



Real-time TikTok Intelligence for Politics

Analyzing Harris' Ascension on TikTok

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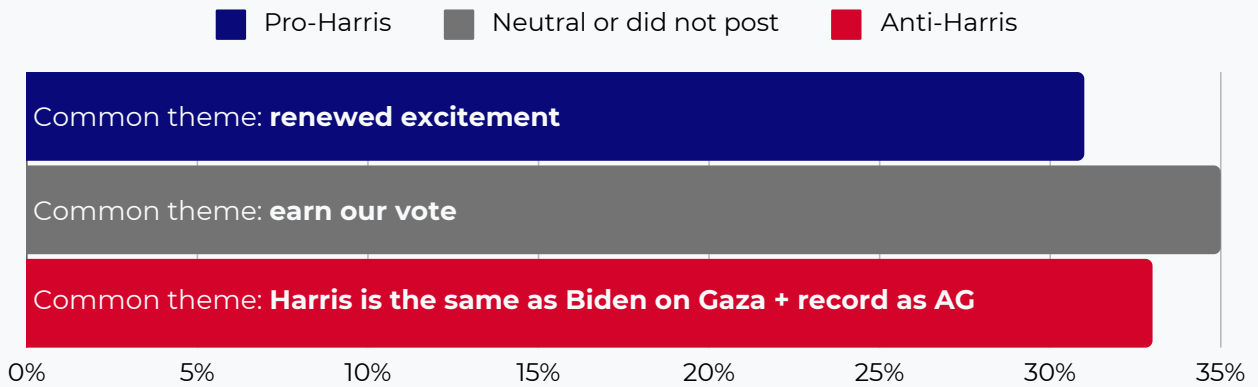
DATA SUMMARY

We analyzed the 400 highest performing TikTok posts responding to Kamala Harris as the presumptive Democratic presidential nominee starting on Sunday, 7/21. As of Sunday, 7/28 at 10am EST these posts had **received over 855 million views on TikTok**. Here are our findings:

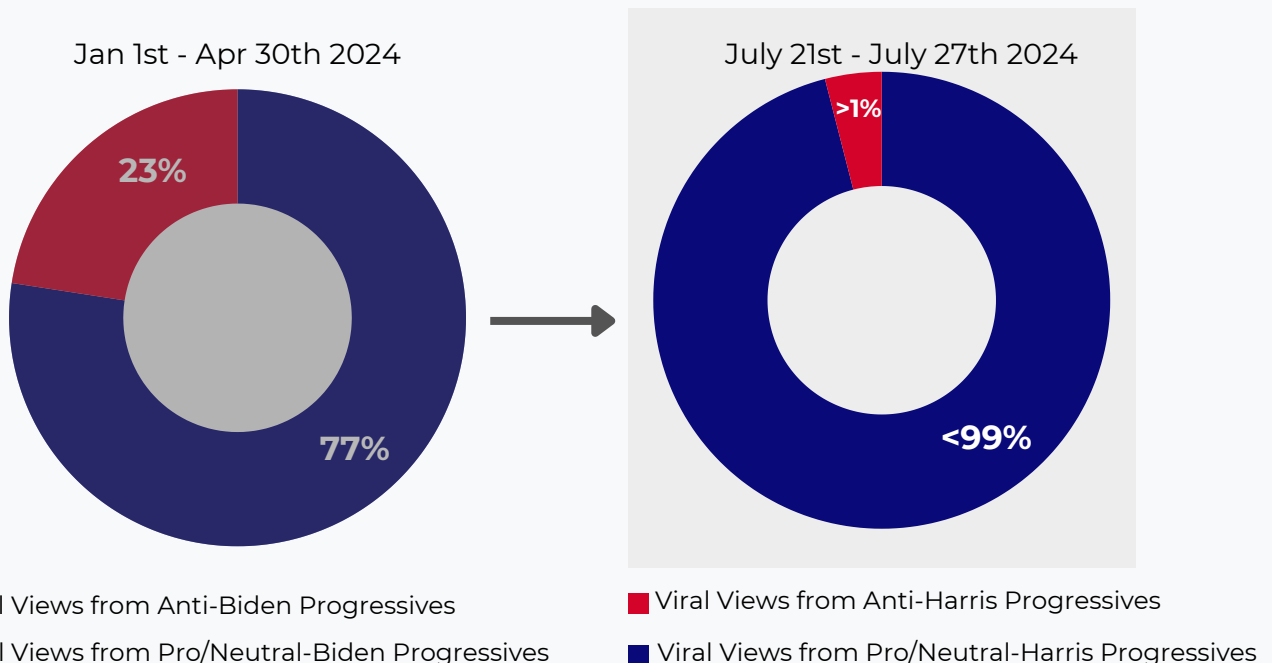
-  **1 31%** of the Progressive, anti-Biden coalition from our [previous research](#) posted **in support of Harris** as the Democratic nominee
-  **2 80%** of views were on posts that had a **positive sentiment towards Harris** (over 684M views)
-  **3 42%** of views were on “**remixed**” posts that combined music with content of Harris speaking or dancing (over 356M views)
-  **4 94%** of views on posts from politically unengaged accounts had a **positive Harris sentiment** (over 224M views)
- 5 248M** of the views came from 23 posts by **@kamalaHQ** and 4 posts by **@kamalaharris**

