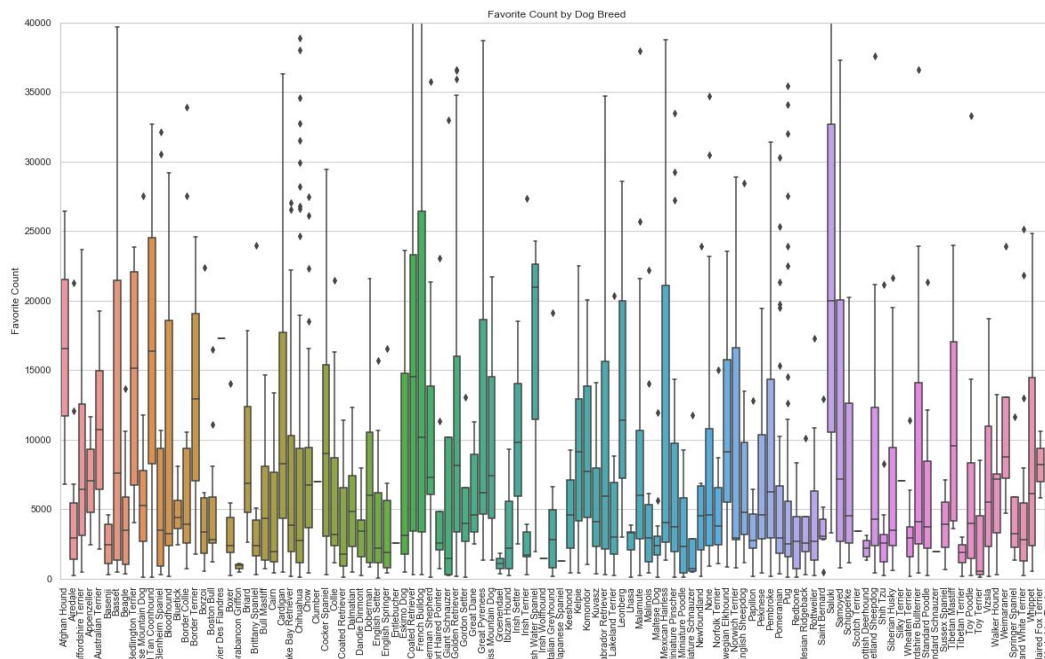


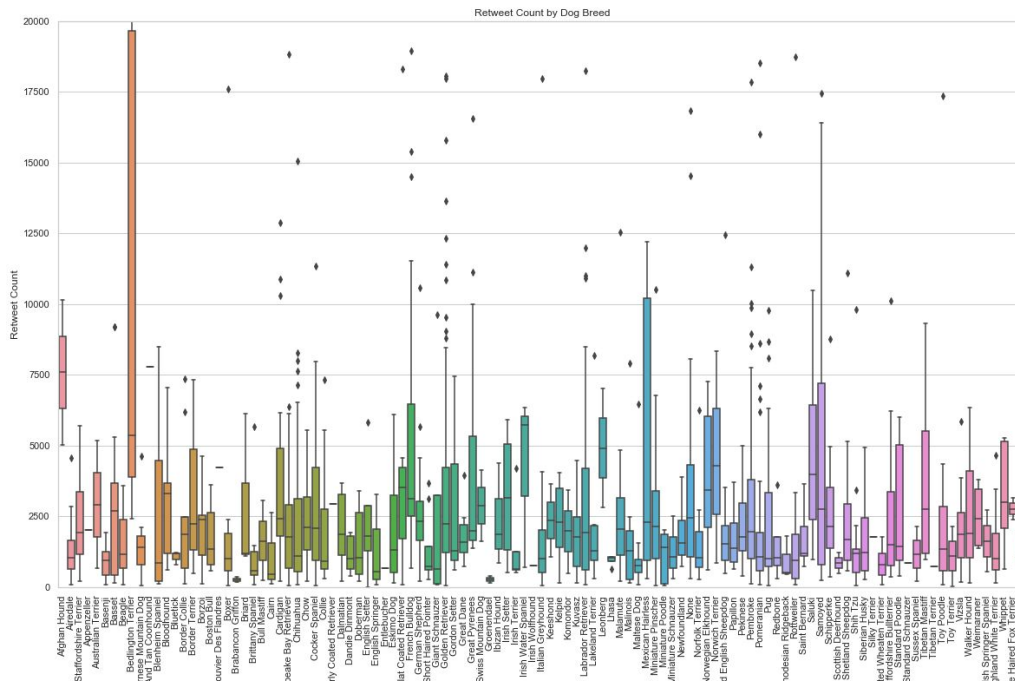
# We Rate Dogs

We Rate Dogs is a popular Twitter account that rates people's dogs with a humorous comment about the dog. These ratings almost always have a denominator of 10. The numerators are almost always greater than 10. Why? Because "[they're good dogs Brent](#)." WeRateDogs has over 4 million followers and has received international media coverage.

With all that activity how can you make your dog stand out? I've analyzed about 1500 tweets that were about dogs (some people tweet about other animals!) and I will share three insights.

