

# POLITICO Analytics & Engagement Report

January 1 – April 23, 2017

Here's a look back at web and social analytics from the first part of 2017. Some overall lessons and observations from the past few months:

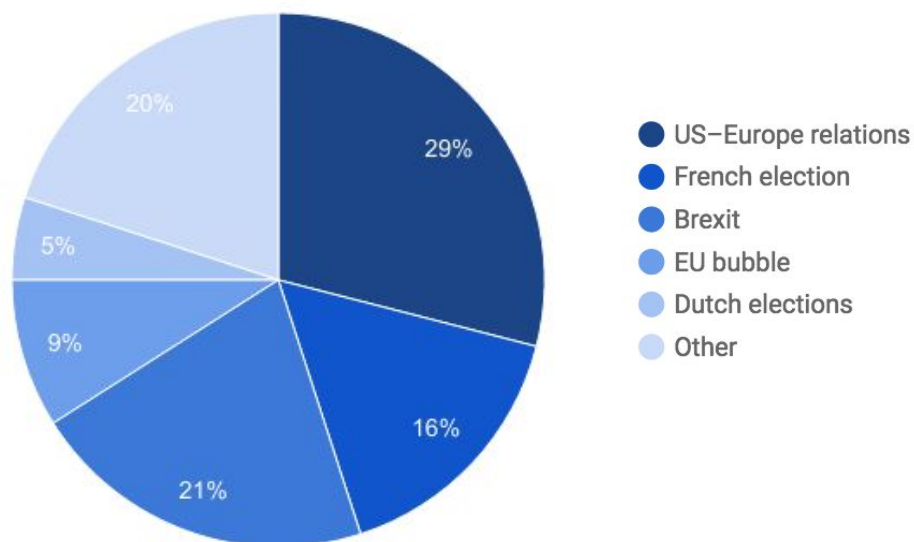
- Stories that have a broader appeal to the general public tend to do better on Facebook than policy-heavy ones. Policy stories (like pro free ones) have better engagement on Facebook when we frame them in a way that appeals to the average person, not just insiders.
- When stories have a special visual element — graphics, an illustration, multiple good photos — we should take advantage and share that in the tweet or Facebook post. Attaching graphics to social posts is a good way to give the reader some information even if they don't click on the story.
- Bringing back stories from the archives (code name: Project Zombie) has proven to work well, especially when they have a tie to current news. The weekends have been an effective time to do this because there's less new content being published, and our posts typically reach more people on the weekends.
- Facebook live videos tend to get more engagement and comments when they're focused on one major news topic rather than a general recap of smaller ones.
- Even when our European audience might not be as active, we still have a strong U.S. audience at night, which we should keep in mind when scheduling posts. It's worth resharing things from during the day so our American audience will see them, too.

—Taylor Blatchford

## Stories

See a list of the top 50 free and pro stories from the last few months on the next page.

