

# Russian Influence & President Trump

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8/12-9/10 Report

Research by Ryan Young

# Performance

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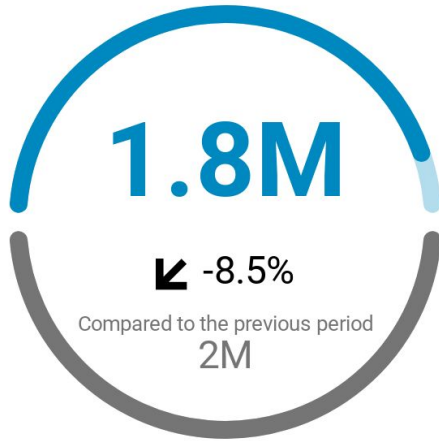


SOCIAL MEDIA ANALYTICS  
COMMAND CENTER

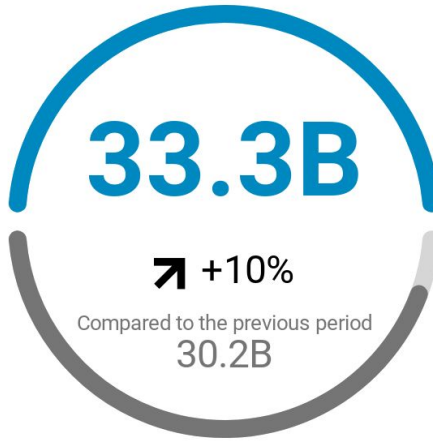
UConn UNIVERSITY OF  
CONNECTICUT  
FOR THE MIND & BEYOND

# Mentions of Trump from Russian Media Outlets

## Engagement



## Potential Reach



## Mentions



# Influencers from Russian Media Outlets

## UNIQUE AUTHORS

**1.5K**

↗ 23.8%

Compared to previous 30D

## UNIQUE SITES

**109**

↗ 6.9%

Compared to previous 30D

There was an increase in all metrics when looking at influencers from Russian Media Outlets compared to the previous 30 days.

## AVERAGE MENTIONS - AUTHORS

**3.9**

↗ 0.1%

Compared to previous 30D












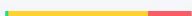
## AVERAGE MENTIONS - SITES










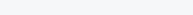





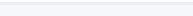
**3.9**

↗ 0.1%

Compared to previous 30D

# Top Influencers in Europe

Influencer	Network	Posts ↓	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
 The Ind... @Independent		1.1K ↑42.2%		3.6B ↑42.9%	3.3M	89.4K ↑45.6%	81.4 ↑2.4%
 Ähnliche Fr... gutefrage.net		673 ↑13.9%		2.5B ↑13.9%	3.7M	3.2K ↑9.5%	4.7 ↓-3.9%
 admin newpaper24.c...		578 ↑27.6%		5.8M ↓-21.1%	10K ↓-38.2%	1.2K ↑26.4%	2.1 ↓-0.9%
 Sputnik sputniknews....		417 ↓-18.4%		6B ↓-18.4%	14.3M	32.1K ↓-11.6%	77 ↑8.3%

Influencer	Network	Posts	Sentiment	Reach ↓	Reach per mention	Engagement	Engagement per mention
 getty images bbc.com		84 ↓-22.2%		13.7B ↓-22.2%	163M	579.6K ↓-77.8%	6.9K ↓-71.5%
 RT rt.com		258 ↑12.2%		9.1B ↑12.2%	35.4M	241.4K ↓-62.2%	935.7 ↓-66.3%
 Deutsche ... dw.com		382 ↑11.4%		7.9B ↑11.4%	20.6M	4.3K ↓-18.5%	11.4 ↓-26.8%
 CNN en ... @CNNEE		373 ↑29.1%		7.1B ↑29.5%	19M	60.6K ↓-22.3%	162.5 ↓-22.3%
 image copy... bbc.com		42 ↑82.6%		6.8B ↑82.6%	163M	1.4M ↑129.7%	32.7K ↑25.8%
 Sputnik sputniknews....		417 ↓-18.4%		6B ↓-18.4%	14.3M	32.1K ↓-11.6%	77 ↑8.3%



