



# Master's degree thesis

**IDR950 Sport Management**

**Analysis of Twitter Behaviors of Portuguese and  
Turkish Clubs**

Eduardo Perdigao Drapier

Sarp Doga Tezonarici

Number of pages including this page: 155

Molde, 22.05.2019



## Mandatory statement

Each student is responsible for complying with rules and regulations that relate to examinations and to academic work in general. The purpose of the mandatory statement is to make students aware of their responsibility and the consequences of cheating. Failure to complete the statement does not excuse students from their responsibility.

<p>Please complete the mandatory statement by placing a mark <u>in each box</u> for statements 1-6 below.</p>		
1.	<p>I/we hereby declare that my/our paper/assignment is my/our own work, and that I/we have not used other sources or received other help than mentioned in the paper/assignment.</p>	<input checked="" type="checkbox"/>
2.	<p>I/we hereby declare that this paper</p> <ol style="list-style-type: none"> <li>1. Has not been used in any other exam at another department/university/university college</li> <li>2. Is not referring to the work of others without acknowledgement</li> <li>3. Is not referring to my/our previous work without acknowledgement</li> <li>4. Has acknowledged all sources of literature in the text and in the list of references</li> <li>5. Is not a copy, duplicate or transcript of other work</li> </ol>	<p>Mark each box:</p> <ol style="list-style-type: none"> <li>1. <input checked="" type="checkbox"/></li> <li>2. <input checked="" type="checkbox"/></li> <li>3. <input checked="" type="checkbox"/></li> <li>4. <input checked="" type="checkbox"/></li> <li>5. <input checked="" type="checkbox"/></li> </ol>
3.	<p>I am/we are aware that any breach of the above will be considered as cheating, and may result in annulment of the examination and exclusion from all universities and university colleges in Norway for up to one year, according to the <a href="#">Act relating to Norwegian Universities and University Colleges, section 4-7 and 4-8</a> and <a href="#">Examination regulations</a> section 14 and 15.</p>	<input checked="" type="checkbox"/>
4.	<p>I am/we are aware that all papers/assignments may be checked for plagiarism by a software assisted plagiarism check</p>	<input checked="" type="checkbox"/>
5.	<p>I am/we are aware that Molde University College will handle all cases of suspected cheating according to prevailing guidelines.</p>	<input checked="" type="checkbox"/>
6.	<p>I/we are aware of the University College's <a href="#">rules and regulation for using sources</a></p>	<input checked="" type="checkbox"/>

## Personal protection

### Personal Data Act

Research projects that processes personal data according to Personal Data Act, should be notified to Data Protection Services (NSD) for consideration.

Have the research project been considered by NSD?

yes no

- If yes:

Reference number:

- If no:

I/we hereby declare that the thesis does not contain personal data according to Personal Data Act.:

### Act on Medical and Health Research

If the research project is effected by the regulations decided in Act on Medical and Health Research (the Health Research Act), it must be approved in advance by the Regional Committee for Medical and Health Research Ethic (REK) in your region.

Has the research project been considered by REK?

yes no

- If yes:

Reference number:

# Publication agreement

ECTS credits: 30

Supervisor: Christos Anagnostopoulos

## Agreement on electronic publication of master thesis

Author(s) have copyright to the thesis, including the exclusive right to publish the document (The Copyright Act §2).

All theses fulfilling the requirements will be registered and published in Brage HiM, with the approval of the author(s).

Theses with a confidentiality agreement will not be published.

I/we hereby give Molde University College the right to, free of charge, make the thesis available for electronic publication:

yes no

Is there an agreement of confidentiality?

yes no

(A supplementary confidentiality agreement must be filled in)

- If yes:

Can the thesis be online published when the period of confidentiality is expired?

yes no

Date: 22.05.2019

## **Preface**

Studying abroad is a unique experience; to have the fortune of exploring a new culture while meeting people from different countries is a priceless opportunity, giving students the chance to open their mind to new possibilities and business prospects.

This thesis is the result of two years of study and hard work. It united two persons from different countries and ideologies that learned to live together and respect each other's differences while sharing a common goal: to succeed in the sport industry.

We brought together studies from some of the main Portuguese and Turkish football clubs. Our goal was to learn and understand the differences and similarities between these markets and how these teams can improve the manner in which they interact and relate to their customers and supporters.

Furthermore, this study will work as a base for future studies in the sports industry in Norway to help develop the market in the country which has received and welcomed us. We are incredibly thankful for everything that the university, the Norwegian people and the country of Norway have given us.

A special thanks to our supervisor Christos Anagnostopoulos to his support, guidance, patience and help during this study. He did not only help but also guided us in this research.

Additionally, we want to give greetings and best feelings to our professors Solveig Straume and Oskar Solenes, Hallgeir Gammelsæter for their support in and out of the university during our 2 years studies.

## Summary

Social Media is a new phenomenon got into our lives in the last decade. People are creating profiles on social media platforms and create a new world for themselves. Not only “people” but also companies, brands and sport entities created their own profiles in social media platforms, by this way become a part of this world. Amongst many social media platforms, Twitter is a huge social media and micro-blogging platform that hundred millions of people use in a daily basis.

