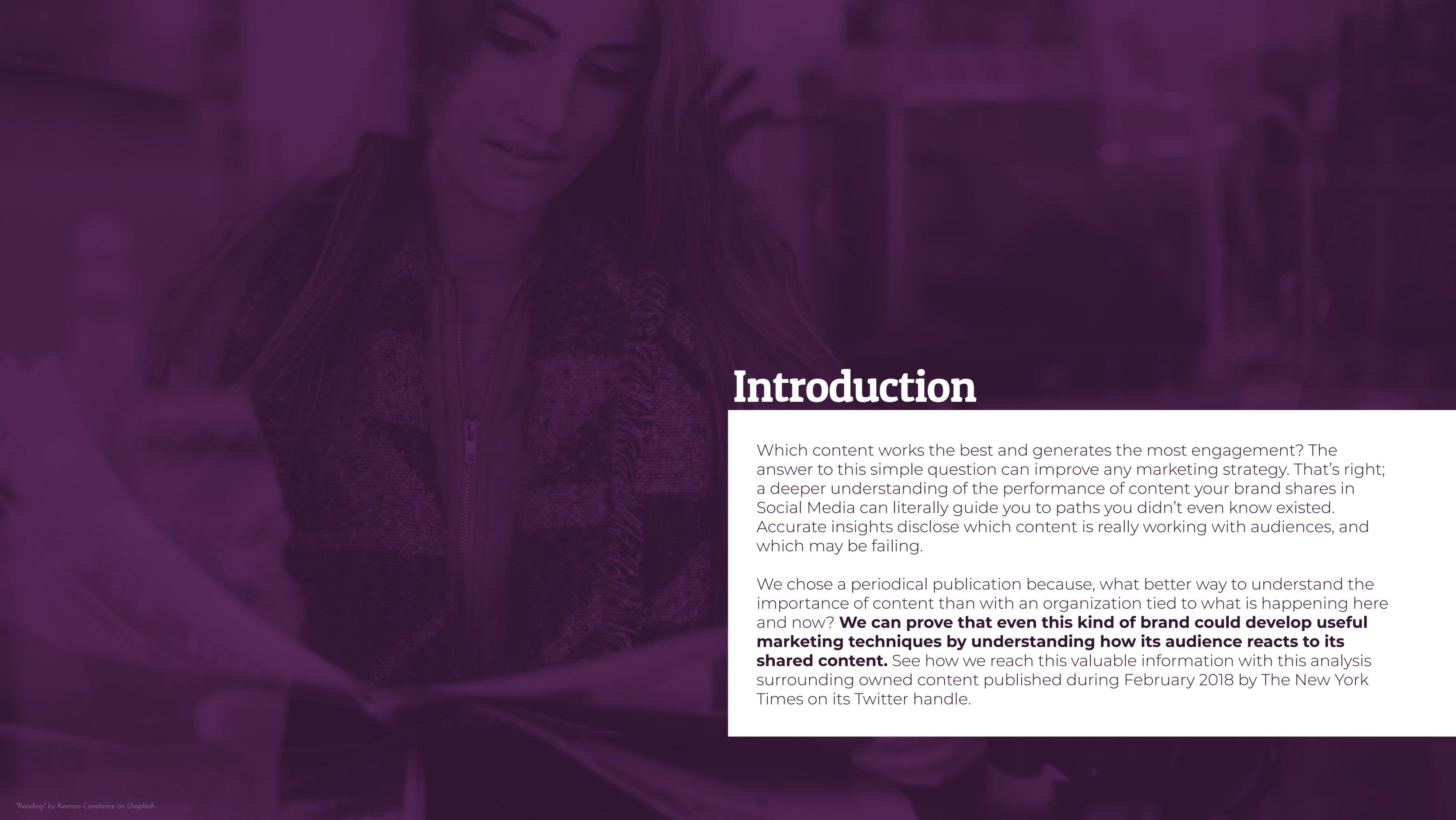




# The New York Times Engagement Report

MAY 2018

A purple-tinted background image of a woman reading a book. The woman is in the foreground, looking down at the book she is holding. The background is slightly blurred, showing what appears to be a bookshelf or a library setting. The overall mood is quiet and focused.

# Introduction

Which content works the best and generates the most engagement? The answer to this simple question can improve any marketing strategy. That's right; a deeper understanding of the performance of content your brand shares in Social Media can literally guide you to paths you didn't even know existed. Accurate insights disclose which content is really working with audiences, and which may be failing.

