|  | Likes I | Likes II | Shares I | Shares II | Comments I | Comments II |
| --- | --- | --- | --- | --- | --- | --- |
| Protests | 0.98\*\*\* | 0.98\*\*\* | 0.96\*\*\* | 0.96\*\*\* | 0.97\*\*\* | 0.97\*\*\* |
|  | (0.00) | (0.00) | (0.00) | (0.00) | (0.00) | (0.00) |
| Promotional | 0.98\*\*\* | 0.98\*\*\* | 0.97\*\*\* | 0.97\*\*\* | 0.97\*\*\* | 0.97\*\*\* |
|  | (0.00) | (0.00) | (0.00) | (0.00) | (0.00) | (0.00) |
| Repression | 1.00 | 1.00 | 1.00 | 0.99 | 1.00 | 1.00 |
|  | (0.00) | (0.00) | (0.00) | (0.00) | (0.00) | (0.00) |
| Motivational | 0.99\* | 0.99\* | 0.99\*\* | 0.99\*\* | 0.98\*\*\* | 0.98\*\*\* |
|  | (0.00) | (0.00) | (0.00) | (0.00) | (0.00) | (0.00) |
| Military | 1.06\*\*\* | 1.07\*\*\* | 1.06\*\*\* | 1.06\*\*\* | 1.03\*\*\* | 1.03\*\*\* |
|  | (0.00) | (0.01) | (0.01) | (0.01) | (0.01) | (0.01) |
| Crime | 1.00 | 1.00 | 1.02\*\*\* | 1.02\*\*\* | 1.02\*\*\* | 1.02\*\*\* |
|  | (0.00) | (0.00) | (0.00) | (0.00) | (0.00) | (0.00) |
| Immigration | 1.01\*\*\* | 1.01\*\*\* | 1.02\*\*\* | 1.02\*\*\* | 1.01\*\*\* | 1.01\*\*\* |
|  | (0.00) | (0.00) | (0.00) | (0.00) | (0.00) | (0.00) |
| Politics | 1.06\*\*\* | 1.06\*\*\* | 1.04\*\*\* | 1.04\*\*\* | 1.03\*\*\* | 1.03\*\*\* |
|  | (0.00) | (0.00) | (0.01) | (0.01) | (0.00) | (0.00) |
| Islam | 1.00 | 1.00 | 1.02\*\*\* | 1.02\*\*\* | 1.01\*\*\* | 1.01\*\*\* |
|  | (0.00) | (0.00) | (0.00) | (0.00) | (0.00) | (0.00) |
| Terrorism | 0.99\*\*\* | 0.99\*\*\* | 0.98\*\*\* | 0.98\*\*\* | 0.98\*\*\* | 0.98\*\*\* |
|  | (0.00) | (0.00) | (0.00) | (0.00) | (0.00) | (0.00) |
| Like EB |  | 1.65\*\*\* |  |  |  |  |
|  |  | (0.10) |  |  |  |  |
| Share EB |  |  |  | 1.83\*\*\* |  |  |
|  |  |  |  | (0.31) |  |  |
| Comment EB |  |  |  |  |  | 2.36\*\*\* |
|  |  |  |  |  |  | (0.43) |
| Photo | 3.52\*\*\* | 3.58\*\*\* | 7.79\*\*\* | 7.68\*\*\* | 1.63\*\*\* | 1.62\*\*\* |
|  | (0.12) | (0.12) | (0.40) | (0.39) | (0.06) | (0.06) |
| Video | 2.95\*\*\* | 2.86\*\*\* | 11.01\*\*\* | 10.96\*\*\* | 4.56\*\*\* | 4.56\*\*\* |
|  | (0.13) | (0.13) | (0.71) | (0.70) | (0.23) | (0.23) |
| Hour of day | 1.05\*\*\* | 1.06\*\*\* | 1.07\*\*\* | 1.07\*\*\* | 1.09\*\*\* | 1.09\*\*\* |
|  | (0.01) | (0.01) | (0.01) | (0.01) | (0.01) | (0.01) |
| Hour of day$^2$ | 1.00\*\*\* | 1.00\*\*\* | 1.00\*\*\* | 1.00\*\*\* | 1.00\*\*\* | 1.00\*\*\* |
|  | (0.00) | (0.00) | (0.00) | (0.00) | (0.00) | (0.00) |
| Word count | 0.99\*\*\* | 0.99\*\*\* | 0.99\*\*\* | 0.99\*\*\* | 1.00\* | 1.00\* |
|  | (0.00) | (0.00) | (0.00) | (0.00) | (0.00) | (0.00) |
| Word count$^2$ | 1.00\*\*\* | 1.00\*\*\* | 1.00\*\*\* | 1.00\*\*\* | 1.00\* | 1.00\* |
|  | (0.00) | (0.00) | (0.00) | (0.00) | (0.00) | (0.00) |
| Num.Obs. | 36196 | 36196 | 36196 | 36196 | 36196 | 36196 |
| R2 | 0.045 | 0.046 | 0.070 | 0.070 | 0.041 | 0.041 |
| R2 Adj. | 0.041 | 0.041 | 0.065 | 0.065 | 0.036 | 0.036 |
| FE: date | X | X | X | X | X | X |
| \* p < 0.05, \*\* p < 0.01, \*\*\* p < 0.001 | | | | | | |