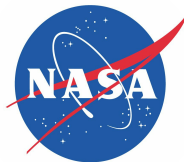


ANALYSIS REPORT OF 3200 TWEETS OF @nasa

from 02 May 2019 to 23 Jan 2020



58.89K
TWEETS

8.39K
LIKES

NASA 
@nasa

245
FOLLOWING

34.82M
FOLLOWERS

Joined Twitter - Wed, 19 Dec 2007 20:20:32 UTC

Explore the universe and discover our home planet with @NASA. We usually post in EST (UTC-4)

<https://t.co/TcEE6NS8nD>

TWEETS 1771 (55.34%)

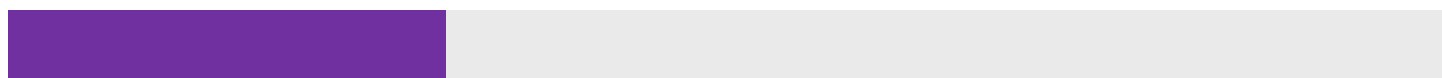


AV. TWEETS PER DAY 6.68

AV. TWEETS PER WEEK 47.86

AV. TWEETS PER MONTH 221.38

RETWEETS 969 (30.28%)

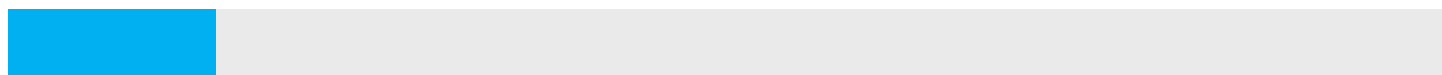


AV. RETWEETS PER DAY 3.66

AV. RETWEETS PER WEEK 26.19

AV. RETWEETS PER MONTH 121.13

REPLIES 460 (14.38%)

