CredoIQ

Real-time TikTok Intelligence for Politics

Analyzing TikTok's Rapid Response to Trump's Guilty Verdict

June 3rd, 2024

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TAKEAWAYS

We analyzed the 300 highest performing TikTok posts responding to Trump's guilty verdict in the first 48 hours. This is what we found:

Progressive Accounts Dominated the Response
- Progressive accounts responding to the Trump guilty verdict garnered **2X the views and nearly 3X the likes compared to conservative accounts** responding to the Trump guilty verdict.

The Response from Conservative Publishers Fell Flat
- While Conservative creators held their own, **Conservative publishers accounted for less than 1% of total publisher views.**
- Progressive publishers garnered 35% of publisher views and Independent publishers garnered 64% of total publisher views.

Authority Matters for Breaking Political News
- "Breaking news" posts only accounted for **15% of total posts but garnered over 35% of total views**.
- The TikTok algorithm heavily favored breaking news from authoritative, Independent news sources with **over 70% of the "breaking news" views** coming from Independent publishers.

Posting Many Times Proved to be an Effective Strategy
- The top preforming creator **had 18 high-performing posts** and the top publisher **had 10 high-performing posts** in the 48 hours after Trump's guilty verdict.
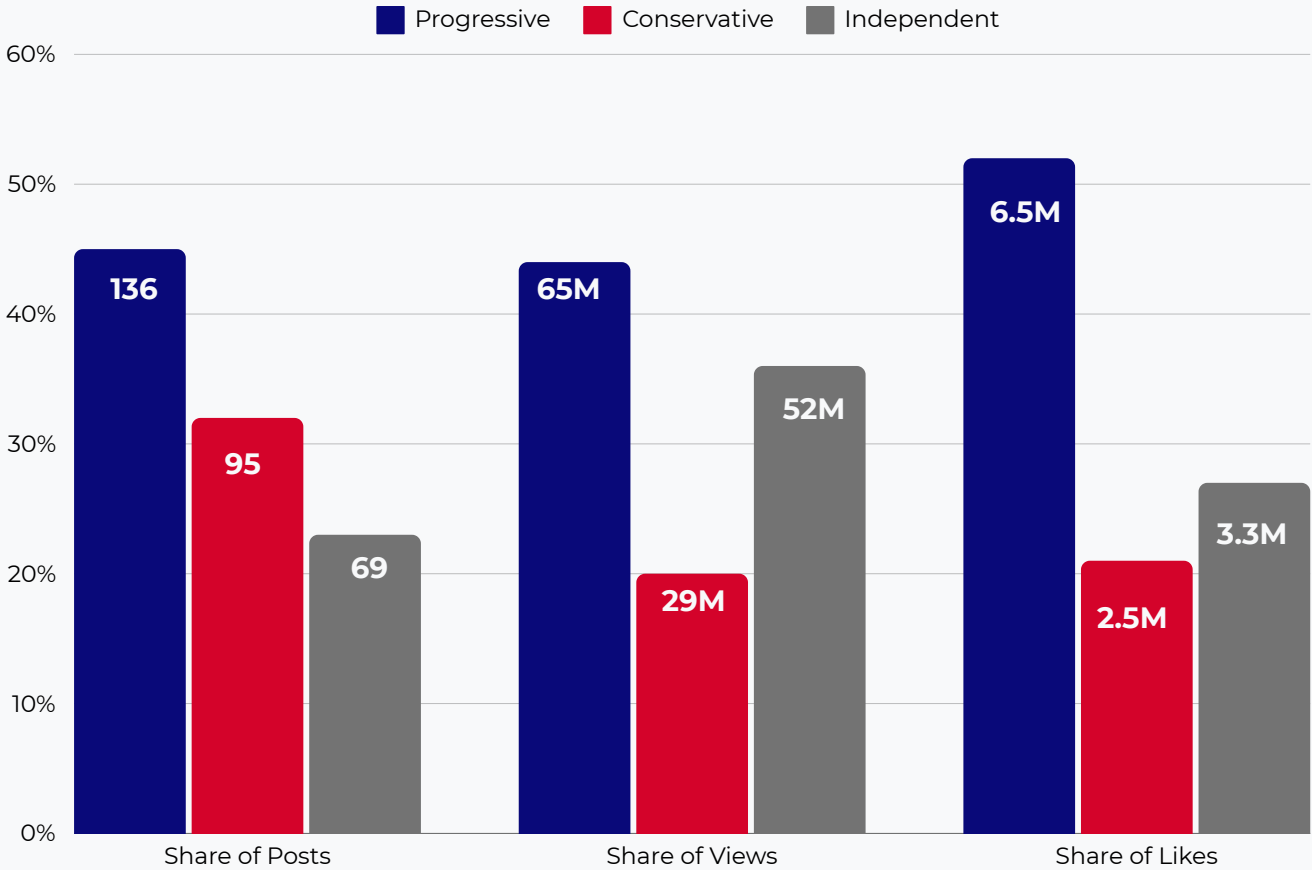
Posts With Dance & Music Broke Through the Noise
- Progressive creator posts responding to the guilty verdict with music and dance accounted for **7% total progressive posts but over 30% of total progressive views.**

