

Performance report half october 2020

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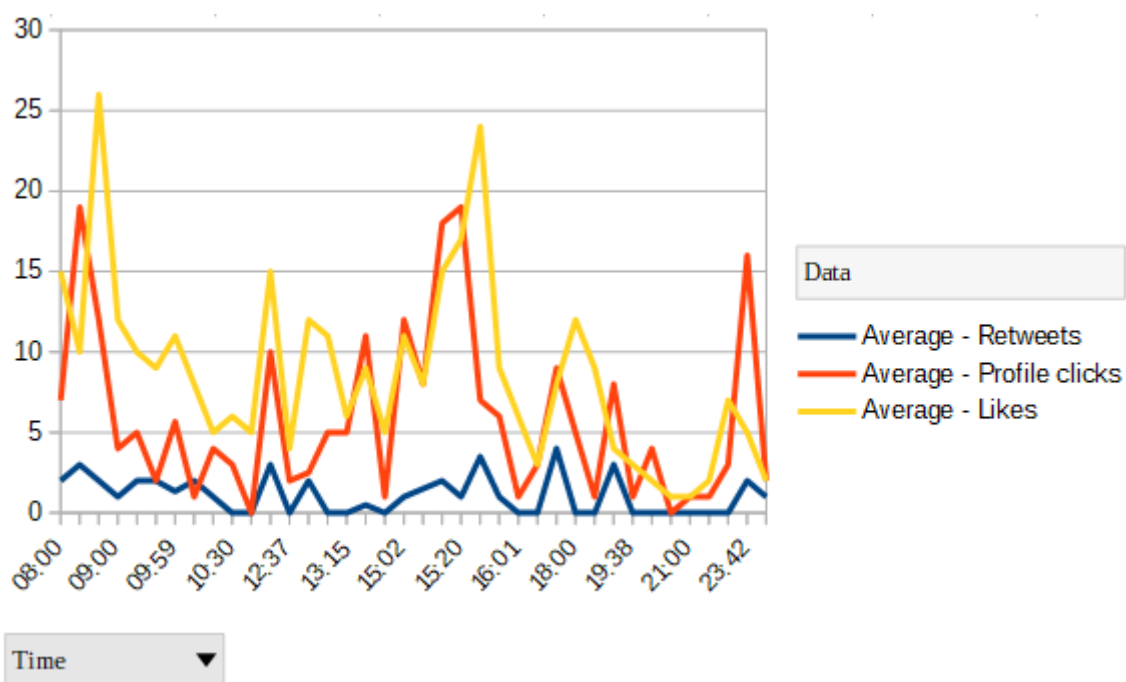
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Dataset

The dataset used spans for two weeks in october 2020. A total of 48 tweets were used in this analysis.

At the moment of writing this report, we have 453 followers.

Tweet time performance



Outlier tweet (top performing tweet) was removed from this graph to give a better view of average tweet performance.

It seems that the time around 15:30 and 8:30 CET (summer time) performs the best.

Top 10 performing tweets, from 1st to 10th place

Tweets

1. <https://twitter.com/BunkerLeftypol/status/1316670524215439360>
2. <https://twitter.com/BunkerLeftypol/status/1320024753323741184>
3. <https://twitter.com/BunkerLeftypol/status/1318099567808630785>
4. <https://twitter.com/BunkerLeftypol/status/1318832394766491648>
5. <https://twitter.com/BunkerLeftypol/status/1318569915318755330>
6. <https://twitter.com/BunkerLeftypol/status/1318158659541782536>
7. <https://twitter.com/BunkerLeftypol/status/1317847907693854722>
8. <https://twitter.com/BunkerLeftypol/status/1313032475598299136>
9. <https://twitter.com/BunkerLeftypol/status/1319662365726527490>
10. <https://twitter.com/BunkerLeftypol/status/1318205269071990785>

