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TIME



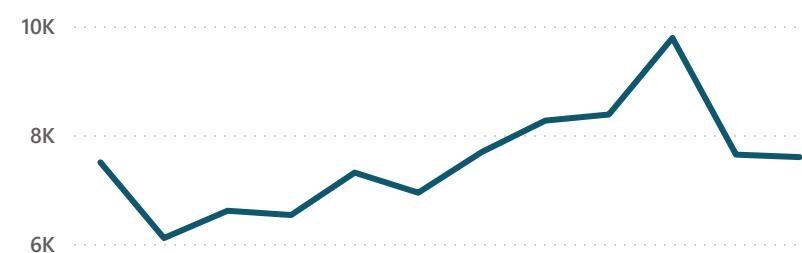
Trump Social Media Intelligence Analytics

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%

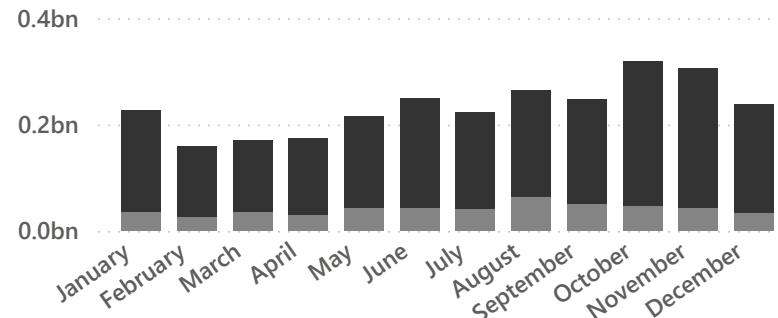
% Reposts

17.49%

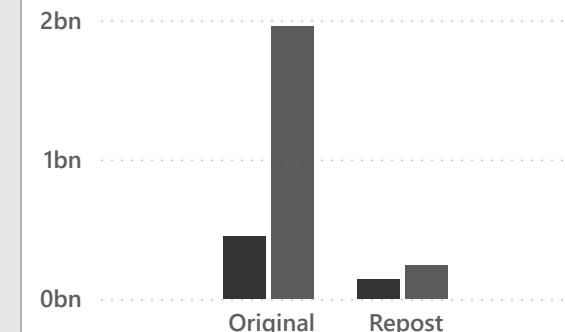
% Deleted Posts

3.11%

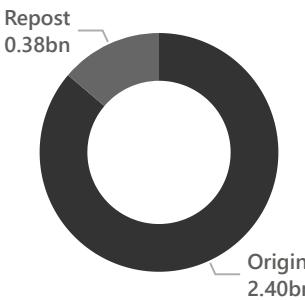
Total Engagement by Month and platform



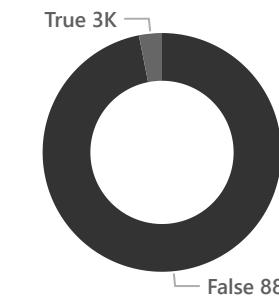
Total Repost and Likes by Post Type



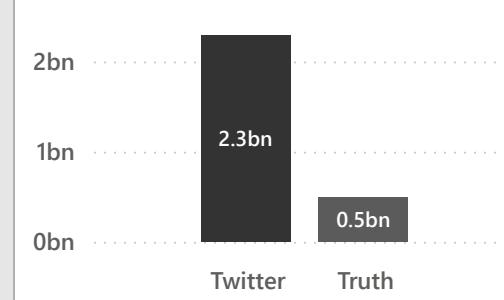
Engagement by Post Type



Post by Deleted Flag



Total Engagement by Platform



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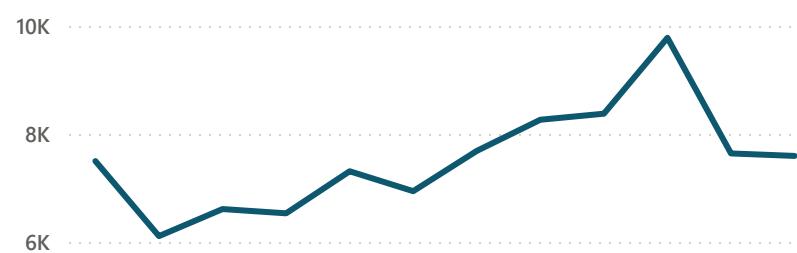


