

# UEFA CHAMPIONS LEAGUE TWITTER CLUB



#UCLTwitterClub

## Matchday overview

Amount of tweets analysis

## The most tweeted match

Trend of the conversations

### THE NUMBERS

Total N° of tweets on every hashtag of the matches

156.656

Total N° of mentions of the @ChampionsLeague account

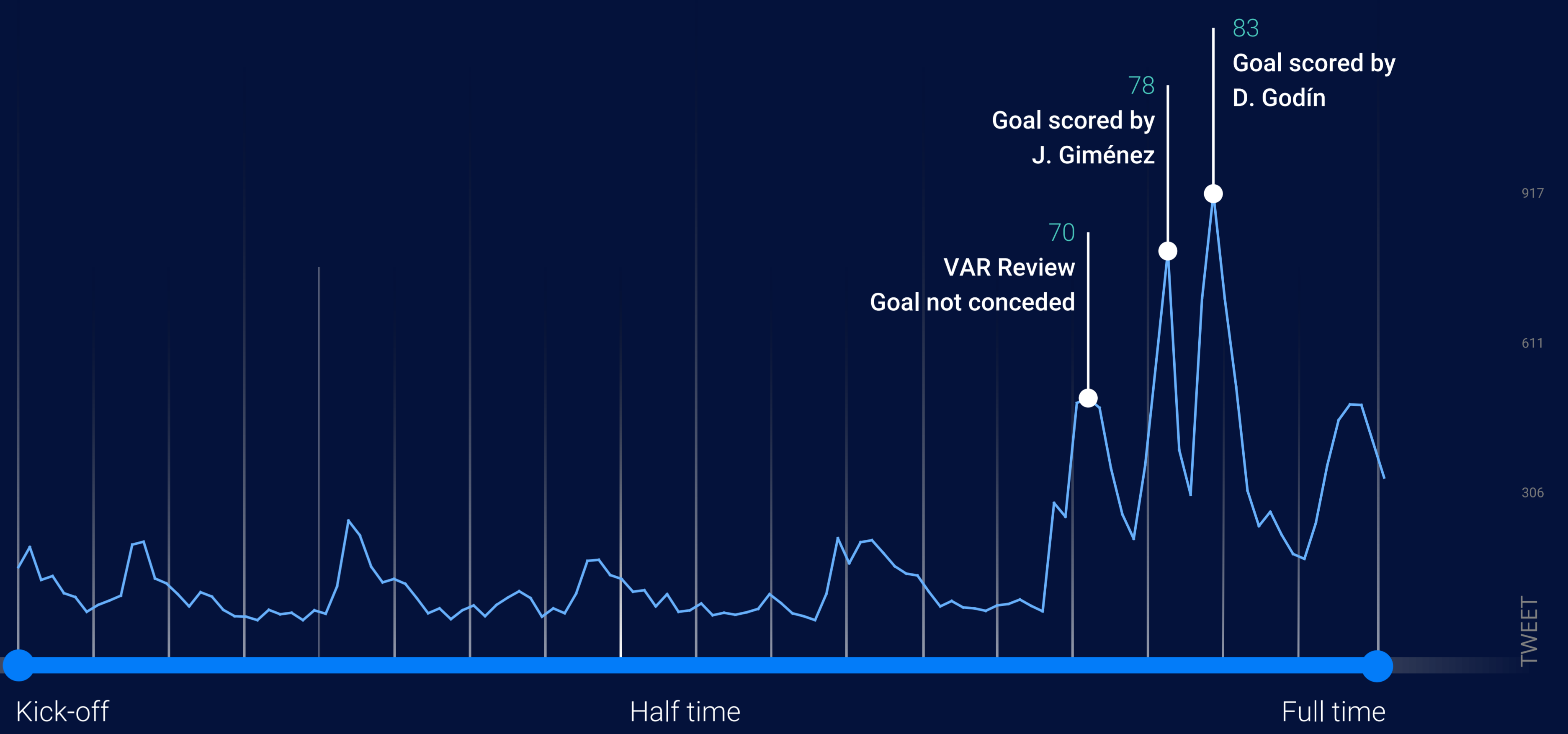
3.164

Total N° of tweets of the @ChampionsLeague account

213

Total N° of tweets with the hashtags of the matches and the official one, #UCL, from 12 February, 12 am, to 20 February, 11:59 pm.

