

POLITICO Analytics & Engagement Report

Feb. 23–March 1

This week's analytics clearly reflected the big news of the week: the Commission's white paper. Even though the story was just published yesterday, it was the third most viewed for the whole past week, and our social posts of it did very well, too. Here are the breakdowns of stories, tweets and Facebook posts, and as always, I'd love to hear ideas of topics or metrics to explore.

— Taylor Blatchford

Story Analysis

See a list of the top 25 stories from the week on the following page.

Takeaways

The story on Slovenian same-sex marriage got twice as many page views as the second most popular story, but it wasn't in the top social posts for either Facebook or Twitter — probably a missed opportunity, which could have been because the story was published on a Friday. Our analyses and features did well this week, and the top stories weren't dominated by the topics that have been overwhelmingly popular in the past.

Lots of white paper and Brexit-related news showed up, as well as multiple world leaders' interactions with Trump (the former Iranian prime minister and the mayor of Paris). We post a lot of stories about Trump, but the ones with a direct European tie always do better than those solely related to U.S. policies. This might seem obvious given our European audience, but especially when it comes to social media, it's probably worth focusing more time and effort on promoting our Eurocentric Trump stories than the U.S. pickups.

Potential stories to reshare this weekend:

- The man who invented Trumpism
- What if Donald Trump played the Kremlin?
- Court of Jeremy Corbyn tightens its grip
- Ireland's Brexit meltdown
- How do you solve a problem like Ivanka?
- Breitbart's European offensive: all talk, no action
- EU's small steps toward (whisper it) a military HQ
- Mahmoud Ahmadinejad's Dear Donald

Weekly Analytics

23 Feb 2017 - 1 Mar 2017



All Users

79.69% Unique Page Views

Report Tab

Page Title	Publishing Date	Unique Page Views	Avg. Time on Page
1. Slovenia allows same-sex marriage – POLITICO	February 24, 2017 12:16 pm	71,704 (9.93%)	00:02:34
2. Mahmoud Ahmadinejad's Dear Donald – POLITICO	February 26, 2017 2:36 pm	32,324 (4.47%)	00:02:16
3. Commission outlines 5 scenarios for future of EU in white paper – POLITICO	March 1, 2017 11:02 am	24,513 (3.39%)	00:04:17
4. The man who invented Trumpism – POLITICO	February 23, 2017 4:00 am	19,058 (2.64%)	00:06:06
5. Theresa May's Brexit trade bluff – POLITICO	February 23, 2017 4:03 pm	16,856 (2.33%)	00:05:09
6. What if Donald Trump played the Kremlin? – POLITICO	February 28, 2017 4:02 am	16,133 (2.23%)	00:04:30
7. European left wants piece of Portugal's 'contraption' – POLITICO	February 24, 2017 4:00 am	14,973 (2.07%)	00:04:47
8. While Europe burns, Brussels scribbles – POLITICO	February 23, 2017 4:15 am	13,314 (1.84%)	00:04:15
9. Paris mayor fires back at Donald Trump – POLITICO	February 25, 2017 10:30 am	11,953 (1.65%)	00:02:30
10. Court of Jeremy Corbyn tightens its grip – POLITICO	February 28, 2017 4:00 am	10,745 (1.49%)	00:04:26
11. EU expects home-team advantage in Brexit talks – POLITICO	February 23, 2017 4:46 pm	9,551 (1.32%)	00:04:21
12. Donald Trump: EU is 'wonderful' – POLITICO	February 24, 2017 9:09 am	9,194 (1.27%)	00:02:11
13. Emmanuel Macron splits baby with campaign platform – POLITICO	February 27, 2017 4:30 am	8,545 (1.18%)	00:04:09
14. UK residency rejected for over quarter of EU citizens – POLITICO	February 27, 2017 9:10 am	7,497 (1.04%)	00:03:19
15. Ireland's Brexit meltdown – POLITICO	February 22, 2017 4:32 am	7,132 (0.99%)	00:04:27
16. World's cartoonists on this week's events – POLITICO	February 25, 2017 4:00 am	7,019 (0.97%)	00:02:57
17. Juncker's call to EU leaders: Don't make promises you can't keep – POLITICO	February 28, 2017 2:26 pm	6,993 (0.97%)	00:02:45
18. How do you solve a problem like Ivanka? – POLITICO	February 26, 2017 5:17 am	6,905 (0.96%)	00:04:24
19. Forget direct trade talks with Germany, Berlin tells Trump – POLITICO	February 24, 2017 6:20 pm	6,773 (0.94%)	00:02:26
20. Labour holds Stoke, loses Copeland in by-election shock – POLITICO	February 24, 2017 4:37 am	6,697 (0.93%)	00:02:53
21. Breitbart's European offensive: all talk, no action – POLITICO	February 22, 2017 4:30 am	6,305 (0.87%)	00:03:45
22. Marine Le Pen's popularity climbs ahead of French election – POLITICO	February 23, 2017 8:06 am	6,236 (0.86%)	00:02:14
23. Bidding war over lucrative Brexit spoil – POLITICO	February 23, 2017 4:05 am	5,968 (0.83%)	00:03:53
24. Pound falls as May prepares for new Scotland referendum – POLITICO	February 27, 2017 10:15 am	5,894 (0.82%)	00:02:15
25. EU's small steps toward (whisper it) a military HQ – POLITICO	February 28, 2017 7:03 pm	5,160 (0.71%)	00:03:26

