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TIME



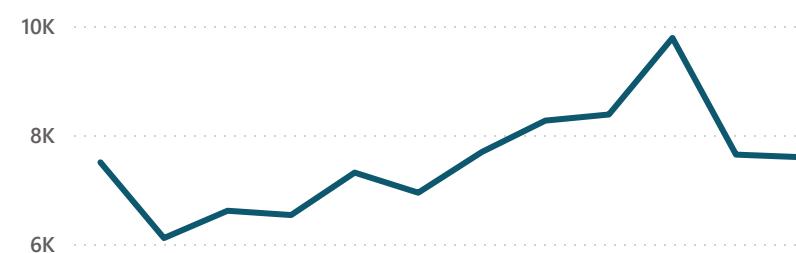
Trump Social Media Intelligence Analytics

Advanced Engagement, Content & Virality Analytics



DONALD
TRUMP

Trump Social Media Engagement & Performance

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E[EXECUTIVE OVERVIEW](#)[TIME TREND ANALYSIS](#)[CONTENT PERFORMANCE](#)[SOCIAL MEDIA INSIGHTS](#)Original Posts
75KRepost Posts
16KDeleted Posts
3K

Total Post

90K

Total Engagement

3bn

Total Likes

2bn

Total Repost

589M

Avg Engagement

30.87K

% Original Posts