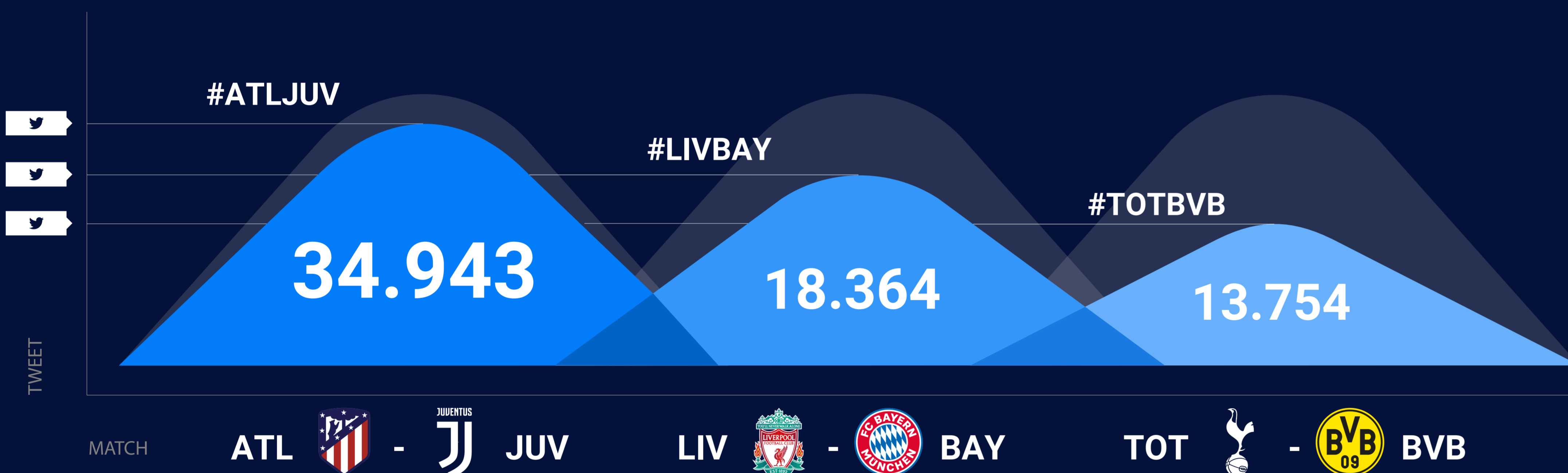
Atlético de Madrid 2 - 0 Juventus FC



Focus on the trend of the tweets published by users during the match, with the related hashtag (e.g. #ATLJUUV)

## The most #discussed matches

The top 3 most tweeted matches



Total N° of tweets published from 12 February, 12 am, to 20 February, 11:59 pm with the hashtags of the matches.