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SHARE OF VOICE

Progressive and Independent TikTok accounts **dominated the share of views and likes** among the top 300 TikTok posts responding to the Trump guilty verdict.

■ Progressive ■ Conservative ■ Independent

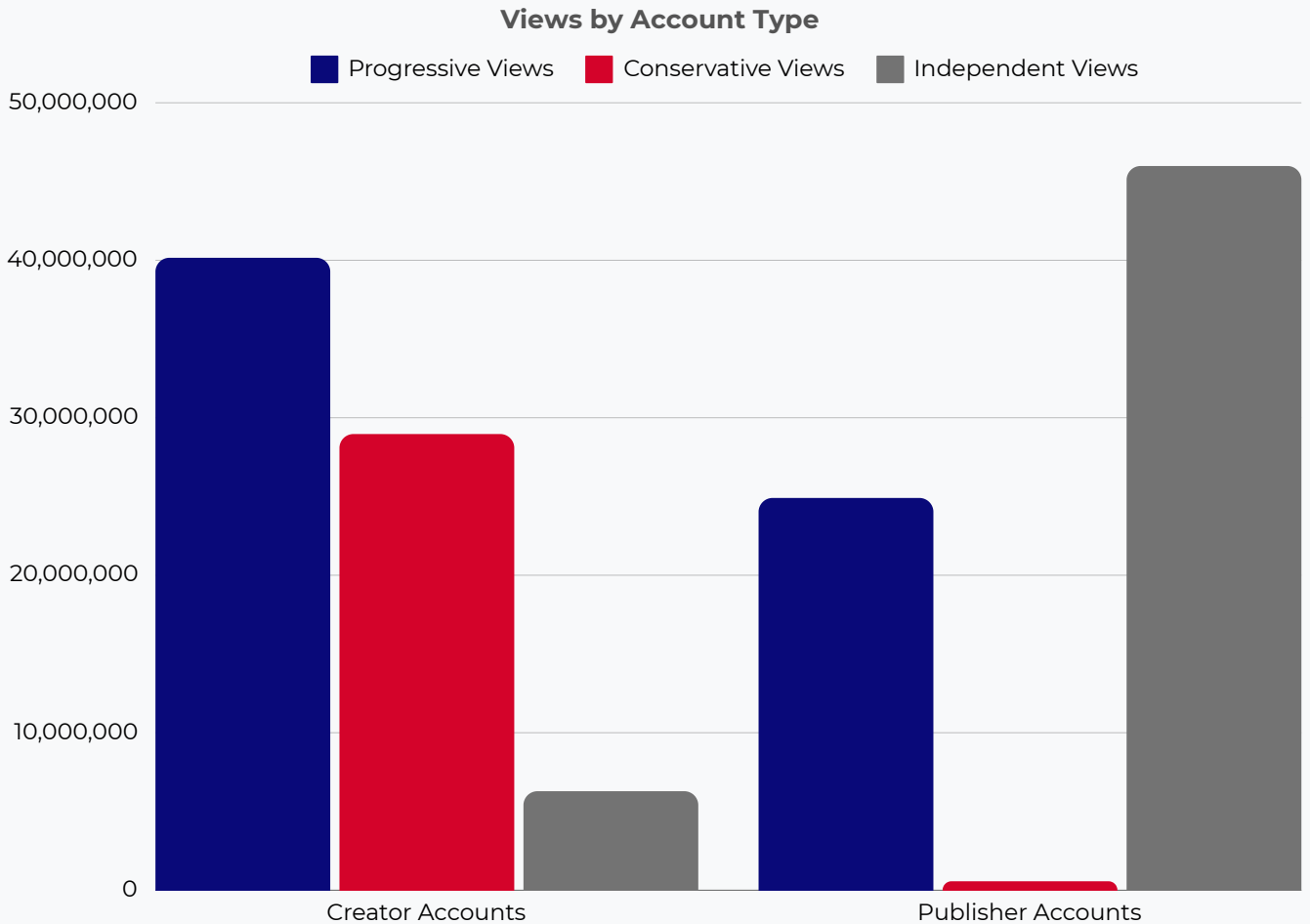|	Progressive	Conservative	Independent
Share of Posts	136	95	69
Share of Views	65M	29M	52M
Share of Likes	6.5M	2.5M	3.3M