Top 100 free stories by topic



Overall Analytics

1 Jan 2017 - 23 Apr 2017



All Users  
79.21% Unique Page Views

Report Tab

| Page Title   | Publishing Date            | Unique Page Views  | Avg. Time on Page |
|--|----------------------------|--------------------|-------------------|
| 1. Merkel's Ivanka moment – POLITICO   | March 18, 2017 1:19 pm     | 265,313<br>(2.31%) | 00:03:54          |
| 2. Trump handed Merkel 'outrageous' NATO bill: report – POLITICO                                 | March 26, 2017 7:59 pm     | 258,314<br>(2.25%) | 00:02:28          |
| 3. French election: live results – POLITICO  | April 22, 2017 12:26 pm    | 96,611<br>(0.84%)  | 00:05:17          |
| 4. 12 people who will (likely) ruin 2017 – POLITICO  | January 2, 2017 5:32 am    | 85,216<br>(0.74%)  | 00:05:16          |
| 5. Sex Pistols' Johnny Rotten backs Brexit, Farage, Trump – POLITICO                             | March 27, 2017 1:31 pm     | 75,673<br>(0.66%)  | 00:02:14          |
| 6. Slovenia allows same-sex marriage – POLITICO  | February 24, 2017 12:16 pm | 74,798<br>(0.65%)  | 00:03:21          |
| 7. EU reaches mobile roaming deal – POLITICO   | February 1, 2017 1:32 am   | 60,026<br>(0.52%)  | 00:03:00          |
| 8. 13 things you didn't know about Brexit – POLITICO   | February 14, 2017 7:30 pm  | 58,947<br>(0.51%)  | 00:05:08          |
| 9. Dutch election: live blog – POLITICO  | March 15, 2017 9:49 am     | 55,000<br>(0.48%)  | 00:05:28          |
| 10. French election: live blog – POLITICO  | April 21, 2017 7:43 pm     | 54,857<br>(0.48%)  | 00:05:11          |
| 11. Rex Tillerson wins applause, literally, in NATO debut – POLITICO                             | March 31, 2017 7:55 pm     | 50,828<br>(0.44%)  | 00:03:07          |
| 12. Berlin strikes back against Trump claim that Germany owes 'vast sums' to NATO, US – POLITICO | March 19, 2017 7:06 pm     | 49,974<br>(0.43%)  | 00:02:31          |
| 13. Trump fear and loathing in Davos – POLITICO  | January 19, 2017 2:00 pm   | 47,614<br>(0.41%)  | 00:04:47          |
| 14. Germany didn't receive NATO invoice from Trump: government – POLITICO                        | March 27, 2017 5:39 pm     | 47,207<br>(0.41%)  | 00:02:48          |
| 15. Donald Trump not welcome at UK parliament, says Speaker – POLITICO                           | February 6, 2017 7:24 pm   | 45,742<br>(0.40%)  | 00:03:05          |
| 16. Commission outlines 5 scenarios for future of EU in white paper – POLITICO                   | March 1, 2017 11:02 am     | 44,500<br>(0.39%)  | 00:04:41          |
| 17. Brussels' Brexit plan: Treat the UK like Norway – POLITICO                                   | April 13, 2017 1:42 pm     | 41,265<br>(0.36%)  | 00:04:37          |
| 18. Trump blows up G20 trade consensus – POLITICO  | March 18, 2017 8:51 pm     | 40,390<br>(0.35%)  | 00:03:19          |
| 19. Juncker threatens to promote Ohio independence after Trump's Brexit backing – POLITICO       | March 30, 2017 2:23 pm     | 40,309<br>(0.35%)  | 00:02:36          |
| 20. Angela Merkel: We'll respond to Trump's criticism when he takes office – POLITICO            | January 16, 2017 4:27 pm   | 40,207<br>(0.35%)  | 00:02:27          |
| 21. Putin's real long game – POLITICO  | January 1, 2017 6:29 pm    | 38,315<br>(0.33%)  | 00:05:13          |
| 22. 9 Trump moments over lunch with Theresa May – POLITICO                                       | January 28, 2017 11:30 pm  | 36,463<br>(0.32%)  | 00:03:51          |
| 23. 5 best moments from the UK's anti-Trump debate – POLITICO                                    | February 20, 2017 9:53 pm  | 35,201<br>(0.31%)  | 00:04:10          |
| 24. Turkey loses its brains – POLITICO   | January 17, 2017 5:33 am   | 33,899<br>(0.29%)  | 00:03:41          |
| 25. President Marine Le Pen's first 100 days – POLITICO  | April 20, 2017 4:00 am     | 33,859<br>(0.29%)  | 00:05:50          |
| 26. Britain's Brexit Plan B – POLITICO   | March 19, 2017 4:56 am     | 32,923<br>(0.29%)  | 00:04:12          |
| 27. How Marine Le Pen could win – POLITICO   | March 30, 2017 1:50 pm     | 32,475<br>(0.28%)  | 00:04:16          |

