



## Twitter Analysis: Trump & Biden in August 2020

Insights by **pressrelations**



# Overview

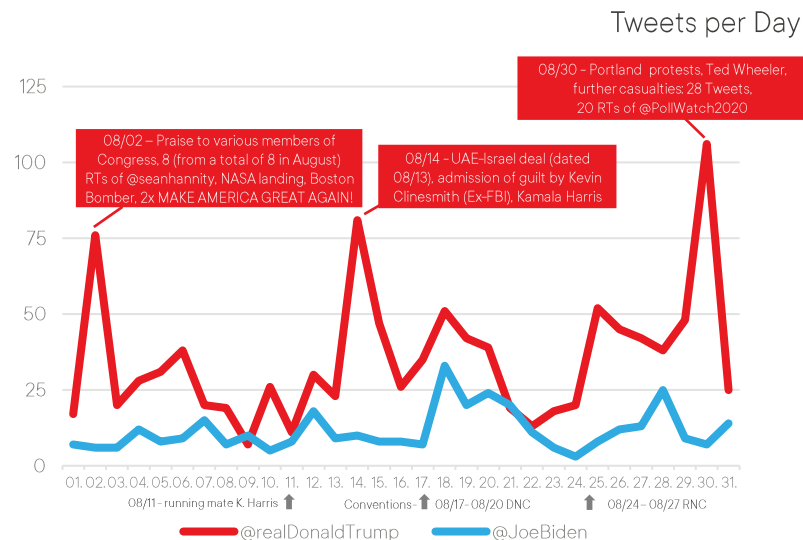
**Trump Tweetstorm!** – The president tweeted an average of 35 times per day. The peak was on 08/30/2020, when he sent out a record 106 tweets. With 1093 tweets in August, Trump surpassed his total for July – 863. The president is still extremely active on Twitter, also due to the high number of retweets of previously posted content.

**Quality over quantity** – Even though @realDonaldTrump tweeted more than three times more than @JoeBiden, the difference in engagement is clear. With an average of 90 000 interactions per tweet, Biden is better at engaging his own (much smaller) community.

This can also be seen in the percentage of new followers gained. While Trump already has an impressive audience, Biden has a much higher growth rate. During the month of August, @JoeBiden also acquired a higher absolute number of followers than the incumbent president.

## Change in Follower Numbers in August 2020

	1 August	31 August	in %
Donald Trump	84.44 Mil.	85.65 Mil.	+1,5%
Joe Biden	7.58 Mil.	9.03 Mil.	+19%



## Basic Data for Tweets in August 2020


	Donald Trump	Joe Biden
Number of Tweets	1.093	358
of which “Self-Retweets”*	170	9
% Engagement (per Tweet)	65.548	89.287
Tweets with links**	737	239
in %	67%	67%

\* Number of retweets of „own“ accounts – @realDonaldTrump (53), @TeamTrump (47), @WhiteHouse (59), @TrumpWarRoom (11), @JoeBiden (0), @TeamJoe (9)

\*\* Links to news sites or Twitter accounts (RTs)

# Credibility of Shared Media

(leaving out Trump & Biden's own web pages and campaign sites)

Medium	Links		NewsGuard Score
foxnews.com*	11	FOX	69,5
 DanScavino**	10		n/a
hannity.com	9	FOX	42
oann.com	9		25
nypost.com	8		75

\* Links to the respective Twitter account as well as to a website

\*\* only Twitter

Once again, content from Fox News and its contributors dominates Trump's Twitter profile. Fox has a total of 20 links in the top 5, while the NewsGuard scores cause some worry. The situation gets even more concerning when you see the links to One America News Network, which has a score of only 25. Even though the NewsGuard Score is very low for OANN, it is quite high for the New York Post, on the other hand.



@realDonaldTrump



65.548

Average interactions per Tweet

89.287

@JoeBiden

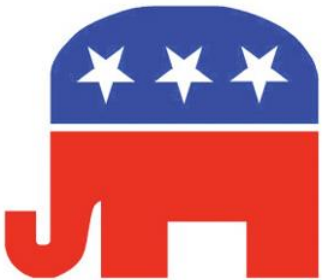
Less is more – meanwhile, @JoeBiden is clearly holding back. The low number of shared media leads to an impeccable NewsGuard Score. What is interesting is the fact that Biden's accounts specifically link to Trump tweets three times in August. This does not happen the other way around. The small amount of „self-retweets“ also reveals a different style when compared to Trump.

Medium*	Links	NewsGuard Score
 Donald Trump	3	n/a
washingtonpost.com	3	100
 DrBiden	2	n/a

\* Only multiple links were taken into account



# Media Content & Its Reliability



@realDonaldTrump deleted a total of 20 tweets in August 2020. While four of those cases can be linked to grammatical errors, others were deleted as a result of their problematic content.

