



# The Rise of Hyper-Political Publishers

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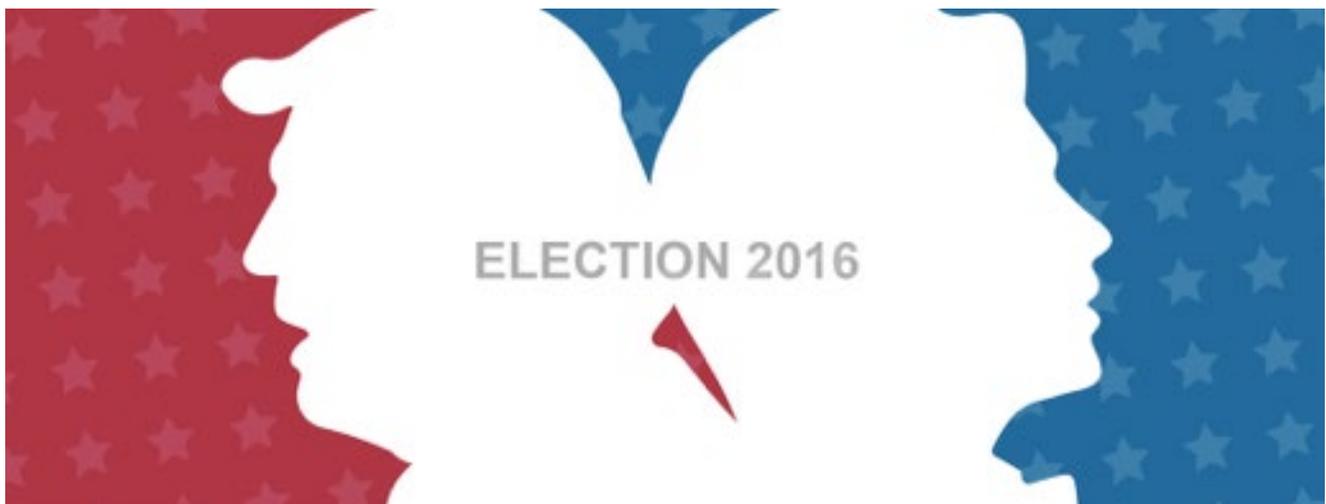


# The Rise of Hyper-Political Media

The 2016 election left behind an influx of partisan publishers.

With sensationalist headlines and occasional “fake news”, these media sites have dominated many users’ feeds across the social web.

Using NewsWhip Analytics, we will take a look at some trends involving these publishers and how the social media landscape has changed for media and brands alike.

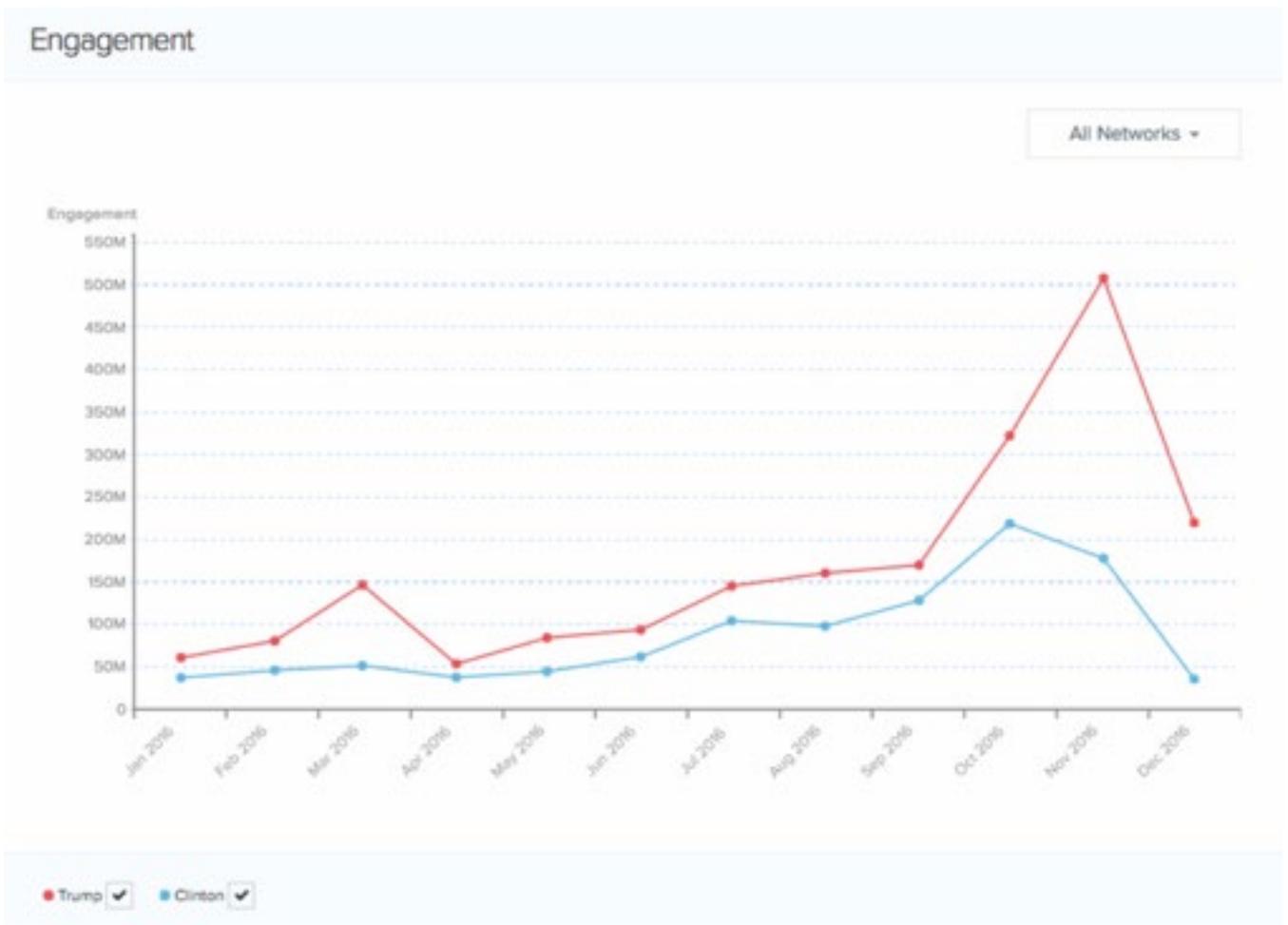


# Trump Vs. Hillary In 2016

First, a bigger picture.

Throughout NewsWhip's reporting of the political season, Trump was always steadily ahead in social engagements, with 150m engagements on Trump content versus 50m on Clinton content by March 2016.

Filter bubbles from social media algorithms and a disregard for the new news sources may have prevented establishment media from noticing.



# Conservative Vs. Liberal News

NewsWhip categorizes partisan sites as “liberal” or “conservative” based on the type of content they publish.

This is what engagement has looked like for these categories over the past three months, January through March.

While there was a huge jump around the inauguration, the engagements for conservative news publishers has dropped and is beginning to level out. They’re still seeing in the range of 20 million engagements across Facebook, Twitter, LinkedIn, and Pinterest every five days.

Liberal publishers saw similar spikes, but not as substantial a drop in engagements.

However, liberal publishers are only seeing half of the engagements of the conservative ones.

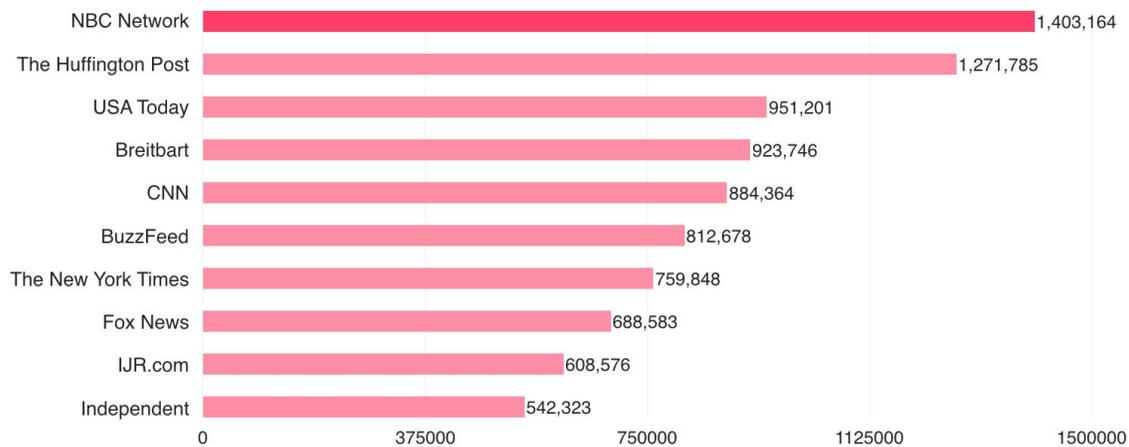


## Partisan vs. Mainstream

Breitbart and IJR were two of the biggest publishers on the web for Election Day content. Looking closer at the average Facebook engagements per publisher, IJR beat out traditional publishers by a huge margin.