|     |  |                            |                          |          |
|-----|--|----------------------------|--------------------------|----------|
| 28. | Juncker plans radical shake-up to save the EU from itself – POLITICO       | February 7, 2017 11:14 am  | <b>32,210</b><br>(0.28%) | 00:04:38 |
| 29. | 12 people, things that ruined the EU – POLITICO                            | March 29, 2017 4:03 am     | <b>31,702</b><br>(0.28%) | 00:05:52 |
| 30. | Mahmoud Ahmadinejad’s Dear Donald – POLITICO                               | February 26, 2017 2:36 pm  | <b>31,519</b><br>(0.27%) | 00:01:46 |
| 31. | Spain to Scotland: You’re not special – POLITICO                           | March 27, 2017 4:23 am     | <b>31,356</b><br>(0.27%) | 00:03:43 |
| 32. | World’s cartoonists on this week’s events – POLITICO                       | March 18, 2017 6:00 am     | <b>29,789</b><br>(0.26%) | 00:02:49 |
| 33. | Berlin embraces its own hard Brexit – POLITICO                             | April 6, 2017 4:02 am      | <b>28,283</b><br>(0.25%) | 00:05:33 |
| 34. | What the EU27 wants from Brexit – POLITICO                                 | March 29, 2017 4:01 am     | <b>27,958</b><br>(0.24%) | 00:05:34 |
| 35. | Marine Le Pen has already won – POLITICO                                   | April 22, 2017 12:07 pm    | <b>27,876</b><br>(0.24%) | 00:04:00 |
| 36. | Massive opposition protests challenge Putin – POLITICO                     | March 26, 2017 7:44 pm     | <b>27,815</b><br>(0.24%) | 00:04:13 |
| 37. | Meet Denmark’s new anti-Islam, anti-immigration, anti-tax party – POLITICO | February 6, 2017 4:32 am   | <b>27,530</b><br>(0.24%) | 00:04:17 |
| 38. | Awkward first date in Munich – POLITICO                                    | February 19, 2017 8:48 pm  | <b>26,961</b><br>(0.23%) | 00:04:41 |
| 39. | 10 days that shook Romania – POLITICO                                      | February 10, 2017 12:57 pm | <b>26,798</b><br>(0.23%) | 00:04:20 |
| 40. | The 40 MEPs who matter in 2017: the ranking - POLITICO                     | March 9, 2017 4:00 am      | <b>26,147</b><br>(0.23%) | 00:01:01 |
| 41. | Donald Trump leaves Europe in the cold – POLITICO                          | January 20, 2017 11:29 pm  | <b>25,699</b><br>(0.22%) | 00:04:00 |
| 42. | The man who invented Trumpism – POLITICO                                   | February 23, 2017 4:00 am  | <b>25,638</b><br>(0.22%) | 00:06:24 |
| 43. | How to watch the French election like a pro – POLITICO                     | April 21, 2017 4:21 am     | <b>25,618</b><br>(0.22%) | 00:03:36 |
| 44. | Marine Le Pen’s surprise supporters – POLITICO                             | January 23, 2017 7:00 am   | <b>25,333</b><br>(0.22%) | 00:04:44 |
| 45. | How Trump’s Syria strikes play into Putin’s hand – POLITICO                | April 7, 2017 7:45 pm      | <b>25,028</b><br>(0.22%) | 00:04:19 |
| 46. | European Commission wants UK to pay Brexit costs – in euros – POLITICO     | April 20, 2017 2:42 pm     | <b>24,783</b><br>(0.22%) | 00:05:18 |
| 47. | Jeremy Corbyn’s plan to copy Trump’s playbook – POLITICO                   | January 9, 2017 5:34 am    | <b>24,621</b><br>(0.21%) | 00:04:24 |
| 48. | Why the Arabs don’t want us in Syria – POLITICO                            | February 23, 2016 8:50 am  | <b>24,560</b><br>(0.21%) | 00:09:38 |
| 49. | Trump’s demand upsets German election – POLITICO                           | February 19, 2017 9:30 pm  | <b>24,315</b><br>(0.21%) | 00:03:26 |
| 50. | Macron and Le Pen into French election 2nd round – projections – POLITICO  | April 23, 2017 8:02 pm     | <b>24,214</b><br>(0.21%) | 00:03:15 |