ANTI-BIDEN OPEN TO HARRIS

We revisited the progressive, anti-Biden coalition from [our May 1st report](#) to see what percentage of this group posted in support or against Harris as the Democratic nominee.

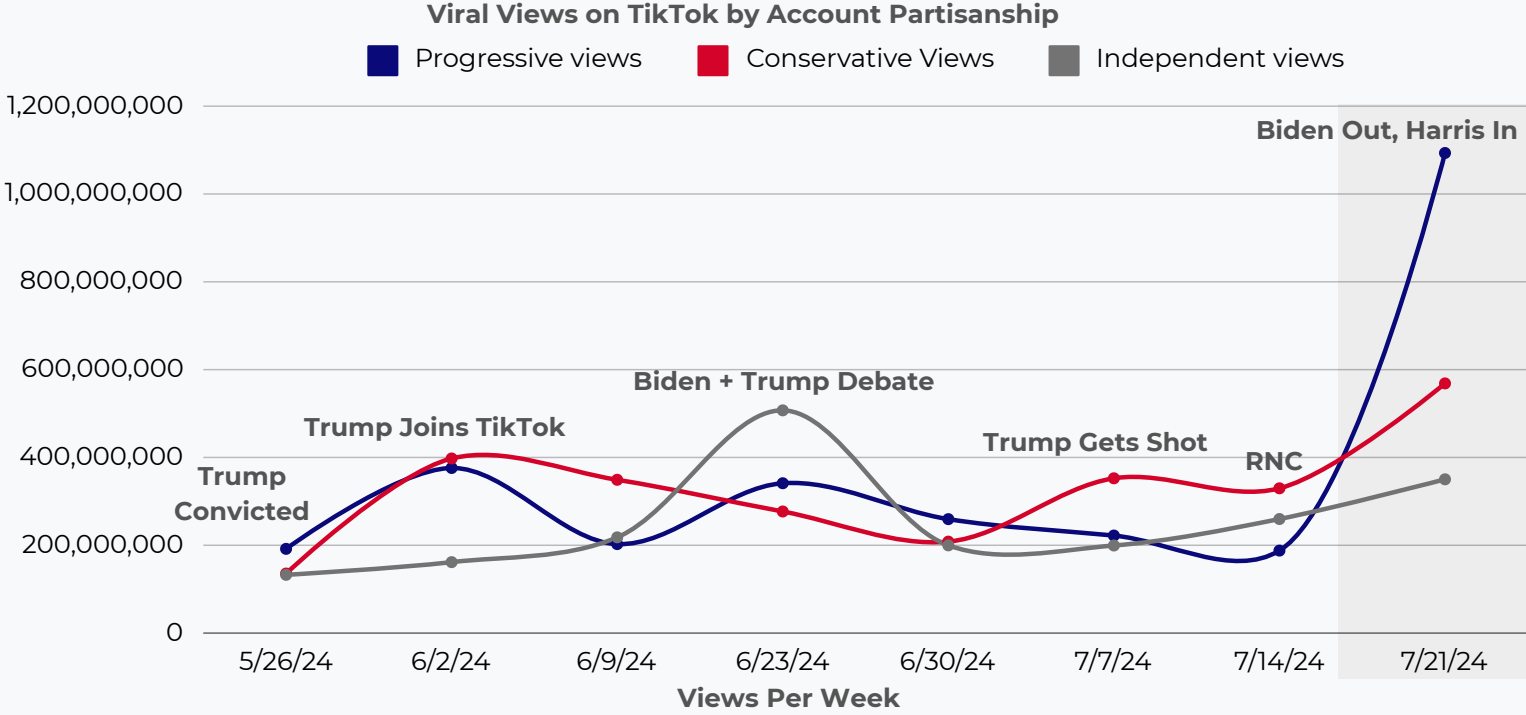


While only 31% of the anti-Biden coalition came out in support for Harris as the Democratic nominee in the last 7 days, posts from the **anti-Harris coalition hardly broke through the viral excitement coming from most progressives.**