### The Biggest Election Day Publishers on Facebook

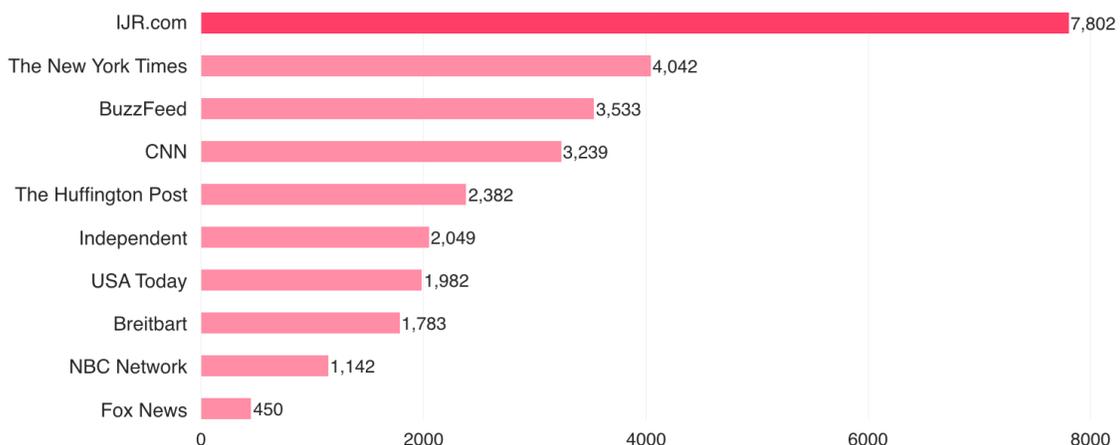
Total Facebook engagements on election articles, November 8-9



\*Based on engagements on articles mentioning 'Trump', 'Clinton', 'Hillary' or 'Election' in the headline.

### Average Facebook Engagement on Election Coverage

Average Facebook engagements on election related articles, November 8-9

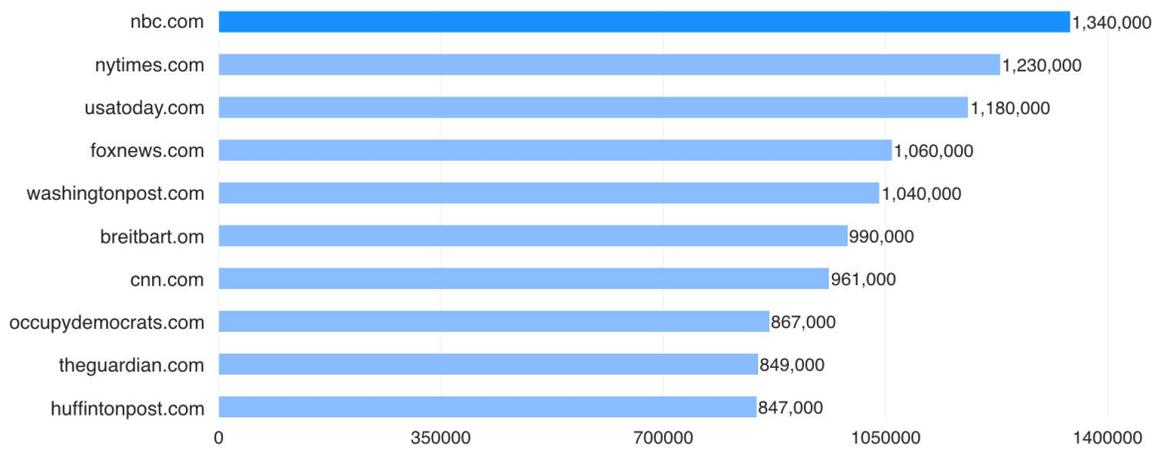


\*Based on engagements on articles mentioning 'Trump', 'Clinton', 'Hillary' or 'Election' in the headline.

# Inauguration Day Shows Staying Power

Biased news sources are staying strong. Breitbart and Occupy Democrats were two of the biggest Inauguration Day publishers, while several of the top stories came from partisan sources.

## Top Publishers of the U.S. Presidential Inauguration 2017



\*Based on Facebook engagements to publishers domains. For content containing keywords around the U.S. presidential inauguration from January 18th to 23rd, 2017 only.

## The Top Stories of the U.S. Presidential Inauguration 2017

Domain	Headline	Facebook Total
bustle.com	"Funny" Tweets about Barron Trump at the Inauguration are not appropriate	342,884
bluelivesmatter.blue	President Donald Trump Calls Husband of Murdered Orlando Police Officer	337,351
politicususa.com	Trump Breaks First Presidential Promise in Record Time: Hats at Inaugural were Made in China	287,479
usuncut.com	Women's March is the Largest Protest in US History	225,136
theguardian.com	Without a path from protest to power, the Women's March will end up like Occupy	199,217
nytimes.com	Crowd Scientists Say Women's March in Washington Had 3 Times More People Than Trump's Inauguration	194,417
theindigenouspeople.com	As Everyone Watches the Inauguration, Violence returns to Standing Rock - The Indigenous Peoples	189,428
independent.co.uk	Women hate Donald Trump so much they are even marching against him in Antarctica	221,396
today.com	Melania Trump's inauguration gown features a thigh-high slit – see the full look	180,037
theguardian.com	Canadians traveling to Women's March denied US entry after sharing plans	182,976

\*Based on Facebook engagement to publishers' domains for content containing keywords around the U.S. presidential inauguration from January 18th to 23rd, 2017 only.

# Conservative vs. Liberal News

## Engagements by Network

	FACEBOOK ▾	TWITTER ▾	LINKEDIN ▾	PINTEREST ▾	TOTAL ▾	ARTICLE COUNT ▾	AVERAGE ▾
1. Conservative News	429,343,475	26,766,840	709,853	380,551	457,200,719	353,250	1,294
2. Liberal News	167,497,508	12,399,900	266,091	159,314	180,322,813	69,730	2,586

There's proliferation on every platform. Yes, Facebook is leading, but there are massive engagements even on LinkedIn and Pinterest.

Liberal news has higher average per post, which is worth noting. There are around 3,655 pieces of content a day from right-slanted publishers, 727 from left-slanted ones.

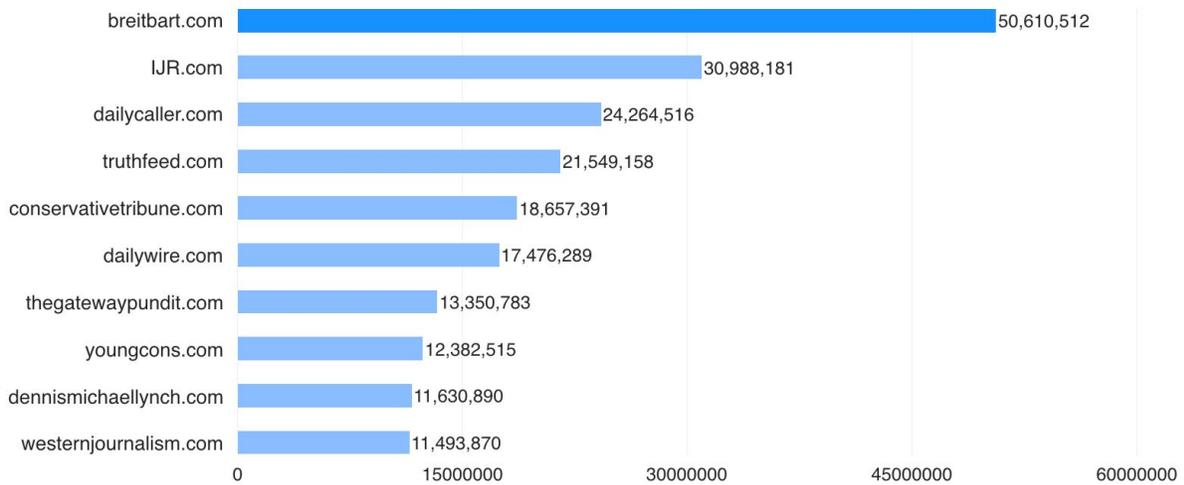
One thing to consider is NewsWhip has 87 publishers in our Left category, and 373 in the Right category. This is notable in itself, that there's been such a big mass of these right-focused publishers.

(data for January 2017 through March 2017)

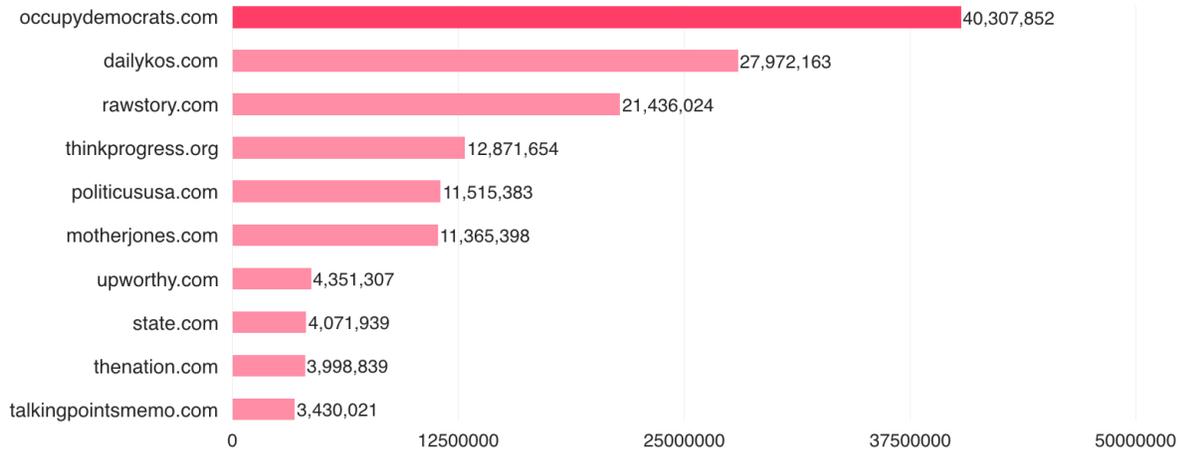
# Conservative vs. Liberal News: Facebook Activity

NewsWhip Analytics Data: Total engagements across Facebook, Twitter, LinkedIn and Pinterest for January through March 2017. Liberal and conservative publishers categorized by a third-party ranking system.