Pro analytics

1 Jan 2017 - 23 Apr 2017



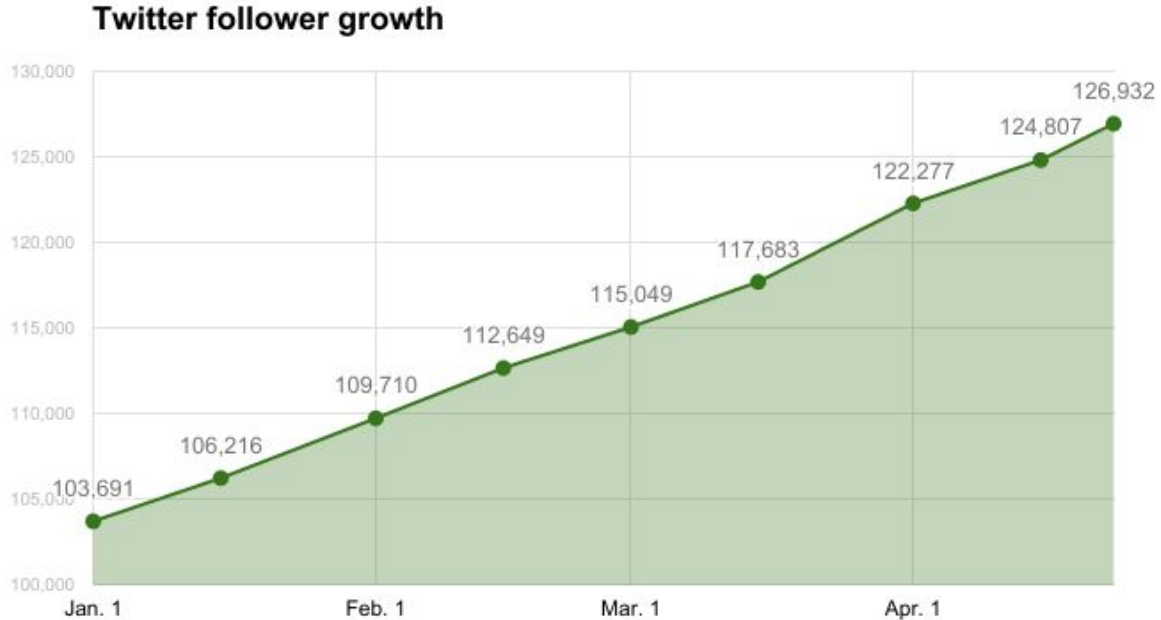
All Users  
11.91% Unique Page Views

Report Tab

| Page Title  | Publishing Date           | Unique Page Views | Avg. Time on Page |
|---|---------------------------|-------------------|-------------------|
| 1. EU reaches mobile roaming deal – POLITICO                                  | February 1, 2017 1:32 am  | 59,761<br>(3.40%) | 00:03:00          |
| 2. 13 things you didn't know about Brexit – POLITICO                          | February 14, 2017 7:30 pm | 58,687<br>(3.34%) | 00:05:09          |
| 3. Commission outlines 5 scenarios for future of EU in white paper – POLITICO | March 1, 2017 11:02 am    | 44,340<br>(2.52%) | 00:04:41          |
| 4. Brussels' Brexit plan: Treat the UK like Norway – POLITICO                 | April 13, 2017 1:42 pm    | 40,530<br>(2.31%) | 00:04:40          |
| 5. Trump blows up G20 trade consensus – POLITICO                              | March 18, 2017 8:51 pm    | 40,226<br>(2.29%) | 00:03:19          |
| 6. Britain's Brexit Plan B – POLITICO   | March 19, 2017 4:56 am    | 32,789<br>(1.87%) | 00:04:12          |
| 7. Juncker plans radical shake-up to save the EU from itself – POLITICO       | February 7, 2017 11:14 am | 32,079<br>(1.83%) | 00:04:38          |
| 8. Plan to make Google pay for news hits rocks – POLITICO                     | February 15, 2017 7:36 pm | 23,913<br>(1.36%) | 00:04:17          |
| 9. Dutch go old school against Russian hacking – POLITICO                     | March 5, 2017 6:49 pm     | 22,251<br>(1.27%) | 00:02:31          |
| 10. Ireland's Brexit meltdown – POLITICO                                      | February 22, 2017 4:32 am | 21,157<br>(1.20%) | 00:03:47          |
| 11. UK faces €2 billion EU tab for China fraud – POLITICO                     | March 8, 2017 5:30 am     | 20,670<br>(1.18%) | 00:04:01          |
| 12. Theresa May's Brexit trade bluff – POLITICO                               | February 23, 2017 4:03 pm | 19,252<br>(1.10%) | 00:05:29          |
| 13. How Theresa May plans to reduce immigration after Brexit – POLITICO       | January 14, 2017 5:55 am  | 17,772<br>(1.01%) | 00:03:03          |
| 14. How not to lobby Juncker – the Volkswagen way – POLITICO                  | April 16, 2017 6:00 am    | 17,387<br>(0.99%) | 00:04:50          |
| 15. Scarred by history, Flemish rally to avoid a hard Brexit – POLITICO       | April 10, 2017 7:40 pm    | 16,840<br>(0.96%) | 00:04:14          |
| 16. Interim EU trade deal to hit UK services hard – POLITICO                  | April 2, 2017 2:42 pm     | 15,077<br>(0.86%) | 00:04:04          |
| 17. Trump's next trade target: Europe's scooters and cheese – POLITICO        | February 9, 2017 4:27 pm  | 14,631<br>(0.83%) | 00:04:25          |
| 18. Why Putin needs Orbán – POLITICO  | February 1, 2017 4:01 am  | 14,631<br>(0.83%) | 00:04:45          |
| 19. As Trump retreats on trade, China moves in – POLITICO                     | January 24, 2017 8:49 pm  | 14,104<br>(0.80%) | 00:04:02          |
| 20. Europe kills the cookie monster – POLITICO                                | January 10, 2017 7:52 pm  | 13,902<br>(0.79%) | 00:03:58          |
| 21. Michel Barnier's Brexit dream team – POLITICO                             | January 6, 2017 4:31 pm   | 13,800<br>(0.79%) | 00:03:26          |
| 22. When Scotland met Germany – POLITICO                                      | March 24, 2017 3:44 pm    | 13,314<br>(0.76%) | 00:03:11          |
| 23. Trump offers vindication to vaccine skeptic doctor – POLITICO             | February 9, 2017 5:04 pm  | 13,192<br>(0.75%) | 00:03:47          |
| 24. Brexit is (maybe) the ruin of Irish whiskey – POLITICO                    | March 3, 2017 6:45 am     | 12,807<br>(0.73%) | 00:03:37          |
| 25. Marine Le Pen, no longer enemy of the euro – POLITICO                     | March 21, 2017 8:09 pm    | 11,348<br>(0.65%) | 00:04:45          |
| 26. Cheap Atlantic crossing may no longer be flight of fancy – POLITICO       | January 10, 2017 4:12 pm  | 11,267<br>(0.64%) | 00:04:30          |
| 27. UK government loses House of Lords vote on Brexit Bill – POLITICO         | March 7, 2017 8:07 pm     | 11,227<br>(0.64%) | 00:03:44          |