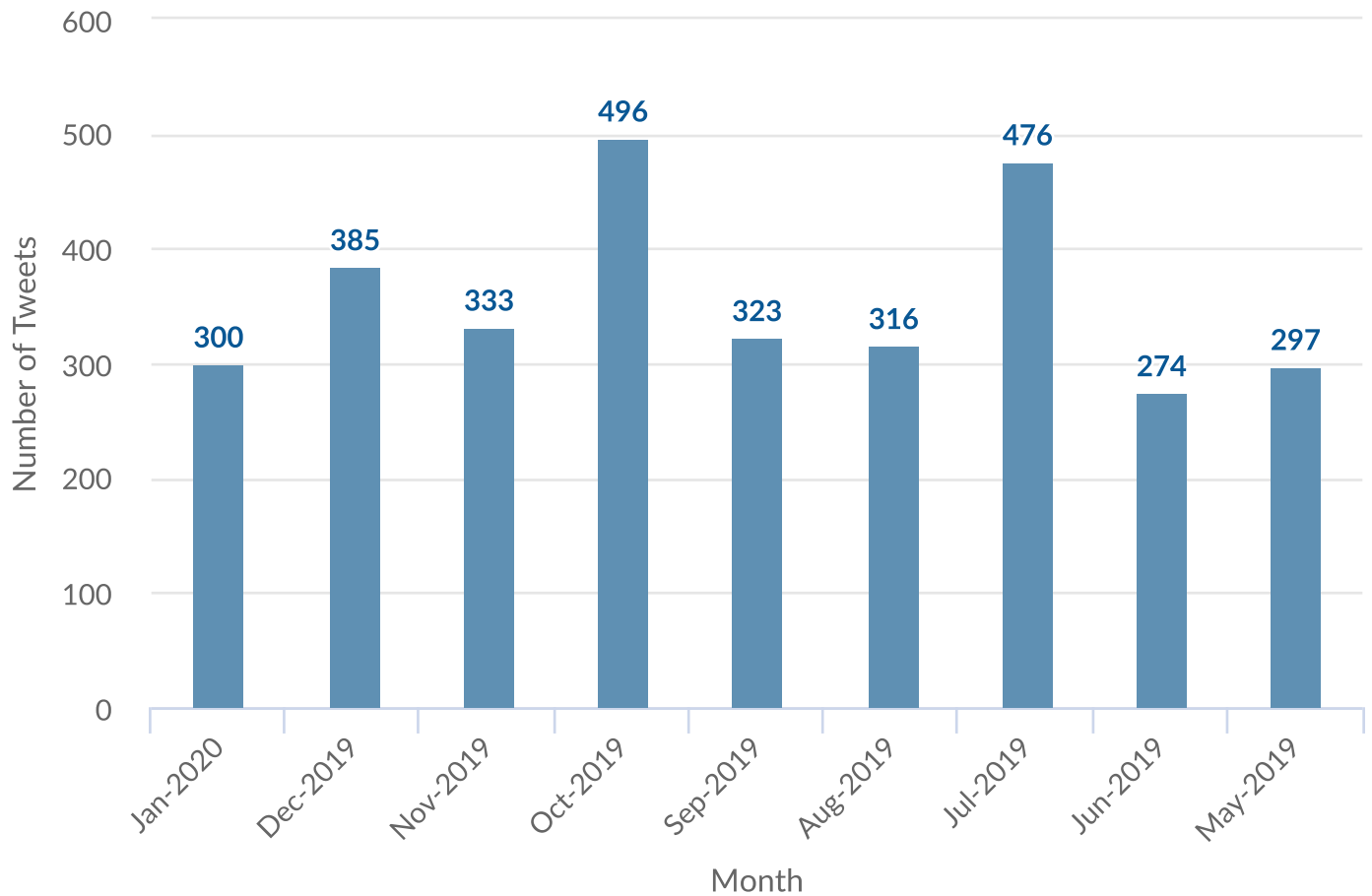


AV. REPLIES PER DAY 1.74

AV. REPLIES PER WEEK 12.43

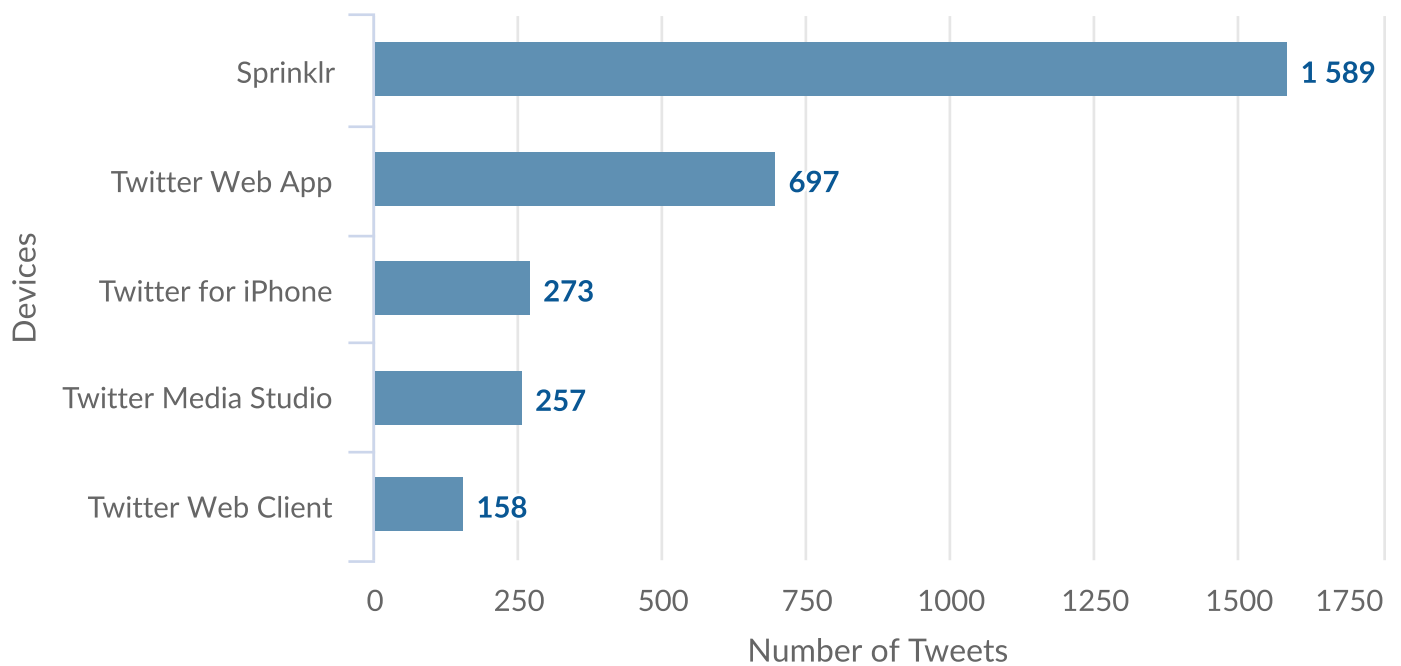
AV. REPLIES PER MONTH 57.50

