

# ANALYSIS REPORT OF 3200 TWEETS OF @realmadrid

from 25 Mar 2019 to 23 Jan 2020



**69.1K**  
TWEETS

**39**  
LIKES

**Real Madrid C.F.**   
**@realmadrid**

**57**  
FOLLOWING

**33.58M**  
FOLLOWERS

Joined Twitter - Thu, 22 May 2008 19:25:51 UTC

🌐 Cuenta oficial del Real Madrid C.F. 🌐 @realmadriden: 🌐🌐. @realmadridarab: العربية. @realmadridfra: 🌐🌐.  
@realmadridjapan: 🌐🌐.

📍 Madrid, Spain

🔗 <https://t.co/4lQuN4jPtQ>

TWEETS 2981 (93.16%)

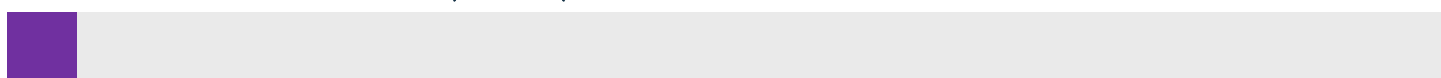


AV. TWEETS PER DAY 9.84

AV. TWEETS PER WEEK 69.33

AV. TWEETS PER MONTH 331.22

RETWEETS 154 (4.81%)

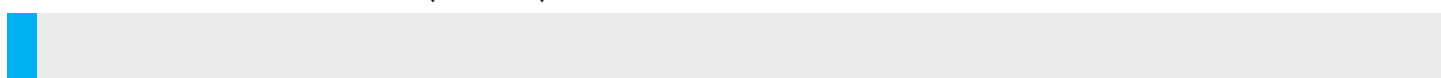


AV. RETWEETS PER DAY 0.51

AV. RETWEETS PER WEEK 3.58

AV. RETWEETS PER MONTH 17.11

REPLIES 65 (2.03%)