Data

Rank	time	impressions	engage ments	engage ment rate	retwee ts	replies	likes	user profile clicks	detail expand s	media views	media engage ments
1	09:21	3627	225	0,06	3	0	31	109	80	0	0
2	15:30	458	220	0,48	4	2	32	10	48	124	124
3	08:00	1115	348	0,31	3	0	25	12	40	268	268
4	08:32	1243	468	0,38	2	1	26	12	49	378	378
5	15:09	749	197	0,26	2	1	15	18	29	132	132
6	11:54	656	155	0,24	3	0	15	10	14	113	113
7	15:20	727	152	0,21	1	1	17	19	20	94	94
8	08:25	1218	98	0,08	3	1	10	19	64	0	0
9	15:30	323	74	0,23	3	0	16	4	12	39	39
10	15:00	644	104	0,16	1	1	11	16	23	52	52

Top 9 worst performing tweets, from worst to least bad.

Tweets

1. <https://twitter.com/BunkerLeftypol/status/1319292677943414784>
2. <https://twitter.com/BunkerLeftypol/status/1318945389521719296>
3. <https://twitter.com/BunkerLeftypol/status/1316325377149730816>
4. <https://twitter.com/BunkerLeftypol/status/1319549118113611781>
5. <https://twitter.com/BunkerLeftypol/status/1317170947749605376>
6. <https://twitter.com/BunkerLeftypol/status/1319410430297636866>
7. <https://twitter.com/BunkerLeftypol/status/1317816450669813760>
8. <https://twitter.com/BunkerLeftypol/status/1315238166941462528>
9. <https://twitter.com/BunkerLeftypol/status/1319987002851328001>

Data

Rank	time	impressions	engage ments	engage ment rate	retwee ts	replies	likes	user profile clicks	detail expand s	media views	media engage ments
1	15:01	252	68	0,27	0	0	5	1	4	58	58
2	16:01	216	38	0,18	0	0	6	1	0	31	31
3	10:30	453	52	0,11	0	0	5	3	3	120	41
4	08:00	296	70	0,24	1	1	5	2	15	46	46
5	18:30	346	103	0,3	0	0	9	1	2	91	91
6	22:48	235	76	0,32	0	0	7	3	8	58	58
7	13:15	464	101	0,22	0	1	6	5	25	64	64
8	10:29	754	141	0,19	1	1	5	4	11	119	119
9	13:00	180	79	0,44	1	0	10	2	8	58	58

Analysis

It seems that tweets with poor legibility perform badly, as seen in bad tweet 1 and 6. Images and screenshots should be optimized to be easily readable from the default twitter view, as show by good tweet 2, 5 and 7.

It seems that tweets where large blocks of texts make up the bulk of the image, without an engaging graphical element, perform poorly. See bad tweets 2, 5, 8 and 9. Examples where a relevant graphical element seemed to help can be seen in good tweet 2, 6 and 7.

It seems that the content ought to present a hook from the preview, that covers either the punchline or enough of an enticement to open the full media. Good tweets like 3, 4, 6 and 7 all contain either an enticement or the punchline, and get a higher clickthrough rate. Bad tweets like 3, 4, 5 and 9 do not show the punchline or a hook to get engagement. Videos ought to have an engaging opening frame and intro, images ought to be cropped by twitter so that it shows a hook or a condensed punchline.

It seems bad tweet 7 might have suffered from being too small and unengaging. It is very hard to see the Korean peninsula and is visually unappealing. The accompanying meme is washed out and contains mostly tones towards the grey side of the color spectrum, making it not pop out of a feed. Tweets ought to have a better readability and preferably graphical elements that pop out.

Summary

- Tweets posted around 15:30 and 8:30 CET (summer time) performs the best
- Images and screenshots should be optimized to be easily readable from the default twitter view
- Tweets where large blocks of texts make up the bulk of the image, without an engaging graphical element, perform poorly
- Videos ought to have an engaging opening frame and intro, images ought to be cropped by twitter so that it shows a hook or a condensed punchline.
- Tweets ought to have a better readability and preferably graphical elements that pop out

Tasks

- Figure out how the twitter cropping algorithm work so that images can be more easily optimized for it.