## Top Conservative Publishers



## Top Liberal Publishers



What we can see from the top conservative publishers vs. the top liberal publishers, there are two clear leaders in both categories: Breitbart and Occupy Democrats.

Occupy Democrats is only 10 million engagements behind Breitbart for this three month period, 40 million to Breitbart’s 50 million engagements. Axios noted that when a new party takes power, there seems to be **an influx of publishers** from the opposite side, and we may be seeing that beginning with Occupy Democrats and others.

However, the top ten conservative publishers are seeing bigger social engagements than the top ten liberal publishers. After Mother Jones, there is a serious drop in how many engagements the liberal publishers see. The bottom four of the liberal publishers only saw 3.4 million to 4.3 million engagements, while all of the conservative publishers in the top ten saw over 11.6 million in this three-month period.

It’s also interesting to note here that some of the top performing liberal sites aren’t as extremely slanted. Slate and Upworthy both fall into our top ten, even though their bias is less evident.

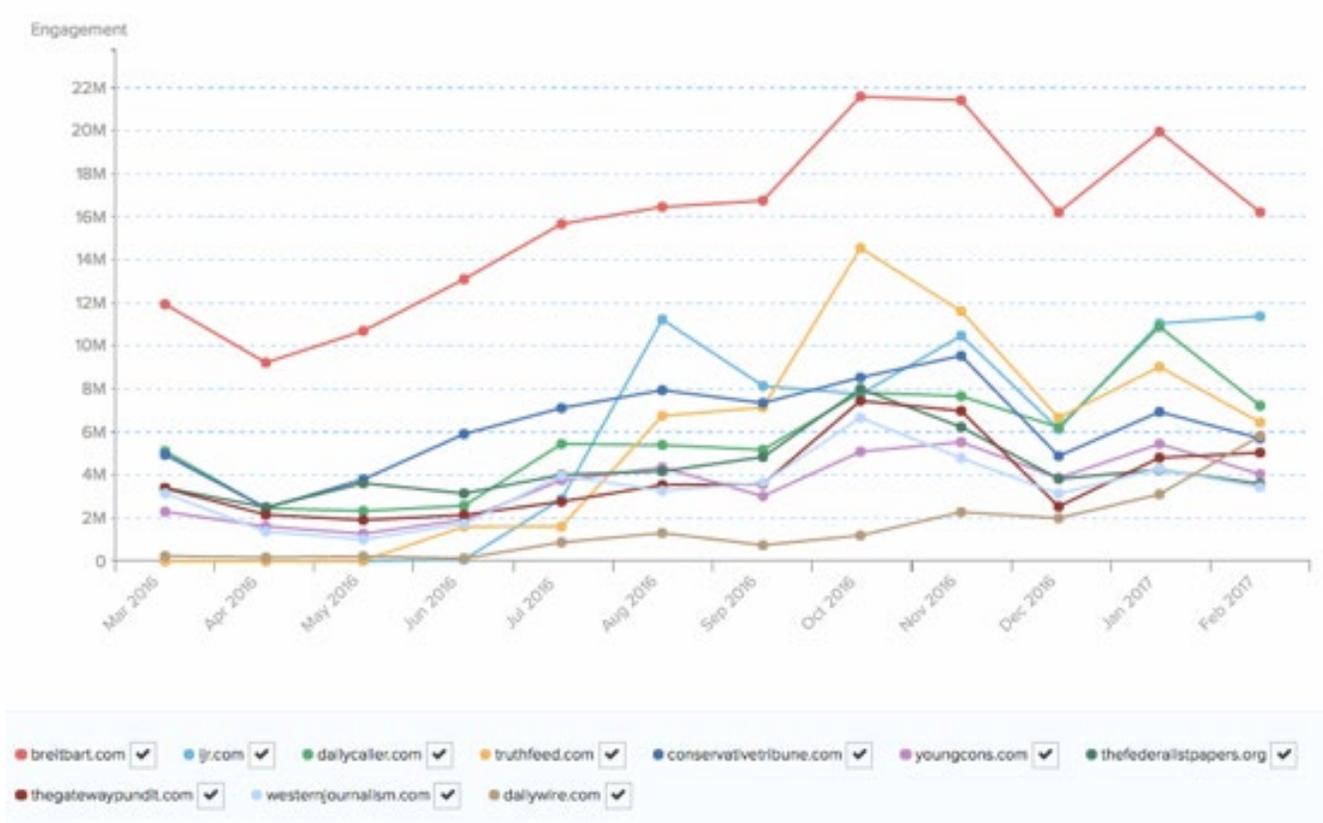
For the conservative top ten, these are all publishers that have a prominent bias toward their preferred party.

# New Right Publishers

First, a bigger picture.

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# Right-Leaning Content

We can see conservative publishers growing in popularity throughout 2016, peaking around the election.

After a brief dip in December, right leaning partisan publishers are back on the rise for social engagements.

Breitbart has regularly seen over 10 million engagements a month.

Even new alt-right publishers are picking up momentum post-election, like Blue Lives Matter.

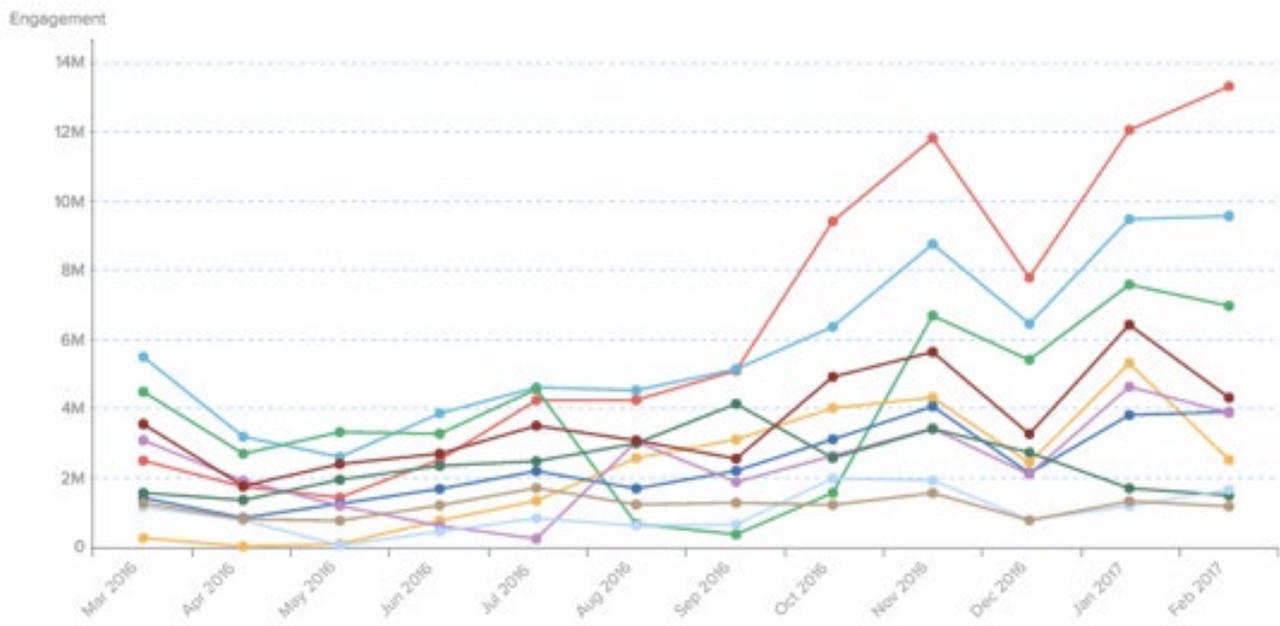
## Top Alt-Right Content: Dec 16 through Feb 17

Site	Headline	Facebook Total
<a href="http://nationalreview.com">nationalreview.com</a>	Trump's Executive Order on Refugees – Separating Fact from Hysteria	1,190,889
<a href="http://breitbart.com">breitbart.com</a>	Mark Wahlberg Tells Celebrities to Shut up about Politics	869,565
<a href="http://thefederalistpapers.org">thefederalistpapers.org</a>	Epic Video of Cars Plowing through Protesters Trying to Block the Road	680,743
<a href="http://americannews.com">americannews.com</a>	Nicole Kidman Get's Blackballed by Hollywood after Calling for Americans to Stand with Trump	610,428
<a href="http://americanlookout.com">americanlookout.com</a>	Actor Mark Wahlberg Thinks Celebrities Should SHUP UP about Politics	584,589
<a href="http://IJR.com">IJR.com</a>	You've Heard People Compare Trump to Hitler. So we Asked a Woman Who was Born in Nazi Germany...	571,994
<a href="http://americannews.com">americannews.com</a>	Liberals are Furious after Shack Takes Massive Stand for Trump... He Needs Your Support	538,106
<a href="http://americannews.com">americannews.com</a>	Kurt Russell Risks His Entire Career to Defend Trump Supports... Look What He's Doing	526,788
<a href="http://thegatewaypundit.com">thegatewaypundit.com</a>	Organizer for DC Women's March, Linda Sarsour is Pro Sharia Law with Ties to Hamas	411,728
<a href="http://washingtonexaminer.com">washingtonexaminer.com</a>	California Democrats legalize child prostitution	401,695

# The Left is Booming Too

There are liberal publishers that are also driving big engagement numbers too, though most of their websites haven't been as successful as Breitbart, and their rise has not brought as much controversy.

