@jumping_uk Twitter Analysis

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Introduction

The @jumping_uk account has been active since March 2016 and has almost 8000 followers. The account is currently posting very regularly (most weekdays). This year, the account is currently on track to posting its most tweets in one year.

This report will look into several factors that affect levels of engagement on Twitter - including what day and time a tweet is posted, the use of hashtags and the use of media. I have used the RTweet package to get the data for this analysis, and have primarily been looking at data from the @jumping_uk timeline, as well as general tweets that use '#rstats'.

Time Posted

Days of the Week

There is mixed opinion about whether tweets posted on the weekend receive as much interaction as those posted during in the week. The best day to post a tweet usually depends on the type of content that is being posted, and the account it is being posted from. For example, one article suggests that the best time to post about consumer goods is on the weekend, whereas the best time to post for technical business is during the week. @jumping_uk's timeline corroborates with this idea as tweets that are posted on Saturdays and Sundays usually receive less retweets and likes, compared to tweets posted during the week.
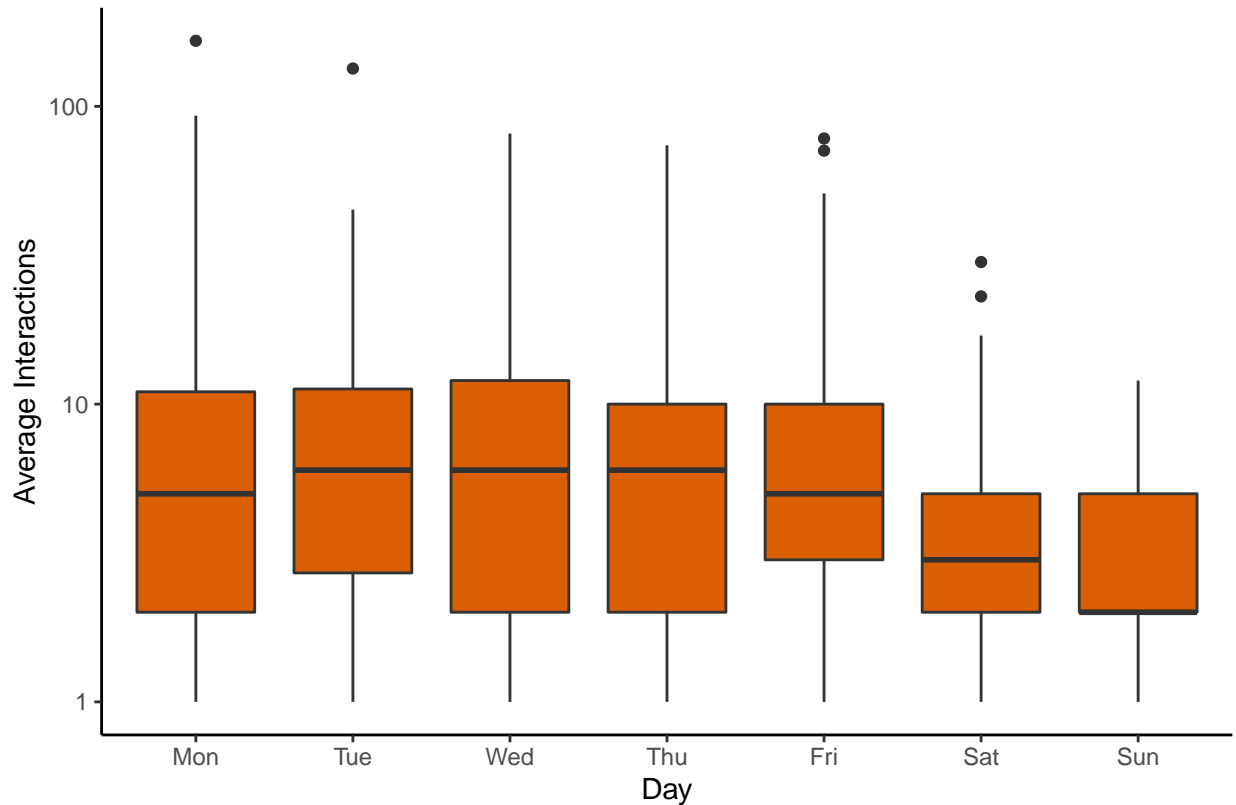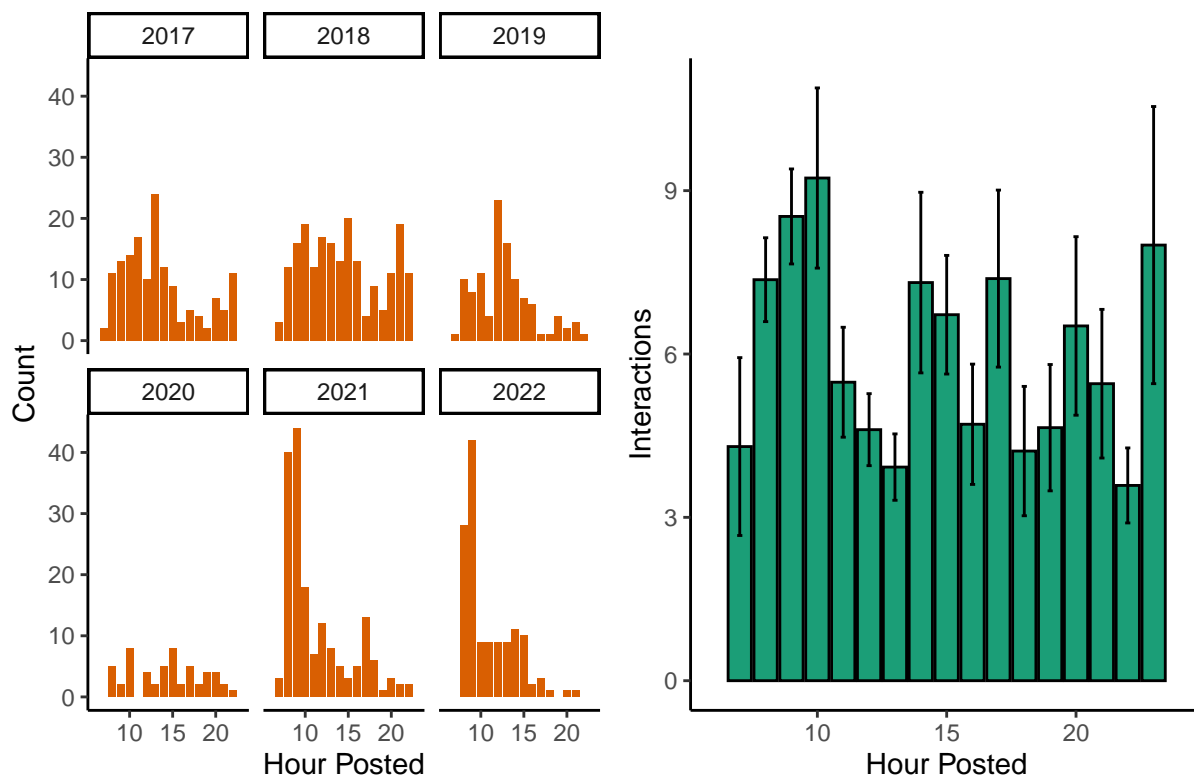