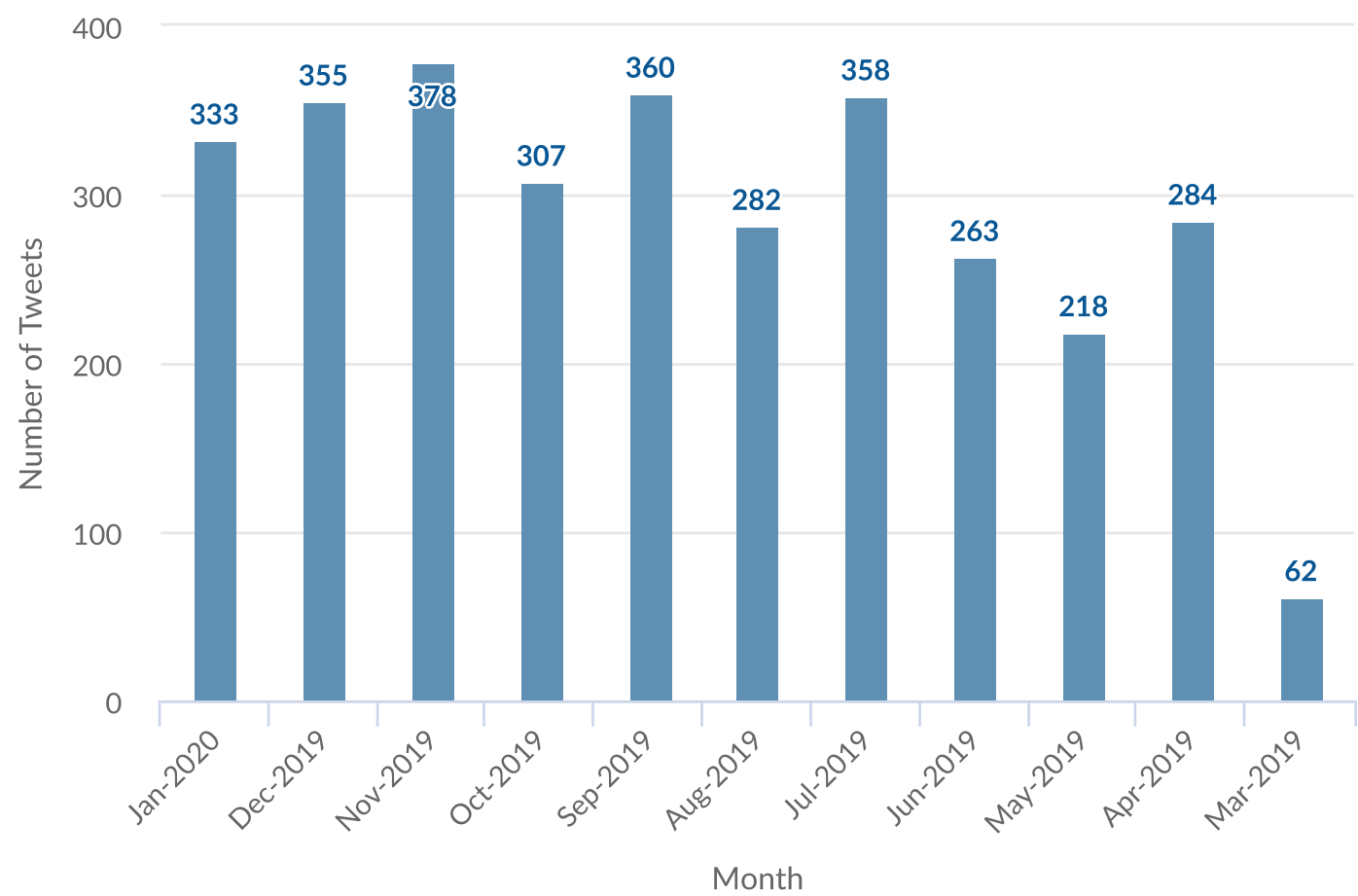


AV. REPLIES PER DAY 0.21

AV. REPLIES PER WEEK 1.51

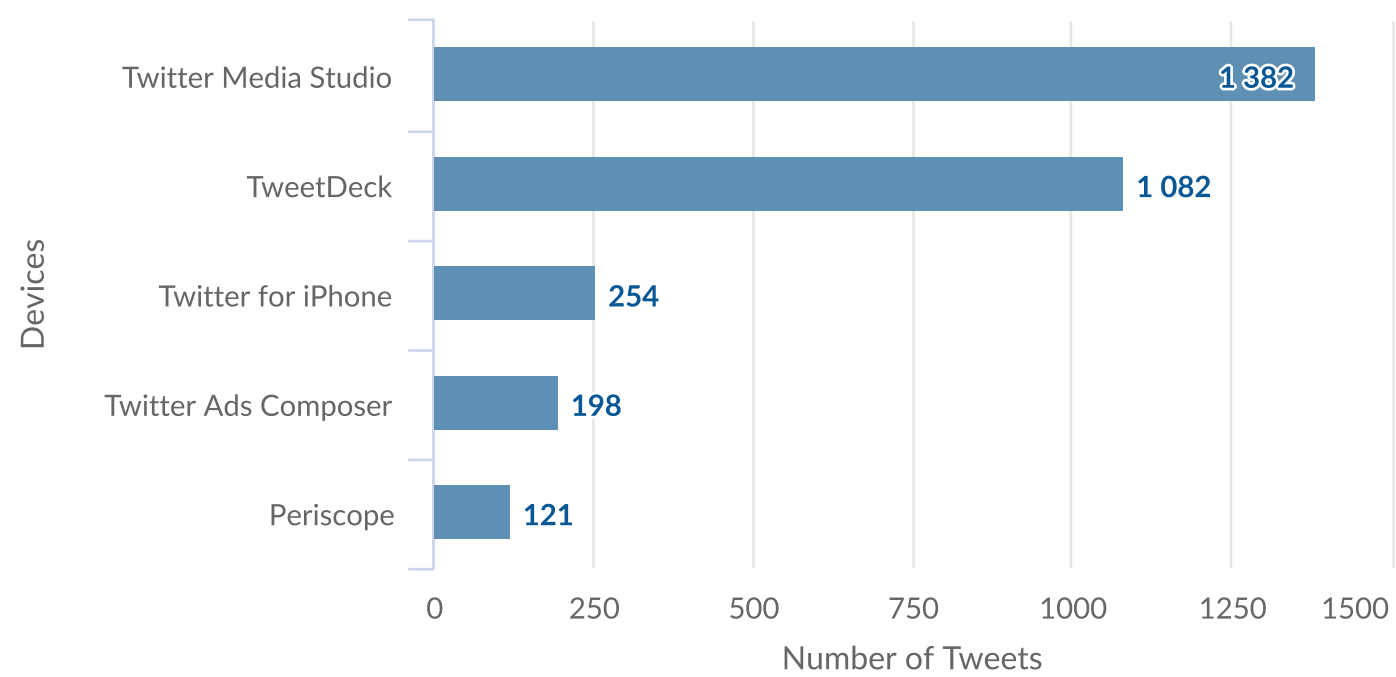
AV. REPLIES PER MONTH 7.22

## TWEET TIMELINE



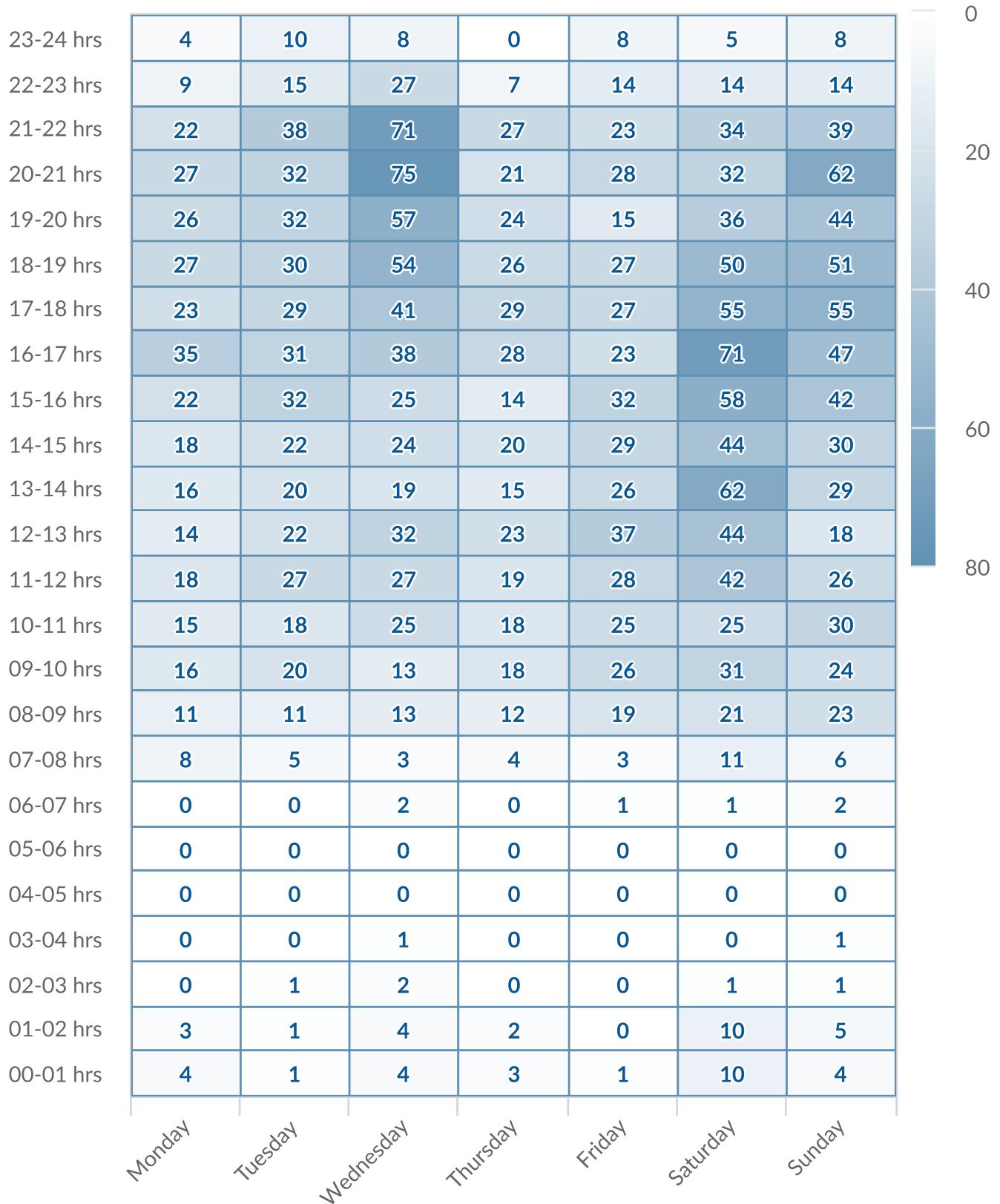
## CLIENT SOURCE

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 @realmadrid to post the upcoming tweets

TIME (UTC)	RETWEETS PER TWEET*
3:00 - 4:00	1,371.00
0:00 - 1:00	719.00
7:00 - 8:00	718.00
2:00 - 3:00	635.00
8:00 - 9:00	528.00
22:00 - 23:00	499.00

\*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
#halamadrid	2.02K
#rmliga	847
#rmcity	295
#rmucl	268
#rmtour	182
#realmadrid	162
#realmadridishere	126

