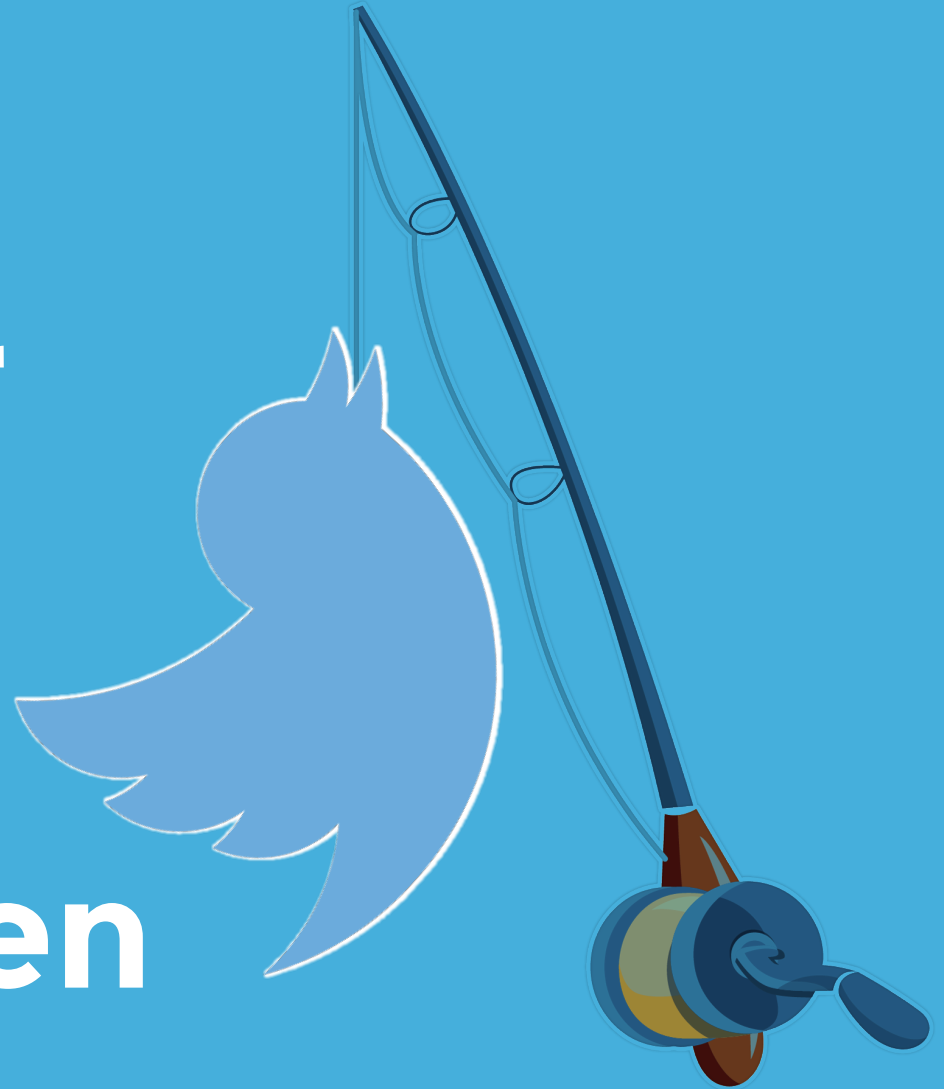


Fishing for Retweets

Alan Schoen



Getting Noticed



@alanschoen
Followers: 58

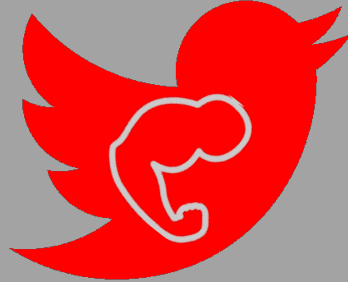


@donlemon
Followers: 338k

■ Getting Noticed



@alanschoen
Followers: 58



@donlemon
Followers: 338k



President Don Lemon Retweeted



Don Lemon @donlemon · 24 Aug 2015

Soon. Around the @cnn debate time. Sept 16th maybe. 😊



President Don Lemon @LemonPresident

@donlemon Sooo.....like...when are you going to announce your presidential campaign, boo? The world is waiting. 💜 🙄 #Lemonade

