

# ANALYSIS REPORT OF 3200 TWEETS OF @bbcbreaking

from 15 Sep 2017 to 23 Jan 2020



**36.24K**  
TWEETS

**0**  
LIKES

**BBC Breaking News**   
**@bbcbreaking**

**3**  
FOLLOWING

**41.4M**  
FOLLOWERS

Joined Twitter - Sun, 22 Apr 2007 14:42:37 UTC

Breaking news alerts and updates from the BBC. For news, features, analysis follow @BBCWorld (international) or @BBCNews (UK). Latest sport news @BBCSport.

 London, UK  <http://t.co/vBzl7LOaso>

TWEETS 2466 (77.06%)

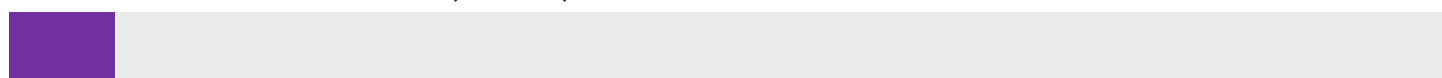


AV. TWEETS PER DAY 2.87

AV. TWEETS PER WEEK 20.21

AV. TWEETS PER MONTH 88.07

RETWEETS 238 (7.44%)

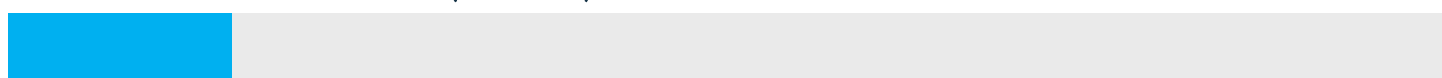


AV. RETWEETS PER DAY 0.28

AV. RETWEETS PER WEEK 1.95

AV. RETWEETS PER MONTH 8.50

REPLIES 496 (15.50%)