## Posts That Were Not Restored: Conspiracy Theories & Disinformation

**Donald J. Trump**  
@realDonaldTrump

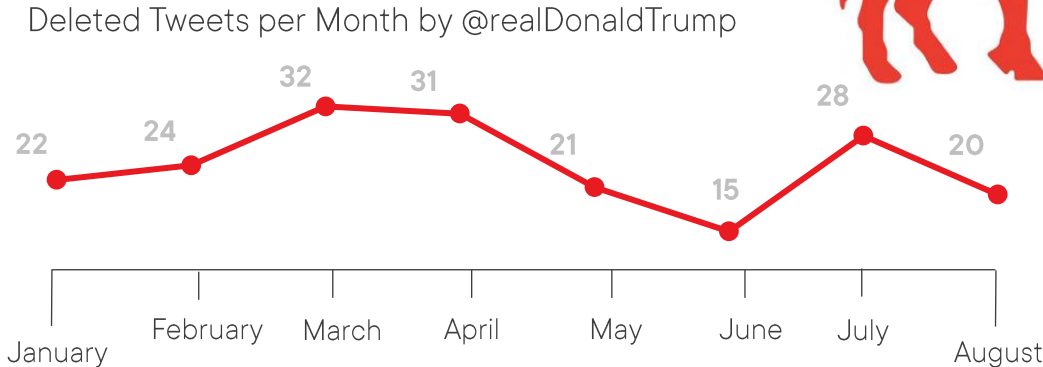
Mike Pence was never put on standby, & there were no mini-strokes. This is just more Fake News by @CNN, a phony story. The reason for the visit to Walter Reed, together with the full press pool, was to complete my yearly physical. Short visit, then returned (with press) to W.H...


 **CNN** @CNN

Vice President Mike Pence was put on standby to temporarily assume the powers of the presidency during President Trump's unannounced visit to Walter Reed hospital in November 2019, according to New York Times reporter Michael Schmidt's forthcoming book [cnn.it/34StEQS](https://www.cnn.it/34StEQS)

2:27 AM · Sep 2, 2020

69.9K 38.2K people are Tweeting about this




**Donald J. Trump**  
@realDonaldTrump

My visits last week to Texas and Florida had massive numbers of cheering people gathered along the roads and highways, thousands and thousands, even bigger (by far) than the crowds of 2016. Saw no Biden supporters, and yet some in the Fake News said it was an equal number. Sad!

12:46 PM · Aug 3, 2020

3 See Donald J. Trump's other Tweets

@realDonaldTrump addressed Fake News in two cases. Both of the deleted tweets were about allegations of media bias against him. Just like in the previous month, Trump retweeted posts that contain disinformation.

**Mel Q**  
@littlemel (Retweet)

"This week the CDC quietly updated the Covid number to admit that only 6% of all the 153,504 deaths recorded actually died from Covid

That's 9,210 deaths

The other 94% had 2-3 other serious illnesses & the overwhelming majority were of very advanced age"

[facebook.com/1566405890/pos...](https://www.facebook.com/1566405890/pos...)

This week the CDC quietly updated the Covid number to admit that only 6% of all the 153,504 deaths recorded actually died from Covid.

That's 9,210 deaths.

The other 94% had 2 to 3 other serious illnesses and the overwhelming majority were of very advanced age; 90% in nursing homes.

That's a pretty big BOOM.

This is not to say it's not real. I'm not debating that. I'm just showing updated numbers. Not here to fight. Sick of fighting. Will delete messages wanting to fight. Peace, love & good health to all.

ICD-10 codes	Number of conditions					
	All ages	0-4 years	5-14 years	15-44 years	45-64 years	65+ years
U071	115,504	385	1,175	3,042	8,815	78,181

7:30 PM · Aug 29, 2020

31.2K See the latest COVID-19 information on Twitter



# Tweets with the Most Interactions

The five most successful tweets from both accounts in August differ significantly from each other.

Trump's tweets were clearly emotional. Those short catchphrases and sentences are not only intended for spontaneous likes and retweets – the „Make America Great Again“ slogan was shared by @realDonaldTrump several times in August, as well as the previous month.

In contrast, @JoeBiden's tweets are much more substantive. The comparatively longer messages are well-received by the community, and the interaction rates for both accounts are on a comparable level.

The tweet in which Biden announced Kamala Harris as his running mate was particularly successful.

## Top 5 Tweets by Interactions

MAKE AMERICA GREAT AGAIN!

IF YOU CAN PROTEST IN PERSON, YOU CAN VOTE IN PERSON!

OPEN THE SCHOOLS!!!

Robert, I Love You. Rest In Peace!

FAKE NEWS IS THE ENEMY OF THE PEOPLE!

@realDonaldTrump

I have the great honor to announce that I've picked @KamalaHarris — [...] — as my running mate.

When Donald Trump says tonight you won't be safe in Joe Biden's America, [...] How safe do you feel in Donald Trump's America?

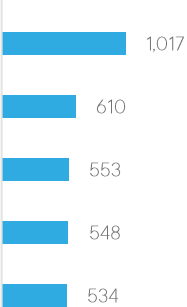
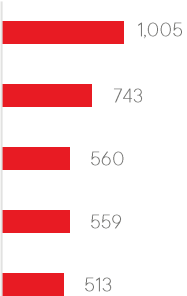
Let's go win this, @KamalaHarris. <https://t.co/O2EYo6rYyk>

It is with great honor and humility that I accept this nomination for President of the United States of America.

Mr. President, Jill and I are sad to learn of your younger brother Robert's passing. [...]

@JoeBiden

Interactions  
(in Thousands)



# Conclusion

The fight continues – @JoeBiden managed to generate much more followers than @realDonaldTrump for the month of August. @JoeBiden increased his followers by 145 million for the month, while with Trump the number stands at 123 million. The high growth rate of Biden's account can also be linked to the type of content it shares. In any case, this significantly expands his audience. The different social media strategies both candidates utilize result in interesting insights. →

The name of the game – varied content versus media presence. Even though Biden is in control of the number of posts on his Twitter account (owned media) he only generates around a third of the posts Trump does. However, the media coverage (earned media) for August shows a different picture.

Can Biden be a threat to the current incumbent Trump?

Check out our comparative analysis of **earned and owned media coverage** in the **2020 US Presidential Election**.

View the **real-time InfoBoard** [here](#).