Taken from [@jumping_uk](https://twitter.com/jumping_uk) timeline from 2016 to 2022

In recent months the account has only been posting on weekdays, and this seems to be the right thing to be doing. More important tweets could start being posted on Mondays and Tuesdays, although there is little evidence to suggest that this would be beneficial.

Hour of the Day

From looking at the @jumping_uk timeline, tweets posted between 8-11am have generally received the highest number of interactions. There are however spikes in engagement from 2pm onwards.

Taken from [@jumping_uk](https://twitter.com/jumping_uk) timeline from 2016 to 2022

In recent years, the @jumping_uk has been posting much more frequently in the morning, yet the accounts top three highest interacted with tweets have all come in the afternoon. Examining the locations of people retweeting @jumping_uk tweets, there is a higher proportion of retweeters in the afternoon peak that are from America (North, South and Central) with a lower proportion being from the UK, Africa and Asia, because of the time zone difference.

Locations of [@jumping_uk](https://twitter.com/jumping_uk) retweeters

Morning Peak

Afternoon Peak

Continent
- Africa
- America
- Asia
- Europe
- Oceania
- UK
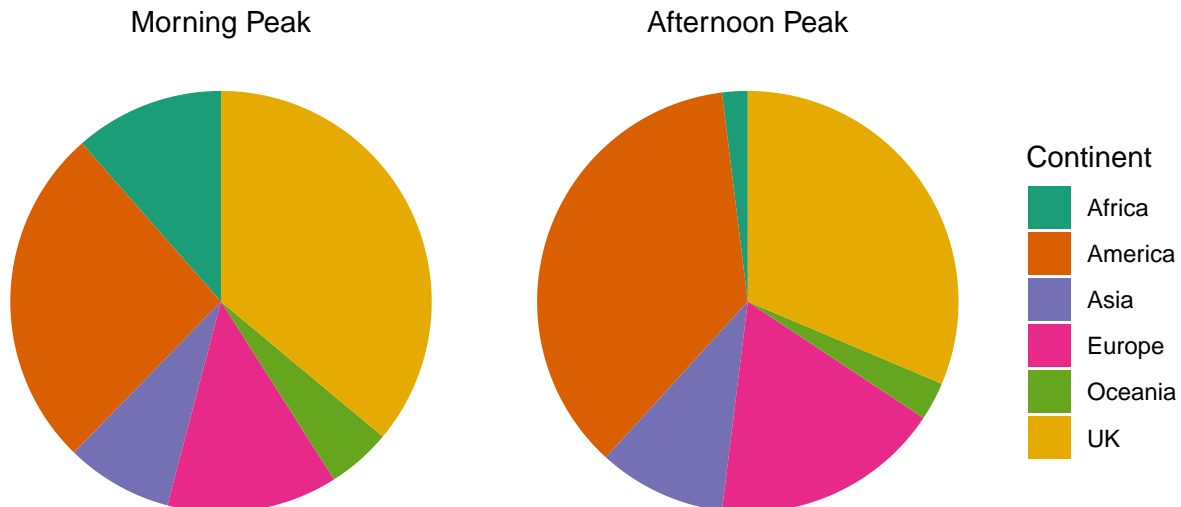
The difference in the locations of morning retweeters and afternoon retweeters means that tweets can be targeted to specific audiences through the time that they are posted. For example, tweets about the ongoing RStudio Conference may receive more interaction when tweeted between 2pm-4pm, as the conference is being held in Washington.

It should also be taken into account that there are more @rstatstweet followers from America than anywhere else, so tweets containing #rstats may receive more engagement in the afternoon.

Locations of [@rstatstweet](https://twitter.com/rst

Continent
- Africa
- America
- Asia
- Europe
- Oceania
- UK
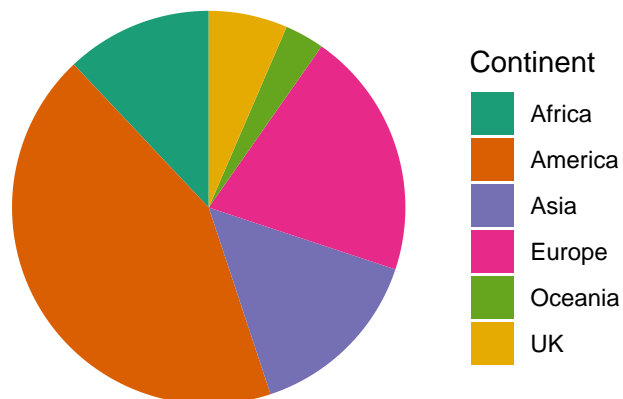
Based off a sample of 500 followers