## Tag cloud

The most tweeted hashtags on the matchday



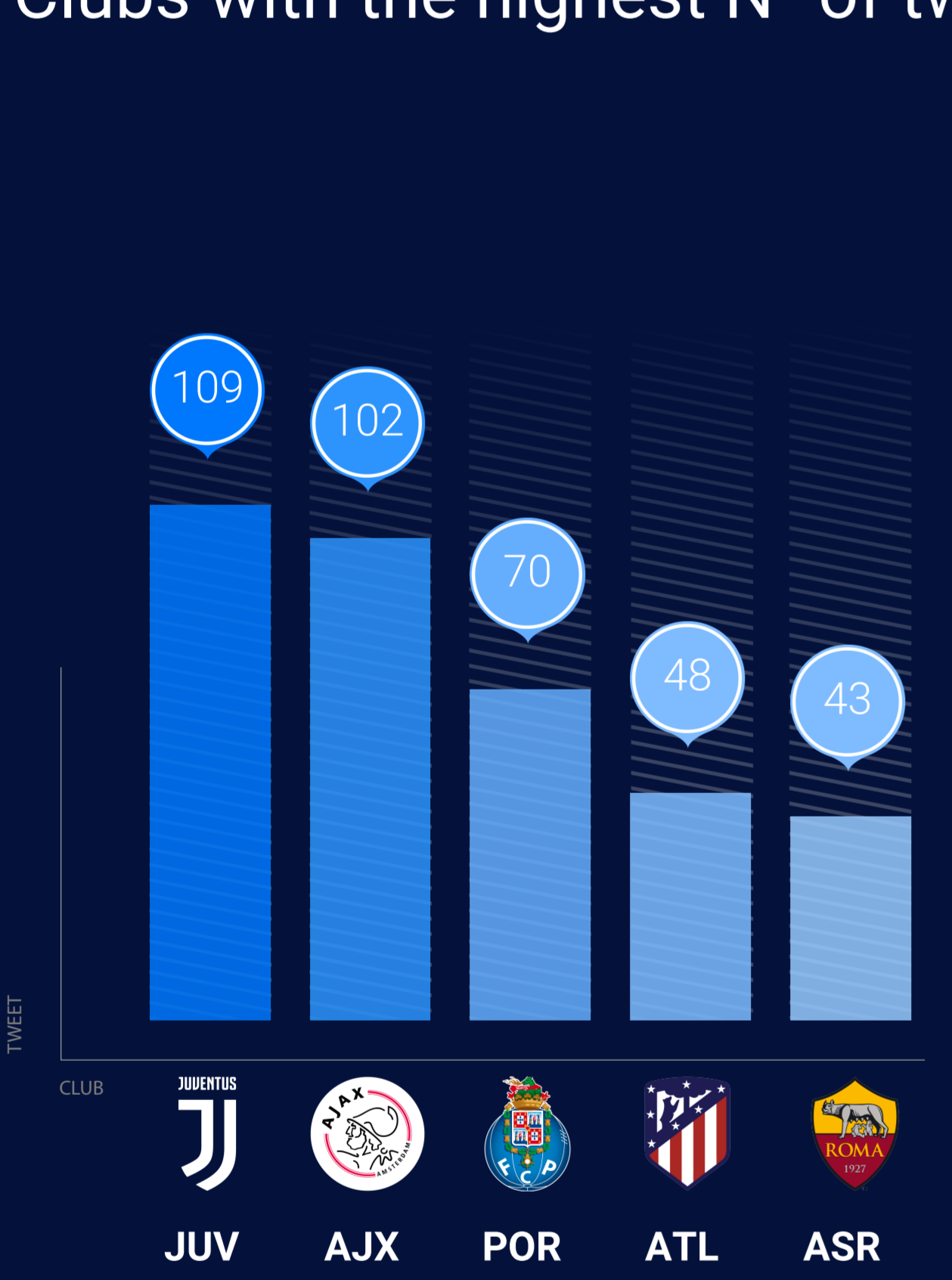
The tag cloud shows the most used related hashtags included in the tweets with the hashtags of the matches and the official one, #UCL, from 12 February, 12 am, to 20 February, 11:59 pm.

