

# ANALYSIS REPORT OF 3200 TWEETS OF @oprah

from 05 Oct 2014 to 23 Jan 2020



**12.84K**  
TWEETS

**161**  
LIKES

Oprah Winfrey   
**@oprah**

**309**  
FOLLOWING

**42.8M**  
FOLLOWERS

Joined Twitter - Fri, 23 Jan 2009 15:18:34 UTC

<https://t.co/IKOnfAha8E>

TWEETS 1537 (48.03%)

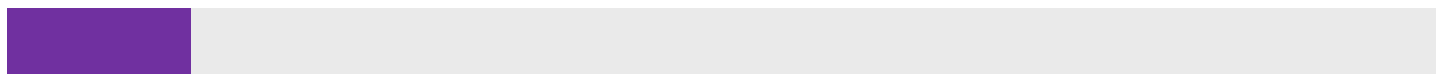


AV. TWEETS PER DAY 0.79

AV. TWEETS PER WEEK 5.57

AV. TWEETS PER MONTH 24.40

RETWEETS 406 (12.69%)

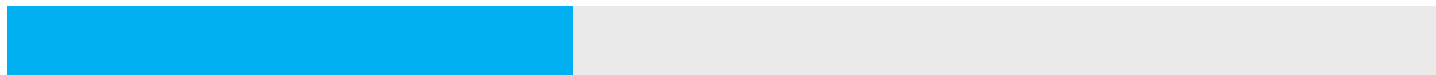


AV. RETWEETS PER DAY 0.21

AV. RETWEETS PER WEEK 1.47

AV. RETWEETS PER MONTH 6.44

REPLIES 1257 (39.28%)

