Trump Victory predictable through TrendifyLive

Context

President Elect, @realDonaldTrump, with a twitter following of 14.3 million and @HillaryClinton, with 11 million, began building his audiences in 2009 and hers in 2013 respectively. On the November 8 Election Day, they did battle it out to maximize their winning strategies. Their supporters bombarded voters with their campaign messages. In 2012, it was President Obama who capitalized on this increasingly very effective, massive and low cost, two-way communication medium that allowed him to dominate Governor Romney by ratio of 27:1 in terms of influence by Twitter Followers.
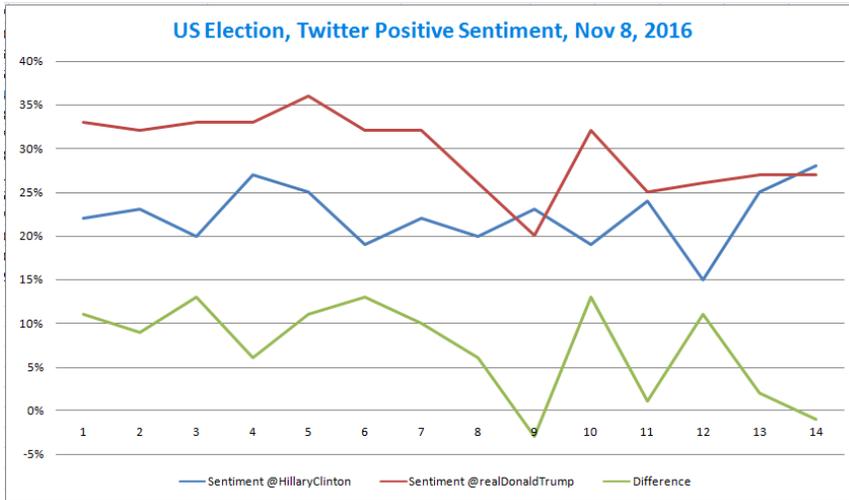
Early Tuesday morning, Secretary Clinton started her campaign by tweeting messages mainly to get out people to vote. Heavy Twitter influencers such as John Legend, Madonna, Beyonce and visual artist (Alejandro Vigilante) shared pictures and videos to excite their followers. However, Mr. Trump stayed on top of his game the whole time with his followers that included his families and many online communities such as @TeamTrump, @Bikers4Trump and others.

Trump Twitter activities translate to Election win

According to TrendifyLive, our advanced analytics software, the two candidates generated close to 3 million interactions over Twitter on the Election Day alone. These posts were mainly used to connect and invite their audiences to promote the candidates platforms. They were also used to denounce the other candidate's short comings.

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US Election, Twitter Positive Sentiment, Nov 8, 2016

Legend: Sentiment @HillaryClinton — Sentiment @realDonaldTrump — Difference

This graph shows the positive sentiments generated by the respective supporters. The numbers from 1-14 reflect the snapshot of public opinions from 8am to 6pm eastern time.

As the hours passed though, it was Mr. Trump's supporters who continually dominated this massive and effective viral machine. Most of the time throughout the day, at any given minute or hour, Mr. Trump's supporters generated Twitter commotion that resulted in 7% more average positive sentiments over Secretary Clinton's following.

Early #Twitter Battle
@HillaryClinton,@realDonaldTrump
#EleccionesEEUU2016,#imwithher,#maga
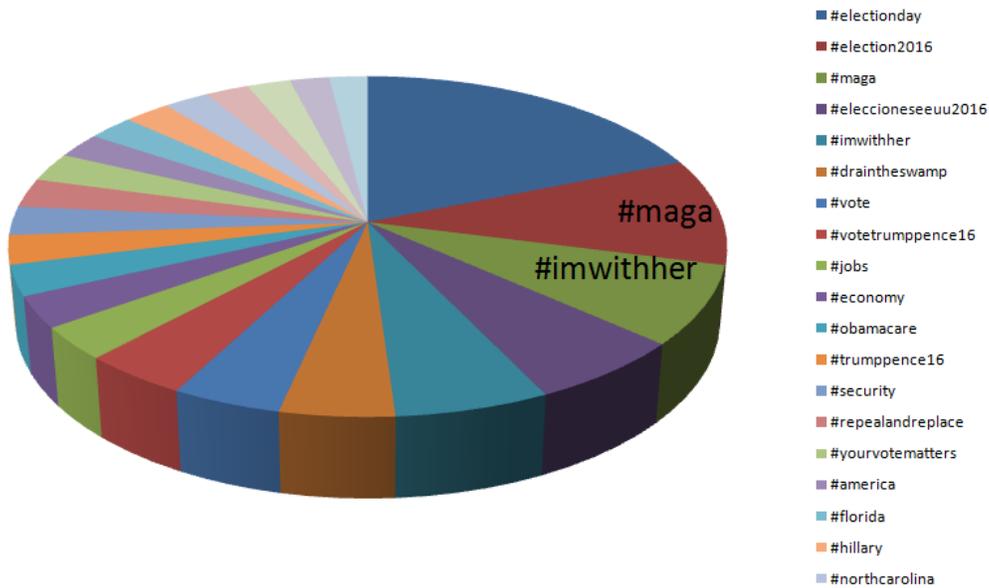#votehillary #ElectionDay supported by
@Madonna

Top Twitter Trends, Right Now

@realDonaldTrump:43%
@HillaryClinton:37%(For Hillary)
@Madonna: 8%(For Hillary)
@Beyonce: 4%(For Hillary)
@BonJovi: 4%(For Hillary)
@TheEllenShow: 4%(For Hillary)

Over All:
@HillaryClinton: 57%
@realDonaldTrump: 43%

Vote today!

