



Amy Coney Barrett Confirmation Hearings

10/14-10/22



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Performance

MENTIONS



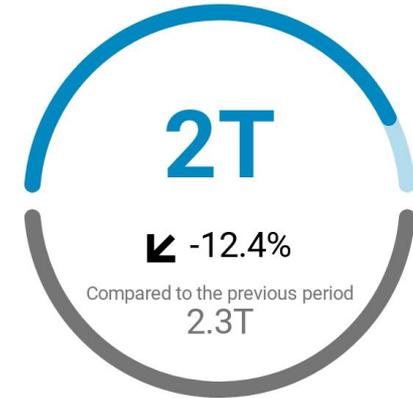
125K mentions is double the amount of mentions that the topic of “voting” saw on all social media platforms in the same timeframe.

ENGAGEMENT



53.3M engagements is double the amount of engagements Kamala Harris and Mike Pence had combined in the same timeframe.

POTENTIAL REACH



2T is double the amount of potential reach than the conversation surrounding COVID-19 has seen in the same timeframe.

Results

Hearings Begin

Democrats
Boycott Vote in
the Senate
Judiciary
Committee

125.4K Results



There was a sharp uptick in conversation following the first day of the hearings. After that moment there were fewer conversations with small upticks at the end of each day. This was followed by another spike in conversation when the Democratic Members of the Judiciary committee boycotted the vote to pass her along to the full senate vote. Overall, it is clear that while this topic is present in social conversation, it has not been dominating total conversation. Most likely due to the upcoming election which has both candidates bringing in close to 2 million mentions over social platforms in the same time frame

Sentiment

SENTIMENT

NET SENTIMENT

10.4%

⊕ POSITIVE

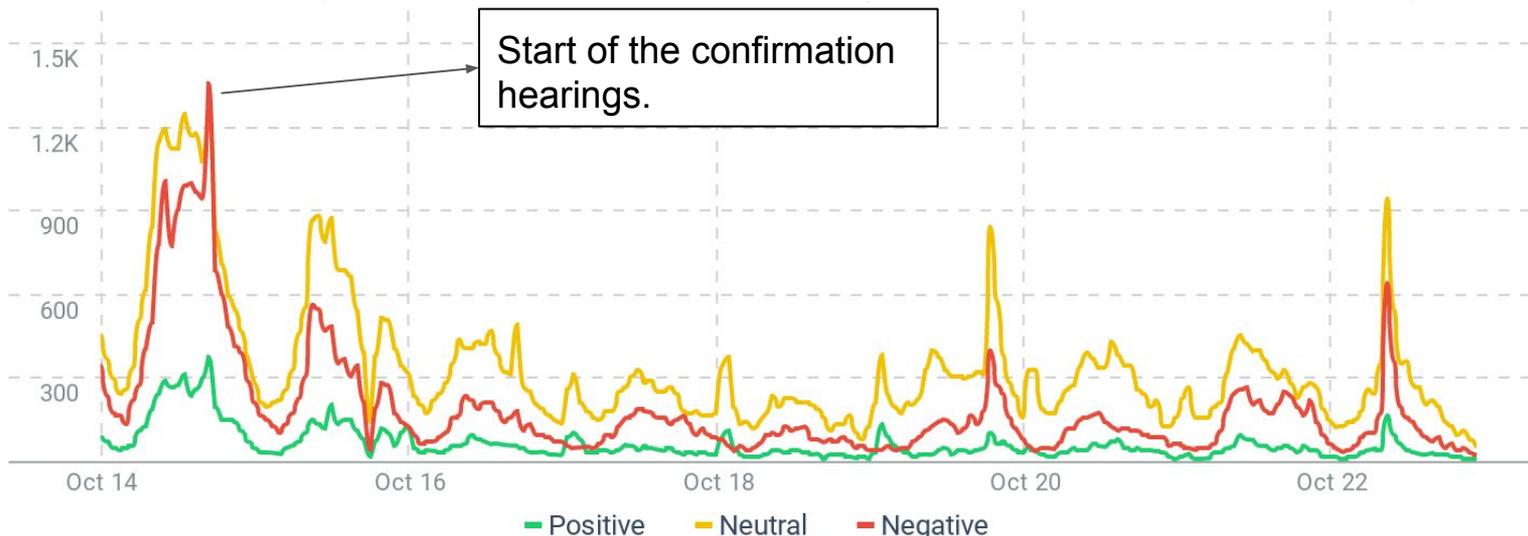
31.8%

⊖ NEGATIVE

-50.8%

↑ 8.4%

Compared to the previous period



The first day saw the greatest amount of mentions and was the only day that had more negative sentiment mentions than neutral or positive. Since the first day the conversation has decreased significantly, but has seen only significant spikes in negative or neutral sentiment mentions.