Appendix

Best tweets visual

1



Bunkerchan /leftypol/ @BunkerLeftypol · Oct 15

...

Most hated board on 8chan. A title we wear with pride.



Fredrick Brennan 🎃🍷 @fr_brennan · Oct 15

I was surprised when @RealEverHoxha didn't know this, so I decided to post it publicly.

/leftypol/ was, by far, the board I was most commonly asked to delete as 8chan's admin. BY FAR.

In person, over Skype, it seemed like every right-wing e-celeb would ask me to. @ericmusicfan

[Show this thread](#)

2



Bunkerchan /leftypol/ @BunkerLeftypol · 22h

...

From 2016. Anon predicted 2020.

File (hide): [1455290833100.png](#) (14.75 KB, 528x624, 11:13, [trotskypepe.png](#))



- >Bernie isn't Democratic candidate
- >poor turnout for Hillary
- >Trump gets in with little support
- >Trump is in control during the collapse
- >idealistic youth still have the word "socialism" ringing in their ears
- >while Trump implements a hyper-capitalist program
- >the collapse hits
- >absolute chaos
- >Trump is stumped
- >people flood into the streets
- >protests and strikes everywhere
- >Trump plays the strongman
- >sends out militarized police
- >violence breaks out
- >Trump creates martyrs in cities across the country
- >neo-fascist supporters of Trump form vigilante mobs

- >begin attacking the "commies"
- >horror grips the nation
- >more and more people begin to revolt
- >revolts begin to form into organized cells
- >revolution

3



Bunkerchan /leftypol/ @BunkerLeftypol · Oct 19

...



4



Bunkerchan /leftypol/ @BunkerLeftypol · Oct 21

...

Stonetoss is a nazi



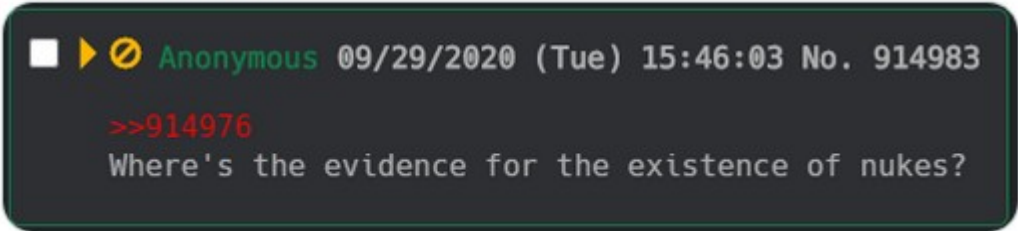
5



Bunkerchan /leftypol/ @BunkerLeftypol · Oct 20

...

Anon doesn't believe it



6



Bunkerchan /leftypol/ @BunkerLeftypol · Oct 19

...

hm?



7



Bunkerchan /leftypol/ @BunkerLeftypol · Oct 18

...