|     |   |                           |                          |          |
|-----|---|---------------------------|--------------------------|----------|
| 28. | Brexit may be just what the doctor ordered – for Ireland – POLITICO             | January 16, 2017 3:04 pm  | <b>10,984</b><br>(0.63%) | 00:03:42 |
| 29. | UK confirms plans to exit Euratom – POLITICO                                    | January 26, 2017 9:25 pm  | <b>10,558</b><br>(0.60%) | 00:03:26 |
| 30. | Greece approaches World Bank for cash – POLITICO                                | March 2, 2017 7:02 pm     | <b>10,295</b><br>(0.59%) | 00:03:06 |
| 31. | Germany fires back at Breitbart for report on New Year’s ‘riot’ – POLITICO      | January 7, 2017 2:50 pm   | <b>9,991</b><br>(0.57%)  | 00:02:19 |
| 32. | Whispers of ‘Grexit’ start again – POLITICO                                     | January 25, 2017 5:08 pm  | <b>9,768</b><br>(0.56%)  | 00:05:14 |
| 33. | Hacked information bomb under Germany’s election – POLITICO                     | March 20, 2017 8:45 pm    | <b>9,443</b><br>(0.54%)  | 00:04:08 |
| 34. | Alexis Tsipras’ €100 billion problem – POLITICO                                 | February 21, 2017 1:10 pm | <b>9,403</b><br>(0.54%)  | 00:04:01 |
| 35. | EU expects home-team advantage in Brexit talks – POLITICO                       | February 23, 2017 4:46 pm | <b>9,302</b><br>(0.53%)  | 00:04:07 |
| 36. | EU spots opportunity in Brexit to fix funding wars – POLITICO                   | January 10, 2017 5:30 am  | <b>9,139</b><br>(0.52%)  | 00:03:19 |
| 37. | Russia’s nuclear attack on Europe – POLITICO                                    | February 1, 2017 3:54 pm  | <b>9,058</b><br>(0.52%)  | 00:03:47 |
| 38. | Berlin prepares for Trump’s wrath – POLITICO                                    | January 19, 2017 5:25 am  | <b>9,038</b><br>(0.51%)  | 00:03:32 |
| 39. | New Dutch disease – a gas hangover – POLITICO                                   | January 10, 2017 5:44 pm  | <b>8,917</b><br>(0.51%)  | 00:04:08 |
| 40. | Theresa May will trigger Brexit on March 9 – POLITICO                           | January 31, 2017 12:11 pm | <b>8,714</b><br>(0.50%)  | 00:03:25 |
| 41. | Welcome to a multi-Sprite Europe – POLITICO                                     | March 8, 2017 8:42 pm     | <b>8,714</b><br>(0.50%)  | 00:04:28 |
| 42. | Hard Brexit is ‘wise,’ Norway says – POLITICO                                   | January 18, 2017 5:19 pm  | <b>8,450</b><br>(0.48%)  | 00:02:46 |
| 43. | EU referendum plan re-emerges in Iceland – POLITICO                             | January 2, 2017 12:45 pm  | <b>8,167</b><br>(0.46%)  | 00:01:59 |
| 44. | Schäuble strikes again – POLITICO   | February 14, 2017 9:40 pm | <b>8,126</b><br>(0.46%)  | 00:03:33 |
| 45. | In Northern Ireland, old divisions could have a new casualty: Brexit – POLITICO | January 13, 2017 3:24 pm  | <b>8,086</b><br>(0.46%)  | 00:04:41 |
| 46. | Marine Le Pen calls for return to ECU-style currency after ‘Frexit’ – POLITICO  | January 3, 2017 6:34 pm   | <b>8,065</b><br>(0.46%)  | 00:03:23 |
| 47. | Trudeau: Canada is not playing double game with Trump and EU – POLITICO         | February 16, 2017 2:18 pm | <b>7,680</b><br>(0.44%)  | 00:01:42 |
| 48. | Hard Brexit means losing EU doctors, surgeons – POLITICO                        | January 29, 2017 5:01 pm  | <b>7,620</b><br>(0.43%)  | 00:03:28 |
| 49. | EU: No trade deal if UK becomes a tax haven – POLITICO                          | March 31, 2017 3:39 pm    | <b>7,255</b><br>(0.41%)  | 00:02:22 |
| 50. | Theresa May: We’re leaving the single market – POLITICO                         | January 17, 2017 2:28 pm  | <b>7,235</b><br>(0.41%)  | 00:04:35 |

