DKC ANALYTICS

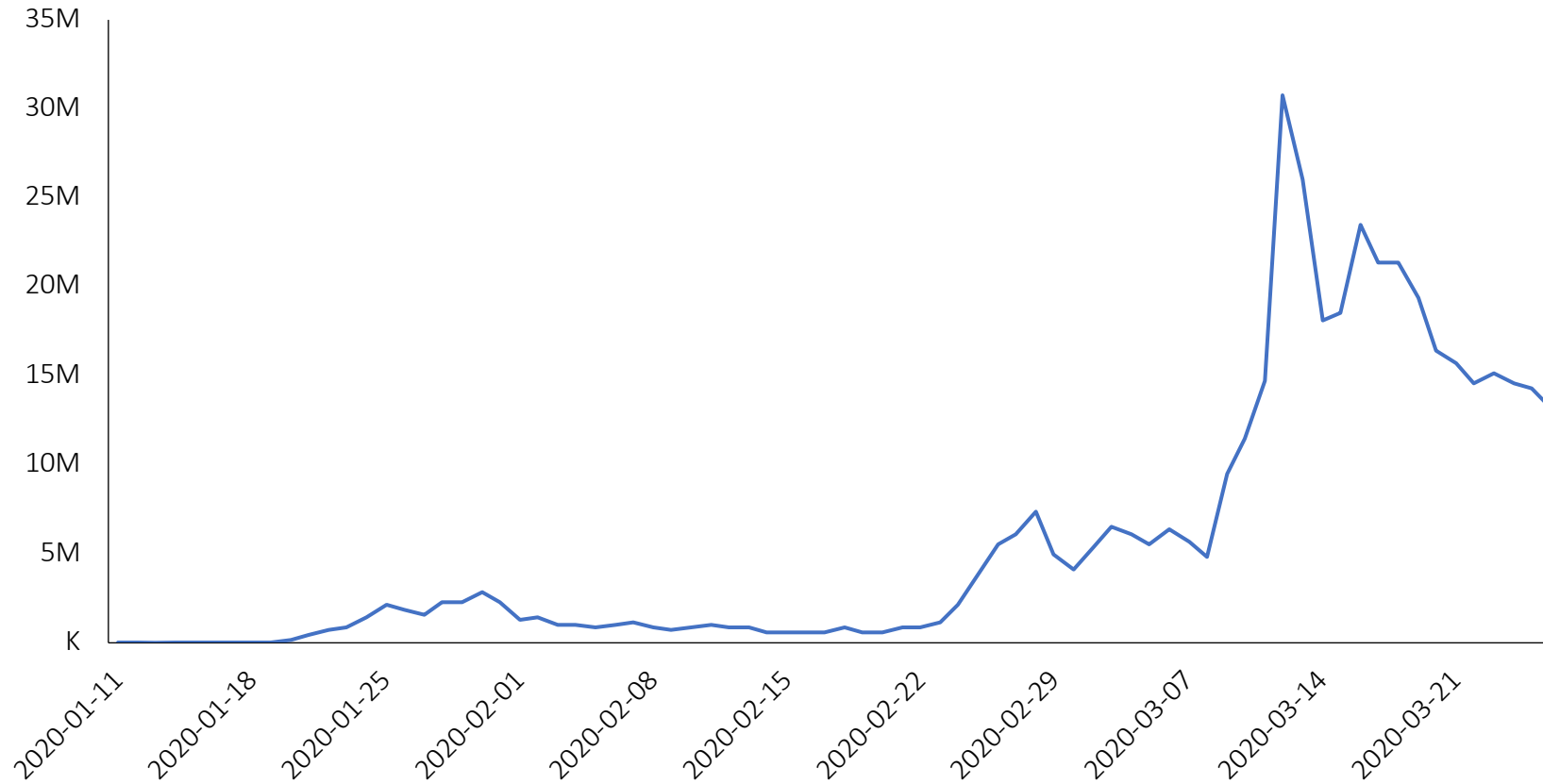# Coronavirus Media and Social Conversation Tracking