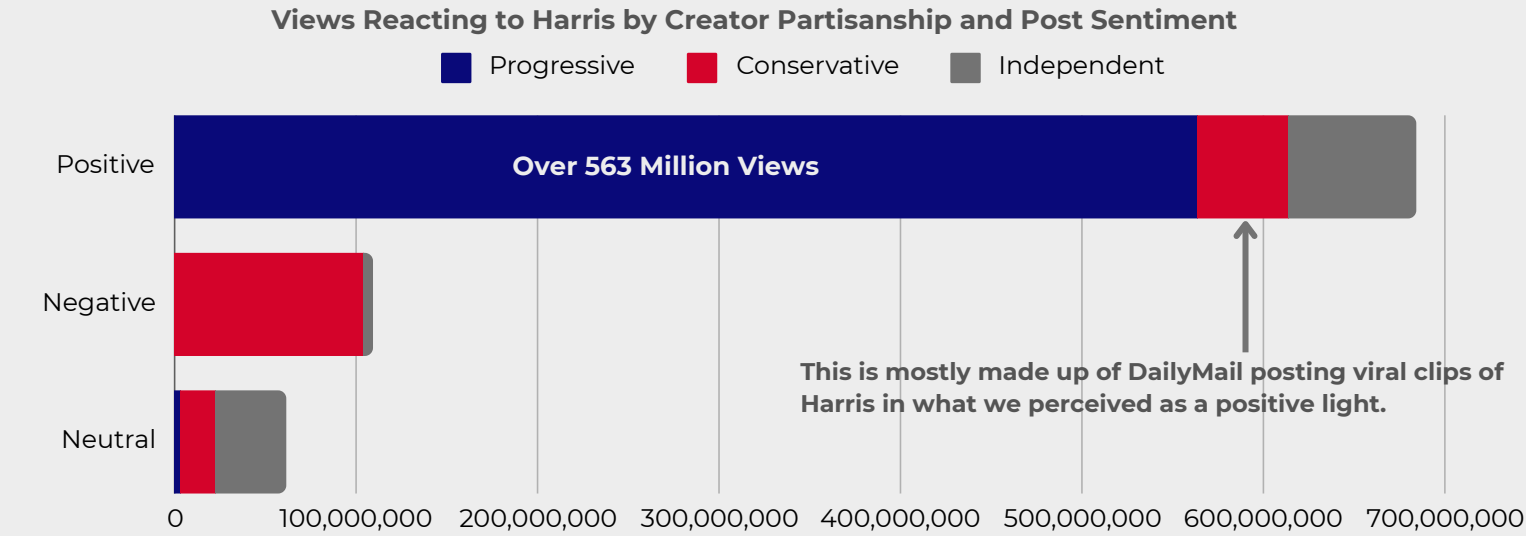


BIG SWING IN SENTIMENT

At no other point in the last two months, even with the other unprecedented political events, **have we seen such a drastic overnight shift in share of voice and sentiment.**

