

ROUND OF 16  
2nd Leg

# UEFA CHAMPIONS LEAGUE TWITTER CLUB

#UCLTwitterClub

## Matchday overview

Amount of tweets analysis

### THE NUMBERS

Total N° of tweets on every hashtag of the matches

171.311

Total N° of mentions of the @ChampionsLeague account

3.297

Total N° of tweets of the @ChampionsLeague account

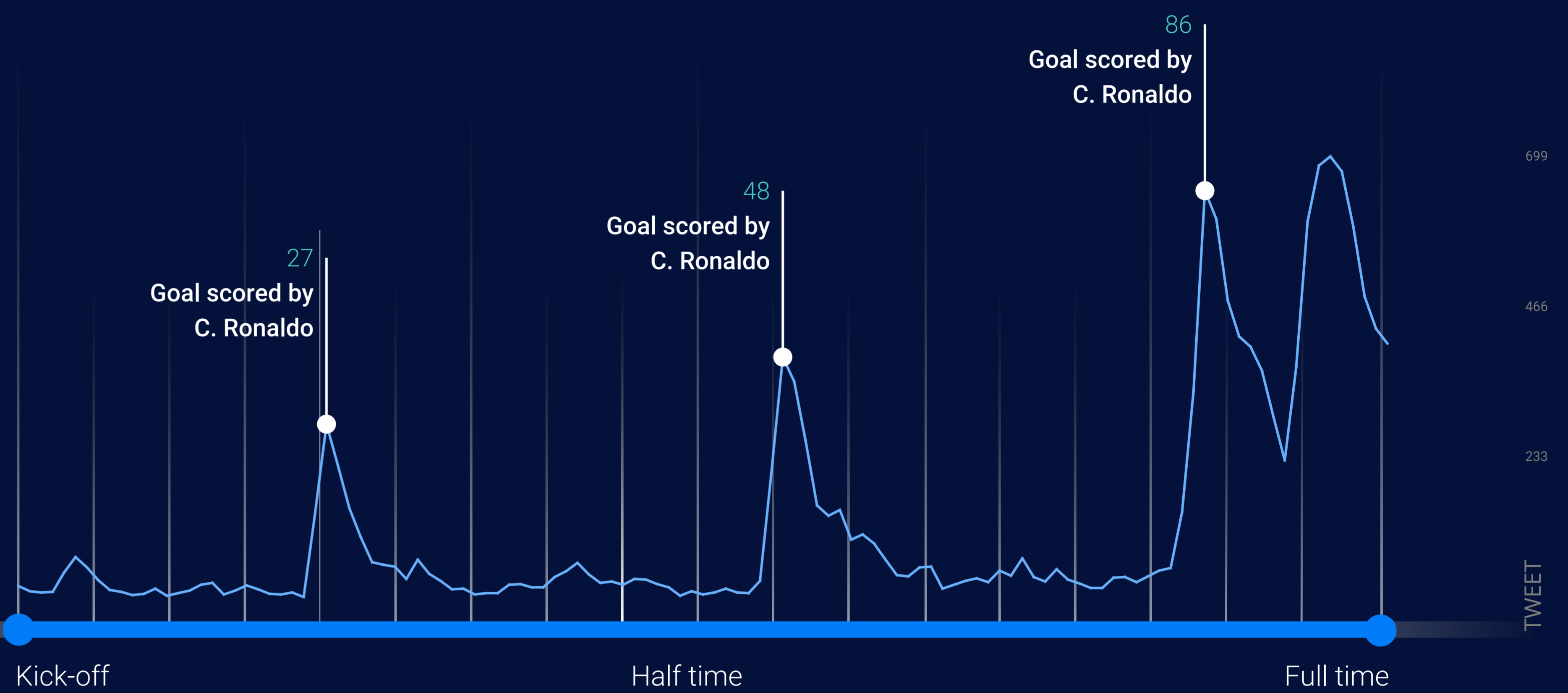
117

Total N° of tweets with the hashtags of the matches and the official one, #UCL, from 5 March, 12 am, to 13 March, 11:59 pm.

## The most tweeted match

Trend of the conversations

Juventus FC 3 - 0 Atlético de Madrid



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

## The most #discussed matches

The top 3 most tweeted matches



Total N° of tweets published from 5 March, 12 am, to 13 March, 11:59 pm with the hashtags of the matches.

