

THROUGH

THE twitter ACCOUNT SHOWDOWN



A HEAD TO HEAD BRAWL

WHO RULES THE



FOR TWITTER SUPREMACY

TWITTERSPHERE?



@BarackObama

22M

FOLLOWERS

VS.

@MittRomney

2M

FOLLOWERS

FOLLOWER:FOLLOWING RATIO

(5:1 = LOTS OF FOLLOWERS V. NUMBER FOLLOWED, 1:5 = FEW FOLLOWERS V. NUMBER FOLLOWED)

FOLLOWING 671K

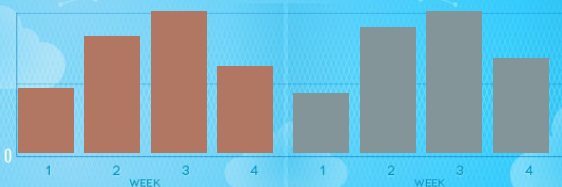
32:1

FOLLOWING 274

6K:1

LEVEL OF TWEET ENGAGEMENT

MENTIONS IN THE LAST 4 WEEKS



MENTIONS PER TWEET

HIGH NUMBER = MANY @MENTIONS RELATIVE TO TWEET VOLUME

3603.2

MENTIONS/TWEETS

14419.4

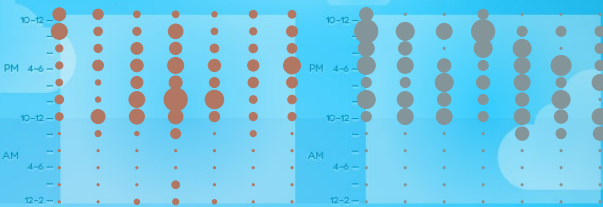
MENTIONS/TWEETS

TWEET TIMING

IN THE LAST 30 DAYS

@BarackObama
TWEETS MOST ON
Thursday
AT 1PM

@MittRomney
TWEETS MOST ON
Monday
AT 9PM



BASED ON LOCAL TIME ZONE FOR EACH ACCOUNT

140

NOW YOU KNOW WHO'S #WINNING

visual.ly

SOURCES: TWITTER API, PEOPLEBROWSR

