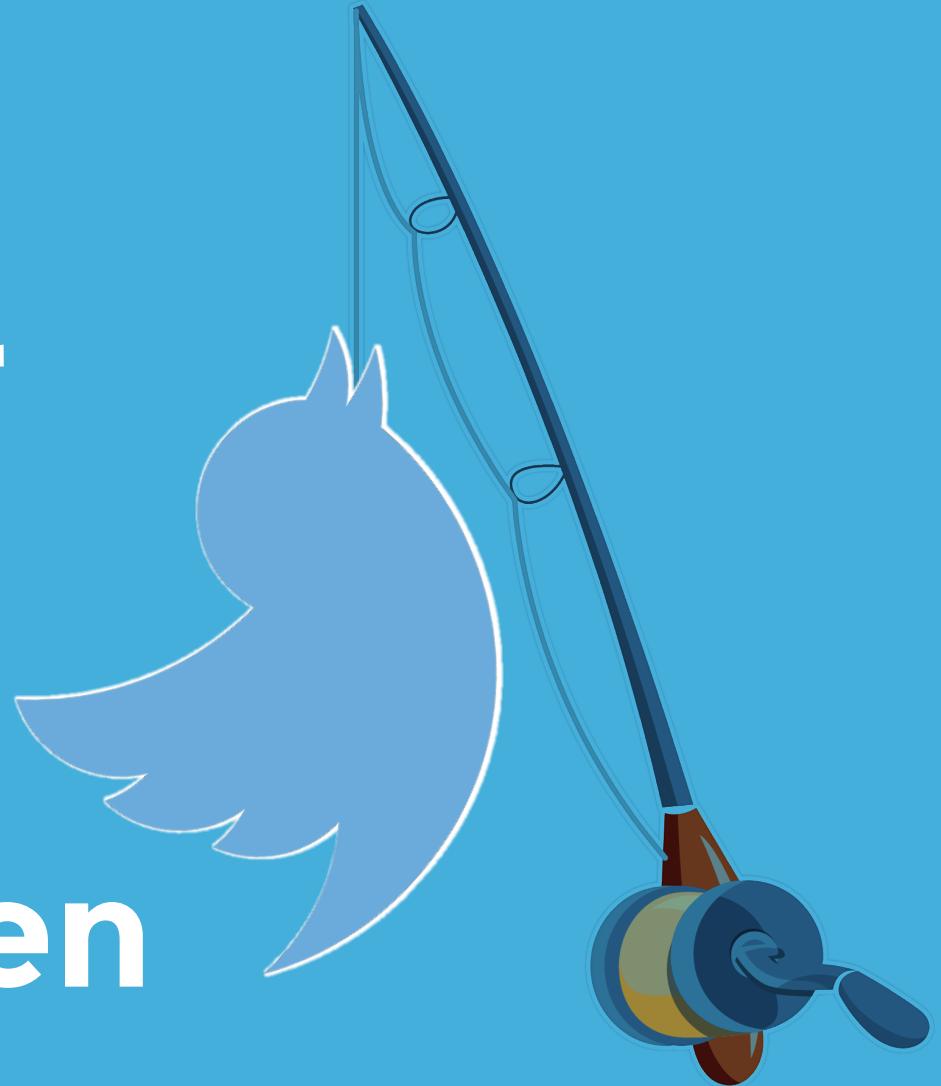
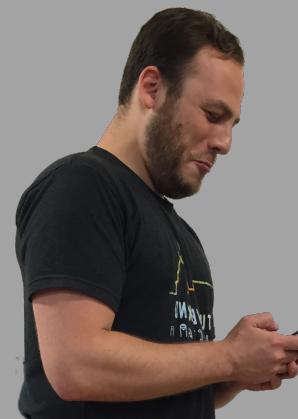