Despite this, it is important to tweet during both peaks of the day. Tweets come and go off the timeline very quickly so it's important to post and multiple times of the day to ensure it reaches as many followers as possible.
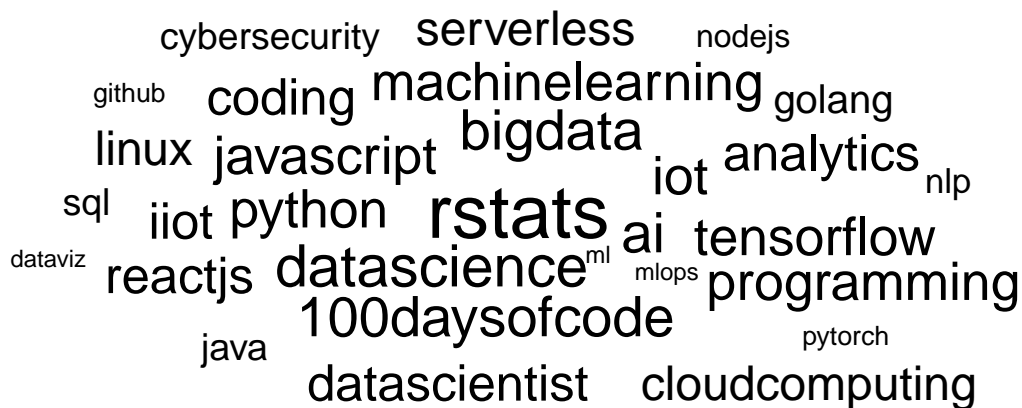
Images

Images do affect levels of engagement positively. The figure below shows the average levels of interaction for tweets with no media and tweets