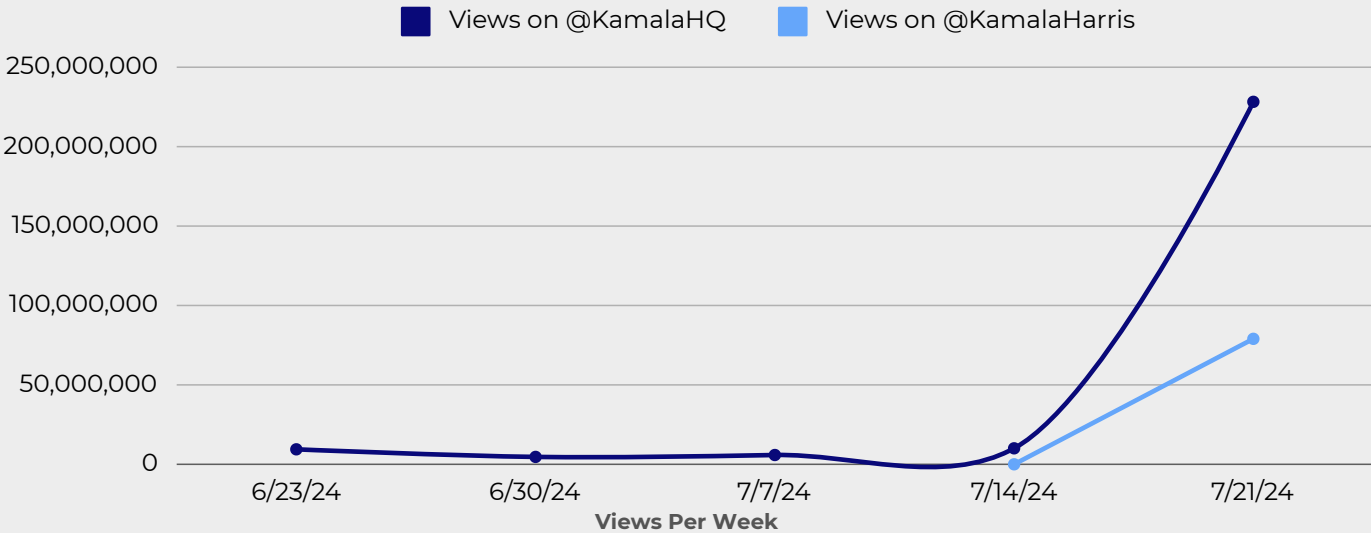


Zooming into the week of 7/21 above, **just 266 Progressive posts produced over 50% of the spike** in Progressive views last week.

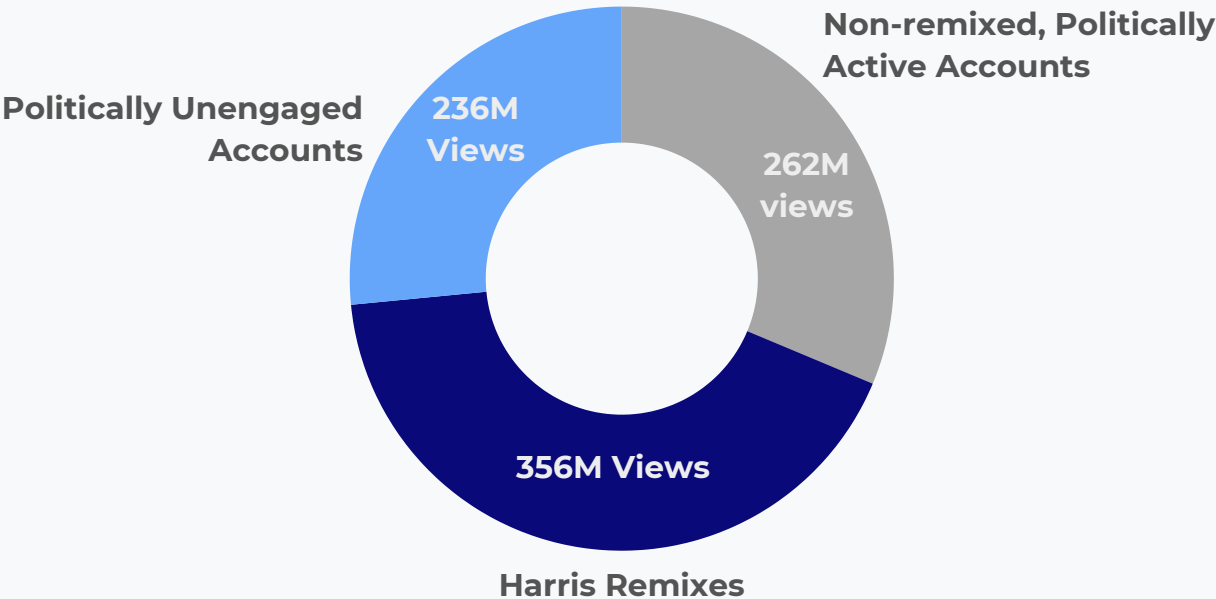


INVIGORATING GEN-Z

In the hours after Biden dropped out and endorsed Harris, @KamalaHQ skillfully used viral TikTok sounds and real-time, pop culture trends to instantly **re-define Harris' online persona as fresh, powerful and fun to remix.**