■ Data

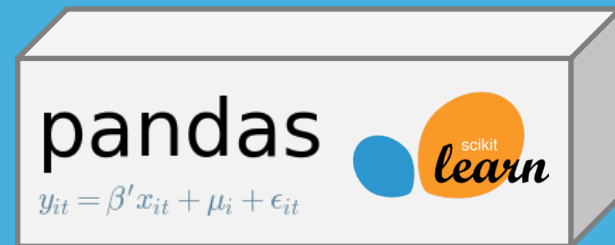
Scraped tweets around 110 political reporters, including their tweets and tweets at them.

Left			Center			Right		
@donlemon	@donnabrazile	@donlemon	@andersoncooper	@jmartnyt	@morningmika	@jaketapper	@edhenry	@jonahnro
@maddow	@nickkristof	@markos	@mikeallen	@samsteinhp	@marcambinder	@megynkelly	@dloesch	@teamcavuto
@ezraklein	@davidcorndc	@tomfriedman	@chucktodd	@norahodonnell	@williegeist	@seanhannity	@brithume	@peggynoonannyc
@ariannahuff	@rbreich	@anamariecox	@buzzfeedben	@markhalperin	@jonkarl	@michellemalkin	@secupp	@monicacrowley
@gstephanopoulos	@katrination	@chriscuomo	@brianstelter	@maggienyt	@DylanByers	@danaperino	@majorcbs	@kirstenpowers
@camanpour	@nycjim	@thereval	@thefix	@dleonhardt	@mollyesque	@bretbaier	@greggutfeld	@costareports
@nytimeskrugman	@mtaibbi	@sullydish	@daveweigel	@rickklein	@jbarro	@greta @glennbeck	@tuckercarlson	@larrysabato
@anncurry	@mattyglesias	@billkeller2014	@wolfblitzer	@blakehounshell	@nickconfessore	@oreillyfactor	@andreatantaros	@mkhammer
@chrislhayes	@lawrence	@charlesmblow	@joenbc	@joshtpm	@politicalwire	@ahmalcolm	@judgenap	@ericbolling
@ggreenwald	@borowitzreport	@wikileaks	@markknoller	@jeffreygoldberg	@markleibovich	@drudge	@ewerickson	@richlowry
@mharrisperry	@hardball_chris	@juliaioffe	@mitchellreports	@ktumulty	@natesilver538	@krauthammer	@stephenfhayes	
@fareedzakaria	@dianesawyer	@pescami	@howardkurtz	@thegarance	@forecasterEnten	@anncoulter	@kimguilfoyle	
			@davidfrum	@ryanlizza	@jdickerson			

Data Pipeline



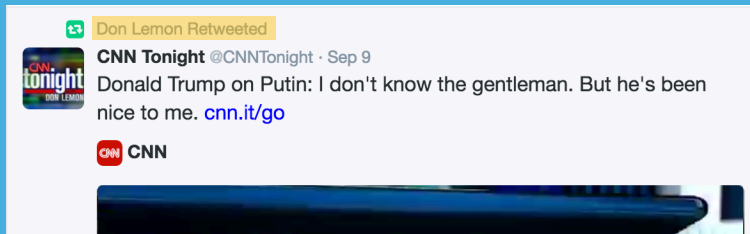
Twitter API



1,465,174

That's a lot of tweets!