that include a photo, taken from both the #rstats timeline and the @jumping_uk timeline.
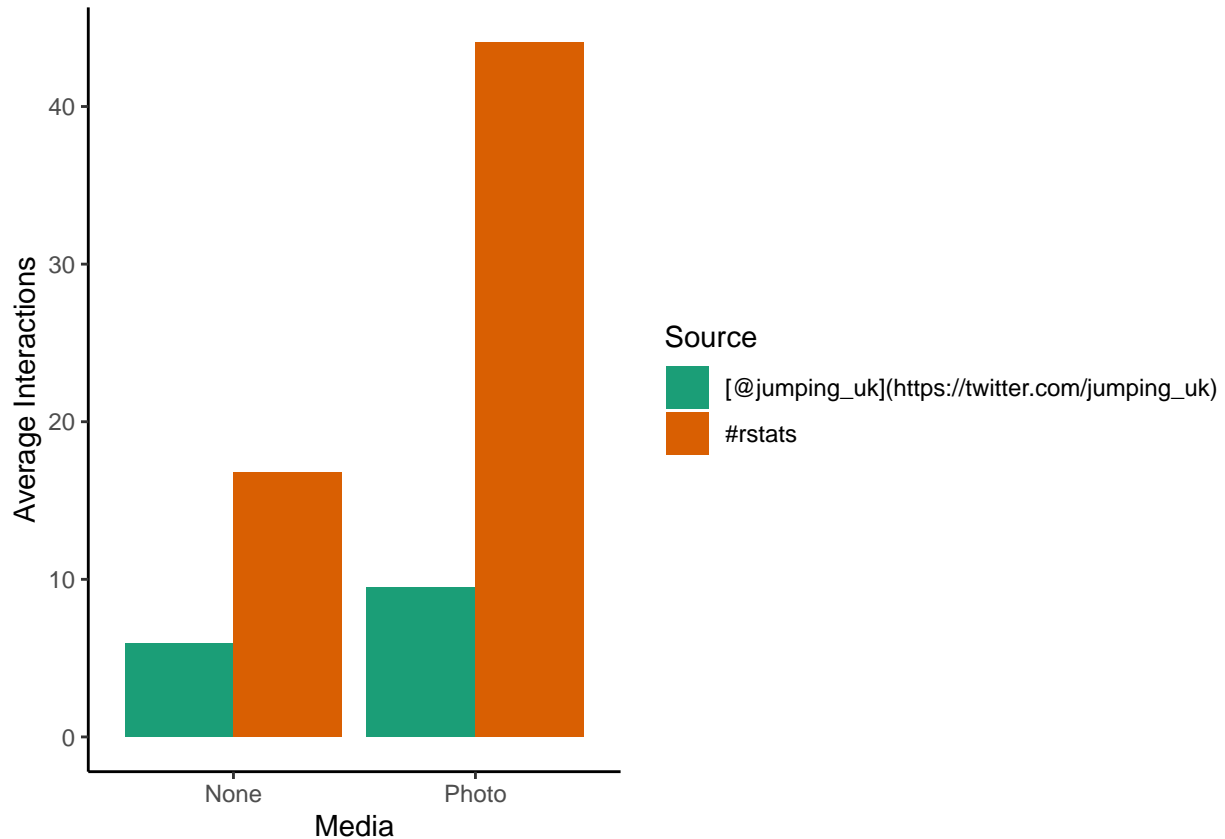
Including images is a good start to increasing engagement. Having consistent branding is also important for keeping the page professional looking. Images can also be used to include information that can't be compressed into 280 characters.
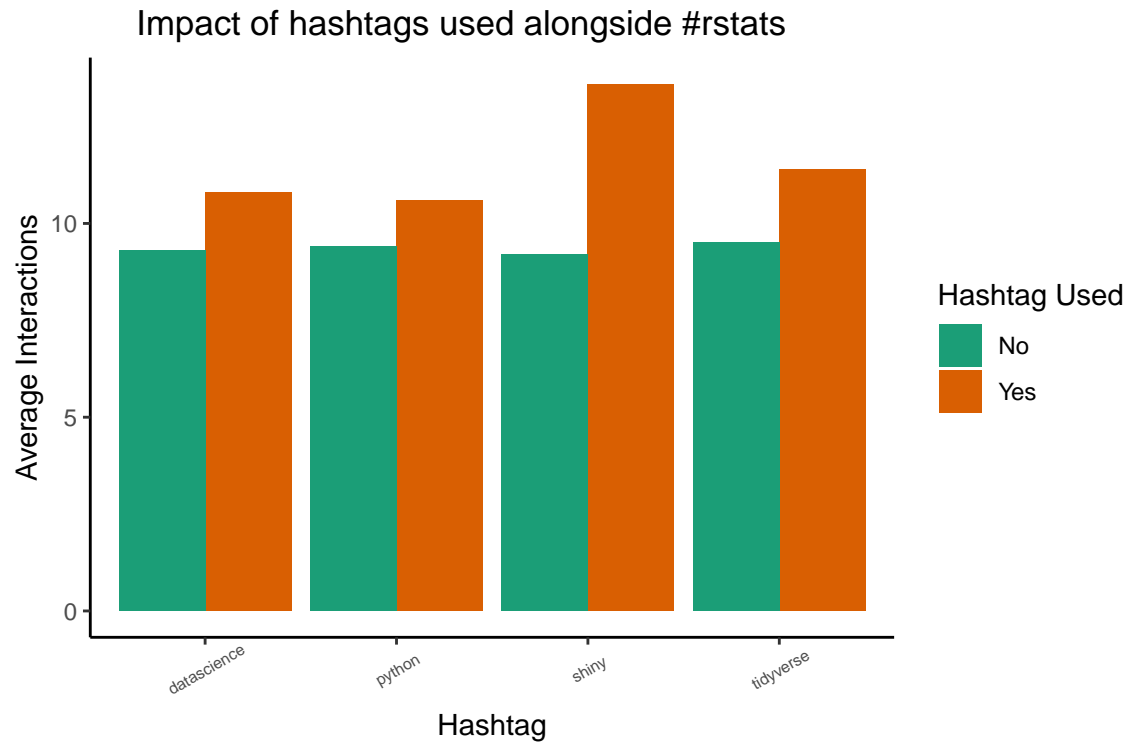
Hashtags