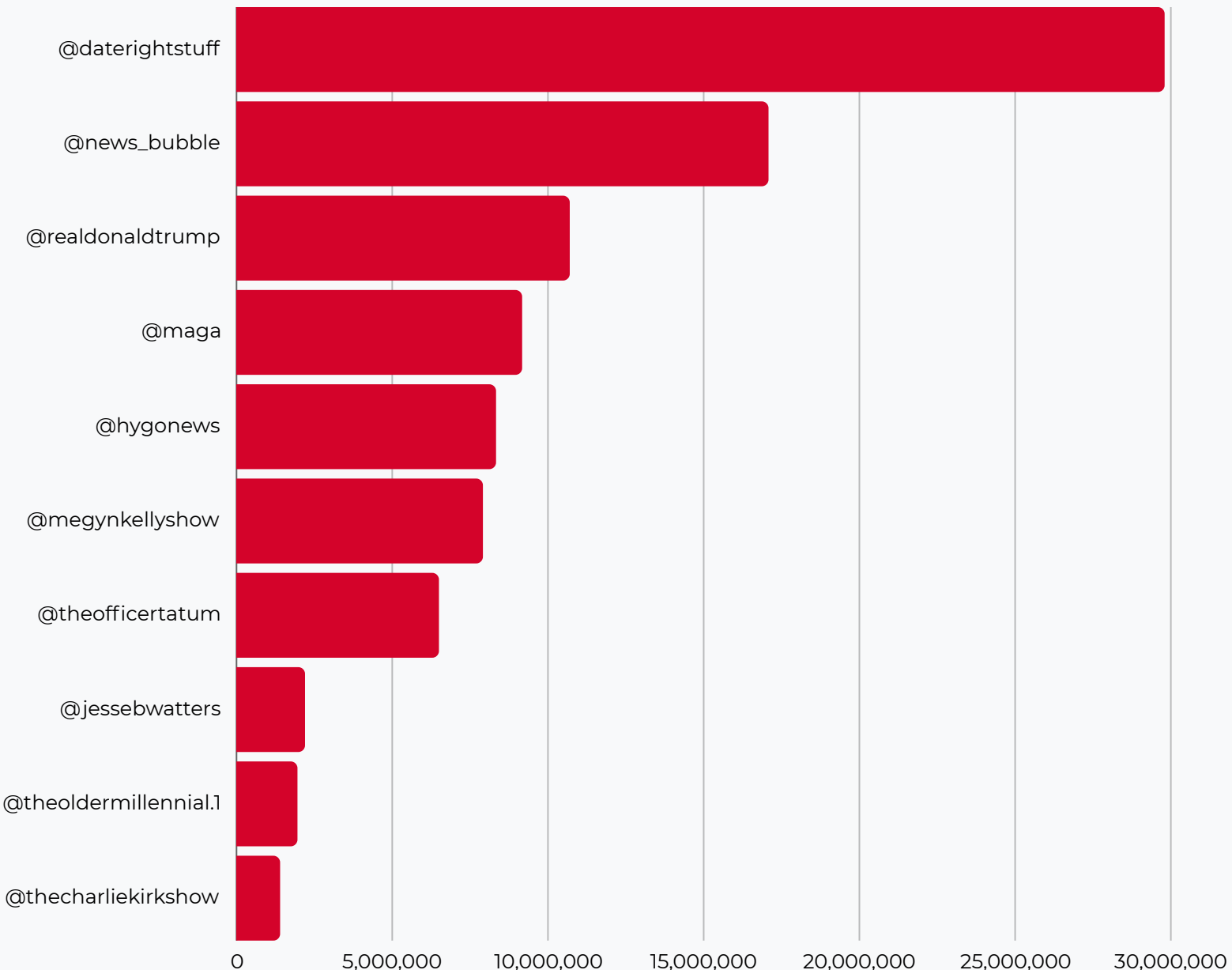
This tactful maneuver **awakened a politically unengaged cohort of TikTok creators** that instantly jumped into the trend accounting for over 26% of total views on the top 400 posts.



CONSERVATIVE TRACTION

While views on negative posts from conservatives accounted for only 12% of total views on the top 400 posts, the below accounts **found some traction tying issues swing voters have with Biden’s record to Kamala Harris (immigration, foreign policy & being a “radical liberal”)**.

Views on Negative Posts Reacting to Harris as the Democratic Nominee



NOTES & DEFINITIONS

- **Highest Performing 400 Posts** - posts reacting to Harris as the presumptive Democratic nominee showing up in U.S. feeds with the most views between 2pm EST on Sunday, July 21st and 10am EST on Sunday, July 28th, 2024.
- **Sentiment Analysis** - all sentiment analysis was manually conducted by the CredolQ team due to the nuances of many TikTok posts and the importance of the topic.
- **Progressive Accounts** - TikTok accounts that clearly show a preference for left-leaning policy and candidates.
- **Conservative Accounts** - TikTok accounts that clearly show a preference for right-leaning policy and candidates.
- **Independent Accounts** - TikTok accounts that clearly try to deliver unbiased news or do not show a preference for either side via their TikTok posts.
- **Viral Views:** We only pull in videos that go “viral” and have over 25,000 views. There are many other videos related to these topics that have less views.

CredolQ

We enable pro-democracy forces to analyze & leverage
real-time political conversations on social media.

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