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RETWEET	LIKES
1	2

10:30 AM - 8 Nov 2016

On Election Day, TrendifyLive assessed sentiments live. The result was that @realDonaldTrump had a positive sentiment lead of 43% over 37% for @HilaryClinton.
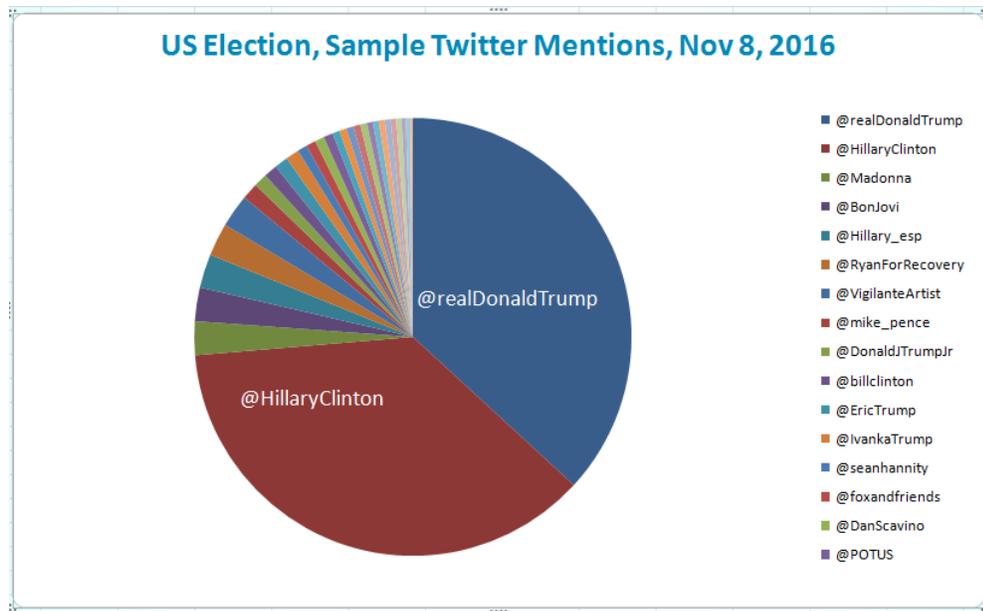
The following graphs show the keywords, hashtags and mentions voters used to express their feelings

US Election, Sample Twitter Trends , Nov 8, 2016

#maga

#imwithher

- #electionday
- #election2016
- #maga
- #eleccioneseeuu2016
- #imwithher
- #draintheswamp
- #vote
- #votetrumppence16
- #jobs
- #economy
- #obamacare
- #trumppence16
- #security
- #repealandreplace
- #yourvotematters
- #america
- #florida
- #hillary
- #northcarolina

US Election, Sample Twitter Mentions, Nov 8, 2016

@realDonaldTrump

@HillaryClinton

- @realDonaldTrump
- @HillaryClinton
- @Madonna
- @BonJovi
- @Hillary_esp
- @RyanForRecovery
- @VigilanteArtist
- @mike_pence
- @DonaldJTrumpJr
- @billclinton
- @EricTrump
- @IvankaTrump
- @seanhannity
- @foxandfriends
- @DanScavino
- @POTUS

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Impact of tracking real-time sentiments

When people are happy, or unhappy, many turn to social media to tell their stories. In this election, it was truer than ever specifically for Mr. Trump supporters. They did not want to be seen supporting Mr. Trump in public for reputation backlash. Twitter gave them a private place, where they can sit in the privacy of their own homes or at a dinner table with their friends and vent many years of frustration and help avoid to be chastised for their views by the opposition candidate's supporters.

This election reminded us at TrendifyLive about two things:

Firstly,

The value of our advanced real-time analytics tool, TrendifyLive, is that it allows us to monitor and measure sentiments, trends, influencers and their domino effects live, while voters are expressing their anger or happy feelings. It enables those for or against the messages being promoted through Twitter (ex. communication officers, supporters of one candidate vs. another's, media outlets, more) to assess the situation and respond instantly to any unpredictable trends.

Secondly,

Twitter, with its capacity for real-time communication, its reach to audiences well beyond the immediate target and opportunity to monitor public reaction and respond to issues in real-time, makes it a far superior tool.

For Twitter, it is a vindication, how Mr. Trump used this powerful tool to get his message out to massive voters, to respond to any attacks by media, individuals and win the election while keeping the cost of campaigning very low. As Mr. Trump stated on CNN, "Twitter helped me win".

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This is evidence of why a better understanding of the impact of Twitter as a tool is recognized as a "must have" for anyone responsible for tracking the impact of this social media powerhouse. TrendifyLive will continue to examine public reaction, public participation and pubic decision making, especially if the results continue to be as accurate as they were in this recent election.

TrendifyLive Inc is a high tech company in Ottawa, Canada. We have been identified by Invest Ottawa, City of Ottawa Innovation Team, Start Up Canada, Carleton University and local businesses as a promising start-up with a new and exciting product. Our Team develops and markets TrendifyLive twitter monitoring and measurement tool that allows clients to quickly see ranked and relevant insights/ opinions about their reputation on line and in real-time. We work at present time with municipalities, brand managers, public relation agencies, marketers and political campaigns.

Not in one of those sectors? We are more than willing to explore opportunities to meet your needs!

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