



QUARTER FINALS
1st Leg

UEFA CHAMPIONS LEAGUE TWITTER CLUB

#UCLTwitterClub

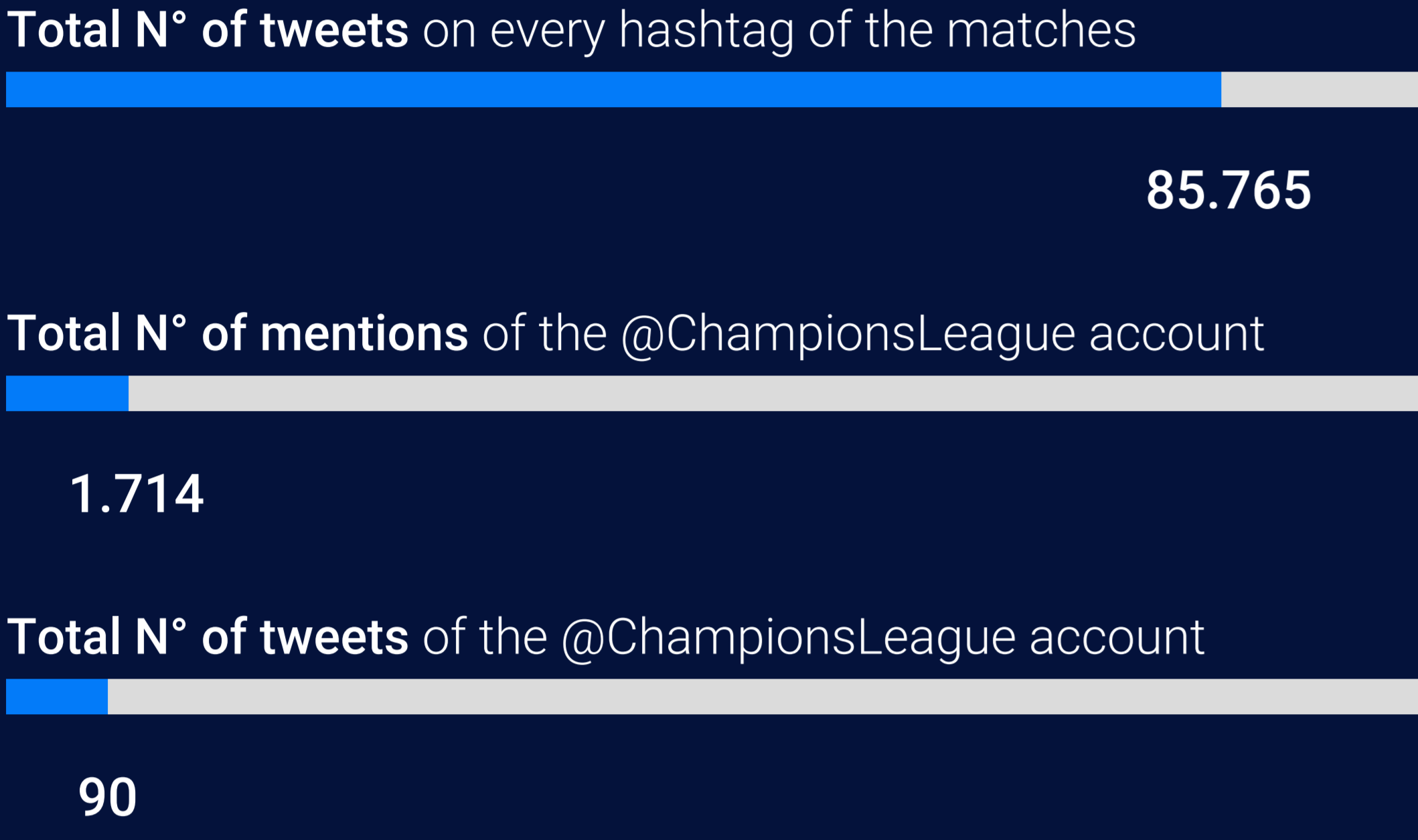
Matchday overview

Amount of tweets analysis

The most tweeted match

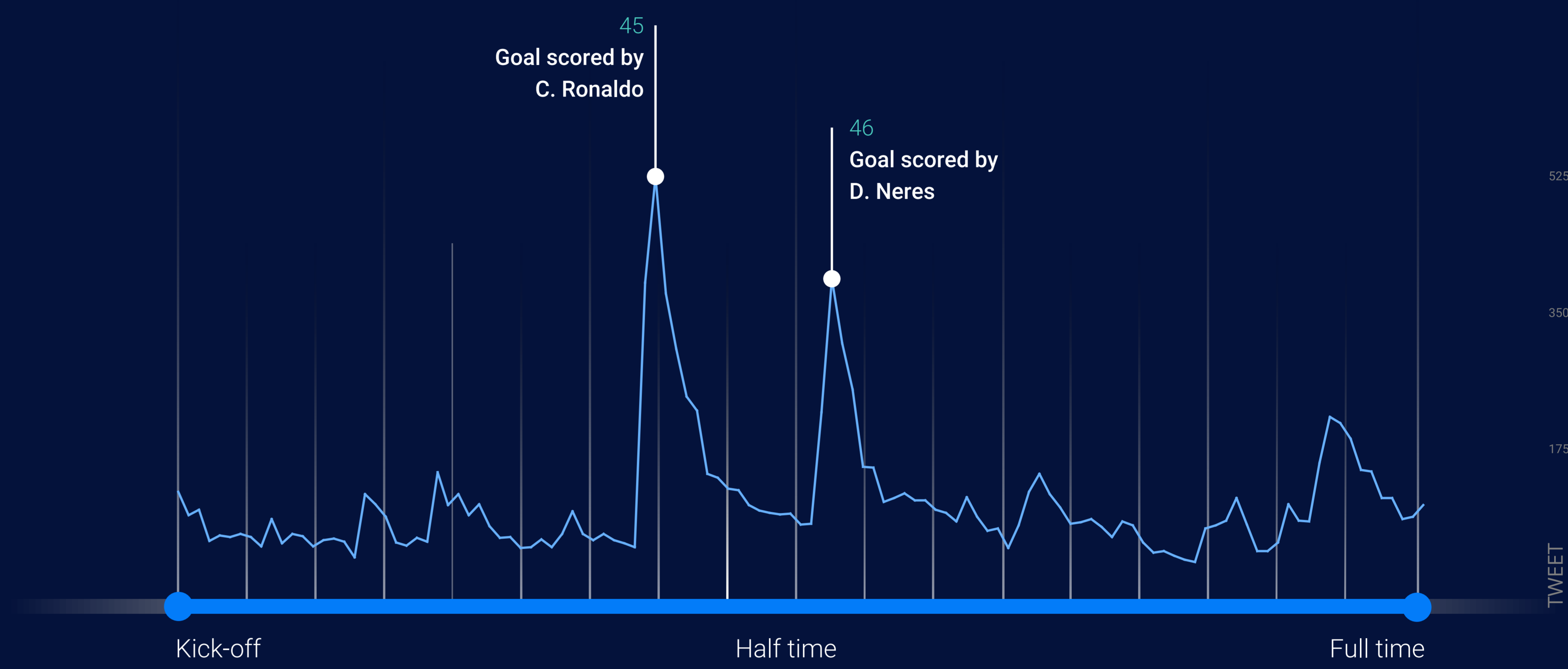
Trend of the conversations

THE NUMBERS



Total N° of tweets with the hashtags of the matches and the official one, #UCL, from 9 April, 12 am, to 10 April, 11:59 pm.

