

ANALYSIS REPORT OF 3200 TWEETS OF @barackobama

from 16 Oct 2014 to 20 Jan 2020



15.72K
TWEETS

11
LIKES

Barack Obama ✓
@barackobama

609.51K
FOLLOWING

112.29M
FOLLOWERS

Joined Twitter - Mon, 05 Mar 2007 22:08:25 UTC

Dad, husband, President, citizen.

📍 Washington, DC

🔗 <https://t.co/93Y27HEnnX>

TWEETS 2809 (87.78%)

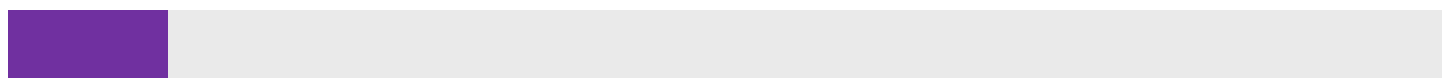


AV. TWEETS PER DAY 1.46

AV. TWEETS PER WEEK 10.25

AV. TWEETS PER MONTH 44.59

RETWEETS 355 (11.09%)

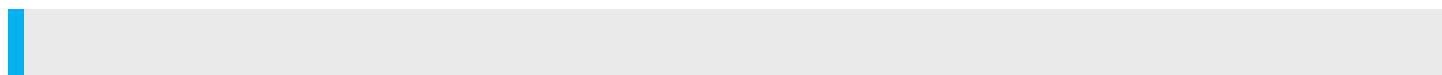


AV. RETWEETS PER DAY 0.18

AV. RETWEETS PER WEEK 1.30

AV. RETWEETS PER MONTH 5.63

REPLIES 36 (1.13%)