Conservative posts **underperformed** while Independent posts (mostly from traditional news accounts) **over-performed** in both views and likes.

The high-performance of Independent, traditional news accounts can be attributed to the **TikTok algorithm appearing to boost** their "Breaking News" & "News Analysis" content.

VIEWS BY CREATOR TYPE

Progressive creators and Independent publishers captured the greatest share of the conversation. Progressive publishers and Conservative creators trailed closely behind.

Views by Account Type

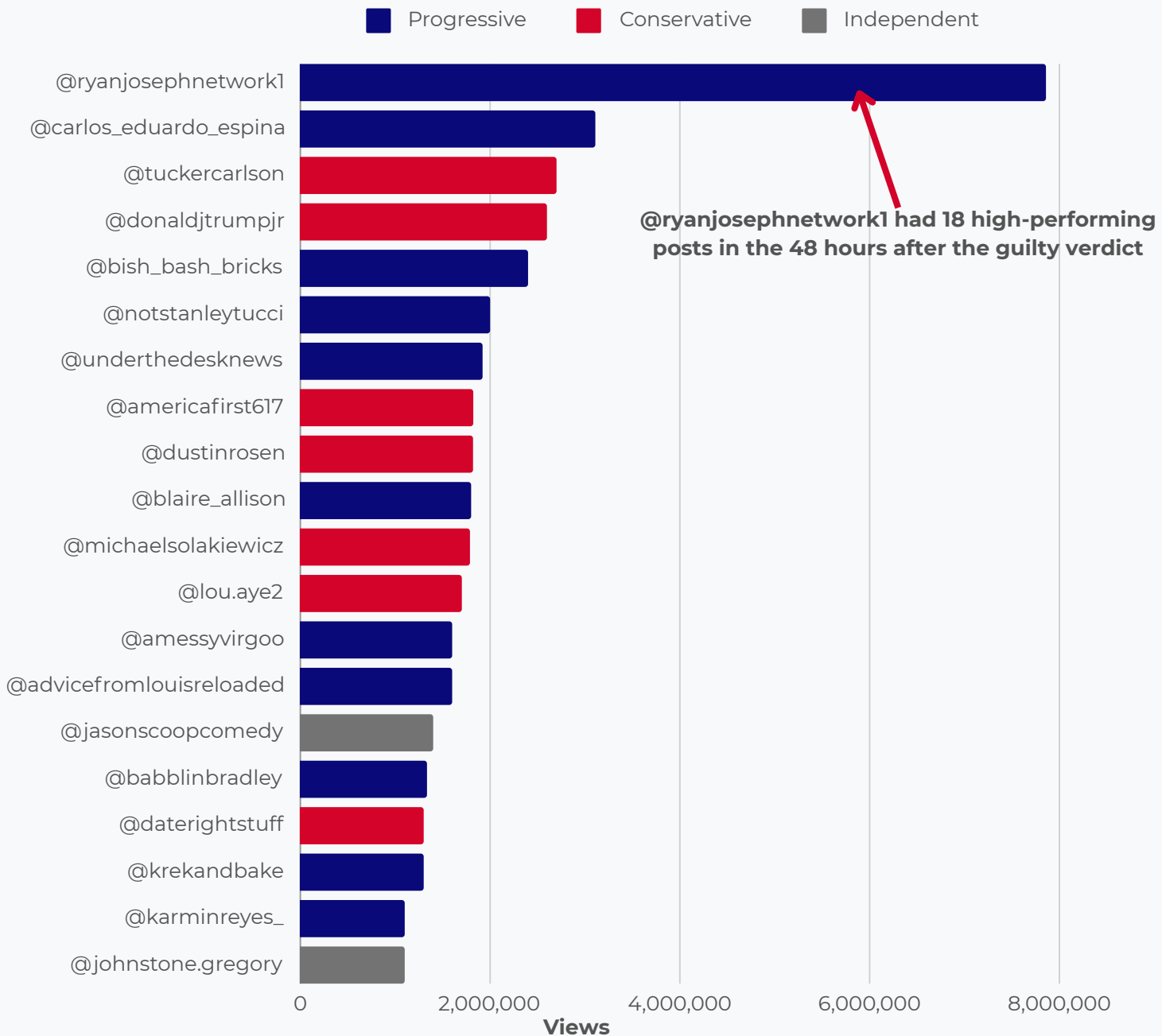■ Progressive Views ■ Conservative Views ■ Independent Views