**Insight #1:** It helps to have a dog that is a little bit different. As you can see from these two charts:

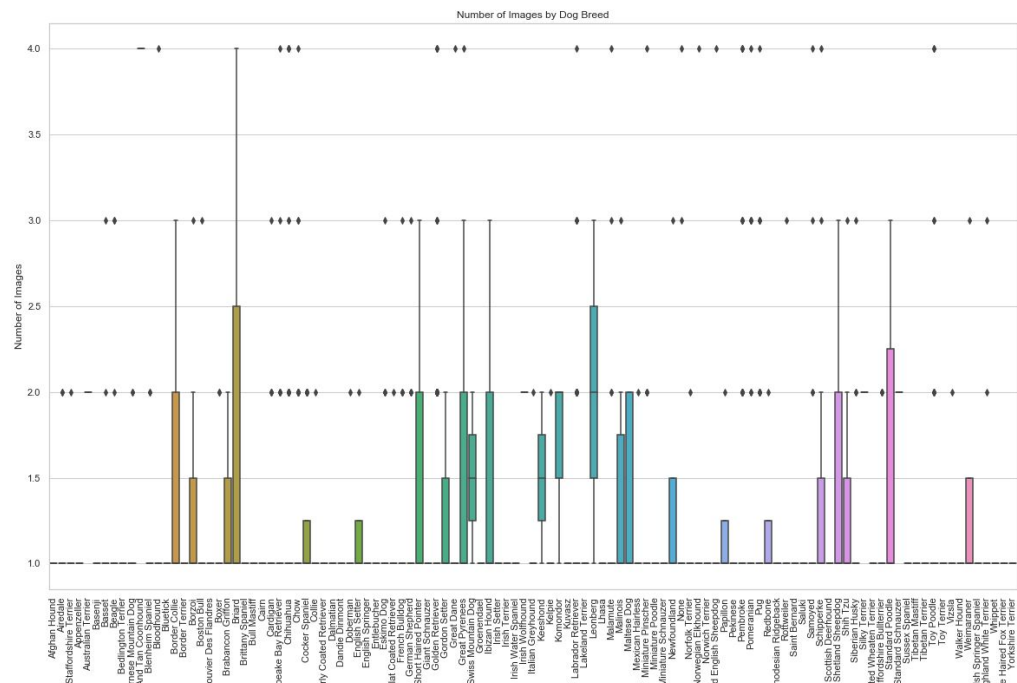




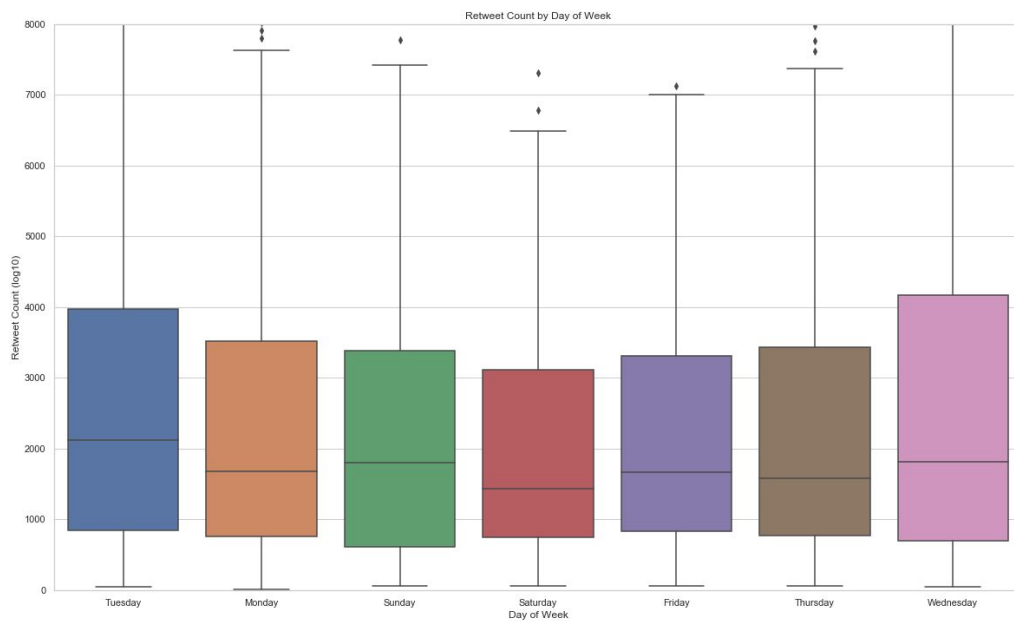
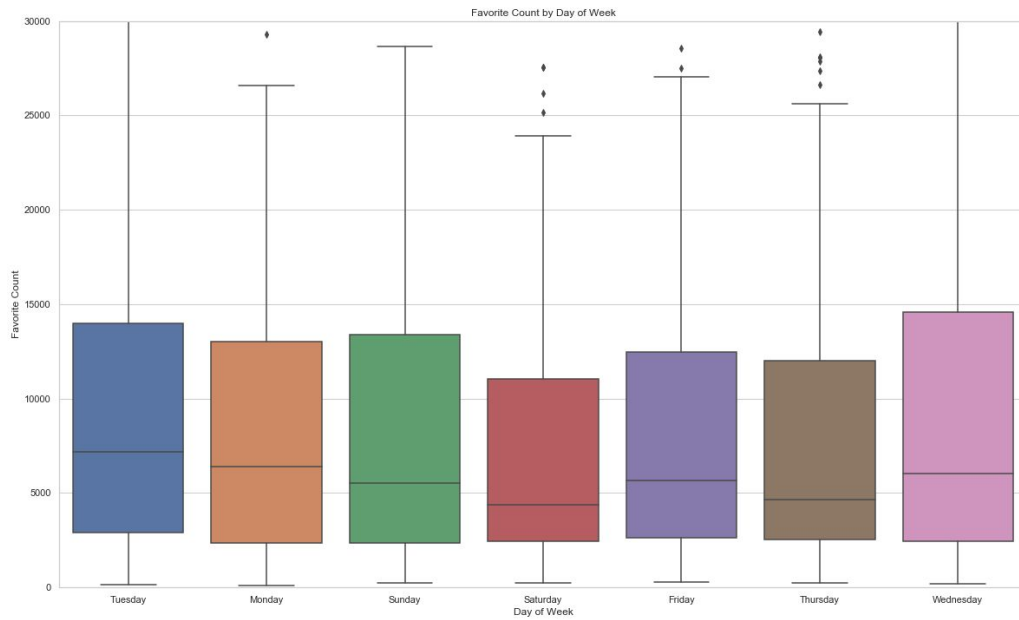
The highest median Favorite Count by Dog Breed is for the **Bedlington Terrier** followed by the **Afghan Hound** and **Irish Water Spaniel**. The highest median rating was for the **Bedlington Terrier** and the next highest was for the **Gordon Setter**. The highest median Retweet Count by Dog Breed is for the **Afghan Hound** followed by **Irish Water Spaniel**. When I saw this in my analysis I couldn't believe the results - I was somewhat expecting the golden retriever or another more well-known breed. I've included images below for each breed and as you can see each is a bit different.