However, these publishers have seen tremendous upticks following the Inauguration.



occupydemocrats.com 
dailykos.com 
rawstory.com 
politicususa.com 
motherjones.com 
thinkprogress.org 
  
upworthy.com 
slate.com 
thenation.com 
talkingpointsmemo.com

# Left-Leaning Content

Here is a brief insight into the types of stories that win the largest amount of engagement on more left-leaning sites.

Most of these headlines are much more informational than sensational, though there certainly are a few of those.

The majority of these are focused on humanitarian and social issues like the Native Americans at Standing Rock, Syrian refugees, women’s rights, and racism.

## Top Left-Focused Content: Dec 16 through Feb 17

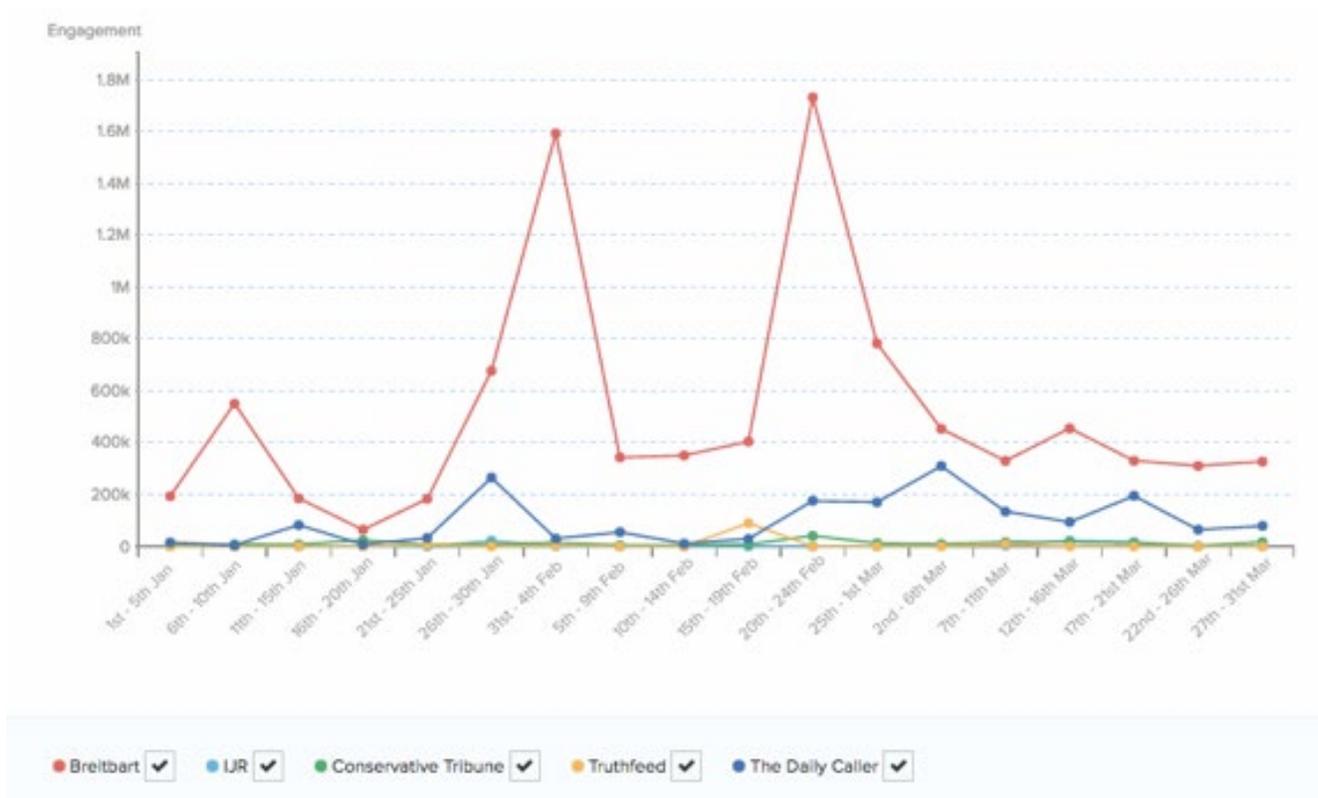
Site	Headline	Facebook Total
occupydemocrats.com	2,000 Veterans Just Arrived at Standing Rock to Form Human Shield “Around Protesters (PHOTOS/VIDEO)”	612,082
upworthy.com	7 real things you can do right now about the catastrophe in Aleppo.	542,840
huffingtonpost.co.uk	If You’re Horrified by Event in Aleppo. Here are 9 Charities That Can Help Syrian People	476,298
politicususa.com	Women’s March is the Biggest Protest in US History as an Estimated 2.9 Million March	385,336
occupydemocrats.com	This New Celebrity-Filled Farewell Video* to Obama will Make You Cry	381,615
politicususa.com	University of Michigan Defies Trump by Refusing to Release Immigration Status of Students	378,543
occupydemocrats.com	Trump Just Removed White Supremacist Groups from Terror Watch Program	329,166
rawstory.com	Idaho teen football player walks free after sodomizing black disabled teammate with wire hanger	316,525
politicususa.com	CBS Confirms Trump Brought His Own Studio Audience to Clap for Him at CIA Speech	316,305
dailykos.com	Dan Rather launches gutsy newsgroup to counter fake news & alternative facts	286,107

## Mentions of Alt-Right from Other Media

Here are the engagements that mentions from other news outlets drove for a selection of alt-right publishers from January through March 2017.

Breitbart drives significant mentions beyond alt-right publishers, likely due to Steve Bannon's political role and editor Milo Yiannopoulos.

This includes mentions by mainstream news sites and other politically-charged sites.



## Mentions By News Sites

Publisher	Article #	Total
Washington Post	80	547,746
The Guardian	27	536,943
USA Today	44	419,143
NPR	15	300,699
New York Times	15	289,423
Huffington Post	49	267,550
CNN	31	234,048
Fox News	117	227,037
LA Times	18	123,508
CBS News	96	99,001

Here are the mentions of Breitbart, IJR, Conservative Tribune, TruthFeed, and the Daily Caller across ten publishers for December 2016 through February 2017.

These were the top engaging stories that mentioned alt-right publishers from other media sites from December 2016 through February 2017. Many stories had to do with individuals from Breitbart - either Steve Bannon or editor Milo Yiannopoulos. Some had to do with the business impact of Breitbart on brands and their advertising.

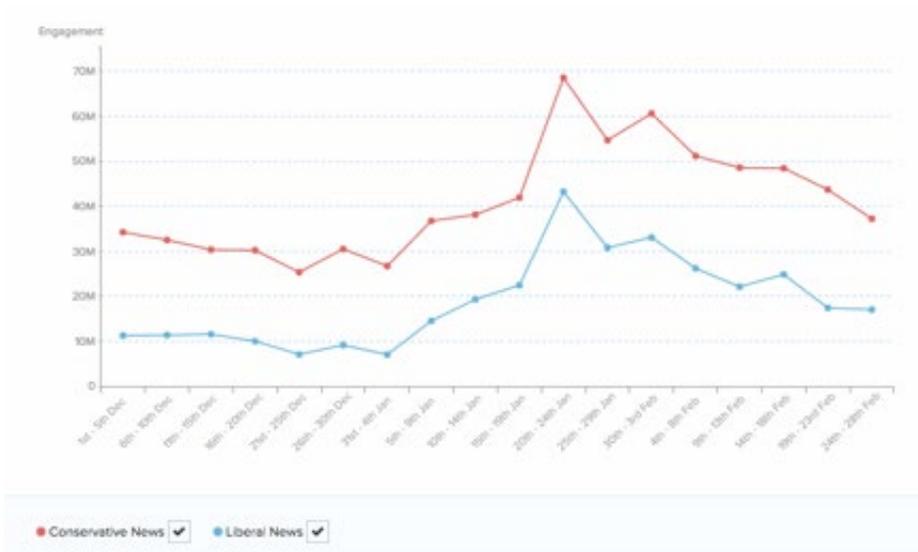
## Mentions of Alt-Right Sites in Mainstream Media