# Fishing for Retweets

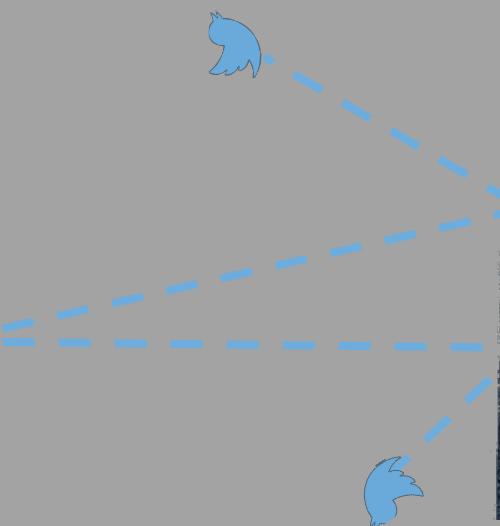
Alan Schoen



# ■ Getting Noticed



@alanschoen  
Followers: 58



@donlemon  
Followers: 338k

# ■ Getting Noticed



@alanschoen  
Followers: 58



@donlemon  
Followers: 338k



President Don Lemon Retweeted



**Don Lemon** @donlemon · 24 Aug 2015



Soon. Around the [@cnn](#) debate time. Sept 16th maybe. 😊

**President Don Lemon** @LemonPresident

@donlemon Sooo.....like...when are you going to announce your presidential campaign, boo? The world is waiting. ❤️😘 #Lemonade

# Data

Scraped tweets around 110 political reporters, including their tweets and tweets at them.

## Left

@donlemon  
@maddow  
@ezraklein  
@ariannahuff  
@gstefanopoulos  
@camanpour  
@nytimeskrugman  
@anncurry  
@chrishayes  
@ggreenwald  
@mharriserry  
@fareedzakaria

@donnabrazile  
@nickkristof  
@davidcorndc  
@rbreich  
@katrinanation  
@nycjim  
@mtaibbi  
@mattyglesias  
@lawrence  
@borowitzreport  
@hardball\_chris  
@dianesawyer

@donlemon  
@markos  
@tomfriedman  
@anamariecox  
@chriscuomo  
@thereval  
@sullydish  
@billkeller2014  
@charlesmblow  
@wikileaks  
@juliaioffe  
@pescami

## Center

@andersoncooper  
@mikeallen  
@chucktodd  
@buzzfeedben  
@brianstelter  
@thefix  
@daveweigel  
@wolfblitzer  
@joenbc  
@markknoller  
@mitchellreports  
@howardkurtz  
@davidfrum

@jmartnyt  
@samsteinhp  
@norahodonnell  
@markhalperin  
@maggienyt  
@dleonhardt  
@rickklein  
@blakehounshell  
@joshtpm  
@jeffreygoldberg  
@ktumulty  
@thegarance  
@ryanlizza

@morningmika  
@marcambinder  
@williegeist  
@jonkarl  
@DylanByers  
@mollyesque  
@jbarro  
@nickconfessore  
@politicalwire  
@markleibovich  
@natesilver538  
@forecasterEnten  
@jdickerson