82.51%

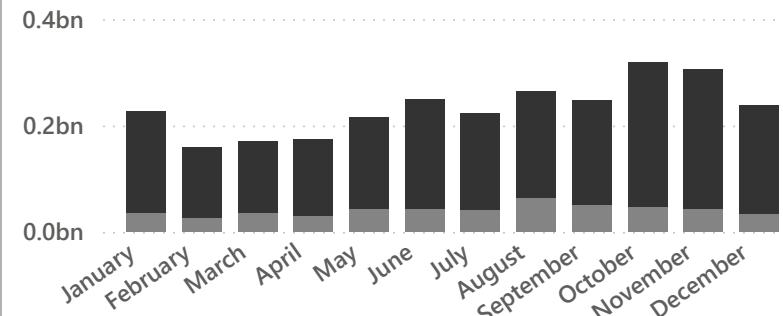
% Reposts

17.49%

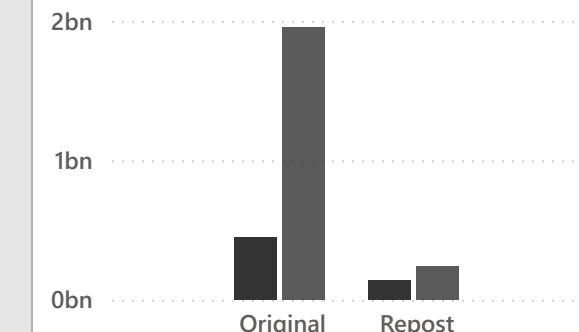
% Deleted Posts

3.11%

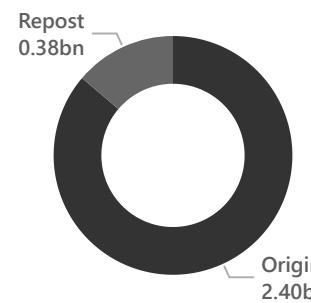
Total Engagement by Month and platform



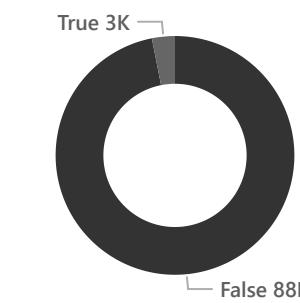
Total Repost and Likes by Post Type



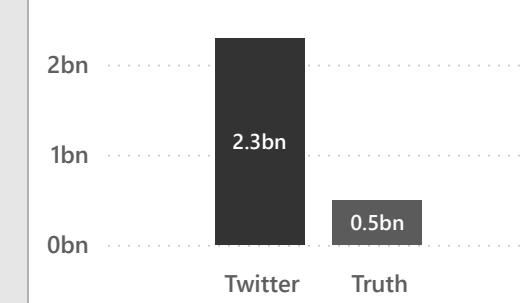
Engagement by Post Type



Post by Deleted Flag

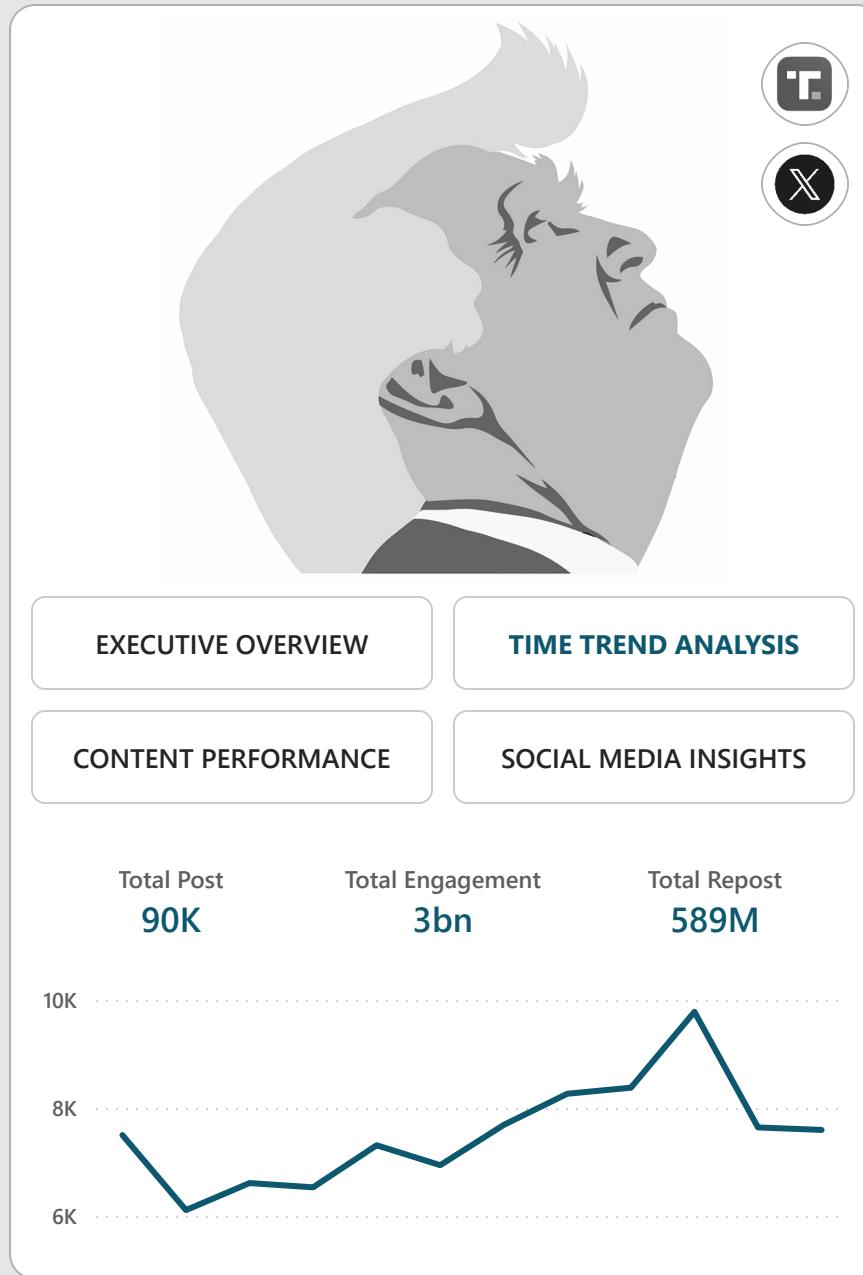


Total Engagement by Platform



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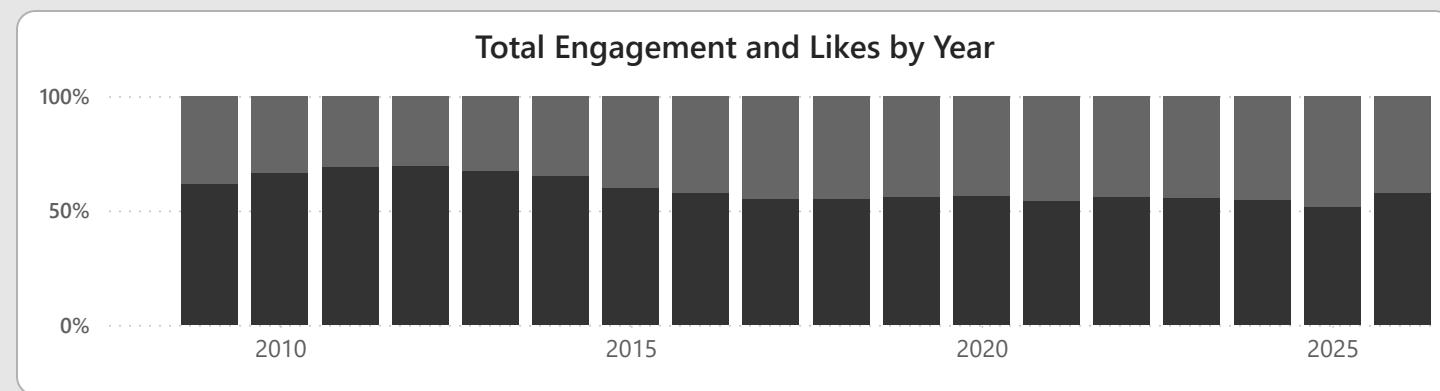
Highest Engagement Year
2020