## Most active users

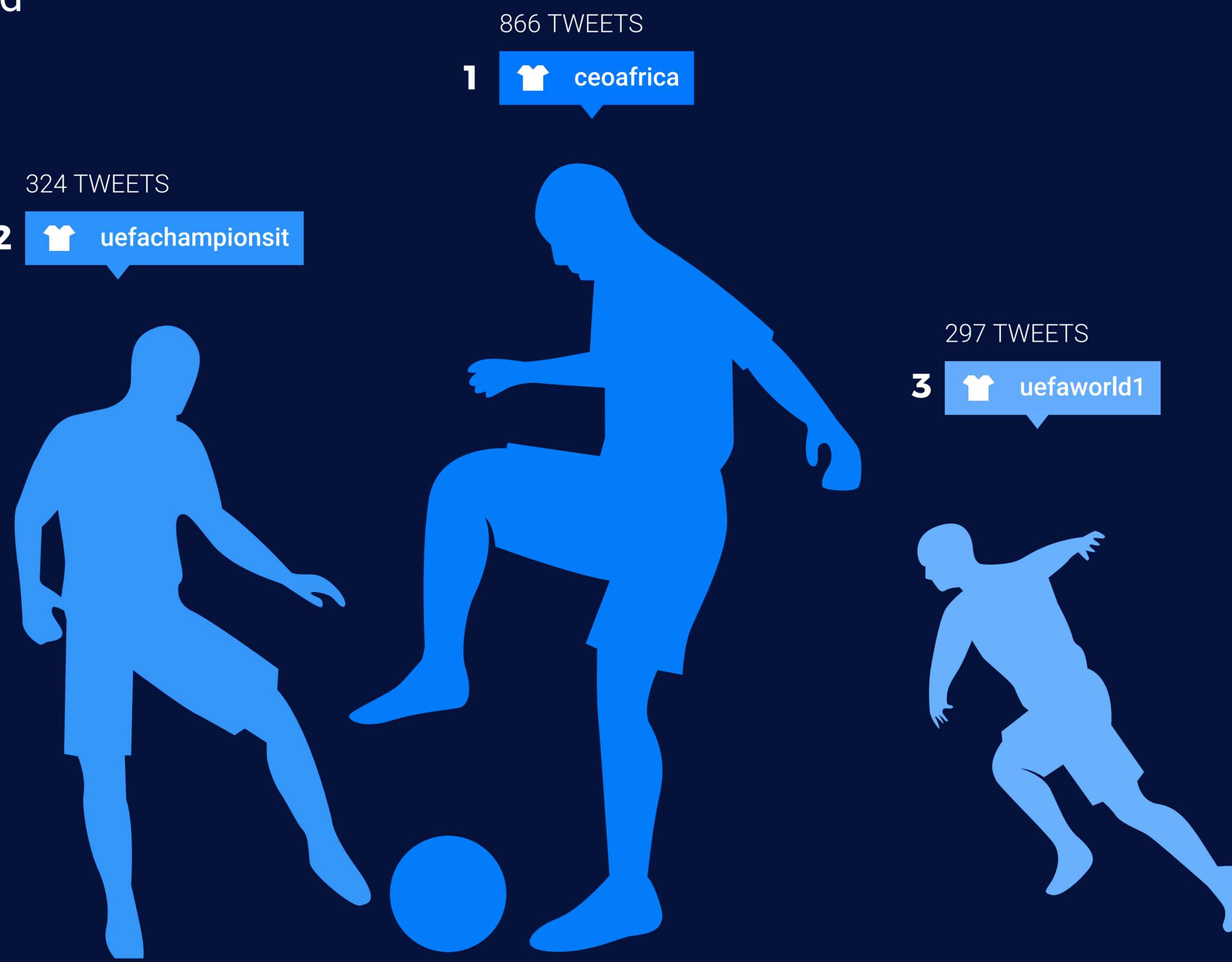
Users with the highest N° of tweets published