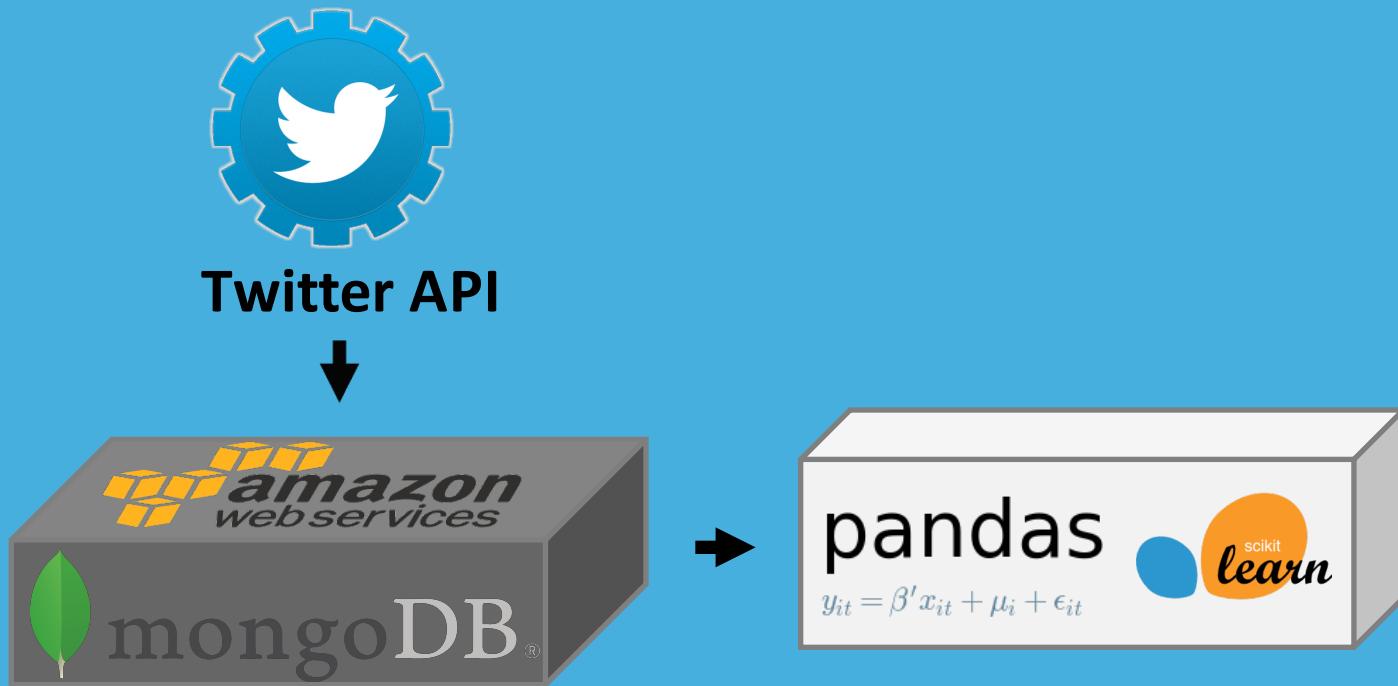
## Right

@jaketapper  
@megynkelly  
@seanhannity  
@michellemalkin  
@danaperino  
@bretbaier  
@greta  
@oreillyfactor  
@ahmalcolm  
@drudge  
@krauthammer  
@anncoult

@edhenry  
@dloesch  
@brithume  
@secupp  
@majorcbs  
@greggutfeld  
@glennbeck  
@tuckercarlson  
@andreatantaros  
@judgenap  
@ewerickson  
@stephenfhayes  
@kimguilfoyle

@jonahnro  
@teamcavuto  
@peggynoonannyc  
@monicacrowley  
@kirstenpowers  
@costareports  
@larrysabato  
@mkhammer  
@ericbolling  
@richlowry

# Data Pipeline

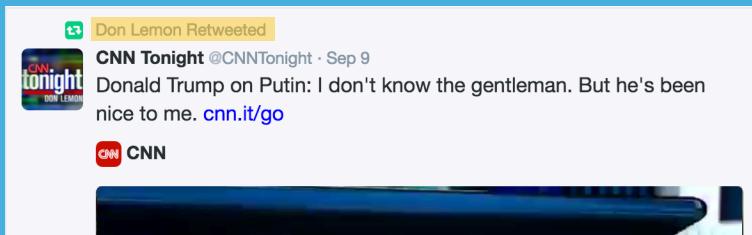


# 1,465,174



That's a lot of tweets!