Friday, March 27, 2020

This report provides an overview of the social and digital news media conversation surrounding the coronavirus topic. Data in this report comes from:
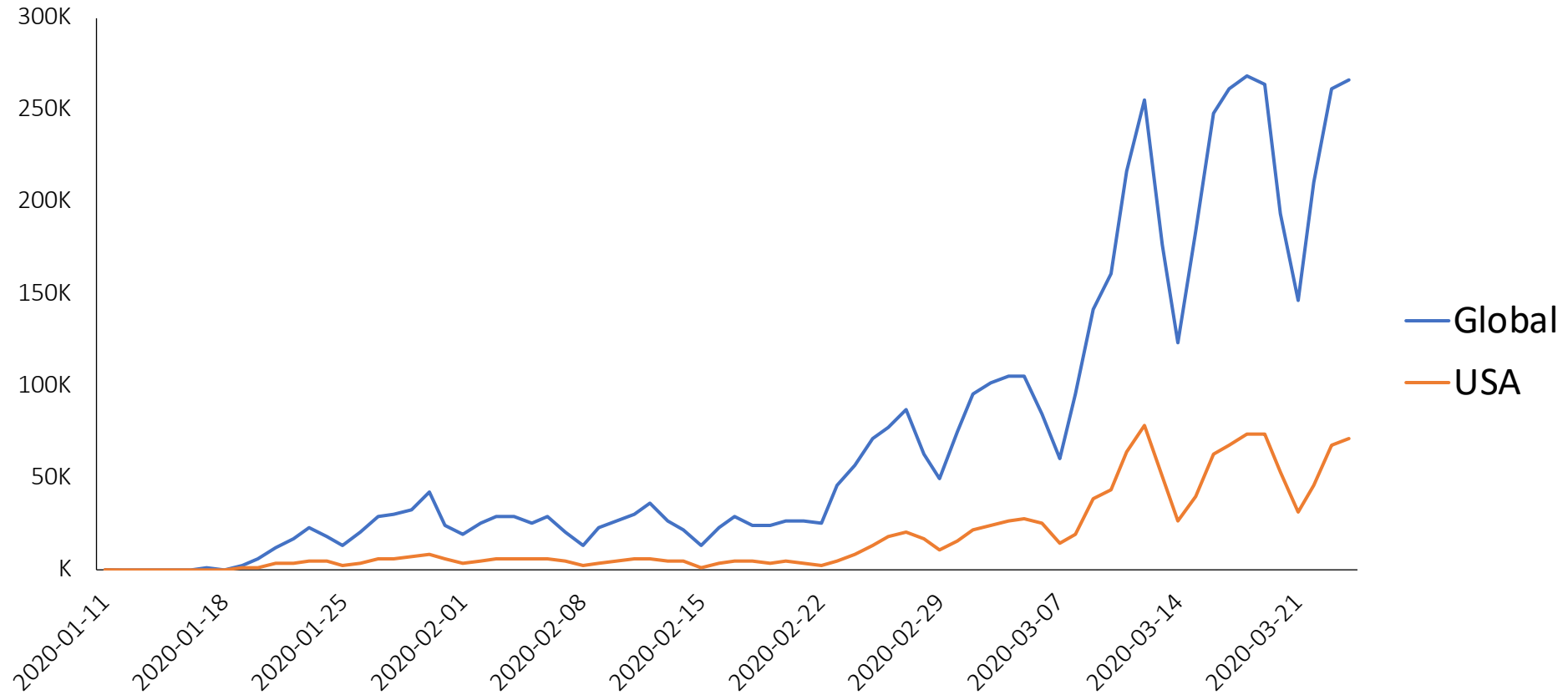(1) NewsWhip, which provides data on articles from over 430,000 website and site feeds, including news sites, blogs, and brand sites
(2) public social media posts from Facebook, Instagram, Pinterest, and Twitter.
The following query was used: coronavirus OR "corona virus" OR COVID-19 OR "COVID 19" OR COVID19.
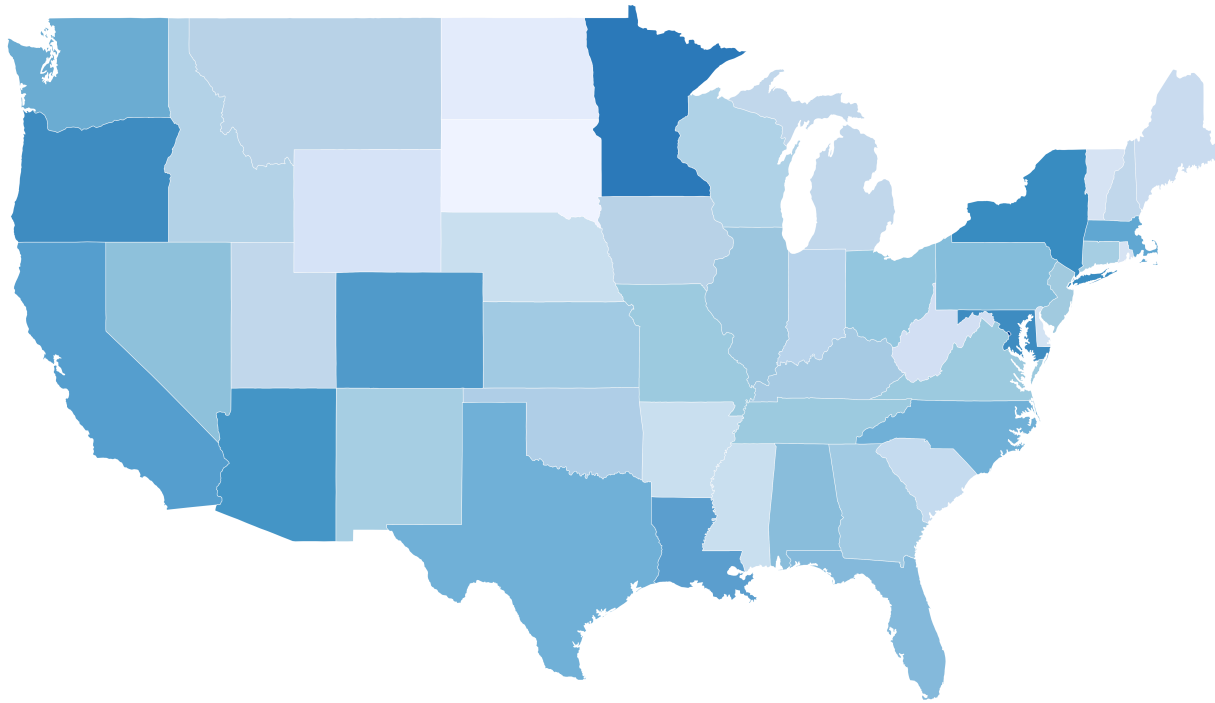
Total public social media posts referencing the coronavirus topic (Jan 11 – present)