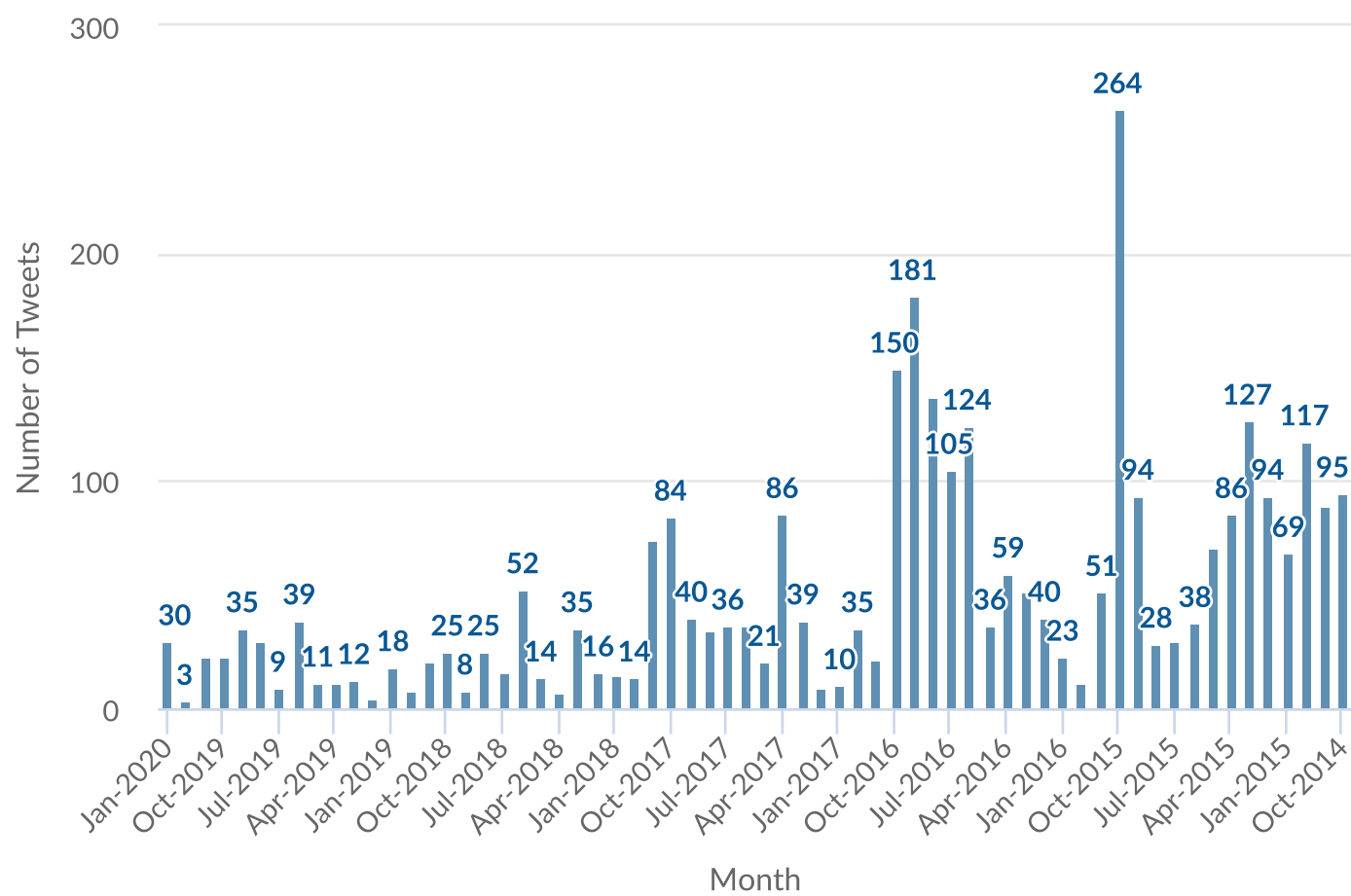


AV. REPLIES PER DAY 0.65

AV. REPLIES PER WEEK 4.55

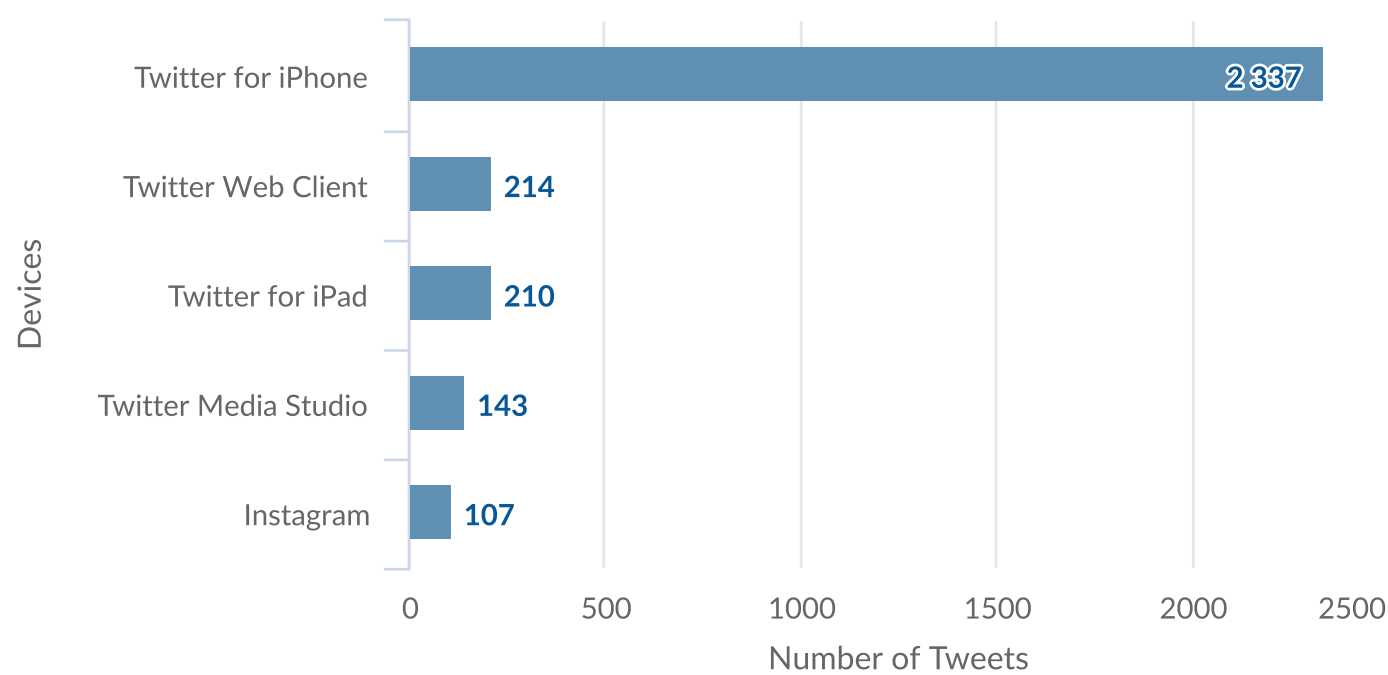
AV. REPLIES PER MONTH 19.95

TWEET TIMELINE



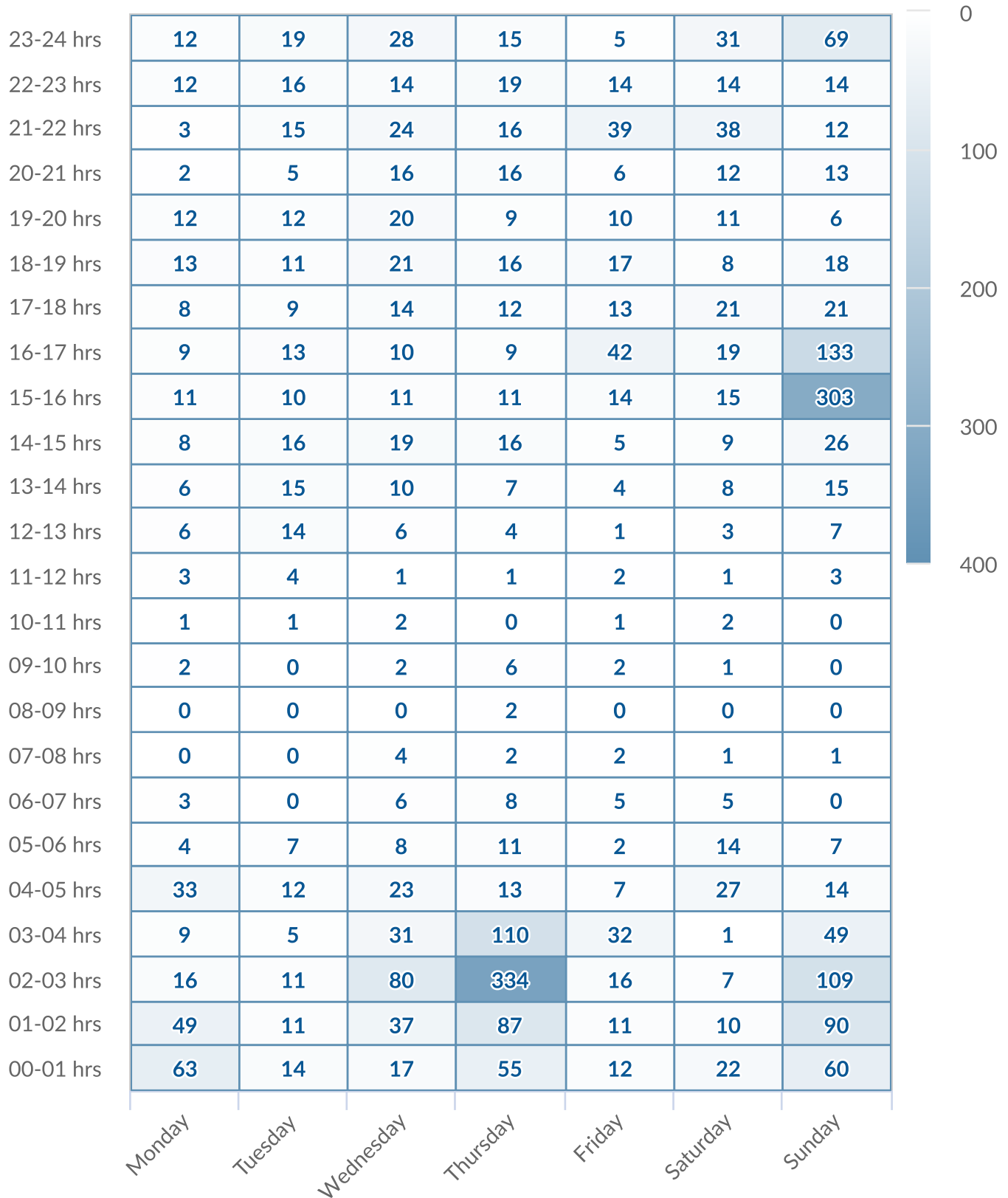
CLIENT SOURCE

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 @oprah to post the upcoming tweets

| TIME (UTC) | RETWEETS PER TWEET* |
|------------|---------------------|
|------------|---------------------|

|               |        |
|---------------|--------|
| 20:00 - 21:00 | 291.00 |
|---------------|--------|

|               |        |
|---------------|--------|
| 17:00 - 18:00 | 289.00 |
|---------------|--------|

|               |        |
|---------------|--------|
| 18:00 - 19:00 | 252.00 |
|---------------|--------|

|               |        |
|---------------|--------|
| 22:00 - 23:00 | 239.00 |
|---------------|--------|

|               |        |
|---------------|--------|
| 19:00 - 20:00 | 226.00 |
|---------------|--------|

|               |        |
|---------------|--------|
| 13:00 - 14:00 | 188.00 |