TWEET TIMELINE



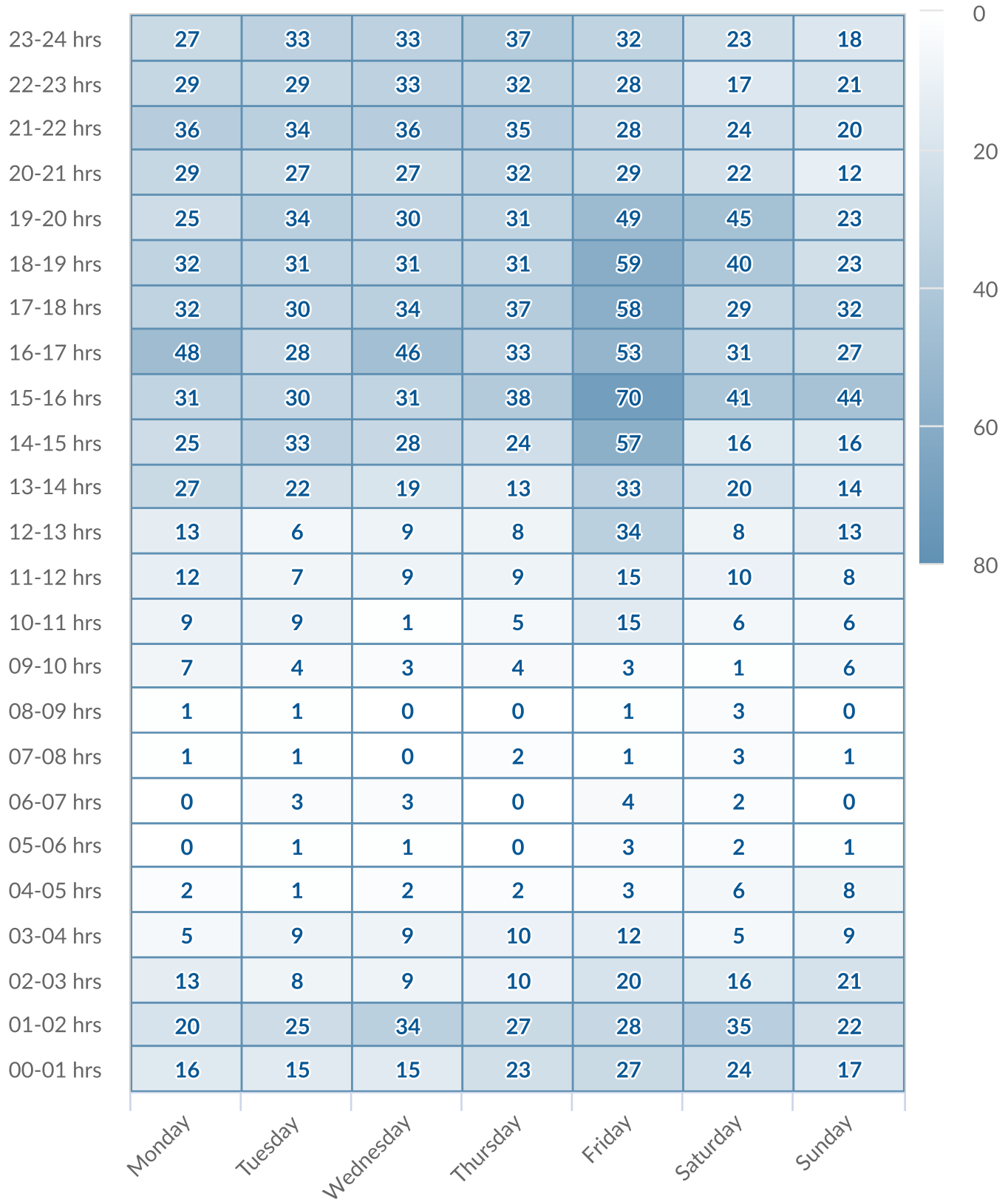
CLIENT SOURCE

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 @nasa to post the upcoming tweets

