social\_media\_presence

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# library

These are the libraries i use to import my data and organise the information as well as plot the graphs

library(tidyverse) #import, tidy, model

## -- Attaching packages --------------------------------------- tidyverse 1.3.1 --

## v ggplot2 3.3.3 v purrr 0.3.4  
## v tibble 3.1.2 v dplyr 1.0.6  
## v tidyr 1.1.3 v stringr 1.4.0  
## v readr 1.4.0 v forcats 0.5.1

## -- Conflicts ------------------------------------------ tidyverse\_conflicts() --  
## x dplyr::filter() masks stats::filter()  
## x dplyr::lag() masks stats::lag()

library(gsheet) #import   
library(ggthemes) #plot themes

# data

scl.sm <- gsheet2tbl("https://docs.google.com/spreadsheets/d/1-bCNbueVD-9tLurdJAHW-SkV3slUs3ash4tXenhY-Zc/edit?usp=sharing")  
  
scl.sm<-scl.sm %>%   
 mutate(asdate = case\_when(  
 Date == "18 August 2020" ~ as.Date("08/18/2020", format='%m/%d/%Y'),  
 Date == "10 September 2020" ~ as.Date("09/10/2020", format='%m/%d/%Y'),  
 Date == "5 November 2020" ~ as.Date("11/5/2020", format='%m/%d/%Y'),  
 Date == "24 February 2021" ~ as.Date("02/24/2021", format='%m/%d/%Y'),  
 Date == "25 May 2021" ~ as.Date("05/25/2021", format='%m/%d/%Y'),  
 Date == "24 August 2021" ~ as.Date("08/24/2021", format='%m/%d/%Y'),  
 Date == "25 February 2022" ~ as.Date("02/25/2022", format='%m/%d/%Y'),  
 Date == "17 May 2022" ~ as.Date("05/17/2022", format='%m/%d/%Y')))

## SOCIAL MEDIA PLOT

scl.sm %>%   
ggplot +  
 geom\_point(aes(asdate, Followers, color = Platform), size = 4)+  
 geom\_line(aes(asdate, Followers, color = Platform, group = Platform), size = 1, linetype = "dashed")+  
 scale\_x\_date(date\_breaks = "3 month", "Month Start")+  
 scale\_y\_continuous(breaks = c(0, 100, 200, 300, 400, 500, 600, 700, 800, 900, 1000))+  
 theme\_clean(base\_size =14)+  
 ggsave("logo/vis/sm\_trends.jpeg", units = "cm", width = 25, height = 10)