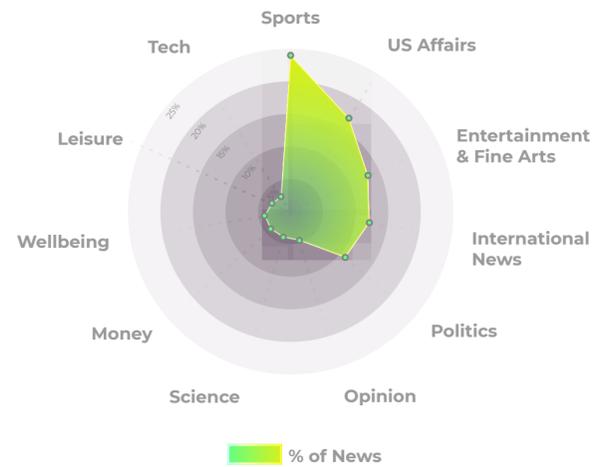
We chose a periodical publication because, what better way to understand the importance of content than with an organization tied to what is happening here and now? **We can prove that even this kind of brand could develop useful marketing techniques by understanding how its audience reacts to its shared content.** See how we reach this valuable information with this analysis surrounding owned content published during February 2018 by The New York Times on its Twitter handle.

# Methodology

In order to perform this content analysis, all posts published from February 1st, 2018 to February 28th were extracted. The date of extraction was March 9, 2018. Once the data was extracted posts were categorized by type of news, a visual representation of data points gathered from the extraction was developed, and major findings were analyzed and finally presented.

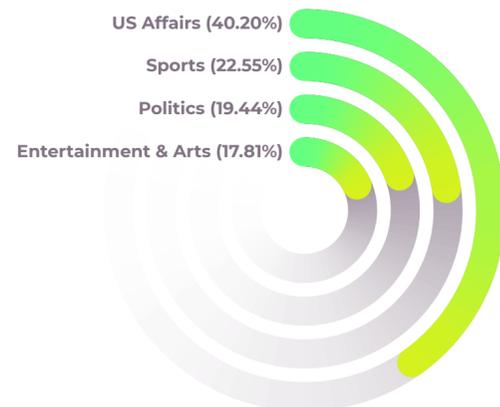
Our study reveals that the type of news that The New York Times posted the most were about **Sports (23.9%)** followed by **US Affairs (16.9%)**, **Entertainment & Arts (13.1%)**, **International News (12.2%)** and **Politics (10.9%)**. News about **Leisure** and **Tech** were the least posted with **3.2%** and **2.7%** respectively.

### Percentage of News Posted



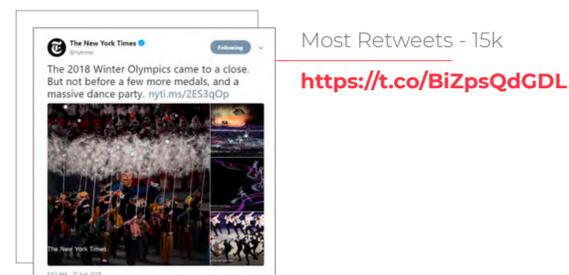
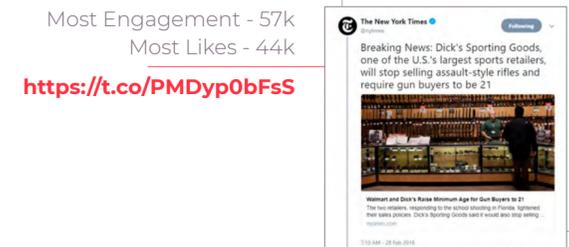
The news that generated the most engagement was **US Affairs** with **517k**, followed by **Sports (290k)**, **Politics (250k)** and **Entertainment & Arts (229k)**. The vast majority of engagement in all types of news were **Likes**, as this type of engagement represented between **60% to 75%** while the second largest type of engagement were **Retweets (RTs) (22% to 33%)** and finally **Comments (2% to 8%)**.

### News by Engagement



The single article that generated most engagement (**57k**) was about **Dick's Sporting Goods**, one of the largest sports retailers in the world, and how it will **stop selling assault style rifles** and will require gun buyers to be 21 years old. This was also the article that generated **the most Likes (44k)**.

### Top Tweets



A story about the **2018 Winter Olympics closing ceremonies** generated the **most Retweets (15k)**, while the article about Donald Trump stating that **he would have rushed in to save the students** and teachers of Marjory Stoneman Douglas High School, even if he was unarmed at the time of the massacre, reached **916 comments**, becoming the most commented on.

## Themes

### Sports

This type of news includes live sports coverage, breaking sports news, results, video, audio and analysis on American Football, Soccer, Cricket, Rugby Union, Rugby League, Golf, Tennis and all other main world sports, plus major events such as the Olympic Games.