# Filters



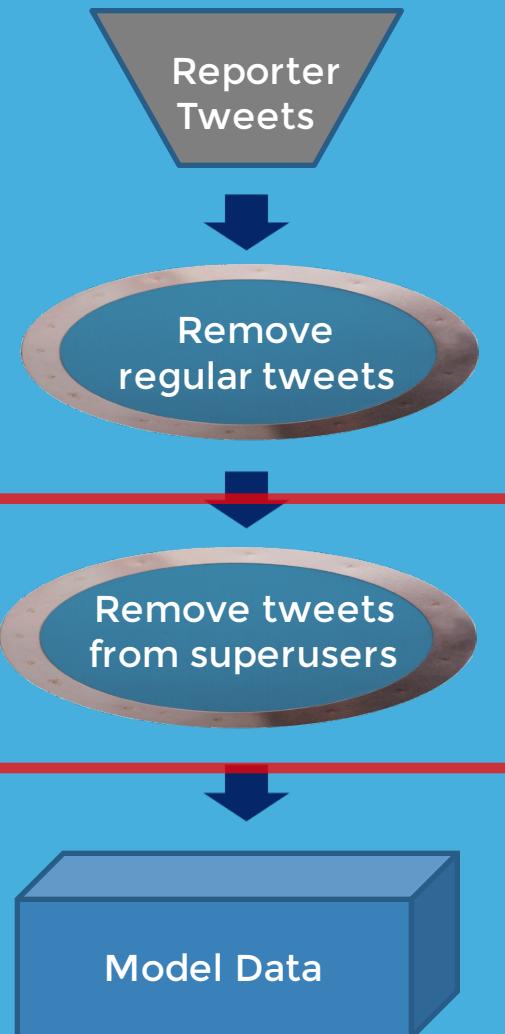
Reporter  
Tweets

Remove  
regular tweets

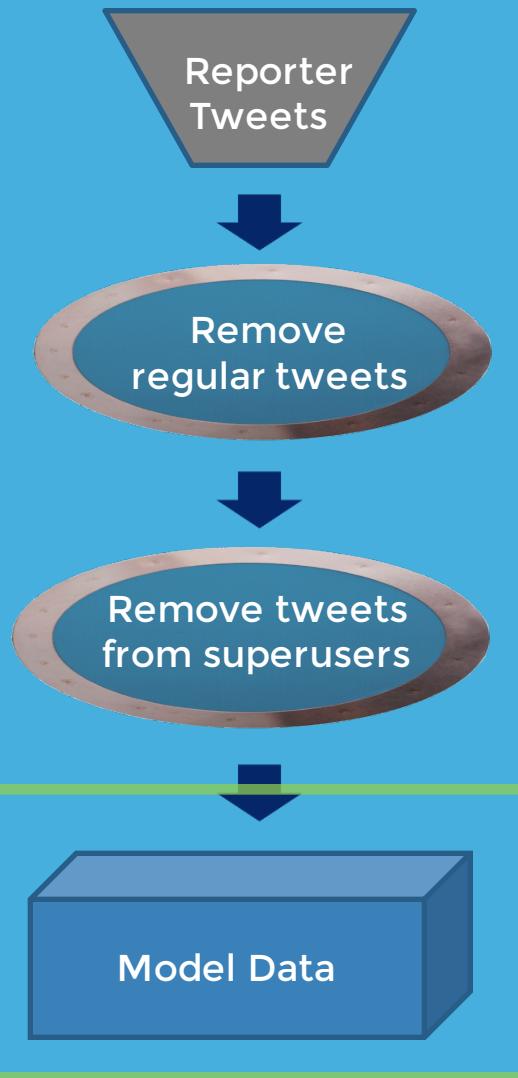
Remove tweets  
from superusers

Model Data