Everything is a CIA op



8



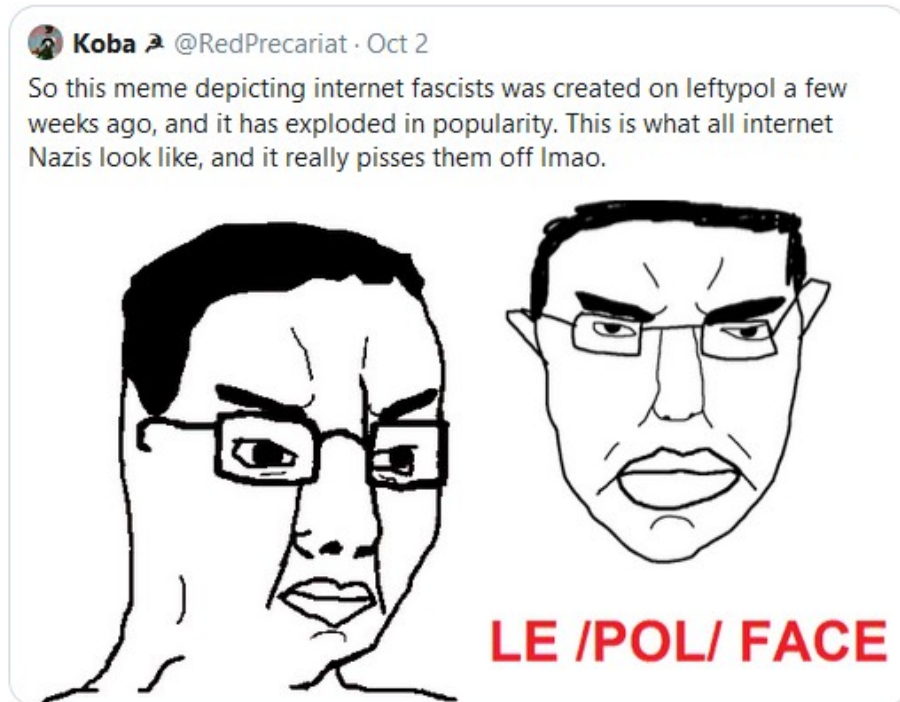
Bunkerchan /leftypol/ @BunkerLeftypol · Oct 5

...

Imagine being so totally-not-mad about a meme you spend several days posting weak-ass gore and a 12 year olds idea of "naughty no-no words" on the website that made the meme LMAO.

Stay mad /pol/, rent free.

#leftypol #pol



9



Bunkerchan /leftypol/ @BunkerLeftypol · Oct 23

...



10



Bunkerchan /leftypol/ @BunkerLeftypol · Oct 19

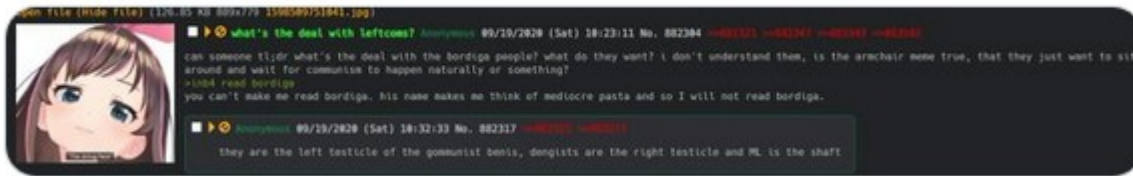
...