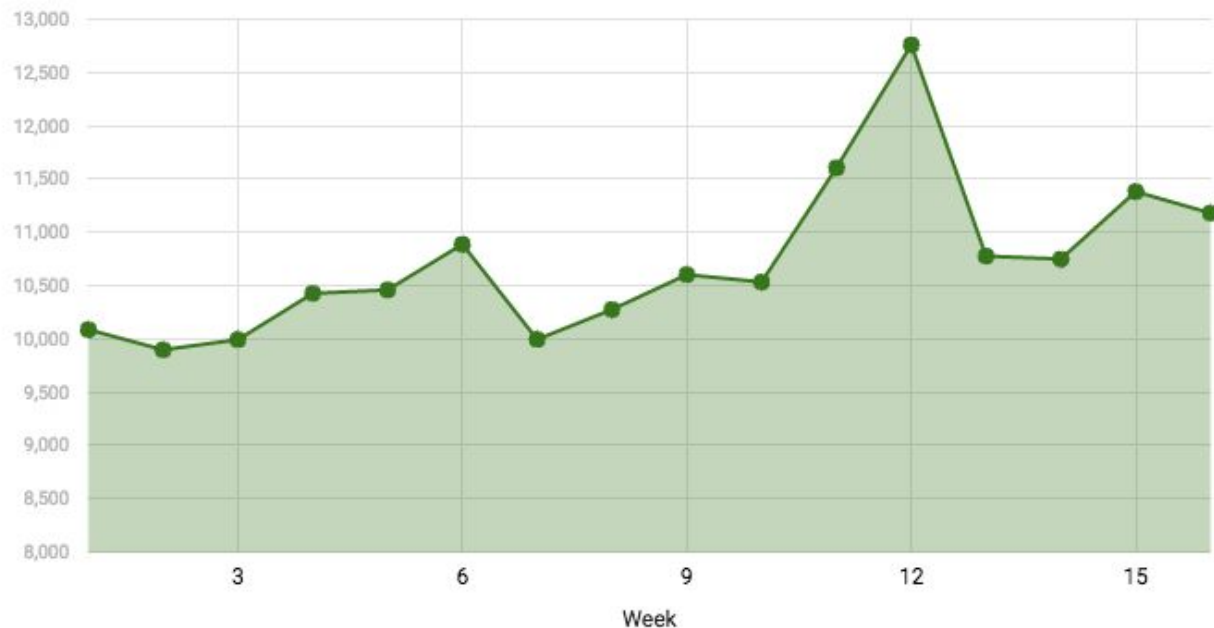
# Twitter



## Top tweets by impressions (people seeing the tweet)

- Sarin gas, the weapon believed to have been used by Assad, was first created and used by Nazi scientists in 1938
  - [252,550 impressions](#)
  - Story: Sean Spicer claims even Hitler didn't use chemical weapons against his people
- If the choice is Macron or Le Pen, many leftist supporters would rather not vote at all
  - [110,943 impressions](#)
  - Story: Jean-Luc Melenchon's army of abstainers
- What do @rogerfederer, @VicenteFoxQue and @RuthDavidsonMSP have in common? They'll help make 2017 great again
  - [107,307 impressions](#)
  - Story: 12 people who will make 2017 great again (in a good way)
- Poll puts Emmanuel Macron neck-and-neck with far-right Marine Le Pen in 1st round of French presidential elections
  - [83,349 impressions](#)
  - Story: Macron even with Le Pen in first round: survey
- Russia is "actively involved" in the upcoming French and German elections, according to the US
  - [78,773 impressions](#)
  - Story: US intelligence chief: Russia interfering in French, German elections