# Filters



# Filters

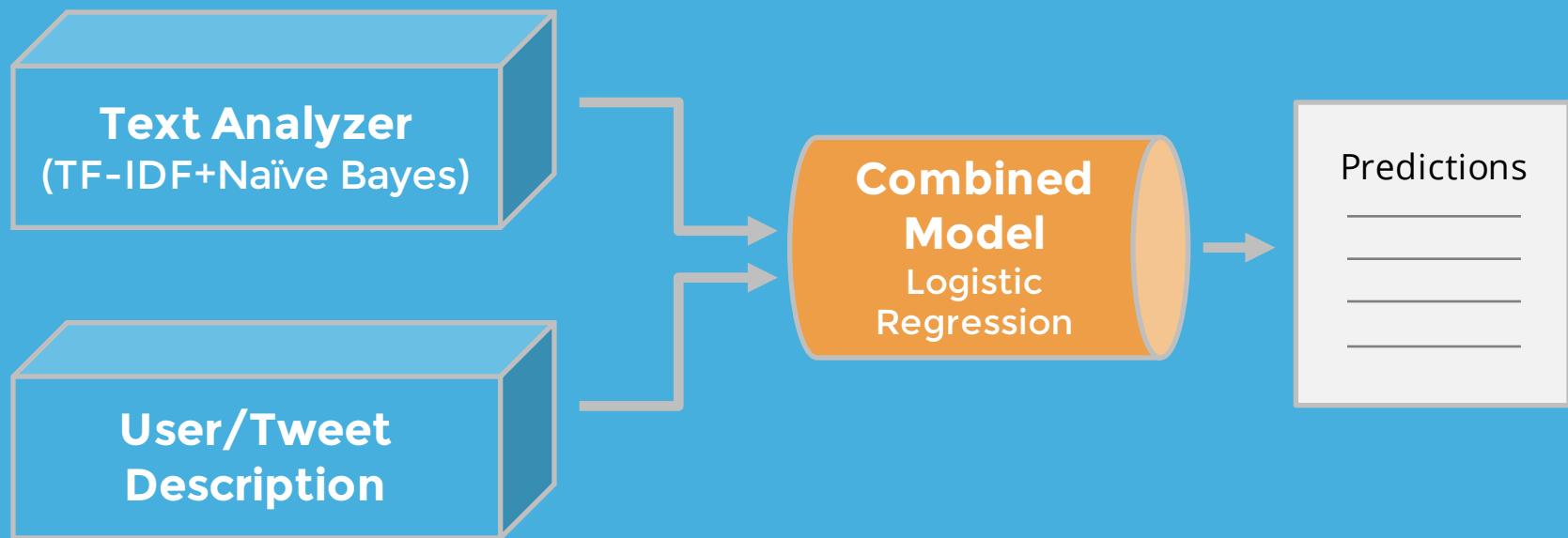


# 526,124



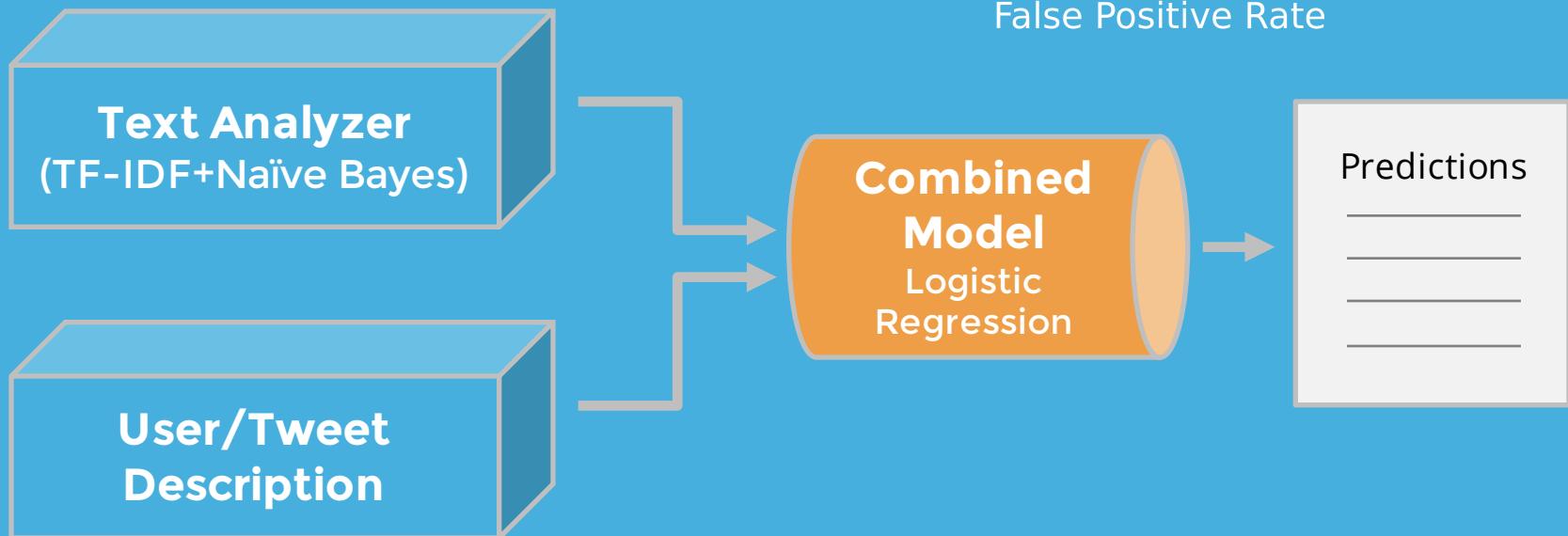
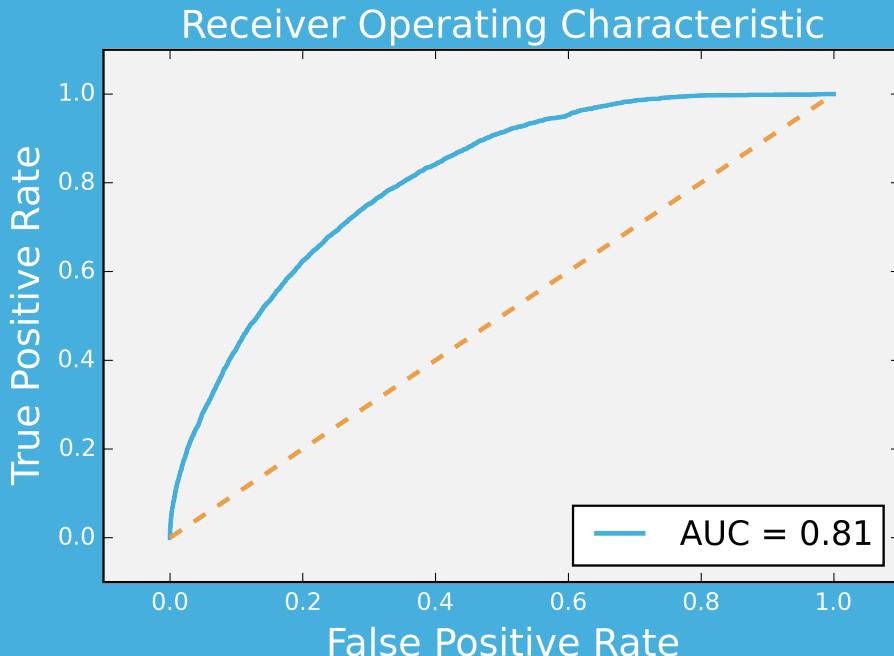
Still a lot.