Publisher	Headline	Facebook Total
weather.com	Note to Breitbart: Earth Is Not Cooling. Climate Change Is Real and Please Stop Using Our Video to Mislead Americans	209,305
independent.co.uk	818 companies have dropped advertising from right-wing website Breitbart so far	118,013
independent.co.uk	Breitbart 'loses advertising deals with 1,250 companies'	106,204
npr.org	With National Security Council Shakeup. Steve Bannon Gets a Sear at the Table	103,015
theguardian.com	Steve Bannon: 'We're going to war in the South China Sea... no doubt'	90,086
qz.com	The White House will publish a weekly list of crimes committed by immigrants	85,178
washingtonpost.com	Bannon vows a daily fight for 'deconstruction of the administrative state'	72,012
newsweek.com	Robert Reich: The dangerous rise of Steve Bannon	65,265
theguardian.com	Trump gives National Security Council sear to ex-Breitbart chief Steve Bannon	61,874
washingtonpost.com	White House blocks CNN, New York Times from press briefing hours after Trump slams media	58,678
nytimes.com	Milo Yiannopoulos's Pedophilia Comments Cost Him CPAC Role and Book Deal	55,240

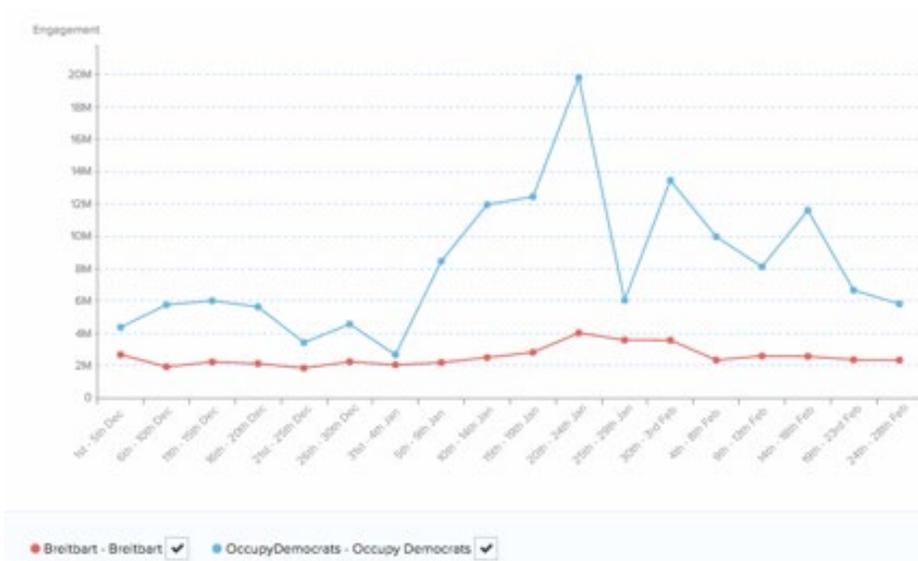
# Partisan Pages on Facebook

Facebook pages are the key hub for distribution of partisan content. Native content can have very different viral potential than content posted to a publishers' website. Native videos and photos are much easier to consume on Facebook. This in mind, we can see Occupy Democrats is actually beating out Breitbart for native content engagements.

## Conservative vs. Liberal Pages



## Breitbart vs. Occupy Democrats



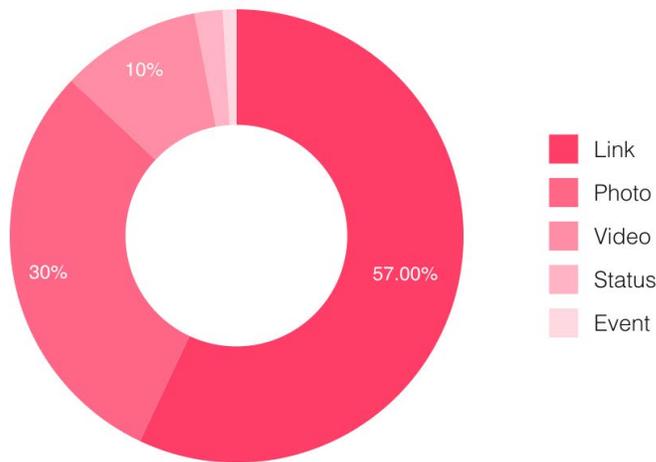
## Conservative vs. Liberal News

Good news for publishers! Links were the most engaging content format for native content from partisan publishers.

External links were also the most frequently posted for both left and right Facebook pages, with 352,000 links posted over this three-month period.

Another interesting note, we saw liberal pages drove more engagements per post, around 6,000 to 2,000 for conservative pages.

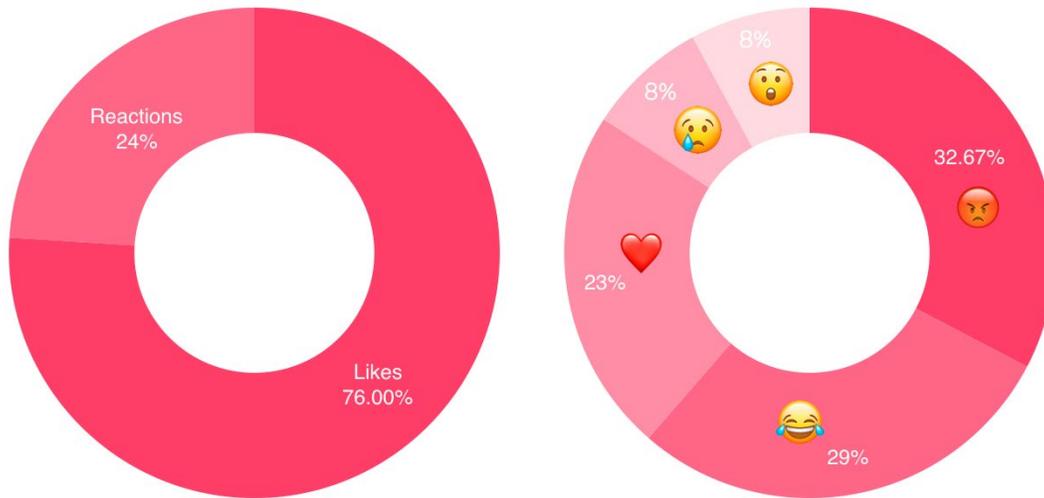
### Content Breakdown



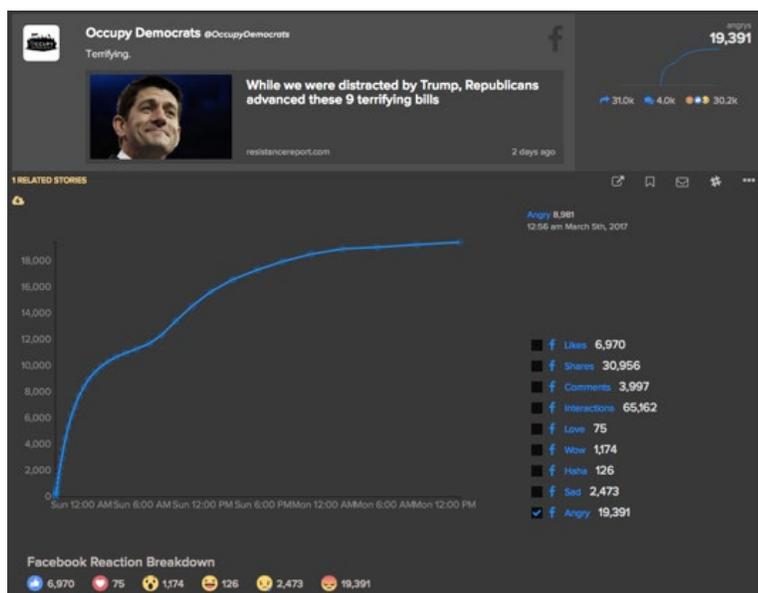
Data: Dec 16 through Feb 17

There's a high proportion of reactions to likes for these hyper-partisan pages. The most popular of these has been the Angry reaction.

These publishers are highly adept at provoking their followers into selecting a strong emotion rather than just a like.



Data: Dec 16 through Feb 17



We can see the trajectory and the type of stories spurring these reactions. In some cases, the Angry reaction is more popular than both Likes and all other reactions. With this Occupy Democrats story, Anger is a useful metric and the intended response.

# Top Partisan Facebook Pages

What have the top Facebook Pages been, for conservative vs. liberal Pages?

We shifted our focus to native Facebook content in our partisan categories from December 2016 through February 2017. Public figures feature predominantly for both. Two of the right-slanted Pages are Trump fan pages. It's interesting that Occupy Democrats is actually pushing more engagements than Donald Trump's own Facebook Page during this time frame. Again, however, the top ten conservative Pages outpace the top ten liberal Pages.

Two Pages — Occupy Democrats and the Other 98% — outperformed Breitbart during this time, which could be from the effect noted in Axios's study.