Filters



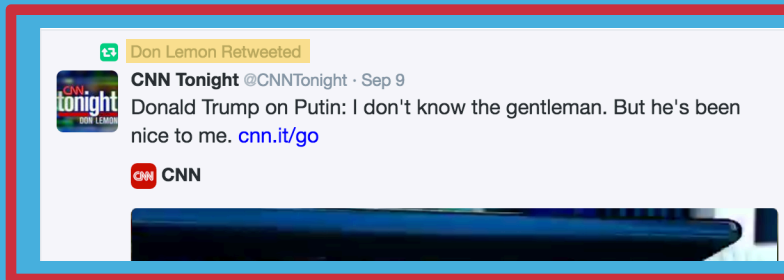
Reporter
Tweets

Remove
regular tweets

Remove tweets
from superusers

Model Data

Filters



Reporter
Tweets



Remove
regular tweets

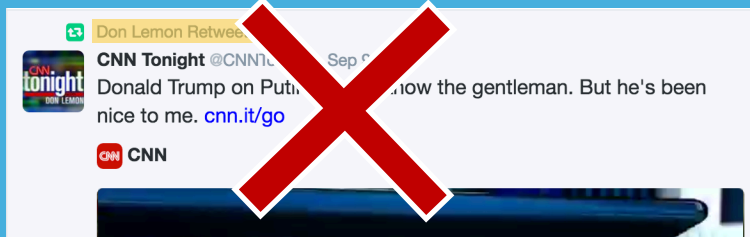


Remove tweets