Twitter Analysis

Most impressions (people seeing the tweet)

- "We either act now or 20 million Africans will come to Europe in the coming years"
 - [67,845 impressions](#) from 50 retweets, 51 likes
 - Story: Antonio Tajani calls for EU to open refugee reception centers in Libya
- A police marksman shot and injured two people during a speech by François Hollande
 - [55,013 impressions](#) from 25 retweets, 22 likes
 - Story: Police sniper accidentally shoots two at Hollande rally
- BREAKING: Commission outlines 5 scenarios for future of EU in white paper
 - [42,602 impressions](#) from 119 retweets, 66 likes
 - Story: Commission outlines 5 scenarios for future of EU in white paper
- European left-wingers searching for a formula to reverse their decline are looking to Antonio Costa and Portugal
 - [34,889 impressions](#) from 45 retweets, 40 likes
 - Story: European left wants piece of Portugal's 'contraption'
- Austria plans to stop giving food and shelter to rejected asylum seekers
 - [32,391 impressions](#) from 60 retweets, 27 likes
 - Story: Austria plans to stop giving food and shelter to rejected asylum seekers

Highest engagement (people interacting with the tweet)

- The political cartoons of the week!
 - [9.4% engagement rate](#), mainly from clicks on attached photo
 - Story: World cartoonists on this week's events
- Nigel Farage admits taunting German wife with "Two World Wars, One World Cup" chant
 - [8.4% engagement rate](#)
 - Story: Nigel Farage taunted wife with anti-German football chant
- Jeremy Corbyn looks doomed. But the Labour Party leader's closest aides are digging in for the long haul
 - [5.7% engagement rate](#)
 - Story: Court of Jeremy Corbyn tightens its grip
- Austrian health minister dead at 53
 - [5.0% engagement rate](#)
 - Story: Austrian health minister dead at 53
- "Last night in Sweden: memorial"
 - [4.3% engagement rate](#)
 - Story: Sweden vigil mocks Trump

Didn't do as well

- OPINION: Europe should lead on fight against disease. Here's why
 - [0.2% engagement rate](#) with 4 retweets, 2 likes
 - Story: Why Europe should lead on fight against disease
- London Olympics inspires 7 percent of Brits to play sport

- [0.2% engagement rate](#) with 2 retweets, 1 like
- Story: London Olympics inspires 7 percent of Brits to play sport

Takeaways

Not too much that was noteworthy or surprising this week — we wrote lots of good, snappy tweets, and I have no idea who wrote most of them, which shows that our consistency in style is good. Lawrence (I think?) scheduled quite a few tweets with “ICYMI” (in case you missed it) for stories from the day before, and while none of those made the top 5 in impressions or engagement, I think that’s a nice way to mark hard news content that we’re resharing.