Conservative publishers **captured little share of voice in the 48 hours following Trump's guilty verdict**. This is not a huge surprise since linear, Conservative media channels like Fox News and Newsmax have not had the same success on TikTok that many Conservative creators have seen.

It is worth noting that a few **Conservative media personalities like Jesse Watters and Tucker Carlson did break through** on their personal accounts.
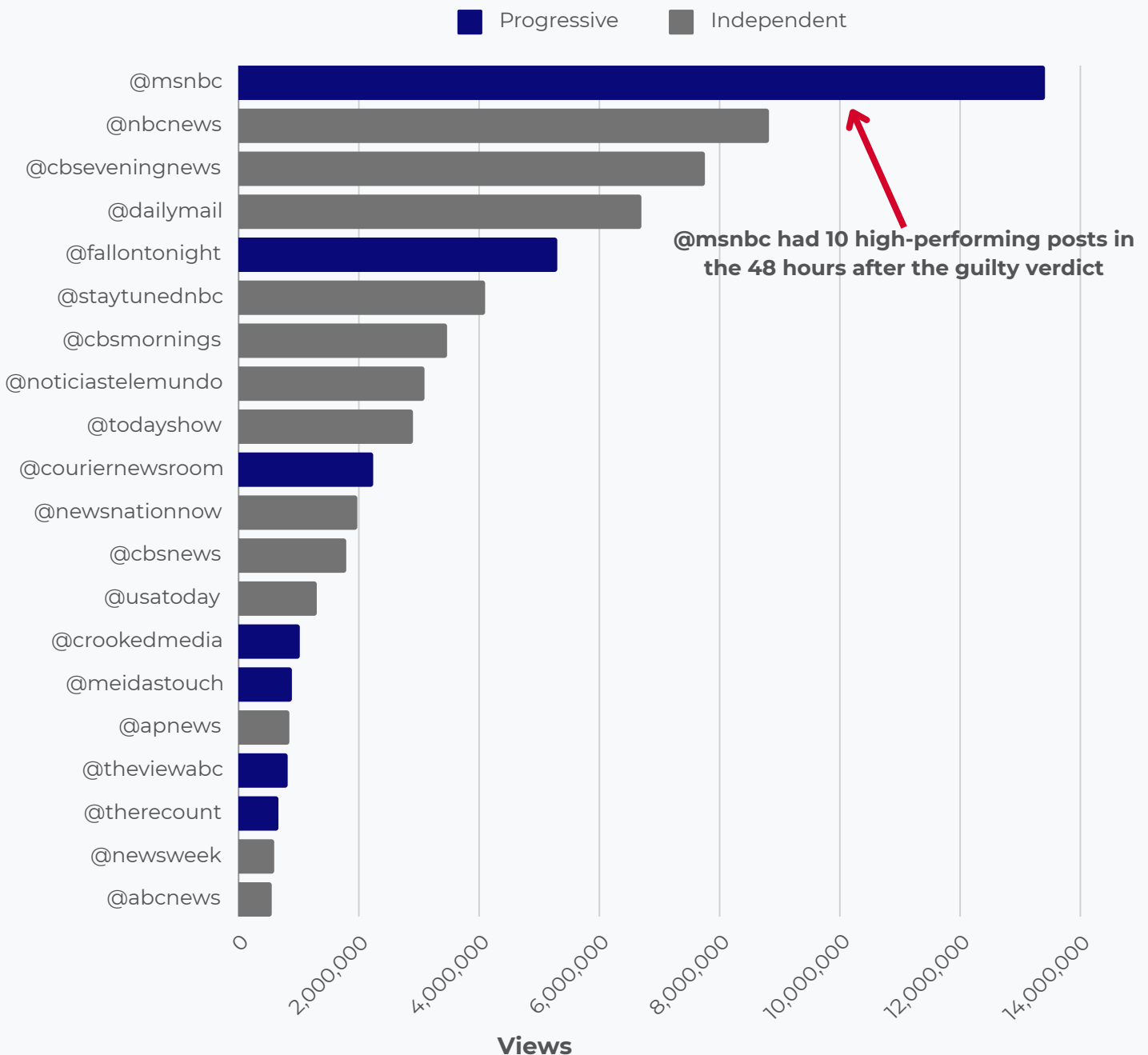
TOP 20 CREATORS

