Republican Convention

8/17-8/31 Report

Research by Ryan Young
Performance
Trump Before the Convention
8/17-8/23

Engagement
130.3M
営 +7.3%
Compared to the previous period
121.5M

Potential Reach
82.2B
営 +12.7%
Compared to the previous period
73B

Mentions
314.7K
営 +9.9%
Compared to the previous period
286.4K
Trump During the Convention
8/24-8/31

Engagement
152.7M
+6%
Compared to the previous period 144.1M

Potential Reach
110.3B
+23.9%
Compared to the previous period 89B

Mentions
341.1K
-2.9%
Compared to the previous period 351.3K

Engagement and potential reach increased for President Trump. However, the number of mentions did see a decrease during the convention.
During the Republican Convention, President Trump saw a slight increase in positive sentiment, but also had a slight increase in negative sentiment.
Trump’s Sentiment

Before Convention

During Convention

Highest negative sentiment spike comes from the day when Steve Bannon was arrested and federal judge rules Trump must turn over his tax returns. Also the same day that Biden accepted his nomination.

Highest positive sentiment spike comes from conversation around Ivanka Trump’s speech.
Trump Vs. Biden Week of Republican Convention

MENTIONS OVER TIME

MENTIONS

ENGAGEMENT

POTENTIAL REACH

8.8M Results

113.8M Engagement

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.