## Tag cloud

The most tweeted hashtags on the matchday



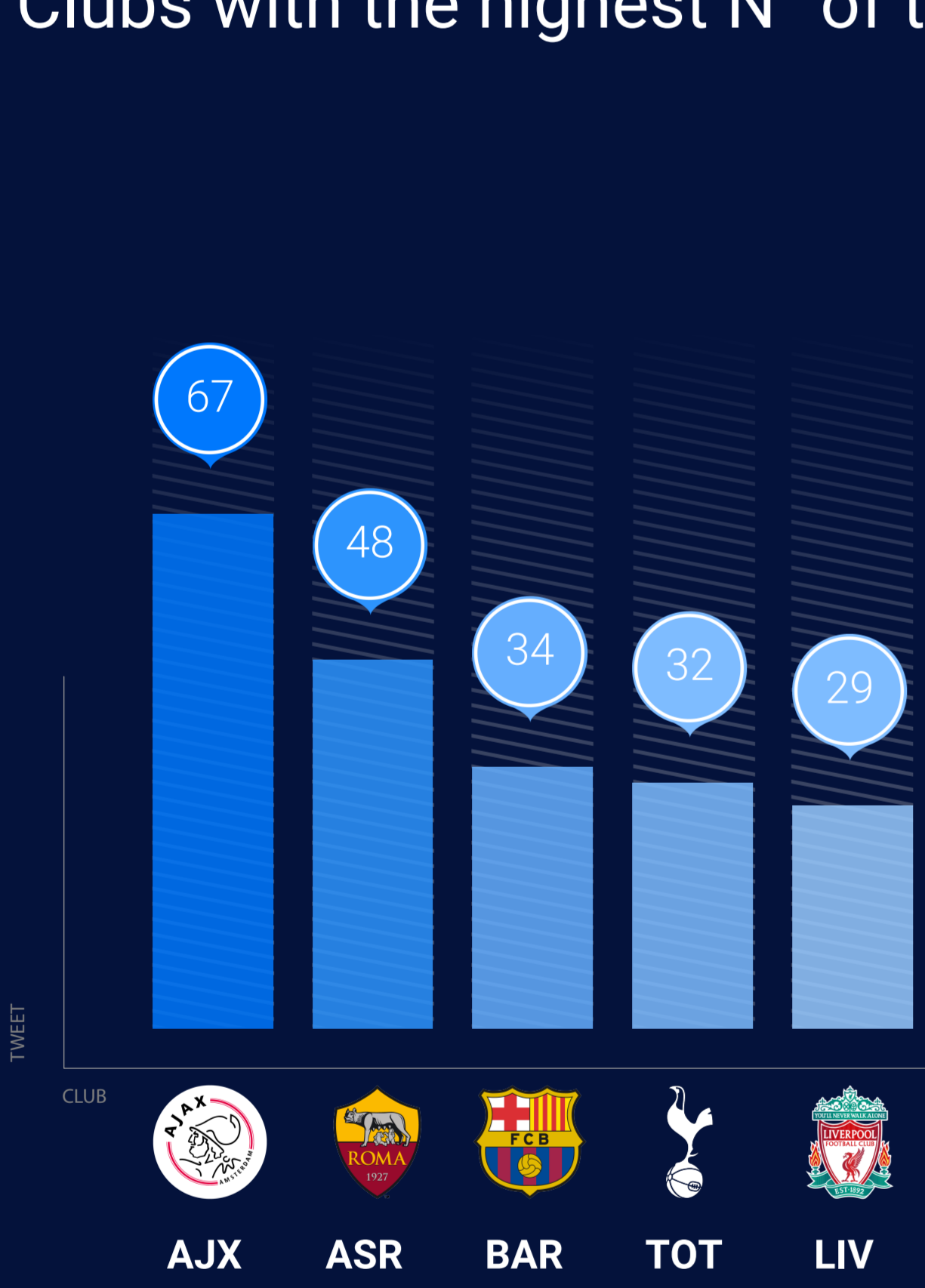
The tag cloud shows the most used related hashtags included in the tweets with the hashtags of the matches and the official one, #UCL, from 5 March, 12 am, to 13 March, 11:59 pm.

