The Science of ReTweets
Viral Content Sharing on Twitter

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Viral Marketing Scientist
@DanZarrella
Observability
100,000,000
Correlation isn’t causation, but it sure is a hint.

-Edward Tufte
@JaneDoe

Twitter Plans to Mangle ReTweets #SaveReTweets http://ow.ly/ol92

@JaneDoe’s Followers

@JohnSmith

RT @JaneDoe: Twitter Plans to Mangle ReTweets #SaveReTweets http://ow.ly/ol92

@JohnSmith’s Followers
ReTweets-per-Follower

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Suggested Users are Less ReTweetable

Distribution of ReTweets Per Follower

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ReTweeting = Link Sharing

Link Occurrence in All Tweets

- Links: 20%
- No Links: 80%

Link Occurrence in ReTweets

- No Links: 70%
- Links: 30%
Bit.ly is more ReTweetable than TinyURL
<table>
<thead>
<tr>
<th>Rank</th>
<th>Word</th>
<th>Rank</th>
<th>Word</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>you</td>
<td>11</td>
<td>please retweet</td>
</tr>
<tr>
<td>2</td>
<td>twitter</td>
<td>12</td>
<td>great</td>
</tr>
<tr>
<td>3</td>
<td>please</td>
<td>13</td>
<td>social media</td>
</tr>
<tr>
<td>4</td>
<td>retweet</td>
<td>14</td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>post</td>
<td>15</td>
<td>follow</td>
</tr>
<tr>
<td>6</td>
<td>blog</td>
<td>16</td>
<td>how to</td>
</tr>
<tr>
<td>7</td>
<td>social</td>
<td>17</td>
<td>top</td>
</tr>
<tr>
<td>8</td>
<td>free</td>
<td>18</td>
<td>blog post</td>
</tr>
<tr>
<td>9</td>
<td>media</td>
<td>19</td>
<td>check out</td>
</tr>
<tr>
<td>10</td>
<td>help</td>
<td>20</td>
<td>new blog post</td>
</tr>
</tbody>
</table>
Ask for the ReTweet

![Occurrence of Please](chart.png)

ReTweets: 6.00%
Random Tweets: 0.00%

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<p>| | |</p>
<table>
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<th></th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>game</td>
</tr>
<tr>
<td>2.</td>
<td>going</td>
</tr>
<tr>
<td>3.</td>
<td>haha</td>
</tr>
<tr>
<td>4.</td>
<td>lol</td>
</tr>
<tr>
<td>5.</td>
<td>but</td>
</tr>
<tr>
<td>6.</td>
<td>watching</td>
</tr>
<tr>
<td>7.</td>
<td>work</td>
</tr>
<tr>
<td>8.</td>
<td>home</td>
</tr>
<tr>
<td>9.</td>
<td>night</td>
</tr>
<tr>
<td>10.</td>
<td>bed</td>
</tr>
<tr>
<td>11.</td>
<td>well</td>
</tr>
<tr>
<td>12.</td>
<td>sleep</td>
</tr>
<tr>
<td>13.</td>
<td>gonna</td>
</tr>
<tr>
<td>14.</td>
<td>hey</td>
</tr>
<tr>
<td>15.</td>
<td>tomorrow</td>
</tr>
<tr>
<td>16.</td>
<td>tired</td>
</tr>
<tr>
<td>17.</td>
<td>some</td>
</tr>
<tr>
<td>18.</td>
<td>back</td>
</tr>
<tr>
<td>19.</td>
<td>bored</td>
</tr>
<tr>
<td>20.</td>
<td>listening</td>
</tr>
</tbody>
</table>
Retweets Use Longer Words

Average Syllables per Word

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ReTweets are “Smarter”
ReTweets are More Novel
ReTweets are Noun Heavy
ReTweets have More Punctuation

Punctuation Occurrence

- With Colons
  - ReTweets
  - Tweets

- Without Colons
  - ReTweets
  - Tweets

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Semicolons are not ReTweetable
ReTweets are Less Emotional
ReTweets are Social and Concrete

**RID Attribute Percentages**

- **Social Behavior**: 2.5% ReTweets, 1.0% Tweets
- **Glory**: 1.5% ReTweets, 0.5% Tweets
- **Instrumental Behavior**: 1.0% ReTweets, 0.5% Tweets
- **Sound**: 0.5% ReTweets, 0.2% Tweets
- **Vision**: 1.0% ReTweets, 0.5% Tweets
- **Abstraction**: 1.5% ReTweets, 0.5% Tweets

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Self Reference is not ReTweetable
News is ReTweetable

ReTweet Content Types

- News: 90%
- Instructional: 80%
- Entertainment: 60%
- Opinion: 50%
- Products: 40%
- Small Talk: 10%

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Men and Women ReTweet Differently

![Chart showing differences in Retweet content types by gender.]

- Entertainment
- Products
- Instructional
- News
- Small Talk
- Opinion

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Timing is Everything

![Graph showing the time of day (EST) for tweets and retweets. The graph indicates that tweets and retweets are most active during early mornings and late evenings.]
Timing is Everything

Day of Week

Tweets ReTweets

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Track the Whole Funnel

**Process**
- Get Found
  - Publish
  - Promote
  - Optimize
- Convert
  - Test
  - Target
  - Nurture

**Visitors from ReTweets**

**Tools**
- Get Found
  - Content Mgmt
  - Blogging
  - Social Media
  - SEO
  - Analytics
- Convert
  - Offers / CTAs
  - Landing Pages
  - Email
  - Lead Intelligence
  - Lead Mgmt
  - Analytics
HubSpot Puts the Pieces Together

Get Found
- SEO
- Blogging
- Social Media

Convert
- Landing Pages
- Lead Tracking & Intelligence
- Lead Management

Analyze
- Marketing Analytics
- Competitive Analysis
- Lead Scoring

HubSpot
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Thank You!!