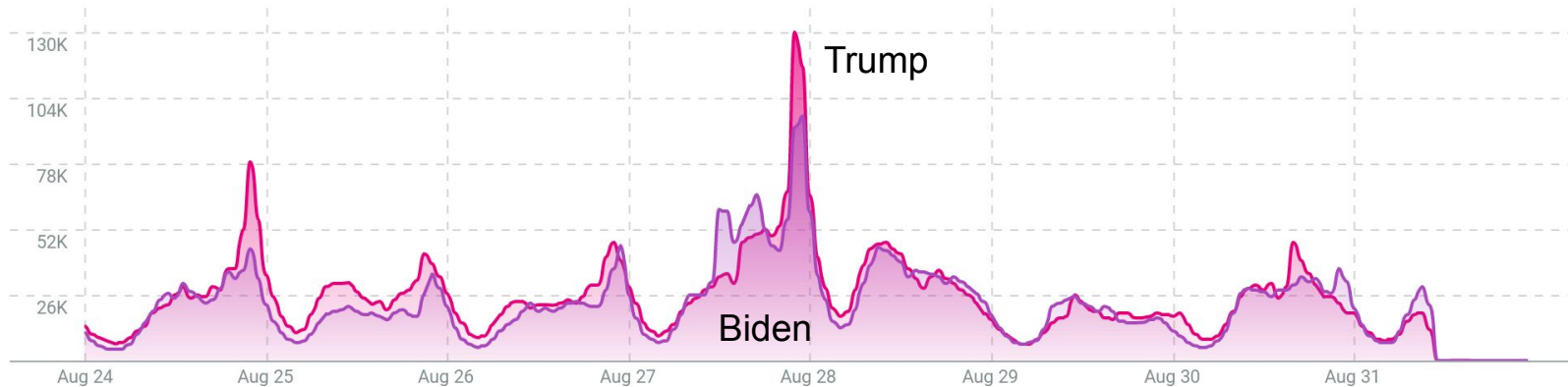


120.2T Reach



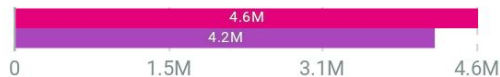
Trump Vs. Biden Week of Republican Convention

MENTIONS OVER TIME



MENTIONS

8.8M Results



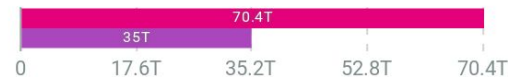
ENGAGEMENT

113.8M Engagement



POTENTIAL REACH

105.3T Reach



Overall Insights

- During the week of the Republican Convention President Trump saw an increase in engagement and potential reach, but a decrease in mentions.
- Trump's sentiment saw an increase in both positive and negative sentiment during the week of the convention. Overall, Trump did not see any change in the public's opinion of him
- Biden's most positive spike in sentiment came after Ivanka Trump's speech.
- The Republican Convention enabled President Trump to take back the advantage on social media, especially regarding volume, but did not change people's feelings about him