## Left

Page	Engagements
Occupy Democrats	146,858,207
The Other 98%	49,672,696
U.S. Senator Bernie Sanders	33,146,812
Daily Kos	15,868,922
Proud Liberals	14,545,488
Democratic Coalition Against Trump	10,561,734
U.S. Senator Elizabeth Warren	10,456,208
American News X	6,474,314
Vox	5,285,988
ThinkProgress	4,884,833

## Righth

Page	Engagements
Donald J. Trump	101,335,655
Breitbart	46,060,671
Donald Trump For President	35,447,395
Milo Yiannopoulos	28,860,393
WD Online	28,141,368
The Daily Caller	26,916,455
Cold Dead Hands	24,132,186
Trump & The Great America	21,689,094
Conservative Daily	21,008,161
Allen West	17,795,227

Data: Dec 16 through Feb 17

# Headlines Reflect the Times

Even the headlines that drive the most engagements on social media have shifted to reflect the political climate.

To compare headline trends, we looked at the top engaging articles for January 2015 and January 2017.

The most overwhelming comparison between 2015 and 2017 was how much politically-charged headlines are now the most engaging ones on social media, along with headlines pertaining to related issues like women’s rights, racism, and so on.

## USA TODAY’s Most Engaging Headlines: 2015 vs. 2017

January 2015	January 2017
Budweiser unveils the commercial that will make you cry on Super Bowl Sunday	Russia parliament votes 380-3 to decriminalize domestic violence
The Patriots should be disqualified from the Super Bowl	For one anti-abortion group, women’s march was ‘brutal’
Gospel music pioneer Andraé Crouch dies at 72	Chicago Facebook Live beating suspects charged with hate crimes
Marshawn Lynch finally participates in press conference... for Skittles	At 2.5 million strong, Women’s Marches crush expectations
Obama to propose free community college	March for Life participants optimistic about Trump. Pence
Study: Men who take selfies may be psychopaths	5 things you need to know about ‘xxx’ star Deepika Padukone
New police radars can ‘see’ inside homes	Sanders slams Democrats who voted with the pharmaceutical industry
Watch the gnarliest ski video ever made	Trump hiring freeze includes the short-staffed VA
Police officer caught singing Taylor Swift’s ‘Shake it off’	Obamas, out. Trumps, in: Flipping the White House is a 5-hour sprint
Young killer nears prison release, seeks fresh start	Student creates an Adidas commercial that is so amazing, it deserves to be a read ad

Beyond just staying relevant on big current events that audiences care about, the headlines that are resonating the most on social media now seem to be reflecting their readers' political stances and societal struggles.

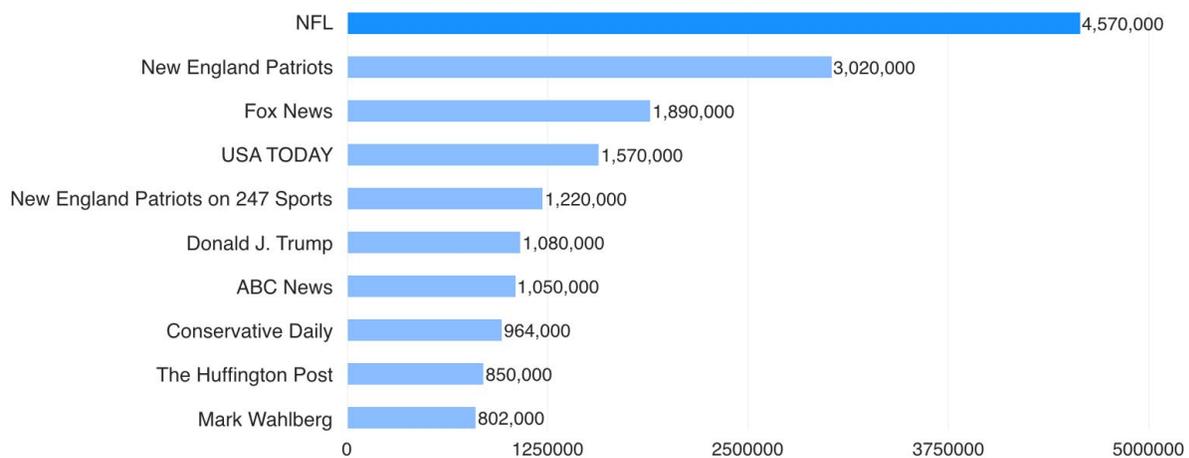
## BuzzFeed's Most Engagement Headlines: 2015 vs. 2017

January 2015	January 2017
25 things all long distance BFFs know to be true	These reports allege Trump has deep ties to Russia
38 things that will take 80s kids back to their elementary school days	21 of the funniest memes about Germany
23 insanely clever ways to cook with cauliflower instead of carbs	People are obsessed with this high schooler who made a fierce statement with his T-shirt
These 24 charts are all you need to eat healthy this year	Joe Biden broke down in tears receiving a surprise medal of freedom from Obama
The only 12 exercises you need to know to get in shape	31 stunning engagement rings that aren't made with diamonds
12 historical women who gave no f**ks	35 things people with ADHD want everyone else to know
If Hermione was the main character in "Harry Potter"	Sorry, but whataburger is better than In-N-Out and Shake Shack
25 reasons Texas should be off your bucket list	Flights packed with Women's March participants are cheering all the way to DC
This is for everyone suffering from freezing office syndrome	A "queer dance party" erupted outside Mike Pence's DC home
36 times "breaking bad" was the cleverest show on television	31 Dwight Schrute quotes to live your life by

Like we saw in our analysis of headlines in 2015 vs. 2017, politics has caused a disruption across publishers and topics, including Super Bowl 51.

Donald J. Trump, Conservative Daily, and Occupy Democrats featured in the top 20 most engaging Facebook pages around the event.

## Super Bowl LI: Top Facebook Pages



\*Based on likes, comments, and reactions on Facebook content containing keywords around Super Bowl LI. Feb 5th through 6th 2017 UTC only

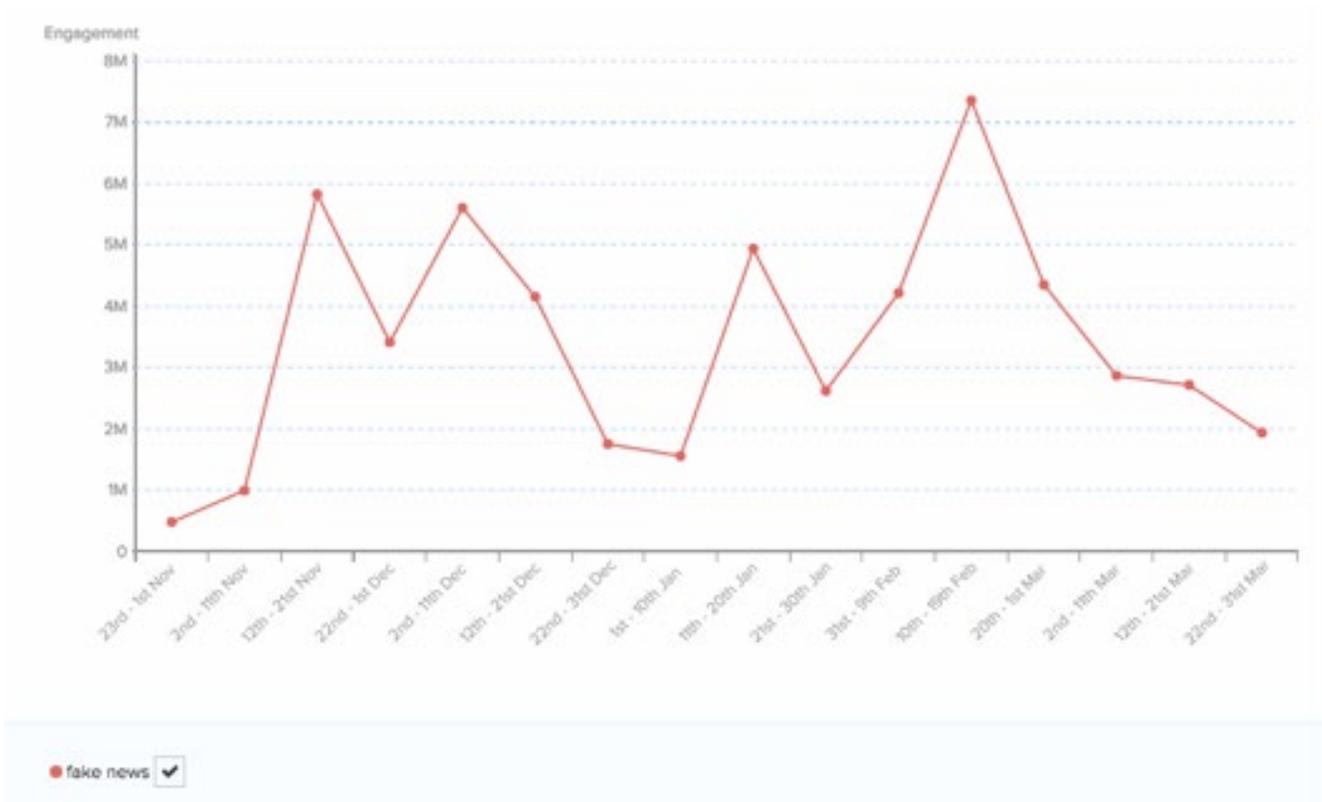


# Fake News

The debate around “fake news” began before the election, and the term has been adopted by left and right.