# Model



# Model

AUC: 0.81





# AVG: 0.3%

Psssst. Good luck.



# AVG: 0.3%

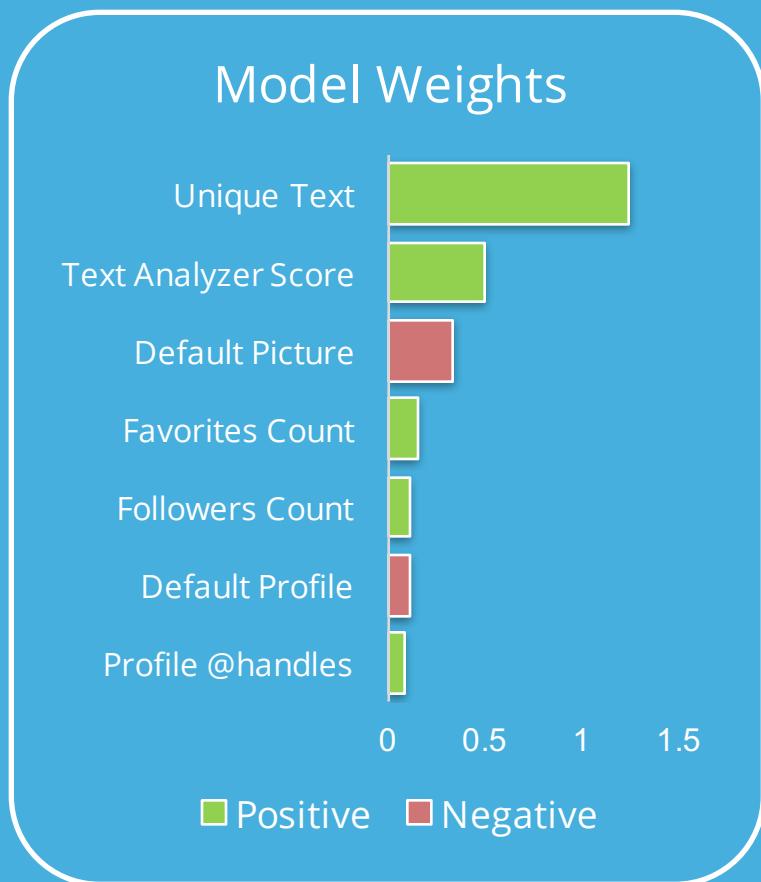
Psssht. Good luck.