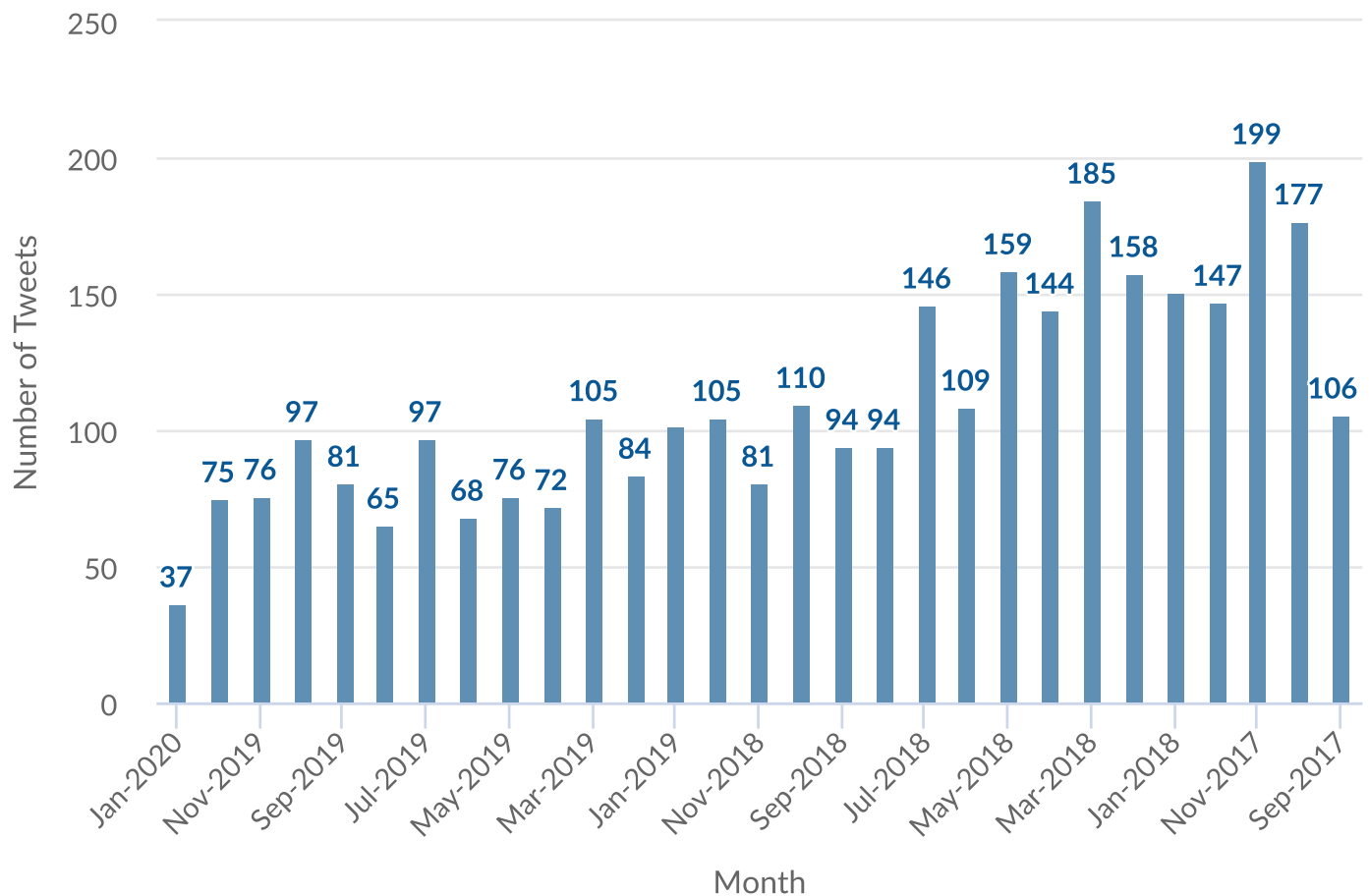


AV. REPLIES PER DAY 0.58

AV. REPLIES PER WEEK 4.07

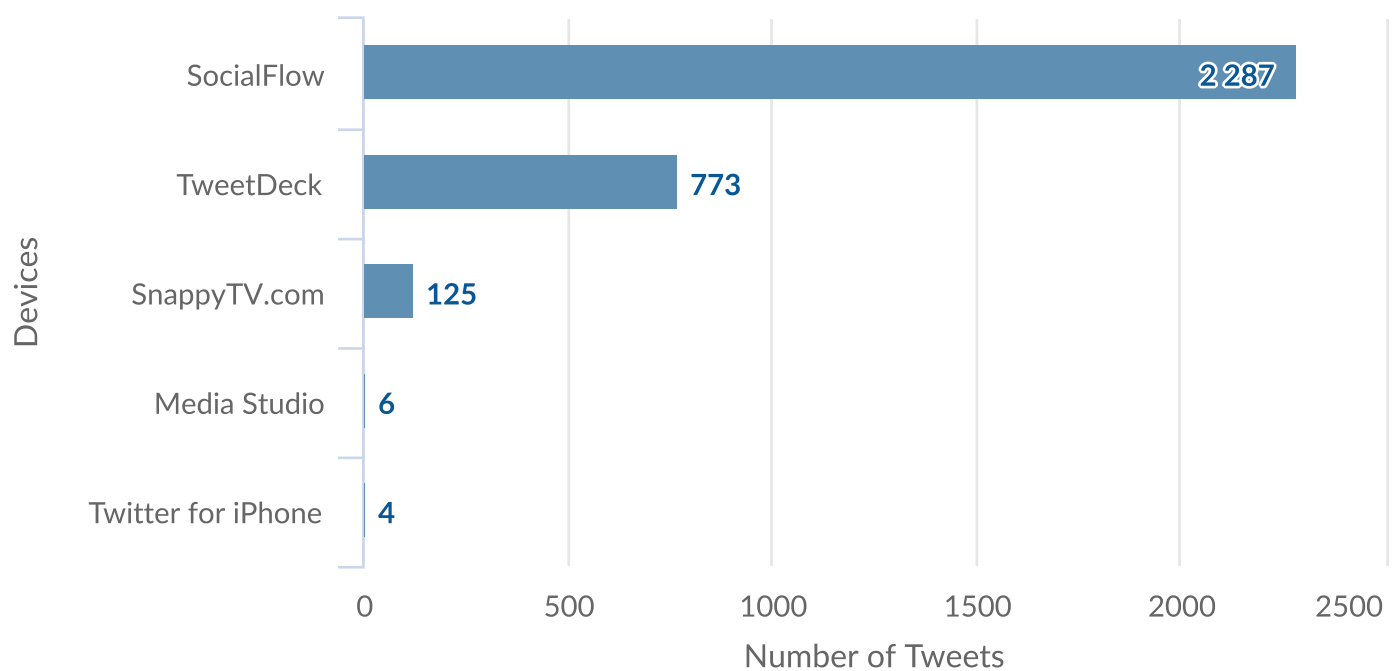
AV. REPLIES PER MONTH 17.71

## TWEET TIMELINE



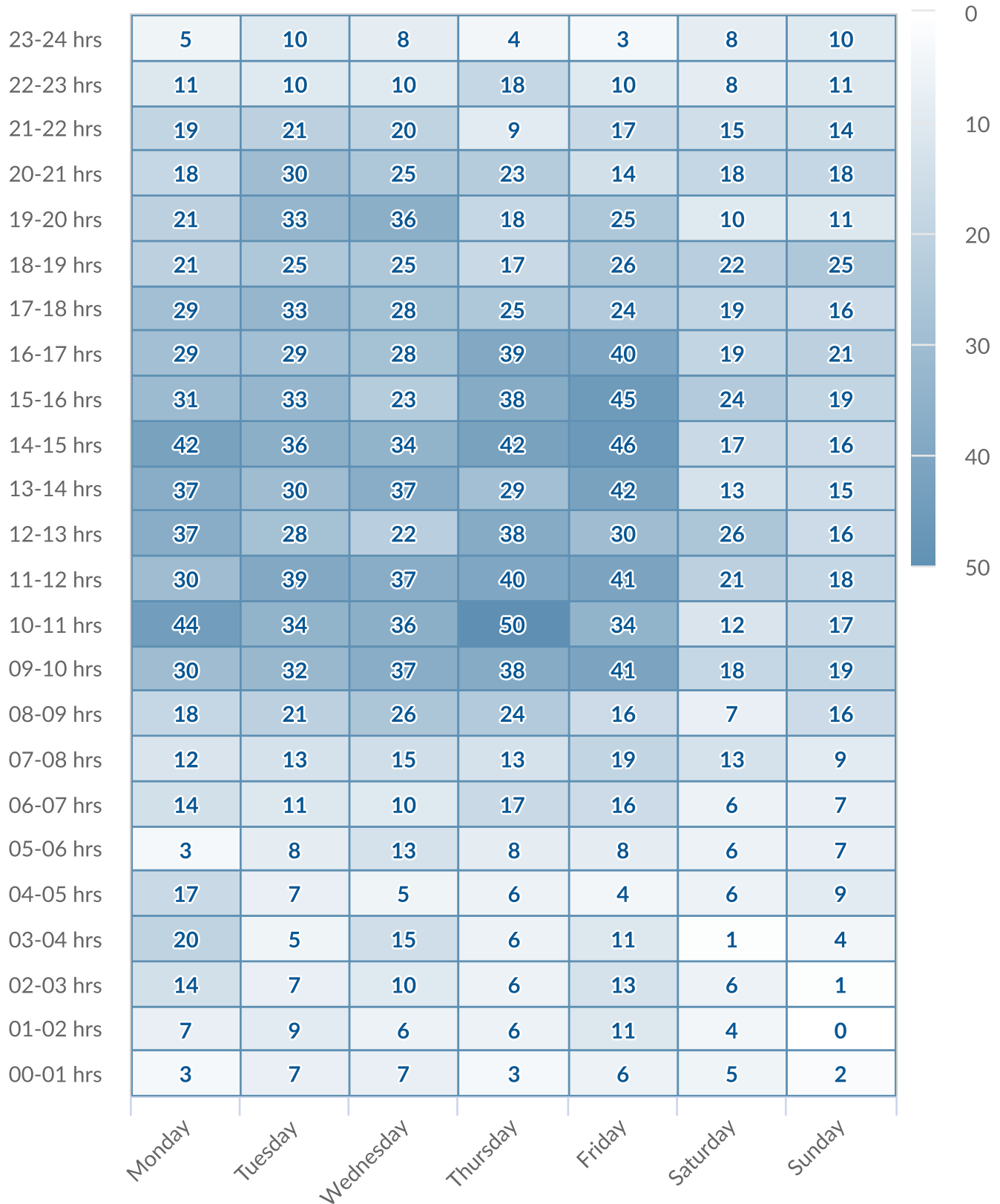
## CLIENT SOURCE

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 @bbcbreaking to post the upcoming tweets

TIME (UTC)	RETWEETS PER TWEET*
5:00 - 6:00	685.00
19:00 - 20:00	632.00
20:00 - 21:00	629.00
1:00 - 2:00	614.00
18:00 - 19:00	545.00
6:00 - 7:00	542.00

\*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
#brexit	89
#bbctennis	22
#bbcfootball	17
#royalwedding	16
#brexitvote	14
#wimbledon	14
#bbcelection	13

## LATEST TWEETS

Latest Tweets Posted by @bbcbreaking

Africa's richest woman, Angolan Isabel Dos Santos, formally accused of embezzlement by country's prosecutors <https://t.co/EHvbhLt8oq>  
**173 retweets** **511 likes** **23-Jan-2020 08:07:25 UTC**

The crew of the large air tanker were helping tackle the bushfires in New South Wales, Australia <https://t.co/3Ms2lHEJLn>  
**316 retweets** **727 likes** **23-Jan-2020 05:46:03 UTC**

Wuhan, a Chinese city of nearly 9m people, is to temporarily shut public transport amid a virus outbreak <https://t.co/5UoOY7T0mj>  
**2.3K retweets** **2.82K likes** **22-Jan-2020 19:08:45 UTC**