|---------------|--------|

\*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 |
|----------|-------|
|----------|-------|

|                  |     |
|------------------|-----|
| #supersoulsunday | 331 |
|------------------|-----|

|            |     |
|------------|-----|
| #greenleaf | 288 |
|------------|-----|

|             |     |
|-------------|-----|
| #queensugar | 263 |
|-------------|-----|

|         |     |
|---------|-----|
| #belief | 140 |
|---------|-----|

|            |     |
|------------|-----|
| #fixmylife | 102 |
|------------|-----|

|             |    |
|-------------|----|
| #gimmesugar | 88 |
|-------------|----|

|        |    |
|--------|----|
| #selma | 39 |
|--------|----|

## LATEST TWEETS

Latest Tweets Posted by @oprah

My conversation with @amyschumer this past Saturday made us LOL the whole time! Thank you for coming and keeping it REAL. Stream the entire interview here: [#Oprahs2020VisionTour](https://t.co/0FhXrSFFE9) <https://t.co/F4arVr2ywQ>

**62 retweets** **688 likes** **23-Jan-2020 03:50:05 UTC**

Hello, fellow book lovers! My next @oprahbookclub selection is "American Dirt" by @jeaninecummins. From the first sentence, I was IN. <https://t.co/uongla3QRK>

**192 retweets** **2.15K likes** **21-Jan-2020 13:50:08 UTC**

I had to make my first trip to Maine the moment I started reading Elizabeth Strout's "Olive, Again." So for our @oprahbookclub discussion, I took some book club members there to discuss the book and have some good ol' lobster rolls #ReadWithUs <https://t.co/7bpfr8gpj>

**283 retweets** **4.99K likes** **19-Jan-2020 23:31:39 UTC**

A friend just sent me this...Thanks to all of you who came from near and far to be with us in Charlotte and left with a better vision for 2020! #oprah2020visiontour <https://t.co/4lkZX28oZm>

**216 retweets** **3.24K likes** **19-Jan-2020 16:03:51 UTC**

I heard @amyschumer hadn't & I thought it was TMI—but then she told an arena about it & apparently people love to talk about Amy, thank you so much for spending your Saturday making US laugh & sharing your journey through motherhood, marriage, & yes #Oprahs2020VisionTour <https://t.co/nh6jnyv4iE>