This type of news was the most posted about (**24%**) within the Twitter handle of The New York Times. The vast majority of posts regarding this category were posts about the **PyeongChang 2018 Olympic Winter Games (96.5%)**. Within this category the majority of news were updates on how different athletes were performing. The remaining **3.5%** was divided among other sports, including **basketball** and the **Westminster Dog Show 2018**. Although the **Olympics generated 277k+** engagement, the **average engagement rate per post was only 633**; by contrast, the post with the most engagement was the announcement of the **Olympic closing ceremonies (around 39k engagement)**.

### Theme Quick Facts: Sports



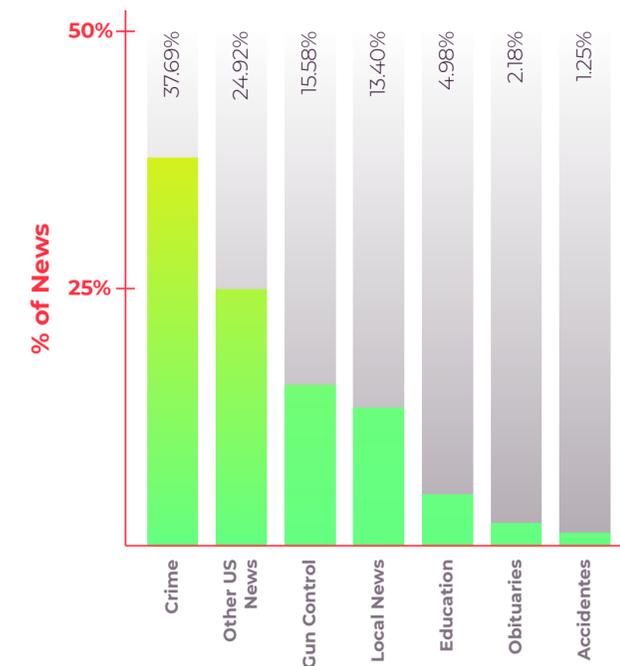
### US Affairs

News related to events happening in the United States; this includes: local news (New York), local & national crime, gun control, education, obituaries, and accidents.

**Crime was the most predominant** type of news within US Affairs with **37.7% of posts** falling into this category. **Almost 81%** of this was specifically related to the **mass shooting that took place in Marjory Stoneman Douglas High School** in Parkland, Florida; these posts represented **93.4% of all engagement** surrounding Crime news, **41.6%** of US Affairs news, and **12.6%** of all the news types.

**Gun Control** was the second most posted about topic within US Affairs news. This was once again driven to debate by the Parkland shooting. Overall, **Gun Control represented 15.6%** of total US Affairs news. The single post that generated the most engagement was the article about **Dick's Sporting Goods stopping selling assault rifles (engagement: 57,264)**.

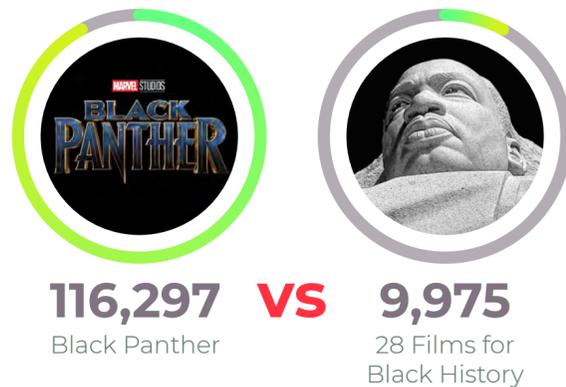
### Main Topics: US Affairs



## Entertainment & Fine Arts

Entertainment & Fine Arts consists of views and analysis of celebrities, style, music, film, theatre, books, literature, TV and radio including audio-video content. This type of news represented 13.1% of the total types of news published on The New York Times Twitter handle. The main sub theme in this news category was **TV & Movies with 40.6%**. The main topics discussed around TV & Movies was **Black Panther (30.7%)** followed by a series of posts about **28 films for black history for 28 days (24.8%)** and posts about other movies such as **The Shape of Water, Casablanca, the Harry Potter films, The Greatest Showman, and Red Sparrow (11.9%)**. **Black Panther** posts generated **116,297 worth of engagement**, while the **black history posts** received engagement was **9,975** despite having the same amount of posts; which indicates users engaging with this content were far less influential (fewer followers).