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

1:00 - 2:00	586.00
-------------	--------

2:00 - 3:00	511.00
-------------	--------

7:00 - 8:00	465.00
-------------	--------

23:00 - 0:00	441.00
--------------	--------

4:00 - 5:00	439.00
-------------	--------

22:00 - 23:00	428.00
---------------	--------

*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
----------	-------

#artemis	381
----------	-----

#asknasa	220
----------	-----

#apollo50th	208
-------------	-----

#starliner	121
------------	-----

#dragon	81
---------	----

#mars2020	63
-----------	----

#allwomanspacewalk	61
--------------------	----

LATEST TWEETS

Latest Tweets Posted by @nasa

Burn scars left by wildfires in southeastern Australia range from 46-105 miles long in this Jan. 22 image by the @NOAA/@NASAEarth Suomi NPP satellite. Enhanced colors in the image help distinguish the burn scars from naturally low vegetation or bare soil: <https://t.co/Z1Aaq438AG> <https://t.co/jXZ2pDkRVg>

312 retweets **1.19K likes** **23-Jan-2020 01:00:01 UTC**

The search is on! Are you: ☐Curious about space? ☐Social media savvy? ☐Ready to create some iconic content? Apply today to our #NASASocial to get a front row seat to a rocket launch from @NASA_Wallops on Feb. 9: <https://t.co/aFKkjCCIOP> <https://t.co/GfFSCHGgr3>

170 retweets **1.1K likes** **22-Jan-2020 23:30:01 UTC**

To help return astronauts to the Moon, our #Artemis program is sending 16 science experiments & technology demos to the lunar surface. They'll fly along with the first two lander deliveries for our Commercial Lunar Payload Services (CLPS) initiative: <https://t.co/l8nGgGiZMB> <https://t.co/TYfmUaV9q5>

454 retweets **2.89K likes** **22-Jan-2020 22:15:01 UTC**

The legacy of @NASASpitzer will live on! After more than 16 years of studying the universe in infrared, the space telescope will retire on Jan. 30. One of our greatest observatories will be remembered for its discoveries in and out of our solar system: <https://t.co/ldAYly2e8o> <https://t.co/brWOYQNTaz>

662 retweets **3.58K likes** **22-Jan-2020 21:15:01 UTC**

LIVE NOW: Celebrate the legacy of @NASASpitzer, our space telescope that introduced us to baby stars, Earth-sized exoplanets and distant galaxies once invisible to us. Watch and ask ?s using #AskNASA: <https://t.co/rONI9RgK3Z>

402 retweets **1.5K likes** **22-Jan-2020 18:00:29 UTC**

MOST MENTIONED USERNAME

@usernames which are mentioned the most in the Tweets

USERNAME	COUNT
----------	-------

@space_station	723
----------------	-----

@spacex	234
---------	-----

@nasa	228
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@astro_christina	175
------------------	-----

@astro_jessica	143
----------------	-----

@nasa_astronauts	140
------------------	-----

@boeingspace	124
--------------	-----

TOP RETWEETED TWEETS

904.14

AV. RETWEETS PER TWEET

58.79K
retweets

Space is hard. We commend @ISRO's attempt to land their #Chandrayaan2 mission on the Moon's South Pole. You have inspired us with your journey and look forward to future opportunities to explore our solar system together.