**235 retweets** **5.06K likes** **18-Jan-2020 22:30:49 UTC**

## MOST MENTIONED USERNAME

@usernames which are mentioned the most in the Tweets

| USERNAME | COUNT |
|----------|-------|
|----------|-------|

|        |     |
|--------|-----|
| @owntv | 257 |
|--------|-----|

|        |     |
|--------|-----|
| @oprah | 160 |
|--------|-----|

|        |     |
|--------|-----|
| @3lwtv | 156 |
|--------|-----|

|                |     |
|----------------|-----|
| @iyanlavanzant | 112 |
|----------------|-----|

|         |     |
|---------|-----|
| @avaetc | 105 |
|---------|-----|

|            |     |
|------------|-----|
| @richonown | 103 |
|------------|-----|

|              |    |
|--------------|----|
| @owninglight | 61 |
|--------------|----|

## TOP RETWEETED TWEETS

667.57

AV. RETWEETS PER TWEET

83.2K

retweets

George and Amal, I couldn't agree with you more. I am joining forces with you and will match your \$500,000 donation to 'March For Our Lives.' These inspiring young people remind me of the Freedom Riders of the 60s who also said we've had ENOUGH and our voices will be heard.  
20-Feb-2018 22:36:17 UTC

34.21K

retweets

"All of us deserve the right to be loved for who we are ". Bravo #BruceJenner  
25-Apr-2015 05:39:07 UTC

24.31K

retweets

@  
17-Sep-2017 02:30:06 UTC

14.75K

retweets

Congratulations Miss South Africa, the new Miss Universe @zozitunzi! Agree with you...leadership is the most powerful thing we should be teaching young women today. We welcome your visit to #OWLAG, our Leadership Academy for Girls [REDACTED] https://t.co/YL0NeO40QU  
09-Dec-2019 04:06:05 UTC

12.62K

retweets

"Just listen to what you heard" best advice of the night for our nation. Thank you @HillaryClinton #debatenight  
27-Sep-2016 02:04:00 UTC

10.76K

retweets

Prince the doves really are crying now. Listening to your music. Remembering you. #RIPPrince  
21-Apr-2016 18:49:01 UTC

9.86K

retweets

Peace at Last! #Bobbikristina  
27-Jul-2015 01:45:52 UTC

9.67K

retweets

I woke up feeling compelled to pray for our country. No matter your spiritual practice, I pray that we ALL remain safe and free from harm. Pray then #GoVOTE! [REDACTED]♥  
06-Nov-2018 15:05:20 UTC

## TOP LIKED TWEETS

3,274.89

AV. LIKES PER TWEET

451.05K

likes

George and Amal, I couldn't agree with you more. I am joining forces with you and will match your \$500,000 donation to 'March For Our Lives.' These inspiring young people remind me of the Freedom Riders of the 60s who also said we've had ENOUGH and our voices will be heard.  
20-Feb-2018 22:36:17 UTC

127.44K

likes

Did y'all see that soccer game today? So proud of the USA Women's National Soccer team! [REDACTED] @USWNT  
https://t.co/h94JKAdtgU  
29-Jun-2019 01:32:46 UTC

81.72K

likes

I woke up feeling compelled to pray for our country. No matter your spiritual practice, I pray that we ALL remain safe and free from harm. Pray then #GoVOTE! [REDACTED]♥  
06-Nov-2018 15:05:20 UTC

75.45K

likes

@  
17-Sep-2017 02:30:06 UTC

67.49K

likes

We'll miss you Queen. #ArethaQueenForever  
https://t.co/hus3lw5pwG  
16-Aug-2018 16:57:48 UTC

59.45K

likes

Congratulations Miss South Africa, the new Miss Universe @zozitunzi! Agree with you...leadership is the most powerful thing we should be teaching young women today. We welcome your visit to #OWLAG, our Leadership Academy for Girls [REDACTED] https://t.co/YL0NeO40QU  
09-Dec-2019 04:06:05 UTC

58.84K

likes

"All of us deserve the right to be loved for who we are ". Bravo #BruceJenner  
25-Apr-2015 05:39:07 UTC

58.74K

likes

Bravo @GayleKing for calm and and steady focus during #RKelly interview. Outstanding job! Tell @CBSThisMorning we want to see the whole thing.  
06-Mar-2019 14:15:27 UTC