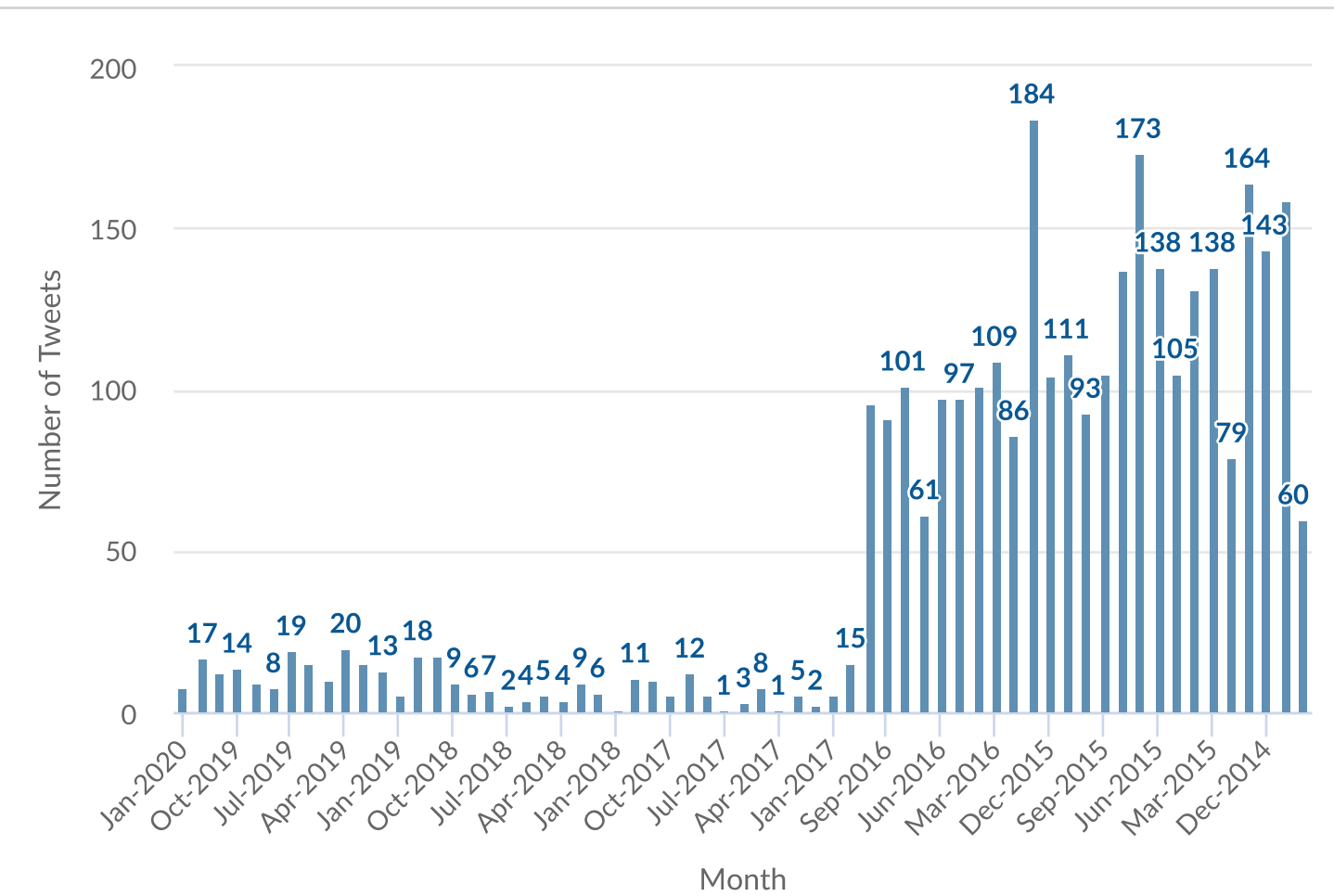


AV. REPLIES PER DAY 0.02

AV. REPLIES PER WEEK 0.13

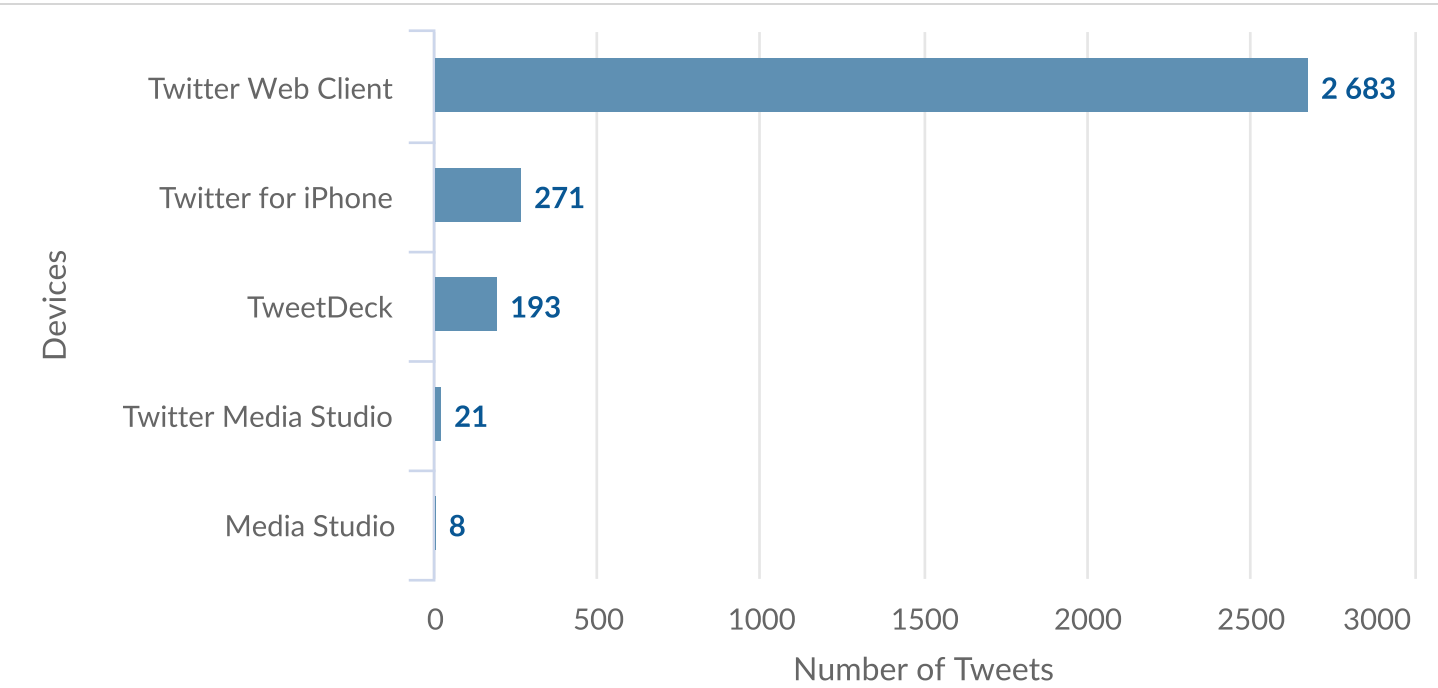
AV. REPLIES PER MONTH 0.57

TWEET TIMELINE



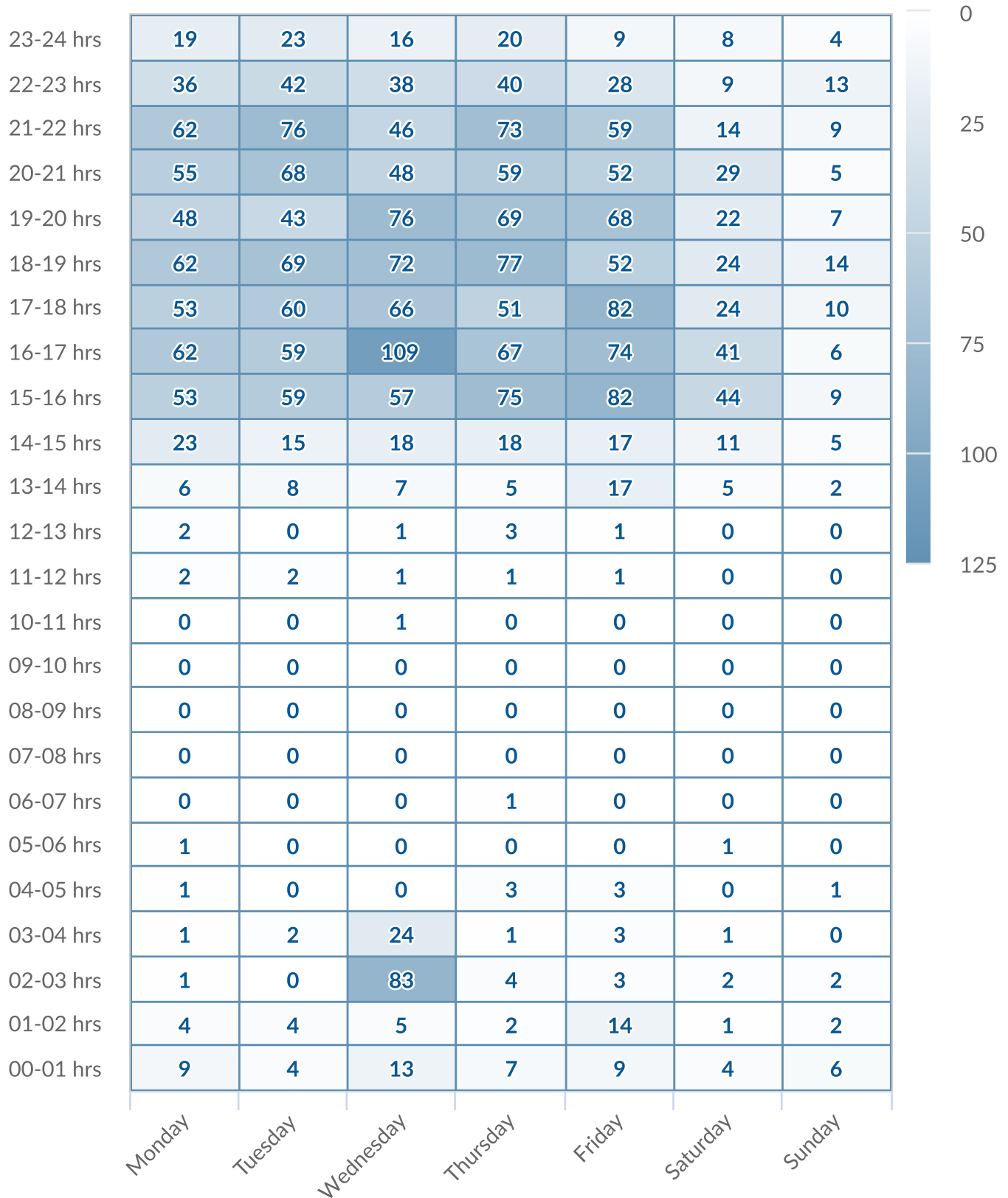
CLIENT SOURCE

Number of times client sources are used to post the tweets



WEEK - DAY PEAK USAGE PATTERN

Heat map containing week and day pattern of tweets posted by Twitter account



BEST TIME TO TWEET

Best time for @barackobama to post the upcoming tweets

TIME (UTC)	RETWEETS PER TWEET*
6:00 - 7:00	67,819.00
12:00 - 13:00	32,871.00
5:00 - 6:00	7,731.00
4:00 - 5:00	7,487.00
1:00 - 2:00	3,422.00
3:00 - 4:00	2,403.00

*median number of re-tweets received on a tweet posted by the user in the time period

MOST MENTIONED KEYWORDS

Keywords which are mentioned the most in the Tweets

KEYWORDS	COUNT
#actonclimate	268
#doyourjob	153
#sotu	126
#getcovered	122
#obamacare	76
#immigrationaction	70
#irandeal	59

LATEST TWEETS

Latest Tweets Posted by @barackobama

Every so often, I re-read Dr. King's Letter from a Birmingham Jail. While some of the injustices may have changed, his poetic brilliance, moral clarity, and tests of conscience still reverberate today. Take a moment to reflect on his righteous call: <https://t.co/oBdqFqdWA6>

50.3K retweets **239.73K likes** **20-Jan-2020 14:35:29 UTC**

In every scene, you are my star, @MichelleObama! Happy birthday, baby! <https://t.co/hgMBhHasBj>

394.99K retweets **2.76M likes** **17-Jan-2020 14:13:19 UTC**

Glad to see American Factory's Oscar nod for Best Documentary. It's the kind of story we don't see often enough and it's exactly what Michelle and I hope to achieve with Higher Ground. Congrats to the incredible filmmakers and entire team!