## Most active users

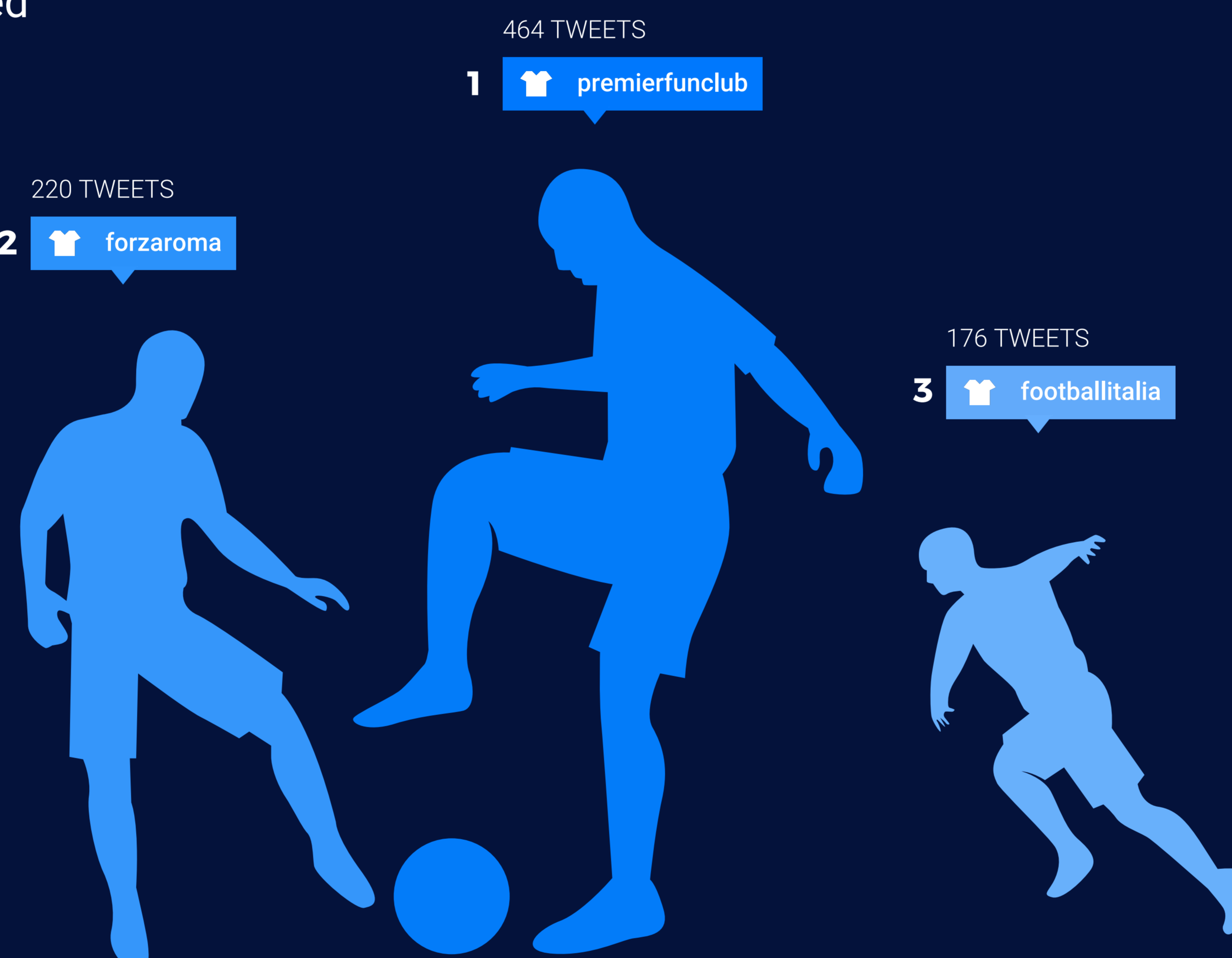
Users with the highest N° of tweets published