## Most active clubs

Clubs with the highest N° of tweets published



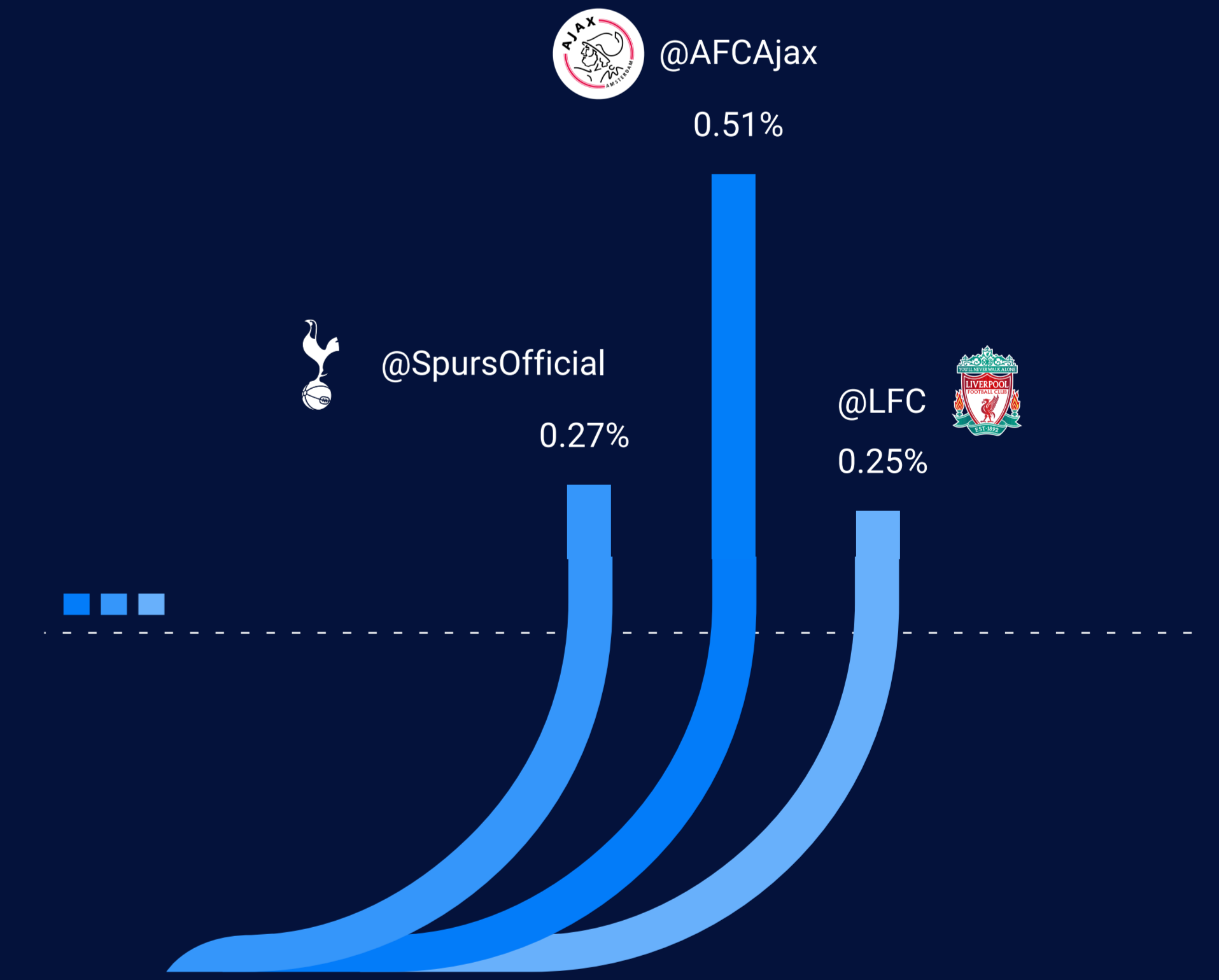
Total N° of tweets published by clubs using the matches' hashtags and the official one, #UCL, from 12 February, 12 am, to 20 February, 11:59 pm.



Total N° of tweets published by users using the matches' hashtags from 12 February, 12 am, to 20 February, 11:59 pm.