Highest Engagement Month
Oct

Peak Posting Day
3K

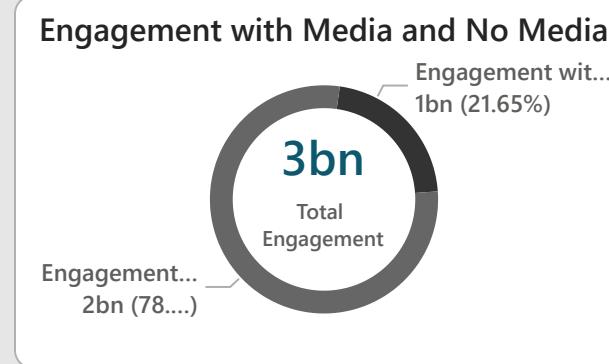
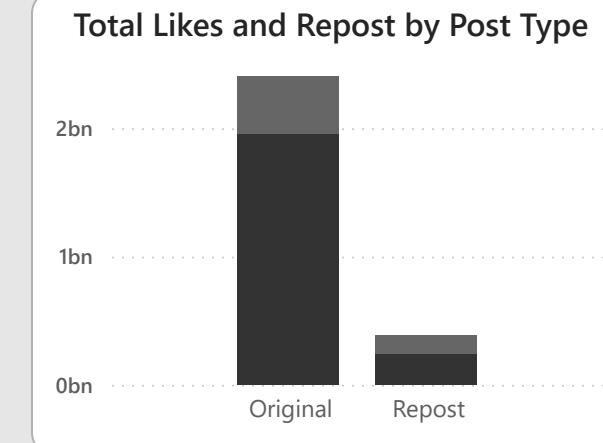
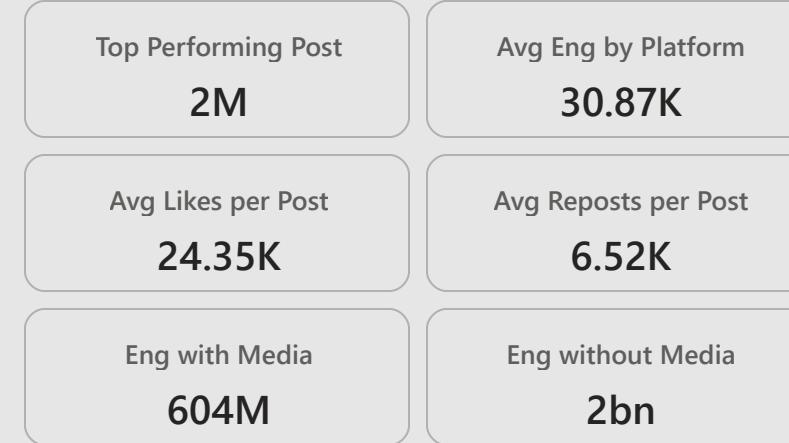
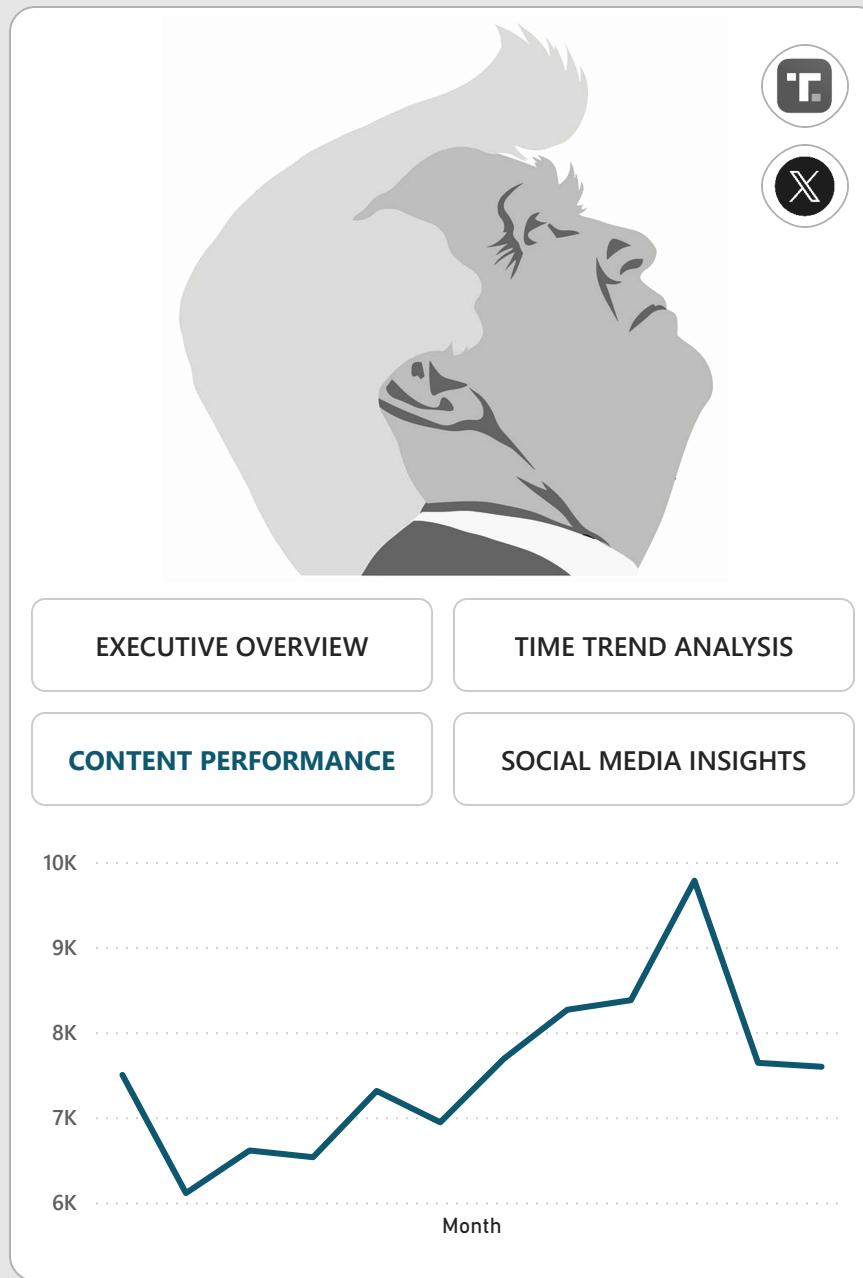
Total Post and Likes by Year		
2009	56	6406
Year	Total Post	Total Likes
2010	153	26487
Year	Total Post	Total Likes
2011	871	197580
Year	Total Post	Total Likes
2012	4190	1675622
Year	Total Post	Total Likes

