Democratic Convention

8/12-8/21 Report

Research by Ryan Young
Performance
Biden Before the Convention
8/12-8/16

**Engagement**
- 37.8M
  - -11%
  - Compared to the previous period 42.4M

**Potential Reach**
- 22.3B
  - +33.5%
  - Compared to the previous period 16.7B

**Mentions**
- 84K
  - +3.1%
  - Compared to the previous period 81.5K
All of Joe Biden’s numbers increased during the democratic convention. With the biggest spike coming from potential reach.
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.
Biden’s Sentiment

Before Convention

During Convention

1K Results

2.5K Results

Highest positive sentiment spike comes from Joe Biden accepting democratic nomination.

Highest negative sentiment spike comes from GOP Chairwoman claiming that Biden will “Raise your taxes, eliminate your health plan and increase utility bills.”
Trump Vs. Biden Month Before Convention

Mentions Over Time

Mentions

- Trump: 22.7M Results
  - 0: 9.1M
  - 3.4M: 3.4M
  - 6.8M: 6.8M
  - 10.3M: 10.3M
  - 13.7M: 13.7M

- Biden: 546.8M Engagement
  - 0: 143.9M
  - 134.3M: 134.3M
  - 268.6M: 268.6M
  - 402.9M: 402.9M

Potential Reach

- Trump: 378.7T Reach
  - 0: 135.3T
  - 81.1T: 81.1T
  - 162.3T: 162.3T
  - 243.4T: 243.4T

- Biden: 243.4T Reach
  - 0: 243.4T
Trump Vs. Biden Month of Convention

MENTIONS OVER TIME

MENTIONS

24.1M Results

ENGAGEMENT

483M Engagement

POTENTIAL REACH

434.9T Reach

0 3.3M 6.7M 10M 13.4M

0 90.8M 181.5M 272.3M

0 76.9T 153.8T 230.7T
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.