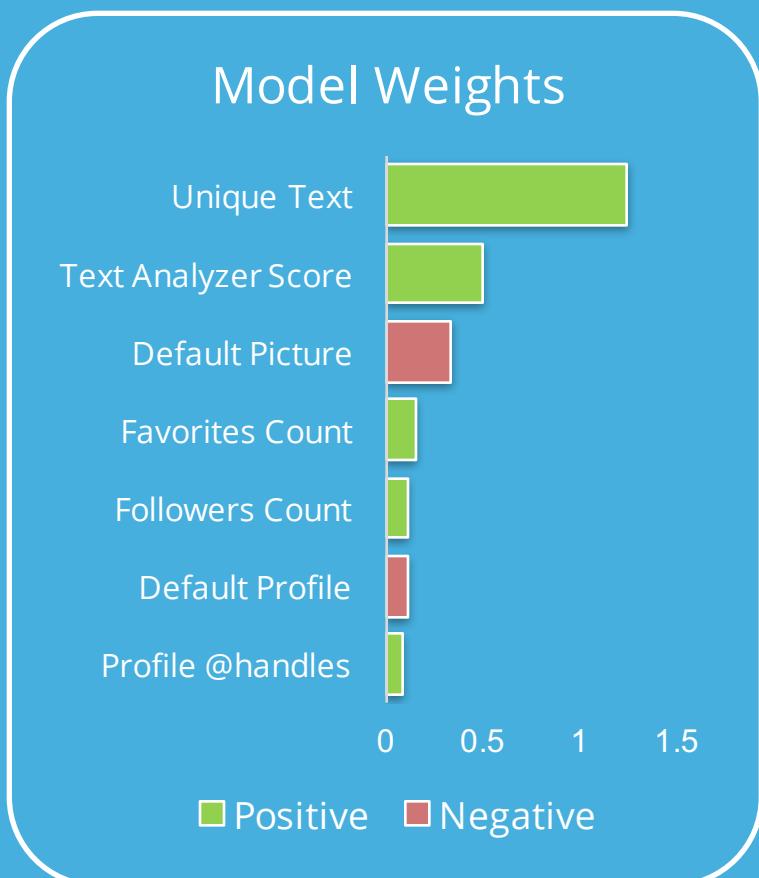
# OPTIMAL: 1.3%

That's four times as much!

# ■ Write better tweets



# Write better tweets



### Use

**Punctuation:** .,!?&

**Positivity:** like, great, love, good

**Names:** Don, Chris, Trump, Hillary

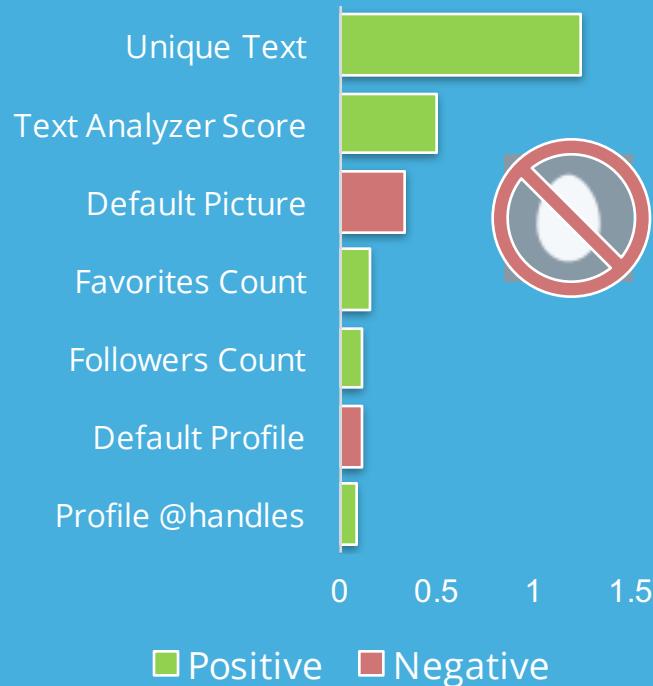
**Verbs:** think, did, know, say, does

### Don't use

**nouns:** director, mutilation,  
narcissist, bribe, scam, racists

# Write better tweets

Model Weights



## Use

**Punctuation:** .,!?&

**Positivity:** like, great, love, good

**Names:** Don, Chris, Trump, Hillary

**Verbs:** think, did, know, say, does

## Don't use

**nouns:** director, mutilation,  
narcissist, bribe, scam, racists

# Thanks!

Don't forget to tweet  
at @donlemon



@donlemon I loved hearing your panel talk about Trump and Hillary! Many thanks.



@donlemon You're looking like you're 25! People want to know: how do you do it?

---

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