Monty Python star Terry Jones has died at the age of 77, his agent has said <https://t.co/cDOBI7OMp0>  
**4.51K retweets** **7.14K likes** **22-Jan-2020 12:44:42 UTC**

The new virus could mutate and spread further, Chinese health officials warn, as they step up containment measures. <https://t.co/2Dmu64EPEq>  
**1.67K retweets** **2.02K likes** **22-Jan-2020 03:08:56 UTC**

## MOST MENTIONED USERNAME

@usernames which are mentioned the most in the Tweets

USERNAME	COUNT
@5livesport	13
@bbcone	12
@philiphammond	8
@theresa_may	5
@realdonaldtrump	5
@metpoliceuk	5
@eucopresident	5

## TOP RETWEETED TWEETS

941.61

AV. RETWEETS PER TWEET

47.95K  
retweets

Physicist Stephen Hawking has died at the age of 76, a spokesman for his family has said <https://t.co/ZfW9MSXCbL>  
14-Mar-2018 03:47:25 UTC

24.47K  
retweets

This is the first ever photo of a black hole, unveiled today after a decade of work by scientists <https://t.co/6mFoo6ktyc>  
<https://t.co/0nD8R5mVeQ>  
10-Apr-2019 13:08:57 UTC

20.93K  
retweets

"I lost my mother and now I watch my wife falling victim to the same powerful forces" Prince Harry says he and Meghan, the Duchess of Sussex, are suing the Mail on Sunday newspaper over the publication of a letter written by the duchess  
<https://t.co/lihzec00Ow>  
01-Oct-2019 19:05:58 UTC

18.6K  
retweets

Alan Turing, World War Two codebreaker and mathematician, will be the face of new Bank of England £50 note  
<https://t.co/YpRMivamd2>  
15-Jul-2019 10:17:00 UTC

17.67K  
retweets

#ThaiCaveRescue: All 12 boys and their football coach rescued from flooded cave system in Chiang Rai <https://t.co/buyFHgOU1> <https://t.co/Ec71Nnjhp4>  
10-Jul-2018 11:54:41 UTC

16.39K  
retweets

All 12 boys and their football coach found alive after nine days missing in Thailand caves - regional governor  
<https://t.co/0cFNbuol7W>  
02-Jul-2018 15:43:08 UTC

15.22K  
retweets

The moment the Catalan parliament votes to declare independence from Spain <https://t.co/SsFrYwEEtk>  
<https://t.co/MFAr93UDau>  
27-Oct-2017 13:31:49 UTC

12.67K  
retweets

The moment missing Thai boys and their football coach are located over a week after going missing in a cave system Full story: <https://t.co/crXaVZeY9> <https://t.co/SM8mvfNuic>  
02-Jul-2018 21:13:12 UTC

## TOP LIKED TWEETS

1,785.26

AV. LIKES PER TWEET

87.11K  
likes

"I lost my mother and now I watch my wife falling victim to the same powerful forces" Prince Harry says he and Meghan, the Duchess of Sussex, are suing the Mail on Sunday newspaper over the publication of a letter written by the duchess  
<https://t.co/lihzec00Ow>  
01-Oct-2019 19:05:58 UTC

75.28K  
likes

Alan Turing, World War Two codebreaker and mathematician, will be the face of new Bank of England £50 note  
<https://t.co/YpRMivamd2>  
15-Jul-2019 10:17:00 UTC

53.36K  
likes

This is the first ever photo of a black hole, unveiled today after a decade of work by scientists <https://t.co/6mFoo6ktyc>  
<https://t.co/0nD8R5mVeQ>  
10-Apr-2019 13:08:57 UTC

42.48K  
likes

Physicist Stephen Hawking has died at the age of 76, a spokesman for his family has said <https://t.co/ZfW9MSXCbL>  
14-Mar-2018 03:47:25 UTC

38.13K  
likes

#ThaiCaveRescue: All 12 boys and their football coach rescued from flooded cave system in Chiang Rai <https://t.co/buyFHgOU1> <https://t.co/Ec71Nnjhp4>  
10-Jul-2018 11:54:41 UTC

33.83K  
likes

Twitter bans all political advertising, saying the reach of such messages "should be earned, not bought"  
<https://t.co/cSQq0UQ7l0>  
30-Oct-2019 20:17:27 UTC

31.98K  
likes

All 12 boys and their football coach found alive after nine days missing in Thailand caves - regional governor  
<https://t.co/0cFNbuol7W>  
02-Jul-2018 15:43:08 UTC

27.38K  
likes

Harry and Meghan will no longer use their HRH titles and will not receive public funds for royal duties, palace says  
<https://t.co/FGENrYAB>  
18-Jan-2020 18:32:23 UTC