## Most growing clubs

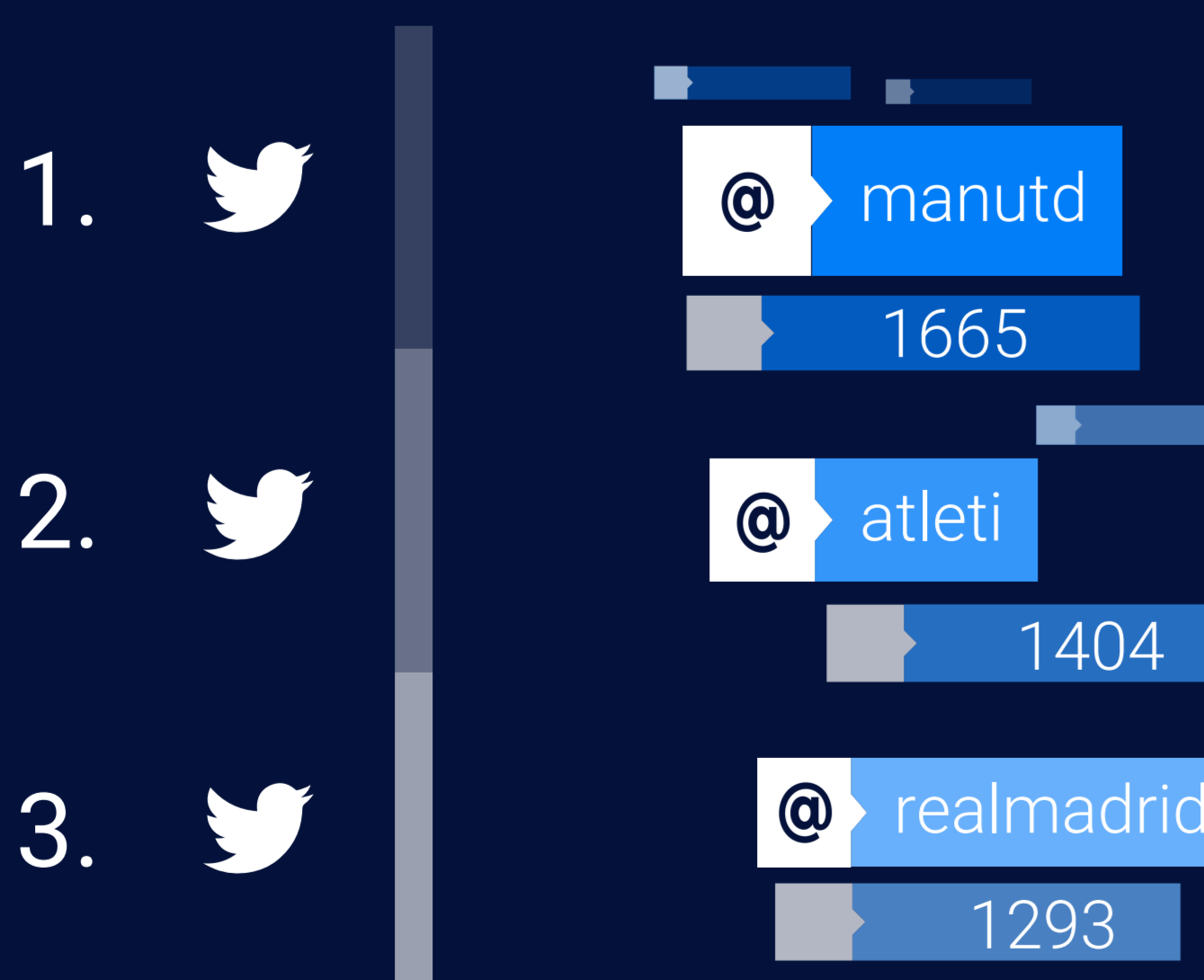
Clubs with the highest followers' growth



Clubs' growth percentage in terms of N° of followers from the previous matchday.

## Most mentioned accounts

Accounts with the highest N° of mentions received



Total N° of tweets with a mention to the official account from 12 February, 12 am, to 20 February, 11:59 pm.

## Top #engaging clubs

Clubs with the highest engagement rate



Interaction percentage related to the post published by clubs from 12 February, 12 am, to 20 February, 11:59 pm with the hashtags of the matches, and the official one, #UCL.

## Most mentioned players

Players with the highest N° of mentions received



Total N° of tweets with a mention to the official players' account from 12 February, 12 am, to 20 February, 11:59 pm.