

# Leveraging Data

Getting the most out of the Twitter API (and Tweepy)  
to provide engagement and fundraising data

# Why?

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- Getting volunteers
- Finding influencers (who aren't overlapping)
- Increasing reach and name recognition
- Optimizing fundraising

# API Time

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- Twitter API –  
<https://developer.twitter.com/en/docs/twitter-api/getting-started/guide>
- Lots of libraries
  - [Twitter's official one, search-tweets-python](#)
  - I usually use [Tweepy](#)
- Developer Keys

# Types of Data

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- Followers

- Who is following any given account, who they are following
- Handle, description, age of account, verified or not

- Tweets

- All tweets over a certain time period
- On a topic or containing a certain key word

# Friend or Foe?

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- Use Cases
  - Finding overlap between you and other candidates
  - Unexpected followers (verified, community leaders)
- Tips and Tricks
  - The first followers it returns are the oldest
  - If you get timed out - just wait a minute

# AlIIIIII the tweets

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- Use cases

- Who is talking about you or the topic you're interested in?
- Who is retweeting you - and how can you engage with them further?
- Who tweets about you regularly vs. who are the people getting involved for the first time?
- Fundraising analysis

- Tips and Tricks

- 'Extended' mode so that you get the whole tweet
- 'Expanded\_url'
  - Shows you the original link, not the shortened one