### Engagement Comparison

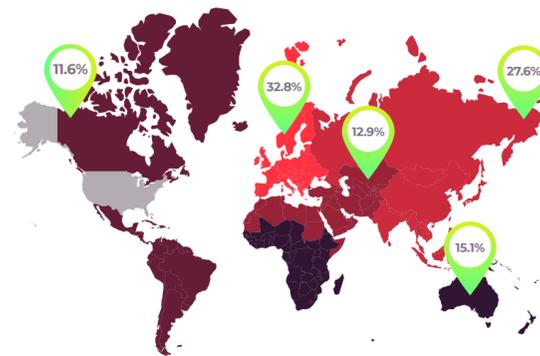


## International News:

International News includes politics, economics, business, and natural disasters taking place outside the US. International news represented 12.2% of total news. The majority of this revolved around **Europe (32.8%)**. **Asia Pacific** was the second most discussed region on Twitter with The New York Times handle **(27.6%)**. News about the **Middle East** was third with **12.9%** and the

**Americas (excluding U.S. news)** represented **11.6%**. The remaining **15.1%** was about **Africa & Oceania**. The international news that generated **the most engagement (7,826)** was a post surrounding the Middle East stating that **Prime Minister Benjamin Netanyahu should be charged with bribery and fraud**. The post with the second highest engagement **(4,625)** surrounded a cry for **US gun control to model China's strict policies**.

## International News Location Breakdown



## Political News:

Political News involved all news surrounding the three branches of the federal Government of the United States of America. The great majority **(41.4%)** of this news was related to **Donald Trump**. Coverage of various **political scandals** represented **16.4%** of political news overall. This included various White House staff including **Rob Porter** and **Hope Hicks**, resigning for different reasons; these names appeared in roughly **50% of articles surrounding political scandals**. **Immigration** news represented **10.6%** of total news, and received the most engagement per post **(engagement rate: 1,609)** in this category. The single post that generated the **most engagement** dealt with immigration experts stating that **Melania Trump's parents were likely to obtain their green cards through "chain migration"**, which President Trump has fought to no end. This post generated engagement of **13,052**.

## Opinion:

Opinion included articles published that reflect the author's viewpoint on miscellaneous subjects, editorial type articles. This type of news represented **4.6% of total news and 4.2% of total engagement**. The article that generated the most engagement within this category was a piece stating that **"George Washington predicted Donald Trump" (5,715 engagement - 3 posts)**. The article with the second most engagement was written by Brian Mast on February 23rd, 2018 titled **"I'm Republican. I appreciate Assault weapons. And I support a ban" (engagement 4955 - 2 posts with the same article)**.

## Science:

This category covered stories about the latest developments in space travel, the environment, animal behavior, the brain, genetics, archeology and AI. **Science represented 4.1% of total articles published by The New York Times. Climate was the most discussed subtopic (55.1%). Miscellaneous science news represented 12.8% of the total. Space & Cosmos, and Flora, represented 3.9% and 2.3% respectively.** On the topic of Climate Change, there was an article about **rising ocean levels** due in part to the melting of polar ice caps, and how it's affecting coastal areas worldwide carried **40% of engagement** in the entire Science topic. Endangered Species were also discussed, including a post regarding the **possible endangerment of North Atlantic Whales**, which generated **the most engagement of any article** related to science.

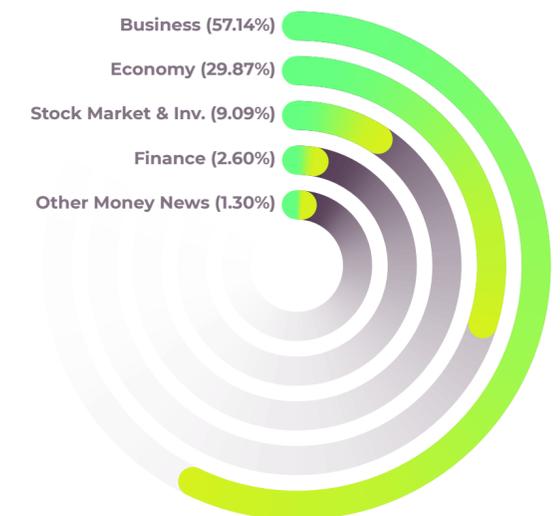
**"...an article about rising ocean levels due in part to the melting of polar ice caps [...] carried 40% of engagement in the entire Science topic."**

## Money:

"Money" refers to the latest financial, economic, business, finance, and real estate news; which represented **4.1% of total news**. The main subtheme was **Business** which accounted for **57.1%** of social media conversation, followed by **Economic News (29.9%)**. News about **Stock Markets & Investments (9.1%), Finance (2.6%) and other Assorted "Money" News (1.3%)** were also discussed.