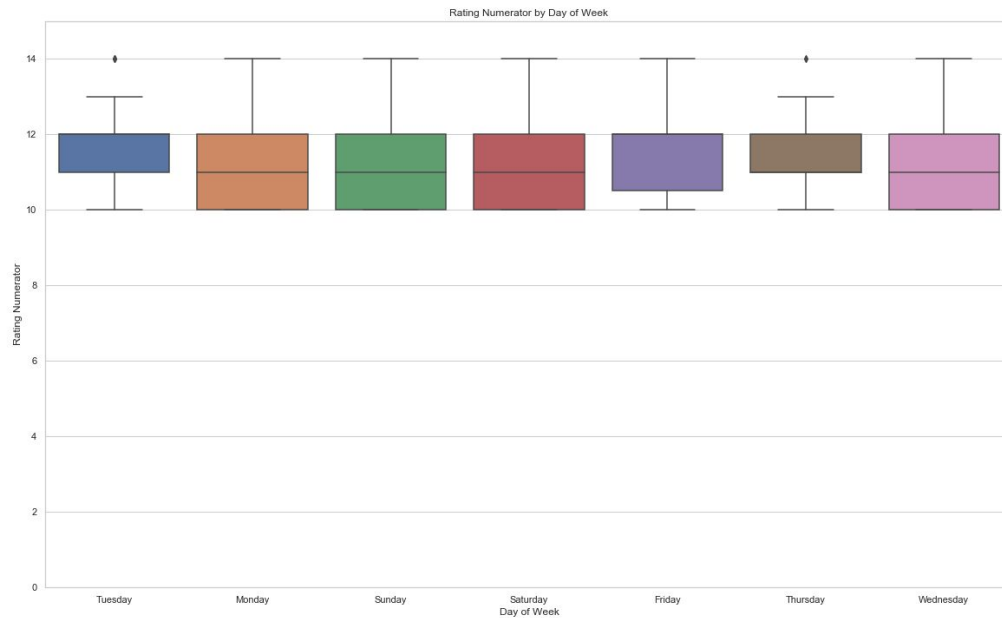
**Insight #2:** Most dog breeds have one image in a tweet. The number of images had little to no correlation with the Favorite Count, Retweet Count or Rating. My suggestion is to focus on

capturing something different or the dog's personality rather than including more images.



Insight #3: The day of the week that you tweet does seem to matter as you can see from the charts below.





The median Favorite Count is higher on Monday, Tuesday and Wednesday and the median Retweet Count is higher on Tuesday and Wednesday. Sundays have the lowest 25th percentile Retweet Count and Favorite Count. The Rating median is higher on Tuesday and Friday. My suggestion is to tweet on **Tuesdays** to have the best chance of having a higher Favorite Count, Retweet Count, or Rating.

I hope my analysis and insights are helpful in helping your We Rate Dogs tweets stand out from the pack. The account is clearly popular and might be providing a fun distraction during what might be a tough part of the work-week for people.

## The Bedlington Terrier



## The Afghan Hound



## The Irish Water Spaniel





## The Gordon Setter