## LATEST TWEETS

Latest Tweets Posted by @realmadrid

¡Clasificados para octavos de la Copa del Rey! #RMCopa   #HalaMadrid		
91 retweets	930 likes	23-Jan-2020 08:30:00 UTC
RESUMEN Y GOLES @UnionistasCF 1-3 @realmadrid @GarethBale11 Romero Góngora (pp) @Brahim #RMCopa   #HalaMadrid https://t.co/cX6VuHzO1V		
629 retweets	5.26K likes	23-Jan-2020 00:50:00 UTC
¡Así agradeció @Brahim el apoyo de nuestros #RMFans! #RMCopa   #HalaMadrid https://t.co/mJccQGW1Ap		
1.11K retweets	11.22K likes	22-Jan-2020 22:31:06 UTC
#Zidane analizó nuestro partido en Salamanca. Esto dijo el técnico francés... #RMCopa   #HalaMadrid https://t.co/oD1bTkKJsW		
192 retweets	1.98K likes	22-Jan-2020 22:30:00 UTC
@fedeevalverde habló con los medios nada más terminar el encuentro contra el @UnionistasCF. #RMCopa   #HalaMadrid https://t.co/p4hEU0qQUq		
359 retweets	3.75K likes	22-Jan-2020 22:10:06 UTC

## MOST MENTIONED USERNAME

@usernames which are mentioned the most in the Tweets

USERNAME	COUNT
@realmadrid	559
@benzema	212
@sergioramos	159
@hazardeden10	128
@lukamodric10	102
@rodrygogoes	97
@codereapuestas	87

## TOP RETWEETED TWEETS

915.21

AV. RETWEETS PER TWEET

111.37K  
retweets

#WelcomeHazard <https://t.co/6CvH9LHXSy>  
07-Jun-2019 20:10:11 UTC

81.86K  
retweets

Comunicado Oficial: @hazardeden10. #WelcomeHazard |  
#RealMadrid  
07-Jun-2019 20:01:41 UTC

29.16K  
retweets

👀👀 ¡EI TALENTO de @hazardeden10! #WelcomeHazard |  
#HalaMadrid <https://t.co/xgTV39yCRY>  
07-Jun-2019 21:20:00 UTC

28.29K  
retweets

#WelcomeMendy <https://t.co/ALwDfxCHBx>  
12-Jun-2019 18:34:23 UTC

27.95K  
retweets

#WelcomeJovic <https://t.co/moSEJGg8d8>  
04-Jun-2019 12:15:18 UTC

25.38K  
retweets

#WelcomeReinier <https://t.co/FaVxmrGJIf>  
20-Jan-2020 16:06:11 UTC

25.22K  
retweets

👀👀 ¡SUPERCAMPEONES DE ESPAÑA! 🏆 ¡HASTA EL FINAL!  
#RMSuperCopa | #Supercampeones <https://t.co/bXU62mkCjm>  
12-Jan-2020 20:48:43 UTC

25.16K  
retweets

Comunicado Oficial: Jović. #WelcomeJovic | #RealMadrid  
<https://t.co/cbD1KHQj3L>  
04-Jun-2019 11:43:48 UTC

## TOP LIKED TWEETS

6,843.70

AV. LIKES PER TWEET

296.35K  
likes

#WelcomeHazard <https://t.co/6CvH9LHXSy>  
07-Jun-2019 20:10:11 UTC

194.72K  
likes

Comunicado Oficial: @hazardeden10. #WelcomeHazard |  
#RealMadrid  
07-Jun-2019 20:01:41 UTC

121.84K  
likes

#WelcomeReinier <https://t.co/FaVxmrGJIf>  
20-Jan-2020 16:06:11 UTC

108.04K  
likes

#WelcomeMendy <https://t.co/ALwDfxCHBx>  
12-Jun-2019 18:34:23 UTC

107.3K  
likes

👀 @hazardeden10 ¡Bienvenido al @RealMadrid!  
#WelcomeHazard  
07-Jun-2019 20:58:16 UTC

100.25K  
likes

#WelcomeJovic <https://t.co/moSEJGg8d8>  
04-Jun-2019 12:15:18 UTC

94.39K  
likes

👀👀 ¡EI TALENTO de @hazardeden10! #WelcomeHazard |  
#HalaMadrid <https://t.co/xgTV39yCRY>  
07-Jun-2019 21:20:00 UTC

75.6K  
likes

👀👀 ¡SUPERCAMPEONES DE ESPAÑA! 🏆 ¡HASTA EL FINAL!  
#RMSuperCopa | #Supercampeones <https://t.co/bXU62mkCjm>  
12-Jan-2020 20:48:43 UTC