from superusers



Model Data

Filters



Reporter
Tweets



Remove
regular tweets



Remove tweets
from superusers

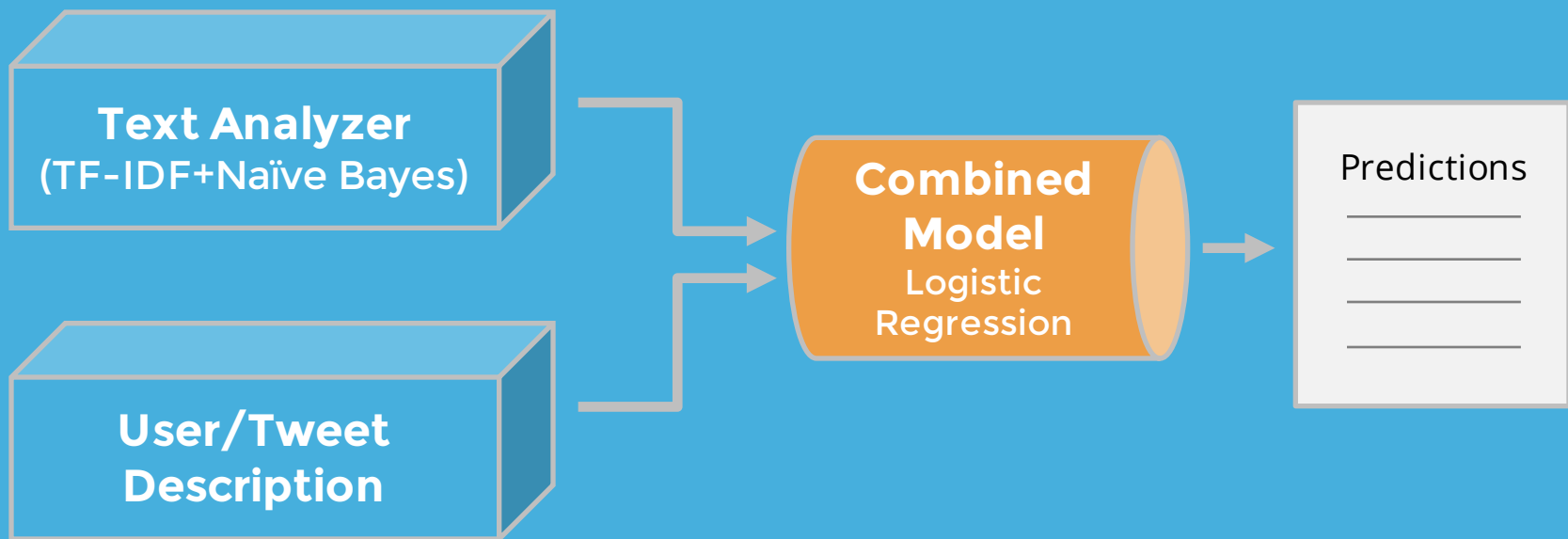


Model Data

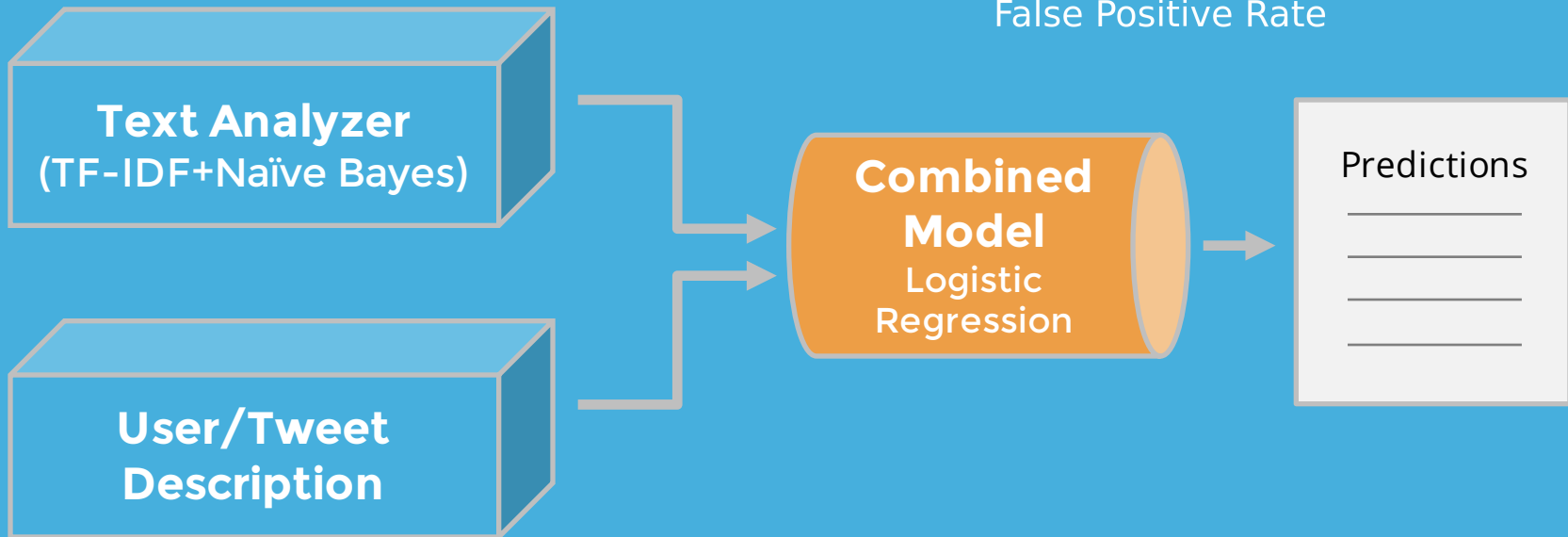
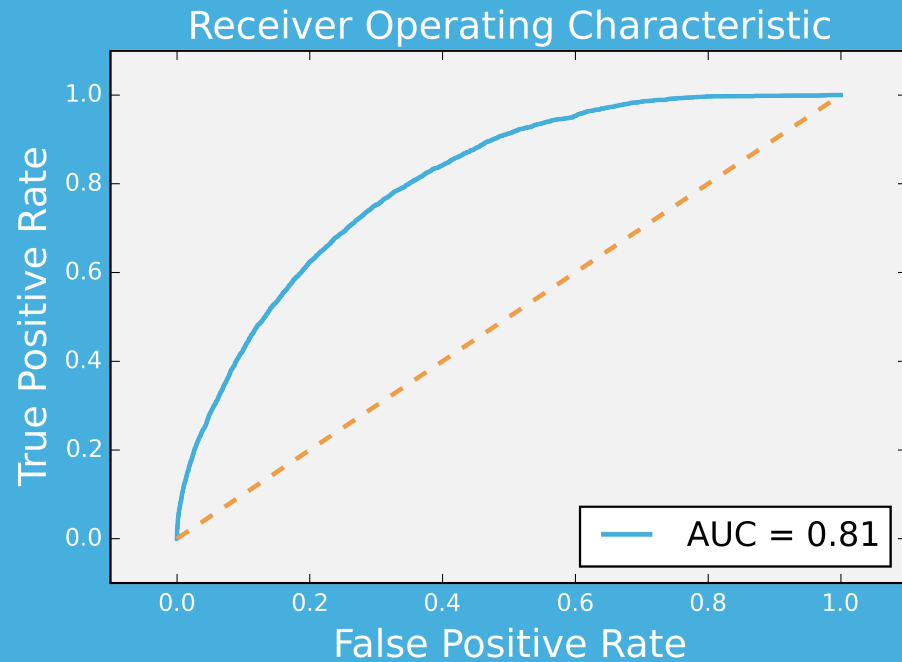
526,124