<https://t.co/pKzzo9FDLL>

07-Sep-2019 17:18:43 UTC

45.94K
retweets

Smoke from wildfires in the #AmazonRainforest spreads across several Brazilian states in this natural-color image taken by a @NASAEarth instrument on the Suomi NPP satellite. Although it is fire season in Brazil, the number of fires may be record-setting: <https://t.co/NVQrfzfznr>
<https://t.co/4JTcBz9C8f>
21-Aug-2019 22:23:49 UTC

27.65K
retweets

 . * . * * * . ? . * ? * .. * * * #Apollo50th
#WorldEmojiDay
17-Jul-2019 13:09:00 UTC

26.75K
retweets

We are going to the Moon — to stay. We will build sustainable infrastructure to support missions to Mars and beyond. This is what we're building. This is what we're training for. We are going. #Moon2024 <https://t.co/dgL6NoZ2Rj>
14-May-2019 16:49:25 UTC

19.92K
retweets

Unveiling the secrets of the Swan Nebula This new image from @sofiatelescope is helping scientists chronicle the evolution of this awe-inspiring nebula, which only came to resemble the shape of a swan's neck relatively recently. <https://t.co/1eaD3rVZN> <https://t.co/q4iPmf3tq4>
07-Jan-2020 23:30:02 UTC

13.73K
retweets

Earth is special. It's the only place in the universe that we know contains life. Celebrate its beauty by taking a look at these breathtaking images of our home planet, as captured by crew members aboard the @Space_Station

<https://t.co/42Jit6wH4y> <https://t.co/MYLy0M25i5>

20-Jun-2019 00:08:03 UTC

9.8K
retweets

LIVE NOW: Tune in to watch the first #AllWomanSpacewalk in human history! Starting at approximately 7:50am ET, @Astro_Christina & @Astro_Jessica venture into the vacuum of space to replace a failed power controller. Watch: <https://t.co/2S1b9YXlRh>
18-Oct-2019 10:30:27 UTC

9.64K
retweets

Each second, 1.5 million tons of solar material shoot off the Sun into space. The magnetosphere shields Earth, but the solar wind can get in near the poles and disrupt satellite, radio & GPS signals. 3 new missions aim to improve this technology problem: <https://t.co/EER7pSZWZM>
<https://t.co/YO3CuTXnHi>
24-Nov-2019 23:00:07 UTC

TOP LIKED TWEETS

4,253.51

AV. LIKES PER TWEET

195.53K
likes

Space is hard. We commend @ISRO's attempt to land their #Chandrayaan2 mission on the Moon's South Pole. You have inspired us with your journey and look forward to future opportunities to explore our solar system together.
<https://t.co/pKzZo9FDLL>
07-Sep-2019 17:18:43 UTC

86.02K
likes

Smoke from wildfires in the #AmazonRainforest spreads across several Brazilian states in this natural-color image taken by a @NASAEarth instrument on the Suomi NPP satellite. Although it is fire season in Brazil, the number of fires may be record-setting: <https://t.co/NVQrfzfznr>
<https://t.co/4JTcBz9C8f>
21-Aug-2019 22:23:49 UTC

76.4K
likes

We are going to the Moon — to stay. We will build sustainable infrastructure to support missions to Mars and beyond. This is what we're building. This is what we're training for. We are going. #Moon2024 <https://t.co/dgL6NoZ2Rj>
14-May-2019 16:49:25 UTC

76.39K
likes

🌐 . . . * . ? . ? * . . * * * #Apollo50th
#WorldEmojiDay
17-Jul-2019 13:09:00 UTC

49.83K
likes

Each second, 1.5 million tons of solar material shoot off the Sun into space. The magnetosphere shields Earth, but the solar wind can get in near the poles and disrupt satellite, radio & GPS signals. 3 new missions aim to improve this technology problem: <https://t.co/EER7pSZWZM>
<https://t.co/YO3CuTXnHi>
24-Nov-2019 23:00:07 UTC

49.06K
likes

Unveiling the secrets of the Swan Nebula This new image from @sofiatelescope is helping scientists chronicle the evolution of this awe-inspiring nebula, which only came to resemble the shape of a swan's neck relatively recently. <https://t.co/1eaD3rVZN> <https://t.co/q4iPmf3tq4>
07-Jan-2020 23:30:02 UTC

43.76K
likes

 In the
#2020NewYear, we'll launch our next Mars rover!
<https://t.co/w1mu5mFSxj>
31-Dec-2019 16:12:18 UTC

41.66K
likes

Earth is special. It's the only place in the universe that we know contains life. Celebrate its beauty by taking a look at these breathtaking images of our home planet, as captured by crew members aboard the @Space_Station:
<https://t.co/42Jit6wH4y> <https://t.co/MyLy0M25i5>
20-JUN-2020 00:08:03 UTC