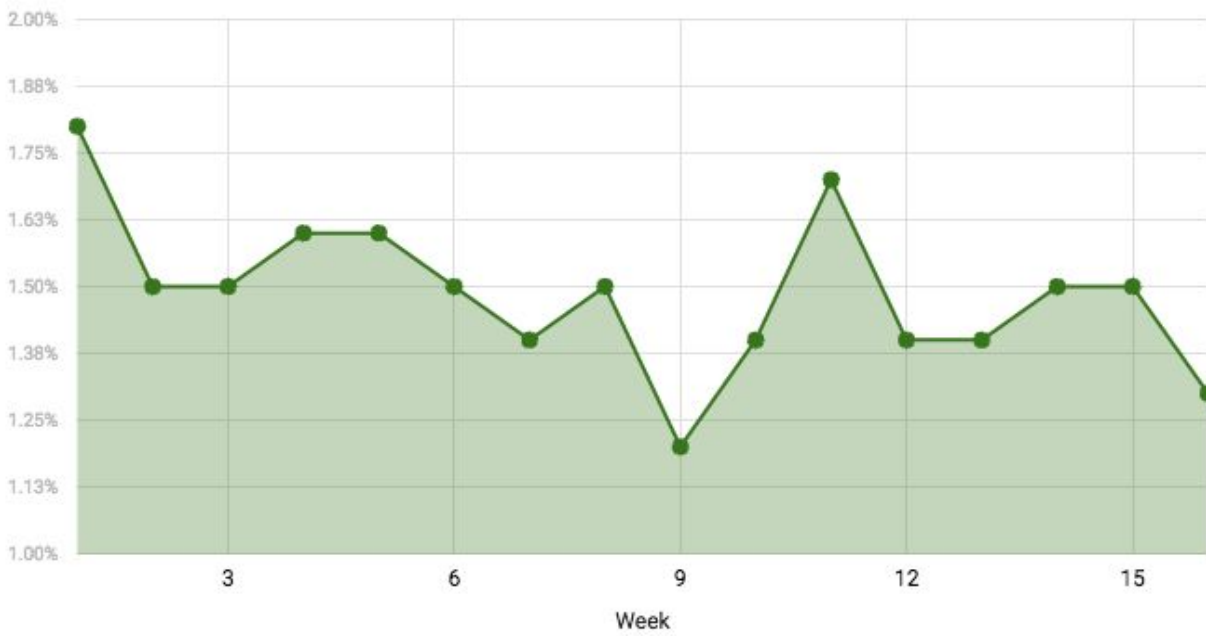
### Average tweet impressions by week



### Top tweets by engagement (people interacting with the tweet)

- Austrian far-right politician criticized over pizza picture
  - [24.5% engagement](#)
  - Story: Austrian far-right taken to task over pizza picture
- If the choice is Macron or Le Pen, many leftist supporters would rather not vote at all
  - [22.5% engagement](#)
  - Story: Jean-Luc Melenchon's army of abstainers
- UK Conservative supporters reject any system that doesn't lead to a sustained fall in immigration numbers
  - [15.4% engagement](#)
  - Story: Tory voters' hard line on immigration gives Theresa May a Brexit headache
- Russia bans an image of Vladimir Putin in makeup saying it's "extremist material"
  - [14.6% engagement](#)
  - Story: Russia bans image of Vladimir Putin in makeup
- The EU's #Brexit strategy: Grab the popcorn and watch anarchy in the UK
  - [13.5% engagement](#)
  - Story: EU's Brexit strategy: Grab the popcorn