The post that generated **most of the engagement (7,106)** was one stating that a number of corporations announced **plans to cut ties with the NRA**, in the wake of the Florida school shooting. The **US Economy** was a prevalent subtopic with **around 44% of the discussion** surrounding taxes and employment news, including an article claiming that Georgia's Governor **threatened to do away with a tax break** for Delta Airlines after they eliminated a discount fare program for NRA members; this post generated over **3,600 worth of engagement**.

## Main Topics: Money



## Well-being:

News about well-being refers to articles surrounding mental health. Some sub themes are Wellness, Health and Fitness. There was an almost equal number of posts



surrounding **Wellness and Health (45.5% and 44.2% respectively)**, with news about **Fitness** representing the remaining **10.3%**. News about **Wellness** generated almost **24k engagement** and had an **average engagement rate of 680** per article; while **Health** reached almost **20k engagement** with an **average engagement rate of 644**. An article which discusses strategies for **“breaking up with your phone”** had the **most engagement in this topic (7,289)**. An article on the **increase of the prevalence of black lung disease** generated the **most engagement out of the health subcategory (1850)**.

### Theme Quick Facts: Well-being

Most Posted Topic: Wellness

45.5%

Average Engagement Rate per Article: Wellness

680

Post With Most Engagement

7289

Post With Most Engagement: Health

Increase of the prevalence of black lung disease

### Leisure:

This refers to news surrounding what people do when they're not working. This category was subdivided into Gastronomy, Travel, as well as "other" leisure type news. Within these subcategories, **63% were about gastronomy, of which 71% were cooking recipes**.

Overall, Leisure articles received around **13.7k of engagement**; the single article with the

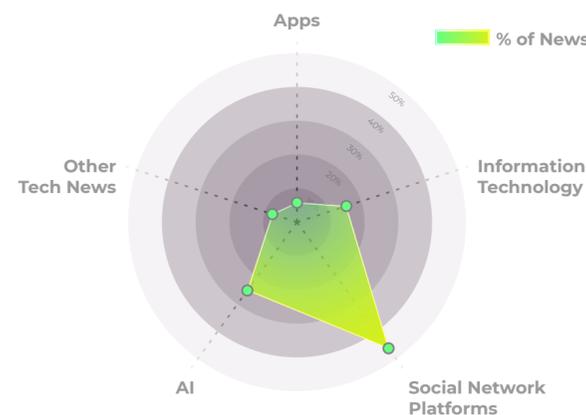
most engagement being **“tres leches” or “three milks” (2357)**. **18% of gastronomy posts were food recommendations** while the remaining **11% of posts were general food information** and news. **Travel** represented **35%** of Leisure related news; the majority of these articles **(63%) were recommended destinations, 23% were travel tips**, while the remaining **14% was miscellaneous travel news**. The single article that generated the most engagement was a collection of travel tips for **navigating a city or country where you don't speak the language (633 engagement)**.

### Tech:

Tech news included breaking tech news as well as product development and trends. Subcategories include Hardware, Software, Networking, Wireless Computing, Personal Technology, Security, and Social Network Platforms.

**Tech News represented only 2.7%** of all news. News around Social Networks did consist of this type of news which was mainly driven by the news surrounding potential breaches in privacy and security on sites like Facebook. **Artificial Intelligence** represented the second most talked about theme, with **25% of the conversation**. The post that generated the most engagement involved facial recognition software **only working correctly in identifying white faces (936 engagement)**.

### Main Topics: Tech



# Conclusion

According to the results of this content analysis in particular, **Sports and US affairs were the main subjects of discussion** across the audience. However, since we are dealing with a newspaper, **this tendency could vary month to month due to circumstantial issues**. With access to insights like these, any team responsible for the communications of a publication like The New York Times not only would be able to better understand the behavior of its audience in relation to the contents **thanks to the transformation of qualitative data into quantitative data** (Content Analysis) but **plan accordingly**.

Nevertheless, it's important to point out that we probably can't say we have accomplished an **integrated analysis** if an **Audience Analysis** isn't part of the equation. Knowing your audience **can show you the big picture of the real performance** of your content and take you even **closer to the ones that interact with your brand**.

# About Maven Road

Maven Road is truly unique among the digital marketing and social analytics firms, in terms of expertise and talent of its top notch analyst body and cutting edge tools. In order to conduct an Audience Analysis, Maven Road obtains pertinent data through direct access to platform specific APIs, and starts an exhaustive cleanup process of the user base; spam is removed and data is processed into various metrics, **resulting in potent, actionable insights.**

For more information on how we can help your business, visit [www.mavenroad.com](http://www.mavenroad.com)



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