Performance
Mentions of COVID-19 Pandemic

Joe Biden:

206

↑ +6.8K%

Compared to the previous period

3
Mentions of COVID-19 Pandemic

Donald Trump:

110

↑ +3.6K%

Compared to the previous period 3

110 Results

[Graph showing Mentions of COVID-19 Pandemic]

Mar 2  Mar 30  Apr 27  May 25  Jun 22

Donald J. Trump
Joe Biden

**Engagement**
- **10.4M**
  - +21K%
  - Compared to the previous period 49.6K

**Potential Reach**
- **1.1B**
  - +8.6K%
  - Compared to the previous period 13.2M

**Most Engaging Tweet**
Donald Trump is the worst possible person to lead us through a global pandemic.
7:30 PM · Jun 25, 2020

- 352.4K likes
- See the latest COVID-19 information on Twitter

**399.9K Engagement**
Donald Trump

**Engagement**

17.7M

↑ +4.2K%

Compared to the previous period 407.9K

**Potential Reach**

8.8B

↑ +3.8K%

Compared to the previous period 226M

**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

459.3K Engagement
48 Hours Following Most Engaging Tweets
48 Hours Following Joe Biden’s Tweet
9/25-6/26

Mentions

- **1.5K**: Compared to the previous period 665
- **+132.5%**

Engagement

- **1.6M**: Compared to the previous period 412.8K
- **+281.6%**

Top Themes

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

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

- 14.8K
  -3.4%
  Compared to the previous period 15.3K

Engagement

- 3.4M
  +4.7%
  Compared to the previous period 3.2M

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

Top Themes

Virus

- RealDonaldTrump
- Coronavirus
- Americans
- Pandemic
- Trump
- President

COVID-19

- World
- White House
- Crisis
- Money
- Global
- Lies
- Numbers

Administration

- COVID-19
- Coronavirus
- Death toll
- Testing
- Ventilators
- Unemployed
- Unemployment
- Money
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.