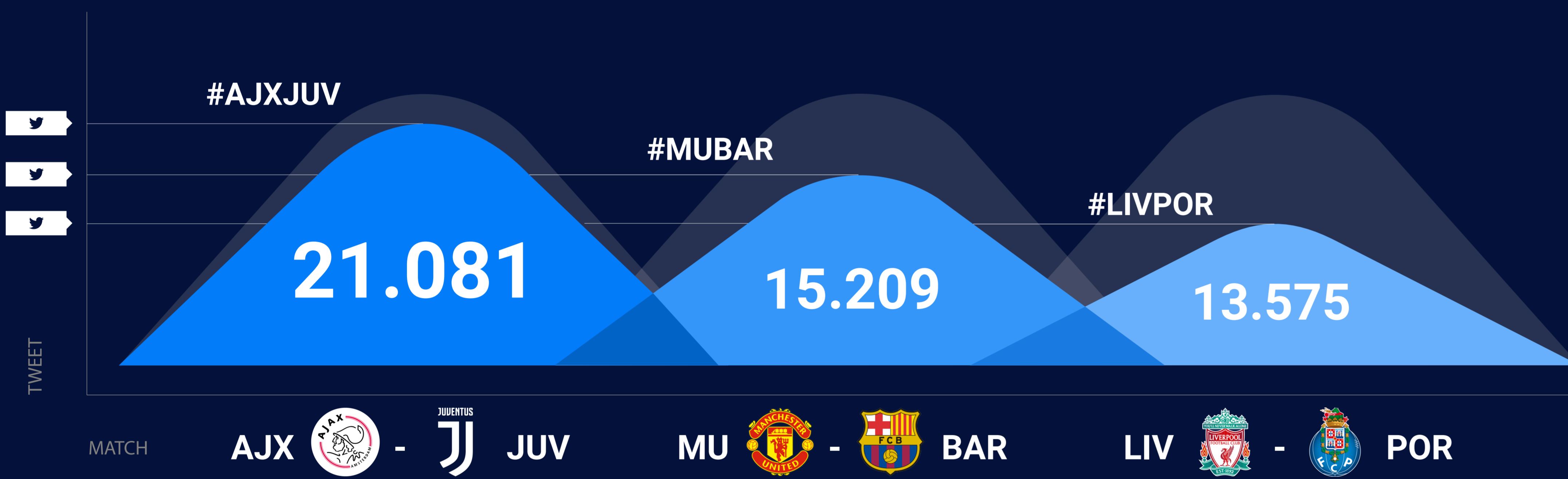
AFC Ajax Amsterdam 1 - 1 Juventus FC



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

The most #discussed matches

The top 3 most tweeted matches



Total N° of tweets published from 9 April, 12 am, to 10 April, 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 9 April, 12 am, to 10 April, 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