Facebook Analysis

Most reach (people seeing the post)

- A Belgian astronomer discovered the TRAPPIST-1 solar system with the EU-funded SPECULOOS project.
 - [Reached 87,307 people](#) with 234 shares, 664 likes
 - Story: EU cash, Belgian beer and the final frontier
- The European Commission has outlined five scenarios for the future of the European Union in a white paper.
 - [Reached 80,062 people](#) with 240 shares, 446 likes
 - Story: Commission outlines 5 scenarios for future of EU in white paper
- Our political reporters Ryan Heath and Harry Cooper are discussing that magical white paper that might save Europe from ruin, and the never-ending implosion of the UK Labour party (and why this means May is in total control). Join us and ask your questions now.
 - [Reached 72,653 people](#) with 3 shares, 30 likes
 - No story, just live video
- Between 3,000 to 5,000 people gathered in Bucharest on Sunday to continue protesting against Romania’s new Social Democrat government.
 - [Reached 54,472 people](#) with 75 shares, 763 likes
 - Story: Romanian anti-government protesters form EU flag at rally
- Donald Trump makes a EU-turn, describes bloc as “wonderful.”
 - [Reached 50,486 people](#) with 68 shares, 443 likes
 - Story: Donald Trump: EU is ‘wonderful’

Highest engagement (people interacting with the post)

- The European Commission has outlined five scenarios for the future of the European Union in a white paper.
 - [7.0% engagement rate](#)
 - Story: Commission outlines 5 scenarios for future of EU in white paper
- The feud began during last week’s security conference in Munich.
 - [6.7% engagement rate](#)
 - Story: MEP: Boris Johnson crossed line with Brexit comments

- Here's a guide to what Juncker said about the Commission's white paper — and what he really meant.
 - [6.4% engagement rate](#)
 - Story: What Juncker said, what he meant
- Home Secretary Amber Rudd said the UK “will be ending free movement as we know it.”
 - [6.4% engagement rate](#)
 - Story: UK residency rejected for over quarter of EU citizens
- Donald Trump makes a EU-turn, describes bloc as “wonderful.”
 - [6.3% engagement rate](#)
 - Story: Donald Trump: EU is ‘wonderful’

Didn't do as well

- OPINION: Deniz Yücel's detainment shows that journalism is under attack in democracies and dictatorships alike.
 - [Reached 2,392 people](#) with 5 likes, 0 shares
 - Story: We are Deniz Yucel
- He blames sanctions for the strained relations.
 - [Reached 3,063 people](#) with 1 like, 1 share
 - Story: Russian official says relations with US at lowest level since Cold War

Takeaways

Two of our posts reached more people than the Facebook live video this week, and that's pretty cool, because those are nearly always the highest. The piece about the TRAPPIST-1 solar system was fun and very shareable, but I didn't expect it to take off as much as it did — I think it worked because we took a big current event, explained the Belgium/Europe tie and made it clickable.

Props to whoever wrote “Donald Trump makes an EU-turn,” because I'm partial to a good pun, and apparently our audience is too. Romania continues to be very popular on social media, and I know we have a few evergreen pieces (opinions or features) that could be good to reshare if we don't have as much new content (i.e. a weekend) or if a new development with the protests comes up.

I'm surprised the Deniz Yucel opinion piece didn't do well, because that was a pretty big news story and our other coverage of press freedom-related issues has generally been popular. I probably could have included more context of the issue in the Facebook post in case people didn't recognize the journalist's name. Another post that didn't do very well, “He blames sanctions for the strained relations,” definitely could have been more specific — if a reader is only reading the post without seeing the story card, that doesn't really tell them anything.