Progressive creators made up **11 of the top 20 creators** responding to the guilty verdict **capturing over 53% of the total views by creators.** In comparison, Conservative creators garnered 38% of total creator views.

Legend: ■ Progressive ■ Conservative ■ Independent

Creator	
@ryanjosephnetwork1	(Progressive)
@carlos_eduardo_espina	(Progressive)
@tuckercarlson	(Conservative)
@donaldjtrumpjr	(Conservative)
@bish_bash_bricks	(Progressive)
@notstanleytucci	(Progressive)
@underthedesknews	(Progressive)
@americafirst617	(Conservative)
@dustinrosen	(Conservative)
@blaire_allison	(Progressive)
@michaelsolakiewicz	(Conservative)
@lou.aye2	(Conservative)
@amessyvirgoo	(Progressive)
@advicefromlouisreloaded	(Progressive)
@jasonscoopcomedy	(Independent)
@babblinbradley	(Progressive)
@daterightstuff	(Conservative)
@krekandbake	(Progressive)
@karminreyes_	(Progressive)
@johnstone.gregory	(Independent)

X-axis (Views): 0 — 2,000,000 — 4,000,000 — 6,000,000 — 8,000,000

@ryanjosephnetwork1 had 18 high-performing posts in the 48 hours after the guilty verdict
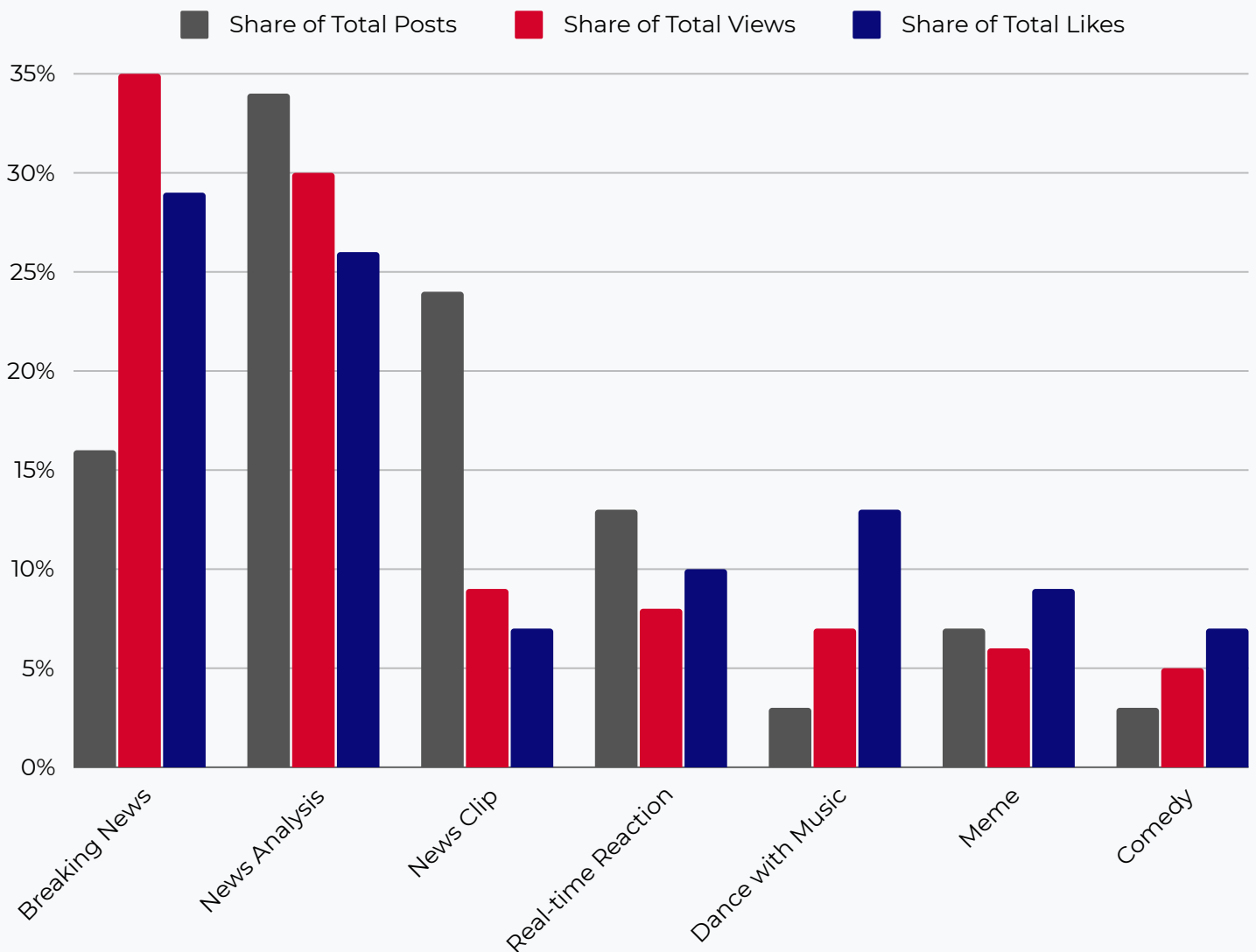
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TOP 20 PUBLISHERS