There are multiple bots on twitter that retweet tweets containing #rstats (@rstatstweet and @rstats4ds are the two main ones). This hashtag should always be included in @jumping_uk tweets. Below are the top 30 most commonly used hashtags alongside #rstats, taken from the 100 most popular tweets containing #rstats (07/07 - 14/07).

cybersecurity serverless nodejs
github coding machinelearning golang
linux javascript bigdata iot analytics nlp
sql iiot python rstats ai tensorflow
dataviz reactjs datascience ml mlops programming
java 100daysofcode pytorch
datascientist cloudcomputing

Taken from the top 100 most popular tweets containing #rstats from 07/07 – 14/07

Other than #rstats, @jumping_uk uses #datascience, #python, #tidyverse and #shiny most often. The bar chart below shows the impact of these four hashtags when used alongside #rstats. They all improve engagement, so should continue to be used when relevant.

Impact of hashtags used alongside #rstats

@jumping_uk doesn't use #machinelearning and #bigdata as often; these are two hashtags that are often found in the most popular tweets on the #rstats timeline. The figure below shows that these have a significant impact on engagement on #rstats tweets, and so they could be used more often in the future.

Impact of hashtags used alongside #rstats
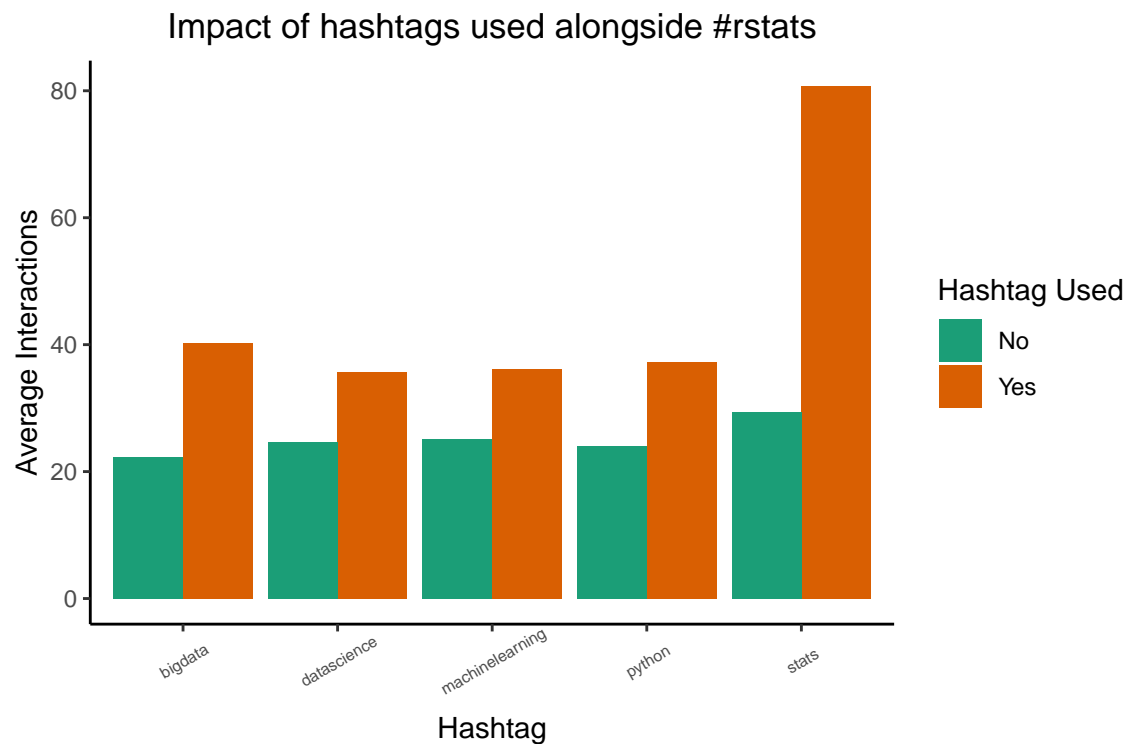
Taken from #rstats tweets from 07/07 – 14/07

There are also hashtag trends such as #100daysofcode and #tidytuesdays which could be good ways to appear more on the RStats community timeline. There are two accounts that retweet all tweets with #100daysofcode.

It is also important not to include too many hashtags, as this can appear to be 'spammy', causing users to scroll straight past without reading the content of the tweet. A good way to use hashtags can be by including it in the main bulk of the tweet where the word in question would be appearing anyway.

Conclusion

The factors analysed in this report have an effect on the levels of engagement with @jumping_uk tweets to varying extents.

There are indeed optimum times of the day to post on twitter. However, because of the difference in audience during the morning and afternoon, the best thing would be to post twice a day. Tweets can be tailored this way to match the receiving audience, with afternoon tweets being targeted towards American users, and morning tweets being targeted towards users in Asia and Africa.

It was already apparent that images were increasing the numbers of likes and retweets on @jumping_uk posts, and this analysis has helped confirm that. It is always appropriate to include images in tweets, and when a URL is included within the body of a tweet, it is important to ensure that a summary card appears when the tweet is posted.

@jumping_uk are already using some of the main hashtags used alongside #rstats in popular tweets. There are some hashtags which could be used more, such as #bigdata, #machinelearning, #programming, and #datascientist. It would also be worth following some of the #rstats bots, as they don't always retweet #rstats tweets.