There was an immediate spike from 500k to over 3.5 million engagements on content focused on the term following the election.

The engagements have stayed mostly steady in the millions, showing that this distrust of news and content is in the mainstream.



Data: November 2016 to April 2017

These have been the top articles around Fake News across Facebook, Twitter, LinkedIn, and Pinterest, since the election in November 2016 through February 2017.

The top engaging content has focused on how to identify fake news, what the sources are, and the ramifications of fake news.

Publisher	Headline	Facebook Total
washingtonpost.com	Americans keep looking away from the election's most alarming story	491,213
time.com	Don't Dismiss Trump's Attacks on the Media as Mere Stupidity	384,757
npr.org	Fake or Real? How to Self-Check the News and Get the Facts	368,614
washingtonpost.com	Russian propaganda effort helped spread 'fake news' during election, experts say	300,492
dailykos.com	Dan Rather launches gutsy newsgroup to counter fake news & alternative facts	290,436
npr.org	We Tracked Down a Fake-news Creator in the Suburbs. Here's What We Learned	285,311
nymag.com	A Helpful List of Fake-News Sites to Watch Out for on Facebook	265,417
npr.org	Students Have 'Dismaying' Inability to Tell Fake News from Real, Study Finds	244,528
docs.google.com	False, Misleading, Clickbait-y, and Satirical 'News' Sources	232,419
rollingstone.com	18 WTF Moments from Trump's Unhinged Press Conference	228,795

## What About the Brands?

During the presidential campaign, political mentions brought brands into the spotlight, whether or not the brands were intentionally involved.

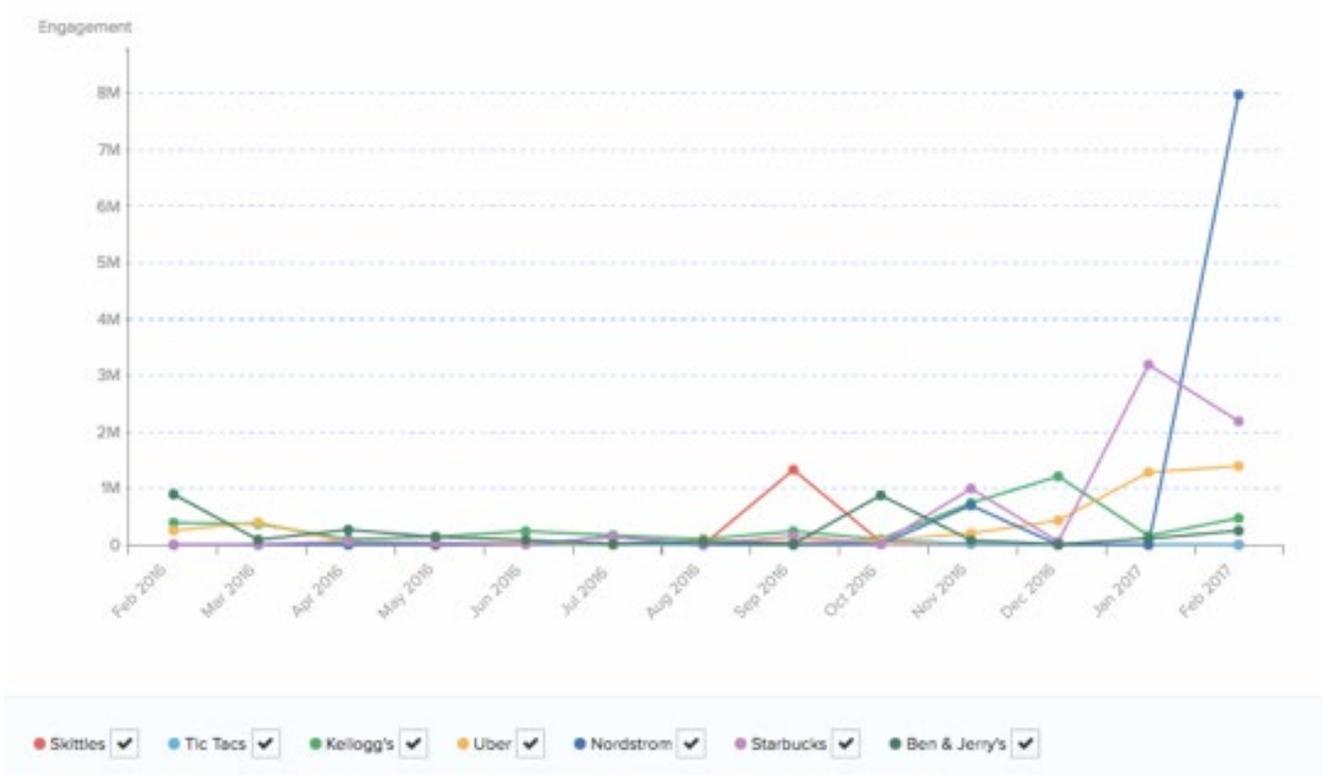


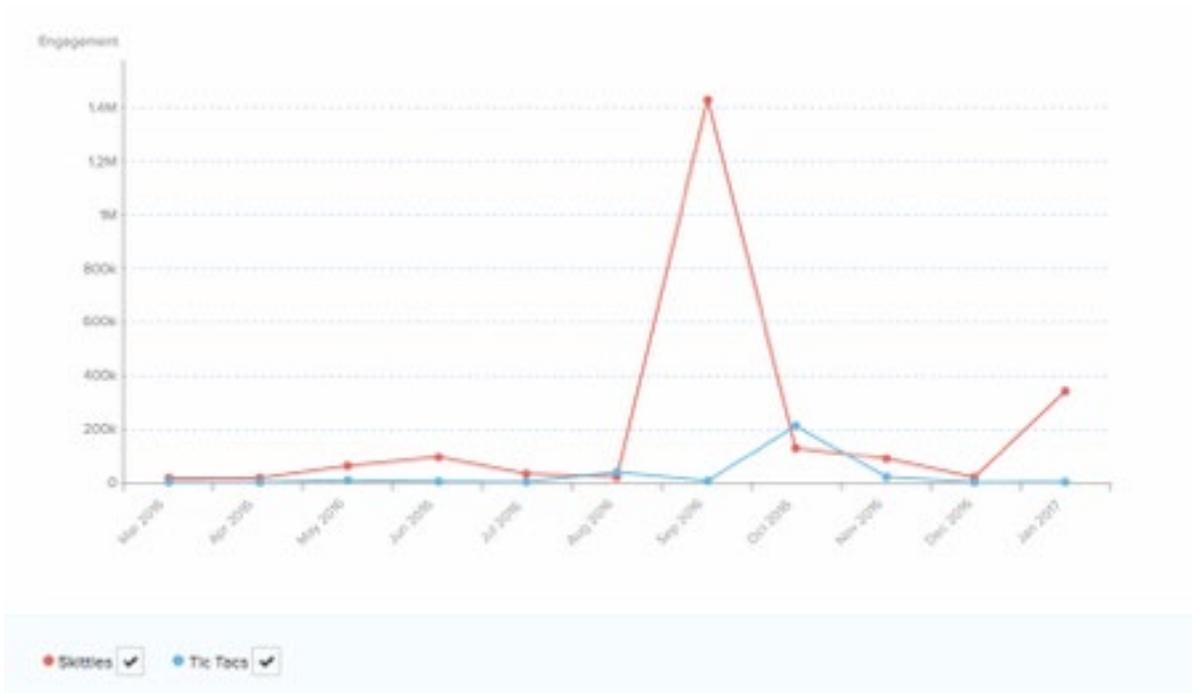
# Politics and Brands

How did the presidential campaign affect brands?

All of these spikes were for content that included references to Trump, immigration, or other relevant political issues.

Nordstrom saw the biggest spike compared to all of these other brands.





If we look at candy brands Skittles and Tic Tacs' mentions from March 2016 to January 2017, both brands saw significant engagement spikes.

Both of these spikes occurred around comments made by Trump and his campaign.