Still a lot.

Model



Model
AUC: 0.81





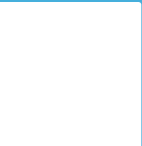
AVG: 0.3%

Psssht. Good luck.



AVG: 0.3%

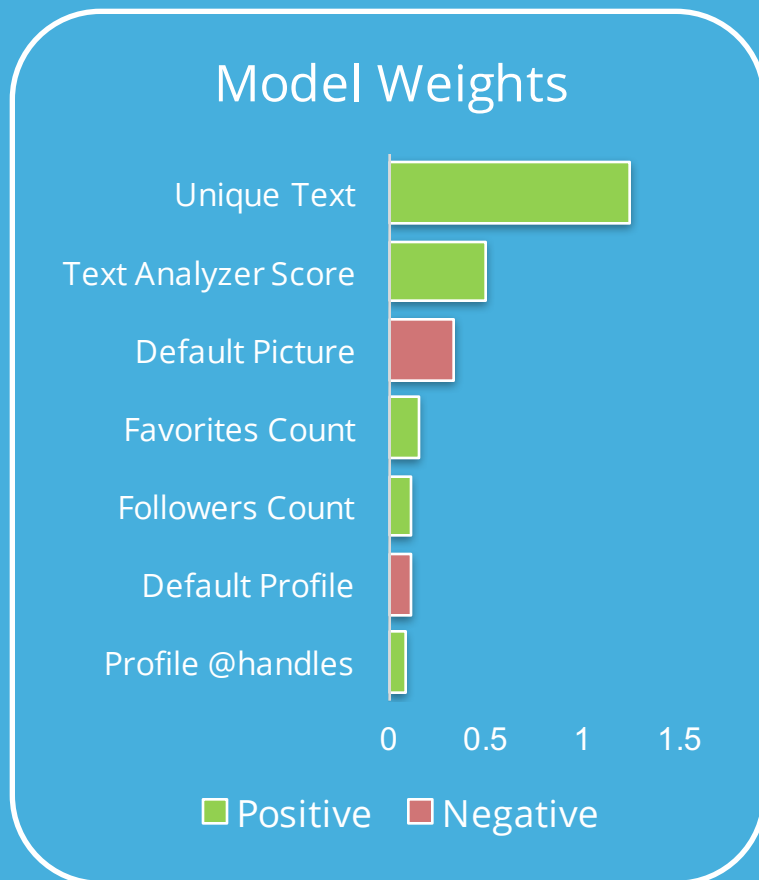
Psssht. Good luck.