Number of articles referencing the coronavirus topic (Jan 11 – present)

Top 10 U.S. States by density of social media posts referencing the coronavirus topic (previous 48 hours)

Ranking	State
1	District of Columbia
2	Minnesota
3	New York
4	Oregon
5	Maryland
6	Arizona
7	Colorado
8	California
9	Louisiana
10	Massachusetts

Top corporations, organizations, and nonprofits mentioned in social media posts referencing the coronavirus topic (previous 48 hours)

Top phrases in headlines of recent U.S. articles about the coronavirus topic (previous 48 hours)

Top 10 entities (people, products, and companies) mentioned in social media posts referencing COVID-19 (previous 48 hours)

Ranking	Entity
1	Donald Trump
2	Jair Bolsonaro
3	Corona (company)
4	Diana, Princess of Wales
5	CNN
6	Yield (album)
7	Narendra Modi
8	YouTube
9	Boris Johnson
10	Instagram

Top 5 U.S. articles about the coronavirus topic by social media engagement (previous 48 hours)

Headline	Domain	Author	Facebook Interactions	Link
1. 'People Are Dying': 72 Hours Inside a N.Y.C. Hospital Battling Coronavirus	nytimes.com	N o n e	1.23M	https://www.nytimes.com/video/nyregion/100000007052136/coronavirus-elmhurst-hospital-queens.html
2. Hospital worker with coronavirus found dead with child by her body	nbc.com	Minyvonne Burke	954.97K	https://www.nbcnews.com/news/us-news/coronavirus-georgia-mom-who-worked-hospital-found-dead-home-her-n1168386
3. This Guy's Impression Of Trump Talking About Coronavirus And Easter Is Uncannily Good - Digg	digg.com	N o n e	829.90K	https://digg.com/2020/trump-impression-coronavirus
4. Coronavirus checks, direct deposits are coming. Here's everything you need to know.	nbc.com	Josh Lederman Sahil Kapur	825.81K	https://www.nbcnews.com/politics/congress/coronavirus-checks-direct-deposits-are-coming-here-s-everything-you-n1168936
5. The U.S. now leads the world in confirmed coronavirus cases	twincities.com	The New York Times News Service Syndicate	717.34K	https://www.twincities.com/2020/03/26/the-u-s-now-leads-the-world-in-confirmed-coronavirus-cases-3/

Top 10 domains for articles about the coronavirus topic by volume of Facebook interactions (previous 48 hours)

Domain	Facebook Interactions
nbc.com	7.68M
dailymail.co.uk	3.47M
foxnews.com	3.09M
nytimes.com	2.90M
bbc.co.uk	2.81M
yahoo.com	2.69M
theguardian.com	2.19M
cnn.com	2.02M
gmanetwork.com	1.97M
cbsnews.com	1.91M