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## WeRateDogs Twitter Analysis

WeRateDogs is a popular twitter account that posts pictures and happily rates dogs for 4.52 Million followers

They have 3 types of dogs:

Pupper is a small younger dog (puppy)

Puppo is between a pupper and doggo like a dog teenager

Doggo is a big puppy and the eldest of their dog types

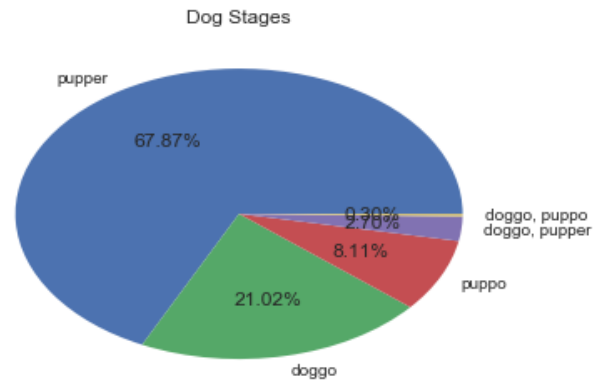
After analyzing the data

Puppers make up 67.9% of their tweets,

Doggos 21.02%, and Puppo 8.11%

Doggo & Pupper combo was 2.7

Doggo & Puppo 0.3%



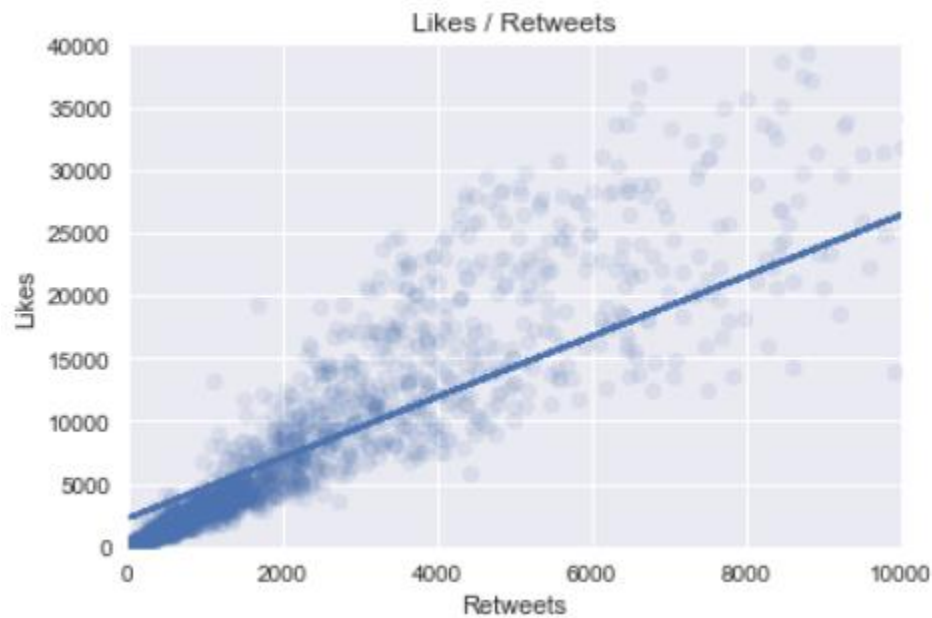
People just like puppers/puppies more! Or perhaps WeRateDogs, like people in general, more readily categorize dogs as puppies. Whatever the case it made up just over 2/3 of their twitter posts.

Hashtags are very popular ways to promote posts online and for marketers to do research, so I analyzed the hashtags they used by WeRateDogs and saw they only had 288 posts with Hashtags, the most popular one being Barkweek with 9 hashtags. The 2<sup>nd</sup> most common was pridemonth with 3 hashtags, and then a handful of others with 1 hashtags. This is surprising because the internet uses these to find information and account holder thus use this to promote their posts to the internet. WeRateDogs amassed a large following on twitter without the use of hashtags!

|                       |   |
|-----------------------|---|
| BarkWeek              | 9 |
| PrideMonth            | 3 |
| BellLetsTalk          | 1 |
| K9VeteransDay         | 1 |
| ScienceMarch          | 1 |
| WKCDogShow            | 1 |
| dogsatpollingstations | 1 |
| WomensMarch           | 1 |
| NoDaysOff             | 1 |
| Canada150             | 1 |
| notallpuppers         | 1 |
| ImWithThor            | 1 |
| FinalFur              | 1 |
| PrideMonthPuppo       | 1 |

Hashtags are a lot more useful in Instagram and WeRateDogs does not use them there either which probably accounts for their 262K followers which is nothing like their 4.52M on twitter. Perhaps because they post fun pictures on twitter which is not known for fun pictures they are able to find an untapped market, but on Instagram where pet pictures are common they are not as competitive and need more hashtags.

I also looked at the retweets and favorites and there's obviously a strong **correlation of 0.916**  
What is interesting in the visualization is that people are about **2.41x as likely to like vs retweet**



And lastly I wanted to leave you with the most liked tweet for WeRateDogs

#WoofWoof!



**WeRateDogs™**   
@dog\_rates

Follow

Here's a super supportive puppo participating in the Toronto **#WomensMarch** today. 13/10



10:26 AM - 21 Jan 2017

47,740 Retweets 131,885 Likes