Total Engagement by Month

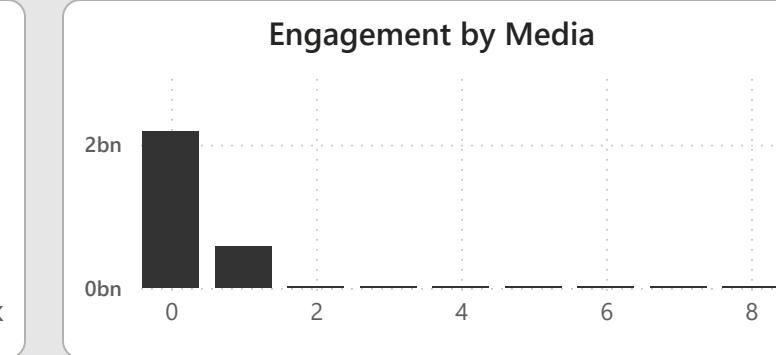
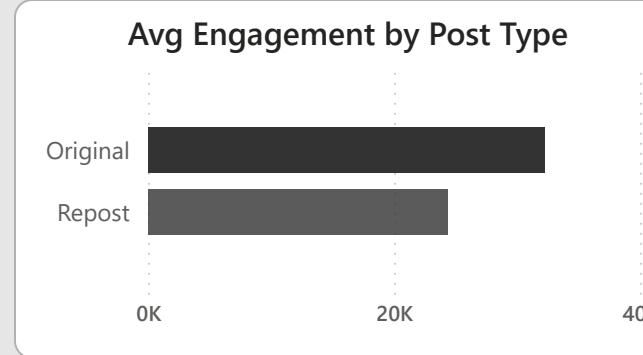


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Trump Social Media Engagement & Performance



Text	Likes	Repost
- Donald Trump bids to buy the Oreo Double Stuf Racing League. Check it out: http://www.nabiscoworld.com/oreo/dsrl/home.aspx	360	246
- More hysterical DSRL videos	57	57
Total	2199748932	



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EXECUTIVE OVERVIEW

TIME TREND ANALYSIS

CONTENT PERFORMANCE

SOCIAL MEDIA INSIGHTS

Total Post
90KTotal...
3bnTotal Likes
2bn% Original Posts
82.51%% Reposts
17.49%% Deleted Posts
3.11%

Insights

Platform Dominance

- Twitter generates approximately **2.3B engagements**, significantly higher than **Truth Social (~0.5B)**.
- Despite operating across limited platforms, **Twitter clearly acts as the primary engagement driver**.

Content Risk Insight

- Only ~3.1% of posts are deleted**, reflecting **stable and controlled posting behavior**.
- Deleted content does **not pose a significant risk** to overall engagement performance.

Posting Consistency

- Posting activity remains relatively consistent throughout the year**, with visible spikes toward year-end.
- Engagement levels are **not solely driven by posting volume**, importance of **content relevance and timing**.

Post Type Behavior

- Original posts form ~82.5%** of the total content volume.
- Reposts account for ~17.5%**, indicating a strategy focused more on **original messaging rather than content amplification**.

Yearly & Monthly Trends

- 2020 emerges as the highest engagement year**, signaling peak audience interest.
- October records the highest monthly engagement**, followed by **November and September**, highlighting strong late-year activity.

Top Content Performance

- The top-performing post achieved ~2M engagements, demonstrating the impact of highly viral content.
- A small subset of posts contributes disproportionately to total engagement.

Engagement is primarily driven by original, medium-length content on Twitter, with media usage significantly enhancing per-post performance, while posting volume alone does not guarantee higher engagement.