Independent publishers made up **13 of the top 20 publishers** responding to the guilty verdict **capturing over 64% of the total views by publishers**. In comparison, Progressive publishers garnered 35% of total publisher views.

■ Progressive   ■ Independent

@msnbc had 10 high-performing posts in the 48 hours after the guilty verdict

Views

*All partisanship categorization is based on the AllSides Media Bias ratings and then further analyzed by the CredoIQ team. We acknowledge that many center-left news organizations are categorized as Independent but feel this is the correct categorization since most of their content posted to TikTok is fact based reporting rather than opinion.

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CONTENT ANALYSIS

Breaking news, comedy & dance with music posts **outperformed other content types based on views**. Content featuring dance with music, comedy and memes **outperformed other content types based on likes.**

Legend:
- **Share of Total Posts** (gray)
- **Share of Total Views** (red)
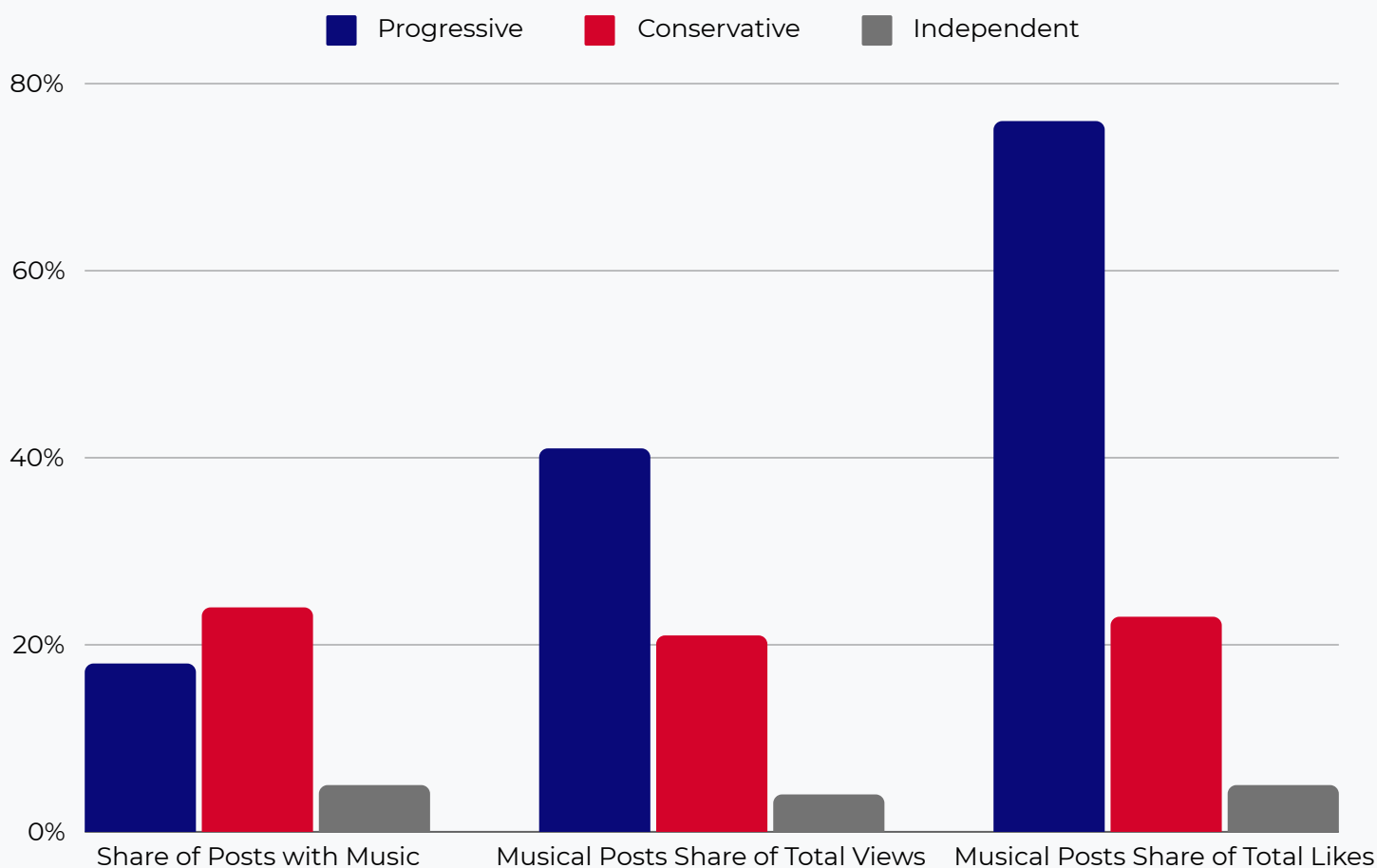- **Share of Total Likes** (blue)

Rapid-response content lesson: While trustworthy news publishers excelled at breaking the news, low-authority, obscure creators excelled at reacting to the news with creative videos incorporating music, dance, memes and comedy.

MUSIC AS A TOOL

Creative, highly-partisan posts set to music proved to be a way for creators to stand out from the pack and get an outsized number of views and likes responding to Trump's guilty verdict.

Legend: ■ Progressive ■ Conservative ■ Independent

Musical posts by Progressive creators **garnered over 2X the number of views and over 4X the number of likes** relative to the total share of Progressive posts with music.

While Conservative creators posted more musical posts, they did not see the same outsized performance that Progressive creators saw.

To see all posts containing music, please underline{contact us.}

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NOTES & DEFINITIONS

Methods:

- Using our proprietary technology, we first pulled the top 300 performing posts reacting to Trump's guilty verdict in the 48 hours after the news broke.
- We then manually tagged each post by content type and if it had music.
- We then updated all the stats to get the latest data.
- Once we had our base data set ready, we began analysis across tens of parameters to understand the overall response across TikTok.

Data Notes:

- **Video Stats** - we track TikTok stats when we collect the post and continue to update the stats for 30 days. Most videos do not get a material number of views past 30 days of being posted but it is possible that our statistics are not exact.

- **Removed Content** - a small % of content we collect gets taken down by TikTok or the creator. We included the stats for this content when we were able to review the video prior to it being taken down. Otherwise we removed the data from the analysis.

- **Suspended profiles** - a small % of creator profiles became suspended at some point. Some creator profiles were re-instated while others seem to be permanently suspended. Since there was material data from these profiles while they were live, we included this data in the analysis.

- **Data disclaimer:** Due to the nature of content and profiles being suspended and re-instated and often suspended again, there is room for marginally different results based on when we attempted to record data from each TikTok post and creator profile. That being said, we do not believe it would make a material difference in the results.

CredoIQ

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

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