

US ELECTION ANALYSIS

Clinton versus Trump.
The use of social media in
the US Election campaigns.



US Elections on Social Media: Trump still leading

The social media analytics provider [quintly](#) just revealed [findings regarding the performance of the two presidential candidates](#) Clinton and Trump. While the republican has been widely leading on social media, our last analysis showed that Clinton could slightly decrease the gap between them. The latest data provided by quintly shows that in July 2016, Trump is still performing strong. However, around the National Conventions, both candidates have been able to increase their fan base. 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. As election day comes closer, quintly's sponsored post detection shows that Clinton sponsors over 90% of her posts and Trump over 50%. Since may 2016, both have more than doubled their paid post share.

“Now that both parties have nominated their candidates, both Trump and Clinton seem to ramp up their Facebook pages as they rely more heavily on paid content. As election day comes closer, social media will certainly become even more important for the campaigns. That’s why we set up a live data hub to be able to monitor the development going forward.”

— Alexander Peiniger CEO and Co-Founder of quintly

Considering their fan base, Donald Trump has gathered more than 1.5 million new fans on Facebook and more than one million new followers on Twitter in July 2016. Hillary Clinton achieved to increase her numbers by about one million on Facebook and around 830k on Twitter. 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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