## Most active clubs

Clubs with the highest N° of tweets published



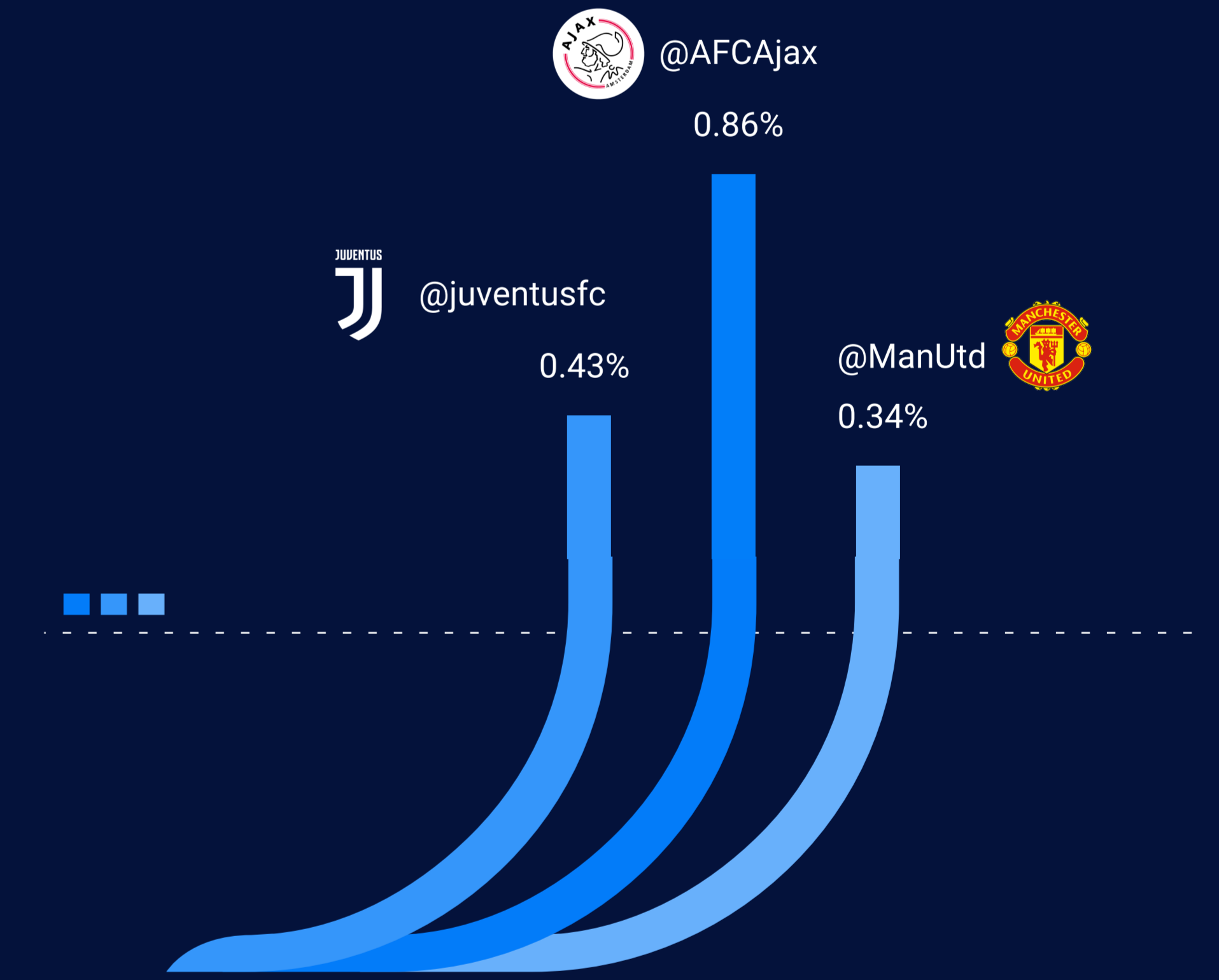
Total N° of tweets published by clubs using the matches' hashtags and the official one, #UCL, from 5 March, 12 am, to 13 March, 11:59 pm.



Total N° of tweets published by users using the matches' hashtags from 5 March, 12 am, to 13 March, 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 5 March, 12 am, to 13 March, 11:59 pm.

## Top #engaging clubs

Clubs with the highest engagement rate



Interaction percentage related to the post published by clubs from 5 March, 12 am, to 13 March, 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 5 March, 12 am, to 13 March, 11:59 pm.