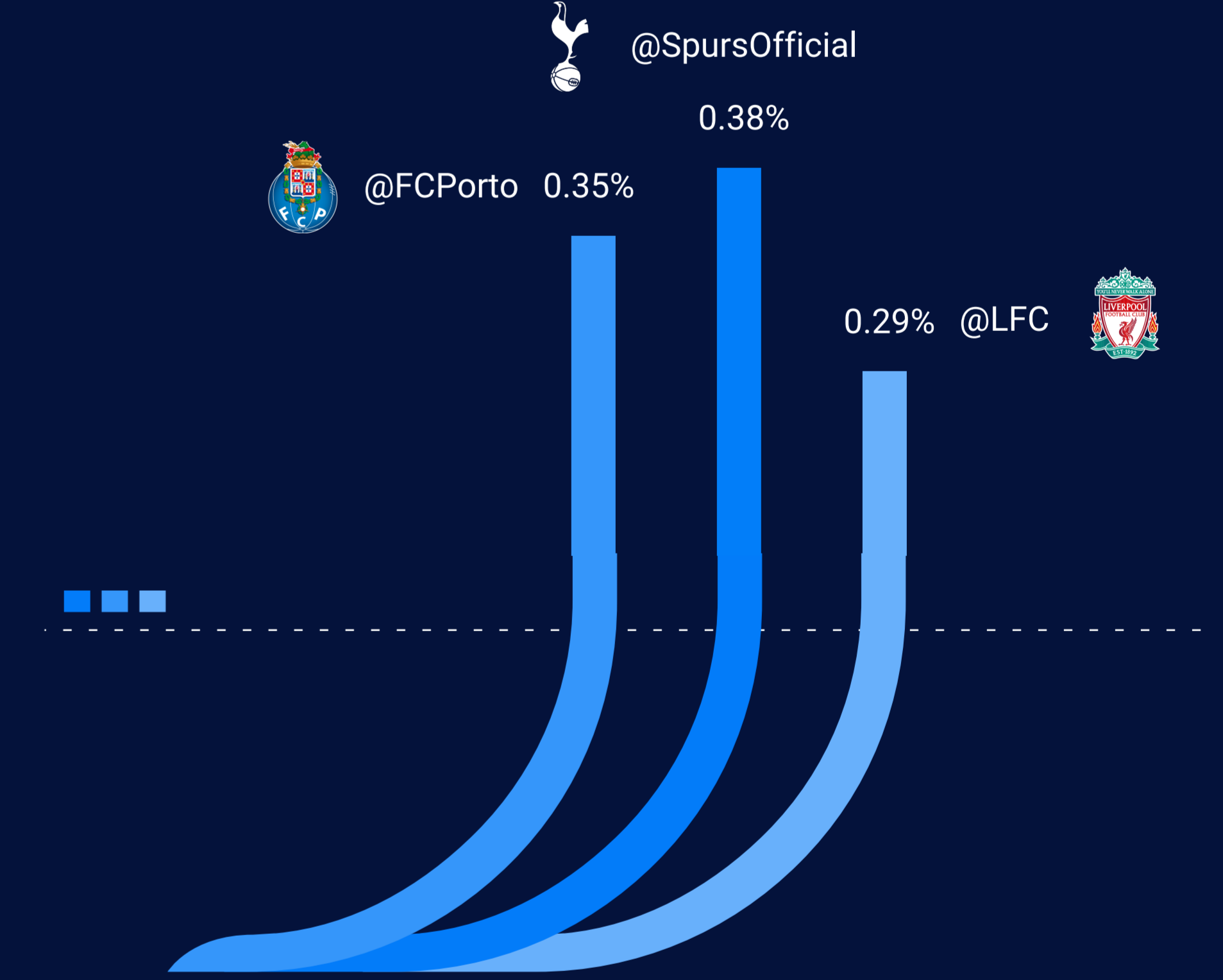


Total N° of tweets published by clubs using the matches' hashtags and the official one, #UCL, from 9 April, 12 am, to 10 April, 11:59 pm.

Total N° of tweets published by users using the matches' hashtags from 9 April, 12 am, to 10 April, 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 9 April, 12 am, to 10 April, 11:59 pm.

Top #engaging clubs

Clubs with the highest engagement rate



Interaction percentage related to the post published by clubs from 9 April, 12 am, to 10 April, 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 9 April, 12 am, to 10 April, 11:59 pm.