Influencers

OVERVIEW

Most active author



The Hill
Twitter
222 Posts

Most influential author



Caroline Rose Giuliani
Magazine
1.1M Engagement

Most active site



politics
Forums
571 Posts

Most influential site



www.foxnews.com
TV/Radio
2.9M Engagement

OVERVIEW

Most active author



Tin Tin
Twitter
61 Posts

Most influential author



Dan Bongino
Twitter
198.6K Engagement

Most active site



www.bizpacreview.com
Blogs
70 Posts

Most influential site



www.tampabay.com
Online News
14.6K Engagement

Nationwide

Swing States

The stories and posts users will see is entirely different based off of where they live. The five swing states have more engagement with individuals (tintin, a private account, and Bogino, a conservative news personality) rather than news outlets (the hill) However, reach for the swing states influencers is lower than nationwide

Influencer	Network	Posts ↓	Reach	Engagement
The Hill ✓ @thehill		222 ↓-19%	883.4M ↓-18.8%	71.9K ↓-20.6%
All Ameri... @AllAmeric...		167 ↓-27.4%	21M ↓-27.5%	1.7K ↓-28.3%
SafetyPin... @SafetyPin...		159 ↑117.8%	23.8M ↑117.8%	7.3K ↑184.6%
Reuters ✓ @Reuters		138 ↑10.4%	3.1B ↑10.5%	25.5K ↓-25.1%
Anonymo... boards.4ch...		135 ↑125%	3.6B ↑125%	33.6K ↑31.3%
Washi... @dceamin...		135 ↓-28.2%	36.6M ↓-27.9%	14.9K ↓-54.5%
NowT... @nowthis...		128 ↑52.4%	345.2M ↑52.5%	45.2K ↓-11.2%
constituti... ussanews.c...		127 ↓-3.1%	9.1M ↓-3.1%	579 ↑0.5%
Chad ... @ChadPerg...		126 ↓-17.6%	16.3M ↓-17.3%	16.5K ↓-14.3%
Jeffrey L... @jilevin		112 ↓-20%	68.1M ↓-20%	6.1K ↓-17.5%

Influencer	Network	Posts ↓	Reach	Engagement
Tin Tin @TinTinRe...		61 ↑103.3%	188.4K ↑107%	748 ↑39.8%
JAMES B... @Charles28...		46 ↓-54%	321.2K ↓-53.7%	443 ↓-64.7%
NahBaby... @NahBaby...		28 ↓-30%	4.6M ↓-30%	423 ↓-51.4%
Richard G... @123RHGr...		26 ↓-56.7%	339.7K ↓-55.4%	564 ↓-64%
Joni Er... ✓ @SenJoniEr...		22 ↑46.7%	2.4M ↑50%	19.3K ↑7.5%
Evan Kilgo... @EvanAKilg...		22 ↓-48.8%	1.7M ↓-47.7%	9.9K ↓-67%
FEE ✓ @feonline		21 ↑2K%	984.1K ↑2K%	327 ↑3.5K%
Frieda Po... bizpacrevie...		20 ↑33.3%	11.5M ↑33.3%	1.9K ↓-36.8%
Trumplica... @LucyTrum...		19 ↓-24%	480K ↓-23.2%	605 ↑39.1%
Patrick N... @PatrickNo...		18 ↑50%	51.3K ↑57.4%	1.5K ↑62.8%

Overall Insights

- The conversation surrounding the confirmation hearings has 2x the amount of results compared to voting over the last week, only 2 weeks away from the election
- The sentiment surrounding the hearings has a net sentiment of -50% and almost all the spikes in conversation are negative
- Conversation surrounding the hearings and Amy Coney Barrett has been steady but it has in no way dominated social conversation
- Influencers surrounding the conversation are either news outlets or conservative leaning individuals
- Influencers with a stronger presence in swing states have lower reach and engagement than top influencers on the nationwide scale