

# US elections

## social media report: digging deep into data

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The social media analytics provider [quintly](http://quintly.com) just revealed [findings regarding the campaigns of the two presidential candidates](#) Hillary Clinton and Donald Trump. The latest data provided by quintly examines a time frame from May to October 2016 - the final phase of the US elections.

Both candidates proved to be very active on social media. Hillary Clinton posted 1,462 times on Facebook and tweeted 2,836 times. Trump published 1,456 posts on Facebook and 2003 Tweets. However, Clinton never reached the amount of interactions that Trump achieved despite her tweeting much more often than him.

*“November 8 is only days away. With the race for presidency coming to an end, it is time to look back. Our monthly analyzes have revealed deep data driven insights on the use of social media in political campaigns.”*

— Alexander Peiniger CEO and Co-Founder of quintly

Looking at the daily gains and losses of followers, it seems that in politics fan growth is very closely related to certain events. These can be TV debates, conventions or other politically relevant incidents. Furthermore, Hillary Clinton used Facebook advertising a lot, sometimes sponsoring almost 100% of her posts. Donald Trump relied on paid posts less, however, he also reached percentages over 80%.

For more information you can find the full analysis [here](#) and the quintly live data hub for the presidential elections [here](#). Please also feel free to share our comprehensive [infographic](#).



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#### 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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