### Skittles

- billmoyers.com Immigrants Don't Steel Jobs or Wages. Billionaires Do. - BillMoyers.com
- theintercept.com Nazi Who Originated Donald Trump Jr.'s Skittles Analogy Was Hanged at Nuremberg
- npr.org Taste The Outrage: Donald Trump Jr.'s Tweet Compares Refugees To Skittles
- winningdemocrats.com Skittles Rep Told Trump Jr. To Shut The F\*ck Up After He Compared Refugees To Polso...
- winningdemocrats.com Skittles Rep Told Trump Jr. To Shut The F\*ck Up After He Compared Refugees To Polso...
- nbcnews.com Skittles has terse response to Trump Jr.'s refugee tweet
- thegoodlordabove.com In Response To Trump Comparison, Skittles To Remove All Orange Skittles -- God
- npr.org Trump Jr.'s Skittles Photo Taken By Former Refugee -- And Used Without Permission
- vox.com The Trump family loves Skittles analogies. So we used one to explain voter fraud to the...
- buzzfeed.com People Point Out That Refugees Are Not Skittles After Donald Trump Jr. Posts Meme

### Tic Tac

- huffingtonpost.com CNN's Erin Burnett Reports Donald Trump Kissed Her Friend Without Consent
- buzzfeed.com 26 Times "SNL" Made This Election Slightly More Bearable
- buzzfeed.com Tic Tac Has Broken Its Silence On That Trump Video
- washingtonpost.com Three revealing Donald Trump moments in that hot mess of a town hall
- thehill.com Tic Tac denounces Trump over lewd video
- cnn.com Warren: Trump thinks 'Tic Tacs' means he can force himself on women
- dailymkos.com Just beginning? CNN anchor relays hauntingly familiar story of Donald Trump making v...
- dailycaller.com CNN's Burnett Quotes Friend Who Trump Allegedly Tried To Kiss In 2010 [VIDEO]
- bipartisanreport.com Hell Toupée: CNN Host CALLS OUT Trump For Sexually Assaulting Yet ANOTHER Wo...
- mashable.com Tic Tac responds to Trump video

# Politics and Brands: Top content

## Facebook

Publisher	Headline	Facebook Total
businessinsider.com	An anti-Trump movement is calling for the boycott of these 32 retailers	513,992
breitbart.com	Ben & Jerry's Ice Cream: Black Lives Matter	348,854
finance.yahoo.com	Starbucks CEO: We're going to hire 10,000 refugees	283,981
babylonbee.com	Starbucks Unveils New Satanic Holiday Cups   The Babylon Bee	231,774
joeforamerica.com	Black Rifle Coffee Company Vows to Hire 10,000 Vets. Sticks it to Starbucks! [Video]	226,770
businessinsider.com	Nordstrom has officially cut ties with Ivanka Trump's brand	205,399
money.cnn.com	Uber CEO defends Trump relationship to employees	170,633
news.starbucks.com	A Message to Customers from Starbucks Armed Forces Network	152,918
bluelivesmatter.blue	Blue Lives Matter Is Asking All Americans to Boycott Ben & Jerry's Ice Cream	137,455
fortune.com	Starbucks Has a Response to Trump's Immigration Ban: Hire 10,000 Refugees	125,727

These are the top headlines for those brands we just looked at. Again, headlines are seeing engagements across social platforms with very different audiences like Facebook & LinkedIn.

## LinkedIn

Publisher	Headline	Facebook Total
forbes.com	Starbucks to Hire 10,000 Refugees in Latest Expression of 'Conscious Capitalism'	6,631
businessinsider.com	I do not accept him as my leader – Uber CTO's explosive anti-Trump email reveals growing internal tensions	3,244
washingtonpost.com	Nordstrom broke the curse of the Trump tweet	3,190
washingtonpost.com	Nordstrom drops Ivanka Trump-branded clothing and shoes	2,883
theguardian.com	Sex doesn't sell any more, activism does. And don't the big brands know it   Alex Holder	2,712
fortune.com	Starbucks has a response to Trump's Immigration Ban: Hire 10,000 refugees	2,711
foxnews.com	Trump supporters vow to boycott Starbucks over CEO's plan to hire refugees	2,606
businessinsider.com	Uber CEO defends Trump apparently had a disastrous phone call	2,369
prnewswire.com	Veteran-Owned Black Rifle Coffee Company Stands up for Small Businesses and America. While Disgusted by Starbucks Propaganda	2,337
businessinsider.com	An open letter calling on Nordstrom to drop Ivanka Trump's 'toxic' brand is going viral	2,184

Some of the more partisan publishers feature again. And many of these reflect intentional measures from brands.

# Nordstrom

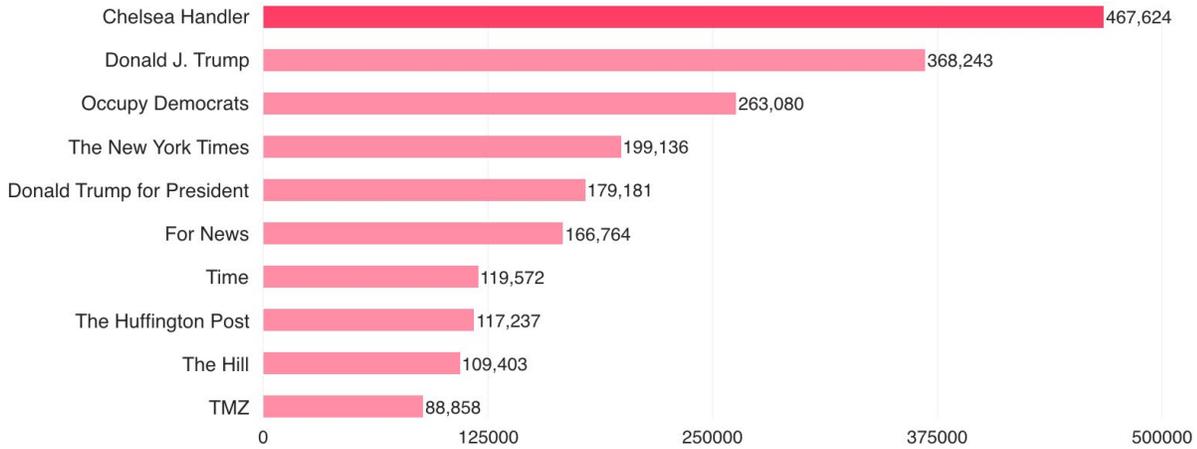
From February 6th to 13th, 2017, mentions of Nordstrom drove over 3.45 million engagements across Facebook, Twitter, LinkedIn, and Pinterest on English language content.

## Top Stories around Nordstrom Controversy on Facebook

Publisher	Headline	FB Total
thedailybeast.com	Daily Show's Trevor Noah Thanks Nordstrom for Dumping Ivanka Trump	102,764
breitbart.com	Exclusive – Women Nationwide Cup up Nordstrom's Cards. Plan Boycotts After Political Decision to Drop Ivanka Trump Line	86,768
vox.com	Nordstrom's shares up nearly 5 percent after clash with Donald Trump	82,318
occupydemocrats.com	Trump Attacked Nordstrom for Cutting Ivanka's Line. So Nordstrom Just Shut Him Up	75,760
toofab.com	Chelsea Handler Trolls Donald Trump with Nordstrom Shopping Spree (Photos)	72,817
nytimes.com	Trump Assails Nordstrom for 'Unfairly' Dropping His Daughter Ivanka's Line	67,930
money.cnn.com	@POTUS retweets Trump blasting Nordstrom	59,507
independent.co.uk	An attack on Ivanka Trump's clothing line is a 'direct attack' on the President, says White House	53,073
thehill.com	Nordstrom stock gains over 4 percent after Trump tweet	51,460
thehill.com	Trump rips Nordstrom for dropping daughter's clothing line	49,960

Celebrities boosted the Nordstrom story on social, like comedian Chelsea Handler.

## Top Facebook Pages around Nordstrom Controversy



\*Pages with most engagements across Facebook likes, shares, comments, and reactions, for content mentioning 'Nordstrom' from Feb 6th to 13th, 2017 only

\*Pages with most engagements across Facebook likes, shares, comments, and reactions, for content mentioning "Nordstrom" from February 6th to 13th, 2017 only.



The brand's social media accounts become virtual meeting grounds for people to debate the ongoing controversy, even on posts that are completely unrelated.



**Nordstrom**  
Like This Page · 9 February · 48

Something sweet for your sweetie (or self). Shop Valentine's Day eGift Cards here: <http://bit.ly/2koL441>

Like Comment Share

JB Carlton and 42k others · Top comments

1,313 shares · 2.3k comments

**Kela Aat** Do you always publicly announce when you get rid of a clothing line? Nordstrom?  
Like · Reply · 42 · 12 February at 21:17

**Nordstrom** We didn't make a formal announcement about this, Kela. We've simply answered questions from customers and media. -Rebecca  
Like · Reply · 112 · 12 February at 21:18  
View more replies

**Inna Yermolayeva** How many Chicago locations are there? I want to make sure to stop by at each of them  
Like · Reply · 55 · 12 February at 21:51

**Nordstrom** Hey Inna! There are four full-line Nordstrom stores in the Chicago area, and you can check out more details here: <http://bit.ly/2kATXkH>. See you soon! -Rebecca  
Like · Reply · 13 · 12 February at 21:53  
View more replies

**Liz Rojas** Where is there a Nordstrom near Santa  
Write a comment...

**Christine Bracco Weinerth** Just remember the millions of people who marched a few weeks ago. Nordstrom shall survive and be proud of doing business on their terms!  
Like · Reply · 2,701 · 9 February at 19:36  
358 Replies

**Jose Leon** Do you guys carry Donald J. Trump collection? Nordstrom  
Like · Reply · 89 · Yesterday at 14:25 · Edited

**Nordstrom** Our apologies, Jose. We do not offer that line. -Lauren  
Like · Reply · 629 · 11 February at 22:07  
View more replies

**Mary Maloney Brandenburg** In the words of the Godfather, "It's not personal, it's business.." All businesses make decisions that improve their bottom line. Nordstrom made a business decision!  
Like · Reply · 1,643 · 9 February at 19:33  
115 Replies

## So What?

- Hyper-partisan publishers have significant staying power on social.
- The political climate has permeated into the mainstream's most engaging content, and other industries' content.
- Even brands have to be ready for political mentions, intentional or otherwise.

**Questions? Get in touch!**

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