# Top Influencers in Russia

## Most active author



**Sputnik**  
Online News  
424 Posts

## Most influential author



**Michael McFaul**  
Twitter  
693.5K Engagement

## Most active site



**sputniknews.com**  
Online News  
834 Posts

## Most influential site



**www.rt.com**  
Newspaper  
601.8K Engagement

Influencer	Network	Posts ↓	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
<b>Sputnik</b> sputniknews....		424 ↓-17.8%		6.1B ↓-17.8%	14.3M	32.8K ↓-8.6%	77.4 ↑11.2%
<b>Sputnik</b> mundo.sputni...		266 ↑9.5%		271M ↑9.5%	1M	28.8K ↑28.8%	108.2 ↑17.7%
<b>RT</b> rt.com		262 ↑14.9%		9.3B ↑14.9%	35.4M	241.6K ↓-61.9%	922.3 ↓-66.9%
<b>Michael ...</b> @McFaul		170 ↑93.2%		86.7M ↑98.1%	510.1K ↑2.5%	693.5K ↑182.2%	4.1K ↑46.1%
<b>RT</b> @RT_com		166 ↑21.2%		508.3M ↑21%	3.1M	15.6K ↓-13%	93.7 ↓-28.2%
<b>Philip Philip...</b> @MowKremlin		123 ↑3.4%		832.1K ↑17.4%	6.8K ↑13.6%	2.7K ↑2.5%	21.9 ↓-0.9%
<b>Sputnik ...</b> @SputnikMun...		97 ↑5.4%		13.7M ↑6.6%	141.7K ↑1.1%	2.1K ↓-14.3%	21.4 ↓-18.7%
<b>Soviet Serg...</b> @SovietSergey		70 ↑32.1%		1.9M ↑32.3%	27K	5.1K ↓-45.2%	72.7 ↓-58.5%
<b>ARI 100...</b> @ari_russian		65 ↑66.7%		3.7M ↑69.8%	57.1K ↑1.9%	28.7K	441.1 ↓-40.1%
<b>reuters</b> deutsch.rt.com		55 ↑57.1%		67.6M ↑57.1%	1.2M	27.7K ↑62.4%	503.1 ↑3.3%

# Sputnik



**Sputnik is a Russian state-owned news agency, news website platform and radio broadcast service.**

**Sputnik is responsible for 3 out of 10 of the top influencers in Russia when look at number of posts.**

# RT News



**RT (formerly Russia Today) is a Russian government-funded international television network.**

**RT is the most influential site and has the highest reach of all Russia Media Outlets.**





# Sentiment Surrounding Russian Media Outlets

## MENTIONS

**5.9K**

↗ 24%

Compared to previous 30D

## SENTIMENT

**9%**

😊 POSITIVE

**28.5%**

😞 NEGATIVE

## NET SENTIMENT

**-52%**

↗ 10%

Compared to previous 30D

The number of mentions increased by 24% and the net sentiment increased by 10%. However, the net sentiment is still -52%.

# Top engaged Negative Post

ترامب يصف بولتون بـ"الأحمق" بسبب "رسائل حب" لـكيم

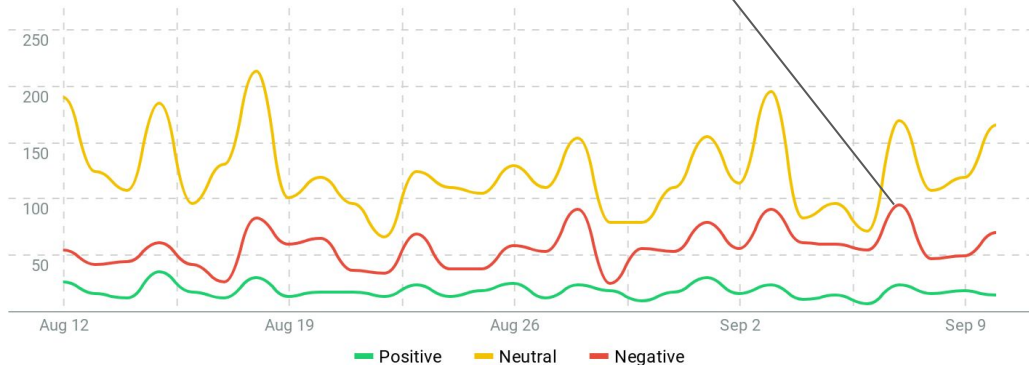


shrwt astkhdam almwwq created a post

Obviously, was just being sarcastic. Bolton was such a jerk! — Donald J. Trump

(@realDonaldTrump) September 7, 2020  
يشار إلى أن ترامب وكيم جونغ أون تبادلوا سابقاً رسائل ظل محتواها سرى، لكن 09/07/2020  
...الرئيس الأمريكي وصفها بنفسه بأنها "رائعة"، وحتى قال

published on 09/07/20 at 6:14 PM | Newspaper | Russia | arabic.rt.com



MATCHES

Trump

METRICS

985

12.1M

0/10

5 Twitter Shares, 12 Facebook Shares,  
951 Facebook Likes, 17 Comments,  
30.8M Alexa pageviews,  
12.1M Alexa Monthly Unique Visitors

This is a post made by the arabic version of RT.com. The most engagement came from Alexa pageviews.

# Overall Insights

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- In Europe, Russian media outlets have 2 of the top 6 spots when looking at total reach. One influencer having the 2nd highest reach.
- Also, Russian media outlets are responsible for the 4th amount of total posts about Trump.
- There was an increase in all metrics when looking at influencers from Russian Media Outlets compared to the previous 30 days.
- Sputnik and RT News are the biggest Russian media outlets, together controlling half of all engagement and reach when mentioning President Trump.
- The top themes include Trump, Donald, and Biden, with all being negative sentiment.
- The number of mentions increased by 24% and the net sentiment increased by 10%. However, the net sentiment is still -52%.
- Top engaged negative sentiment post was from the arabic version of RT.com. The most engagement came from Alexa pageviews.