EXECUTIVE OVERVIEW

TIME TREND ANALYSIS

CONTENT PERFORMANCE

SOCIAL MEDIA INSIGHTS

Total Post
90KTotal Engagement
3bnTotal Repost
589M

Highest Engagement Year

2020

Peak Posting Day

3K

Highest Engagement Month

Oct

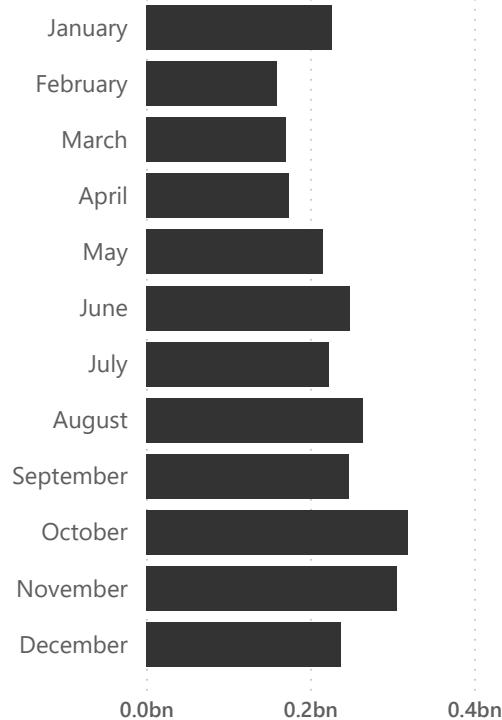
Avg Engagement

30.87K

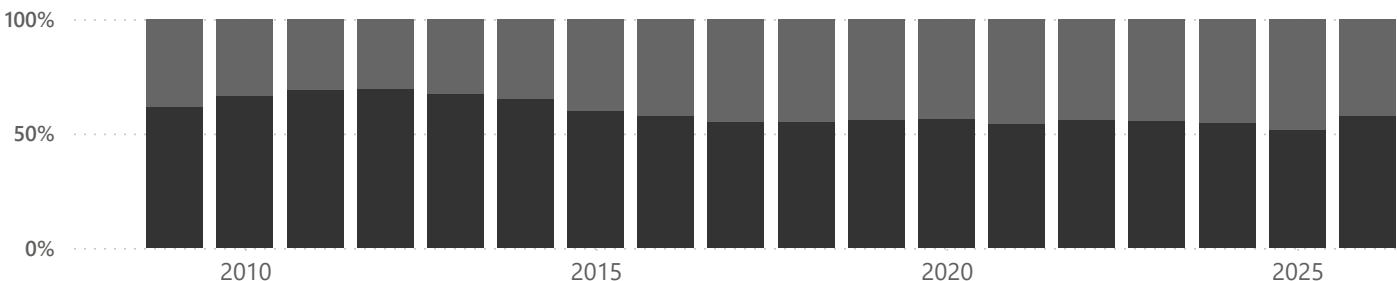
Total Post and Likes by Year

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

Total Engagement by Month

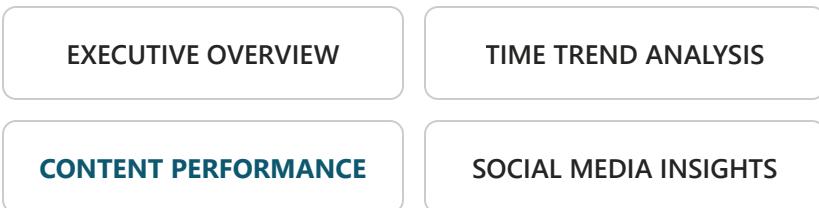


Total Engagement and Likes by Year



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Trump Social Media Engagement & Performance



Top Performing Post

2M

Avg Likes per Post

24.35K

Eng with Media

604M

Avg Eng by Platform

30.87K

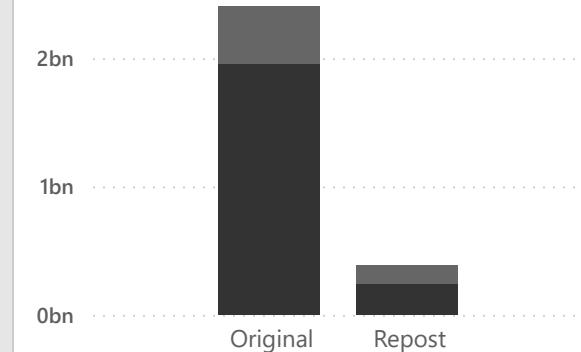
Avg Reposts per Post

6.52K

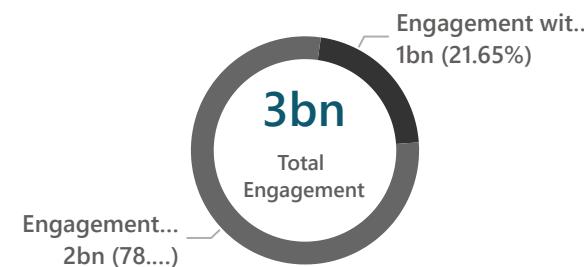
Eng without Media

2bn

Total Likes and Repost by Post Type



Engagement with Media and No Media



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>

- More hysterical DSRL videos

360

246

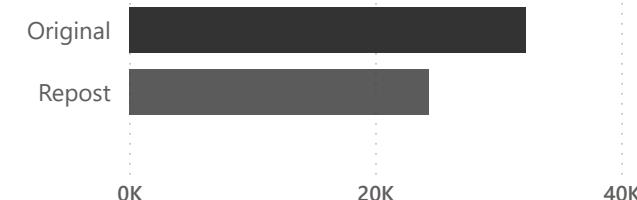
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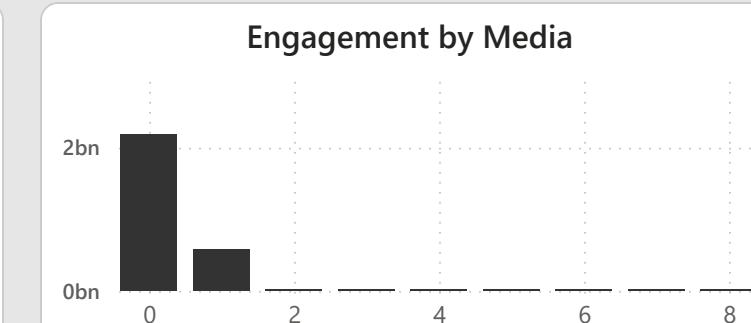
Total

2199748932

Avg Engagement by Post Type



Engagement by Media



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CONTENT PERFORMANCE

SOCIAL MEDIA INSIGHTS

Total Post

90K

Total...

3bn

Total Likes

2bn

% Original Posts

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% 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.

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**, emphasizing importance of **content relevance and timing**.

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.

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.