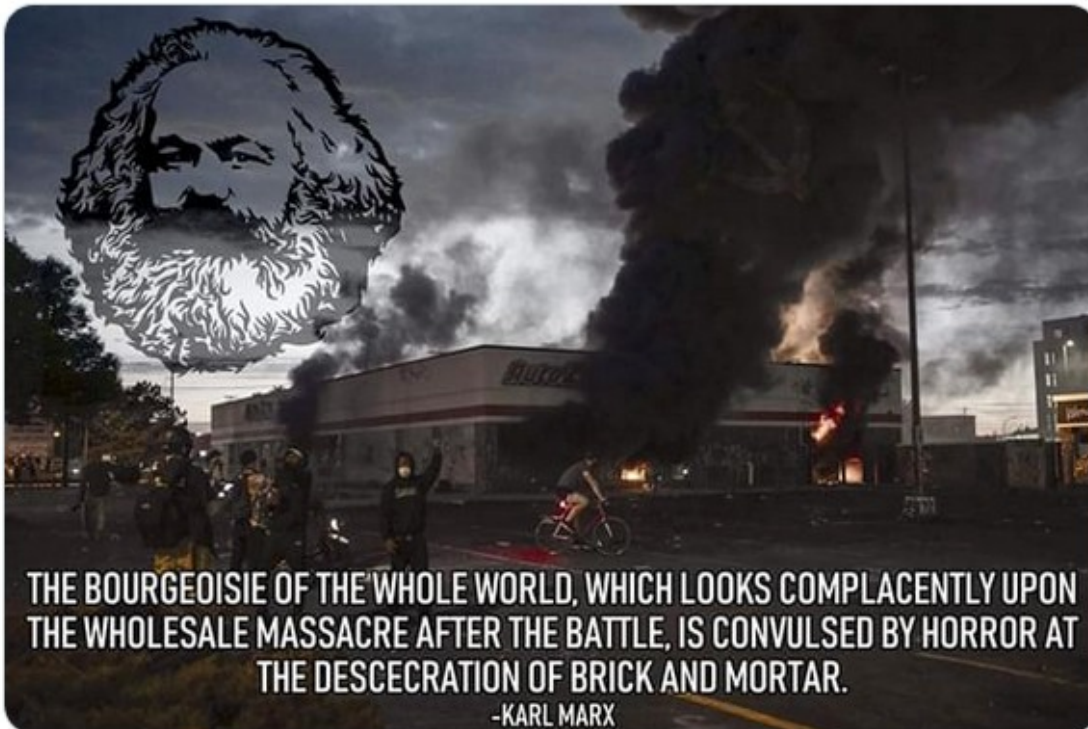
Worst tweets visual

1

Anon asks what's up with Bordiga



2



3

Blair ball



4



Bunkerchan /leftypol/ @BunkerLeftypol · Oct 23

...

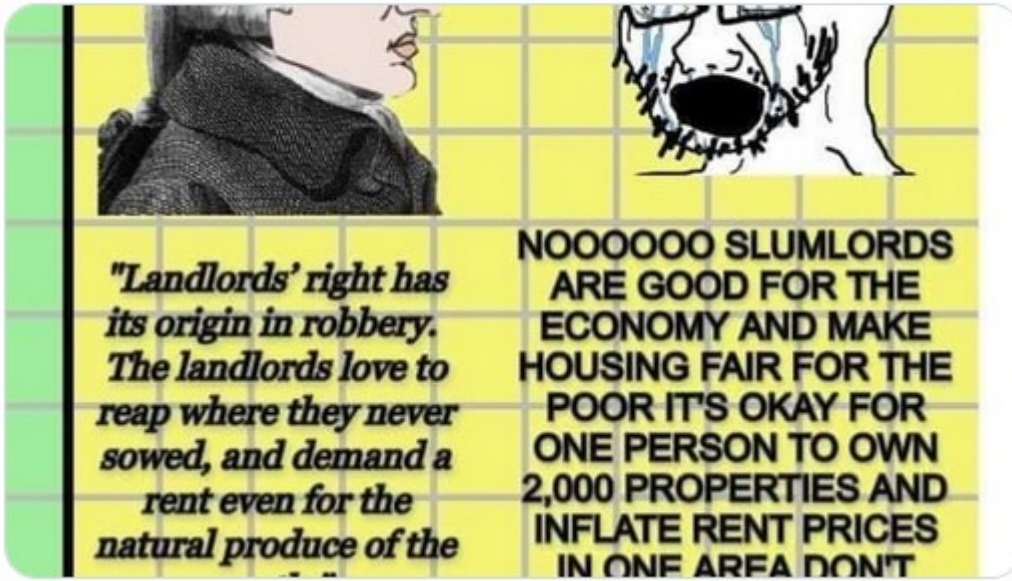


5



Bunkerchan /leftypol/ @BunkerLeftypol · Oct 16

...



6



Bunkerchan /leftypol/ @BunkerLeftypol · Oct 23

...



7



Bunkerchan /leftypol/ @BunkerLeftypol · Oct 18

...

And now we have k-pop



8



Bunkerchan /leftypol/ @BunkerLeftypol · Oct 11

...

If you are unemployed, it is not because there isn't any work...

**IF YOU'RE UNEMPLOYED
IT'S NOT BECAUSE
THERE ISN'T ANY WORK**

JUST LOOK AROUND: A HOUSING SHORTAGE, CRIME,
POLLUTION: WE NEED BETTER SCHOOLS AND PARKS.
WHATEVER OUR NEEDS, THEY ALL REQUIRE WORK.
AND AS LONG AS WE HAVE UNSATISFIED NEEDS

9



Bunkerchan /leftypol/ @BunkerLeftypol · Oct 24

...