## Average tweet engagement by week





# Facebook

Facebook follower growth



## Top posts by reach (people seeing the post)

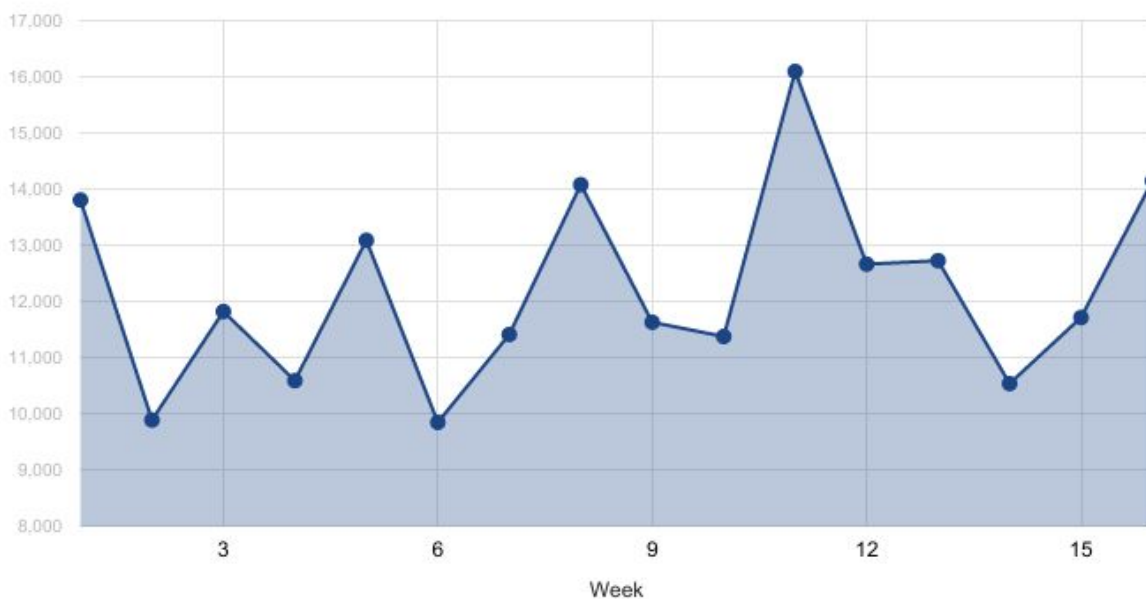
- In the end, Angela Merkel couldn't hide it. "Why are you here?" Merkel, never a good pretender, seemed to be thinking.
  - [Reached 238,636 people](#)
  - Story: Merkel's Ivanka moment
- You will finally be able to use your phone anywhere in the EU at no extra cost.
  - [Reached 182,650 people](#)
  - Story: EU reaches mobile roaming deal
- Polish MEP Janusz Korwin-Mikke has been suspended from the European Parliament and will lose his daily allowance over sexist remarks he made in the chamber, Parliament President Antonio Tajani said Tuesday.
  - [Reached 95,798 people](#)
  - Story: Polish MEP suspended for 'women must earn less' remark
- A Belgian astronomer discovered the TRAPPIST-1 solar system with the EU-funded SPECULOOS project.
  - [Reached 87,386 people](#)
  - 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 82,899 people](#)
  - Story: Commission outlines 5 scenarios for future of EU in white paper

## Top videos by reach (people seeing the post)

- Live @ Residence Palace: European Parliament Presidential Debate
  - Reached 1,017,844 people

- New European Order
  - Reached 322,435 people
- POLITICO's Davos session about #FixingEurope
  - Reached 192,751 people
- PlaybookPlus live chat: Ryan Heath, Harry Cooper and Carmen Paun talk Romania, Malta summit and more.
  - Reached 184,902 people
- Our political reporters Ryan Heath and Harry Cooper are discussing the results of the 5Star internal referendum and the proposal that they ditch their UKIP allies in the Parliament and join the arch-EU liberal ALDE group.
  - Reached 136,478 people

**Average Facebook post reach by week**



#### **Top posts by engagement (people interacting with the post)**

- In the end, Angela Merkel couldn't hide it. "Why are you here?" Merkel, never a good pretender, seemed to be thinking.
  - [12.3% engagement](#)
  - Story: Merkel's Ivanka moment
- Norbert Hofer, of the Austrian far right, on Monday admitted that a social media post featuring his family eating pizza wasn't accurate.
  - [11.4% engagement](#)
  - Story: Austrian far right taken to task over pizza picture
- "Dare I say, [Trump could be] a possible friend," says the Sex Pistols' Johnny Rotten.
  - [10.5% engagement](#)
  - Story: Sex Pistols' Johnny Rotten backs Brexit, Farage, Trump
- This is how the UK will negotiate Brexit.
  - [10.0% engagement](#)
  - Story: How Britain will negotiate Brexit

- How Marine Le Pen may win after all.
  - [9.8% engagement](#)
  - Story: How Marine Le Pen could win