11.02K retweets **127.22K likes** **13-Jan-2020 14:13:44 UTC**

Our fellow Americans in Puerto Rico can use our support after this week's earthquakes. They've shown their enduring spirit over the past couple years, and it's up to us to pull together for one another once again. I hope you'll support their recovery: <https://t.co/rYhSb8uVXK>

31.51K retweets **135.17K likes** **12-Jan-2020 18:35:50 UTC**

The catastrophic fires in Australia are the latest example of the very real and very urgent consequences of climate change. It's on us to stay focused and protect the one planet we've got for the next generation: <https://t.co/dqytauPeXf>

38.04K retweets **208.89K likes** **09-Jan-2020 21:00:08 UTC**

MOST MENTIONED USERNAME

@usernames which are mentioned the most in the Tweets

USERNAME	COUNT
@ofa	99
@potus	99
@vp	29
@obamafoundation	21
@michelleobama	17
@barackobama	17
@flotus	11

TOP RETWEETED TWEETS

8,111.01

AV. RETWEETS PER TWEET

1.6M
retweets

"No one is born hating another person because of the color of his skin or his background or his religion..."
<https://t.co/lnZ58zkoAm>
13-Aug-2017 00:06:09 UTC

460.36K
retweets

ME: Joe, about halfway through the speech, I'm gonna wish you a happy birth-- BIDEN: IT'S MY BIRTHDAY! ME: Joe. Happy birthday to @JoeBiden, my brother and the best vice president anybody could have. <https://t.co/sKbXjNiEjH>
20-Nov-2017 19:02:11 UTC

417.18K
retweets

Young people have helped lead all our great movements. How inspiring to see it again in so many smart, fearless students standing up for their right to be safe; marching and organizing to remake the world as it should be. We've been waiting for you. And we've got your backs.
22-Feb-2018 16:00:44 UTC

405.28K
retweets

Thinking about our neighbors in Mexico and all our Mexican-American friends tonight. Cuidense mucho y un fuerte abrazo para todos.
20-Sep-2017 02:30:52 UTC

398.33K
retweets

Hi everybody! Back to the original handle. Is this thing still on? Michelle and I are off on a quick vacation, then we'll get back to work.
20-Jan-2017 21:04:08 UTC

394.99K
retweets

In every scene, you are my star, @MichelleObama! Happy birthday, baby! <https://t.co/hgMBhHasBj>
17-Jan-2020 14:13:19 UTC

379.43K
retweets

John McCain is an American hero & one of the bravest fighters I've ever known. Cancer doesn't know what it's up against. Give it hell, John.
20-Jul-2017 00:49:02 UTC

361.32K
retweets

Michelle & I are praying for the victims in Las Vegas. Our thoughts are with their families & everyone enduring another senseless tragedy.
02-Oct-2017 12:41:16 UTC

TOP LIKED TWEETS

38,724.10

AV. LIKES PER TWEET

4.39M
likes

"No one is born hating another person because of the color of his skin or his background or his religion..."
<https://t.co/lnZ58zkoAm>
13-Aug-2017 00:06:09 UTC

2.76M
likes

In every scene, you are my star, @MichelleObama! Happy birthday, baby! <https://t.co/hgMBhHasBj>
17-Jan-2020 14:13:19 UTC

1.98M
likes

John McCain is an American hero & one of the bravest fighters I've ever known. Cancer doesn't know what it's up against. Give it hell, John.
20-Jul-2017 00:49:02 UTC

1.92M
likes

Like the Beatles said: It's getting better all the time. Thanks, babe, for 27 amazing years! <https://t.co/mlmRqIYn1R>
03-Oct-2019 14:10:50 UTC

1.91M
likes

ME: Joe, about halfway through the speech, I'm gonna wish you a happy birth-- BIDEN: IT'S MY BIRTHDAY! ME: Joe. Happy birthday to @JoeBiden, my brother and the best vice president anybody could have. <https://t.co/sKbXjNiEjH>
20-Nov-2017 19:02:11 UTC

1.76M
likes

Hi everybody! Back to the original handle. Is this thing still on? Michelle and I are off on a quick vacation, then we'll get back to work.
20-Jan-2017 21:04:08 UTC

1.61M
likes

Michelle & I are praying for the victims in Las Vegas. Our thoughts are with their families & everyone enduring another senseless tragedy.
02-Oct-2017 12:41:16 UTC

1.57M
likes

Young people have helped lead all our great movements. How inspiring to see it again in so many smart, fearless students standing up for their right to be safe; marching and organizing to remake the world as it should be. We've been waiting for you. And we've got your backs.
22-Feb-2018 16:00:44 UTC