



US Elections on Social Media: Clinton picking up pace

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The social media analytics provider [quintly](#) just [revealed findings regarding the performance of the two presidential candidates](#) Clinton and Trump. Since the last analysis quintly published, Hillary Clinton was able to improve her social media performance. In terms of interactions Clinton is picking up the pace. In June she was able to double their likes, comments and shares on Facebook. Whereas Trump just managed to increase his interactions by 8%. To monitor all developments, quintly also [launches a live data hub with all information in one place - in real time](#).

The analysis furthermore shows how many percent of posted content on Facebook is sponsored. Here quintly detects a potentially important reason why Clinton is gaining traction on social media. According to quintly's sponsored post detection, Clinton sponsors approximately 40% of her posts and Trump just 20%. In terms of post frequency the opponents publish their social media content in a similar manner.

“Our monthly analysis is getting more insightful the closer we get to the end of the campaigns. Now that Clinton is picking up the pace, the race on social might get closer and more interesting. That’s why we set up a live data hub to be able to monitor the development going forward.”

— Comments Alexander Peiniger CEO and Co-Founder of quintly.

One further important finding are the growth rates of the two presumptive nominees. On Facebook Clinton won more fans (615k) than Trump (588k) in June. However, on Twitter the billionaire from New York managed to receive 851,450 new followers and the former secretary of state just 137,942. For more information you can find the analysis [here](#) and the quintly live data hub for the presidential elections [here](#).

ABOUT QUINTLY

quintly is a web-based **social media analytics tool** that helps users track and benchmark their performance against their competitors’. In this way customers can steadily optimize their social media strategy.

quintly was founded in Ennepetal, Germany in early 2011 by the brothers Alexander and Frederik Peiniger and is headquartered in Cologne, Germany now since 2012. Having started off as a duo with the name “AllFacebook Stats” it was renamed later on to “quintly” as more and more networks have been integrated. Now, quintly’s clients are able to track Facebook, Twitter, YouTube, Google+, LinkedIn, Instagram and blogs through RSS feeds. The company now employs 25 people in **Germany, Brazil** and the **US**, has users in **183 countries** and serves paying clients in 60 countries. After three years in business, last year quintly expanded internationally and has established its US corporation as well as a sales office in Brazil with its headquarters remaining in Cologne. With an international team quintly strives to share their analytics expertise with their clients and through excellent service help them excel in their social media strategies.



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