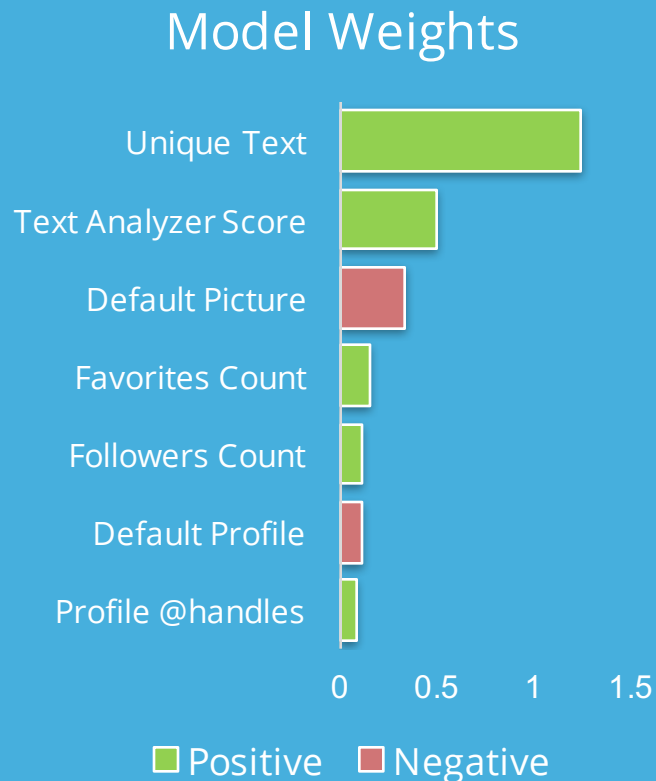
OPTIMAL: 1.3%

That's four times as much!

Write better tweets



Write better tweets



Use

Punctuation: .,!/?&

Positivity: like, great, love, good

Names: Don, Chris, Trump, Hillary

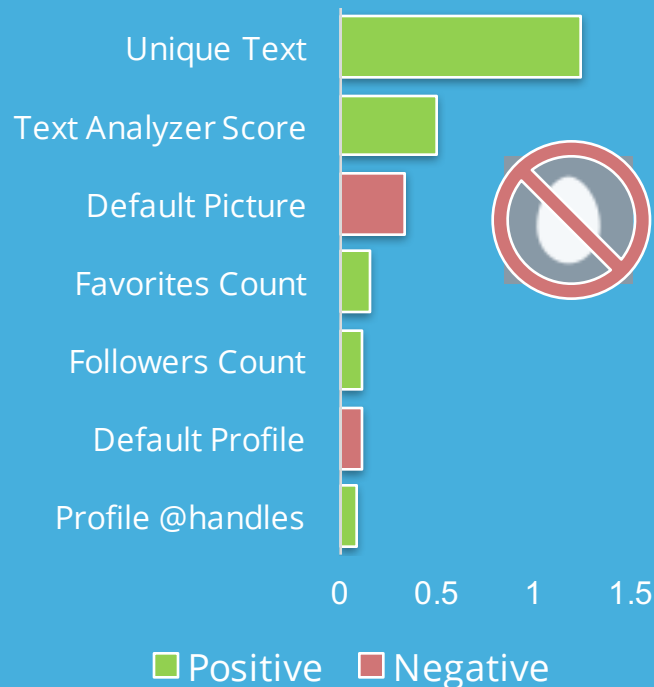
Verbs: think, did, know, say, does

Don't use

nouns: director, mutilation,
narcissist, bribe, scam, racists

Write better tweets

Model Weights



Use

Punctuation: .,!?&

Positivity: like, great, love, good

Names: Don, Chris, Trump, Hillary

Verbs: think, did, know, say, does

Don't use

nouns: director, mutilation, narcissist, bribe, scam, racists

Thanks!

Don't forget to tweet
at @donlemon



@donlemon I loved hearing your panel talk about Trump and Hillary! Many thanks.|



@donlemon You're looking like you're 25! People want to know: how do you do it?|

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