This study aims to analyze Twitter behaviors of 3 Turkish and 3 Portuguese clubs. Study is based on two chapters. In the first chapter, relevant literature is reviewed from a general perspective to social media, narrowing it down to social media marketing, which appeared very recently, further implications of social media marketing strategies and branding to sports world. In the second chapter, data from Twitter accounts of these total 6 clubs from 08.02.2019 – 08.03.2019 term are collected and gathered, continued with the simple calculations of each club and comparisons between them. Not only the numbers collected and calculated but also the methods, preferences and using of social media tools of the sample clubs are analyzed and compared during the study. At last, a general comparison between countries with suggestions of the authors for more efficient marketing strategies and conclusion is brought to light as a result of the analysis.

## Table of Content

<b>1.</b>	<b>Introduction .....</b>	<b>1</b>
1.1.	An Overview for Social Media and Sports.....	1
1.1.1.	Research Questions.....	2
<b>2.</b>	<b>Literature Review .....</b>	<b>2</b>
2.1.	Social Media .....	4
2.1.1.	Twitter .....	6
2.1.2.	General Data Protection Regulation .....	9
2.2.	Social Media Marketing in Sports .....	10
2.2.	Branding in Social Media for Sport Clubs .....	13
2.3.	Brand Attributes for Team Sports.....	15
<b>3.</b>	<b>Methodology .....</b>	<b>17</b>
3.1.	Data Collection .....	18
<b>4.</b>	<b>Results .....</b>	<b>24</b>
4.1.	Discussions .....	25
4.1.1.	Analysis of the Clubs .....	25
4.1.2.	Futebol Clube do Porto .....	25
4.1.3.	Sport Lisboa e Benfica .....	27
4.1.4.	Sporting Clube de Portugal.....	28
4.1.5.	Analysis of Portuguese Clubs.....	29
4.1.6.	Besiktas.....	33
4.1.7.	Fenerbahce .....	35
4.1.8.	Galatasaray .....	37
4.1.9.	Analysis of Turkish Clubs .....	40
<b>5.</b>	<b>Comparison Between Portuguese and Turkish Clubs .....</b>	<b>43</b>
<b>6.</b>	<b>Conclusion.....</b>	<b>46</b>
<b>7.</b>	<b>References .....</b>	<b>48</b>
<b>8.</b>	<b>Appendix .....</b>	<b>53</b>

## **1.0 Introduction**

In this chapter, we will give an overview of what social media is, as well as explain why we believe that conducting a research about social media was necessary. We will also discuss the research questions that we based our study on.

This study was inspired by and uses the Parganas, Anagnostopoulos, and Chadwick (2015) and Anagnostopoulos, Parganas, Chadwick and Fenton (2018) articles as a framework and guide. However, our research questions are not limited by the inspiring articles; we developed our research questions by expanding their scope in an attempt to shed a new light in the social media strategies of six different clubs from two European countries.

### **1.1 An Overview for Social Media and Sports**

After the Internet became widespread, a phenomenon known as social media became part of our lives, creating a new online world. People found new platforms to express themselves, creating networks and communities. Statista, a German provider of market and consumer data, states that (2019) states that in 2019 there are over 321 million Twitter, 2.2 billion Facebook, 1 billion Instagram users all over the world, with a total number of social media users expected to reach 2.9 billion by 2020. Furthermore, USA users spend over 215 weekly minutes on social media via smartphone, 61 weekly minutes via PC, and 47 minutes via tablet devices. When taking these statistics into consideration, it can be easily observed that, despite its infancy, social media usage is already widespread across the world and it only increases year by year.

Numerous different social media platforms and websites have launched in the first decade of 21<sup>st</sup> century, with new ones still being created as they get more popular every day. Already in 2011, 50 percent of social media users were following brands on social media platforms (De Vries, Gensler, and Leeflang, 2012) Naturally, sport entities and clubs could not stay out of this world, and they began creating strategies in order to integrate social media platforms with their organizations, names and brands. Sport entities and clubs have created



their own official social media profiles, finding various opportunities for promotion on social media by posting photos, videos and other digital content.

According to Geurin-Eagleman & Burch (2016), sport clubs and athletes use social media platforms for multiple different reasons. These may include: interacting and connecting with stakeholders, gathering information, increasing brand awareness, promotion and attracting sponsors. Parganas, et al (2015) states that professional sport teams adopted the use of social media platforms in order to have a two-way communication channel to interact with their fans and audiences. In addition, Sanderson (2011) states that social media has transformed sports by allowing any information regarding athletes, statistics and highlights to be shared instantly. Fans use social media tools to watch and follow the games live while simultaneously interacting with others through online discussions on fan based platforms.

Though the Internet and social media platforms are rather new to our world, they are constantly changing. This rapid innovation in marketing strategies for social media and sports is what convinced us that conducting new studies in this field was necessary.

## **1.2 Research Questions**

In this research, the official Twitter accounts of three clubs of the top Turkish football division (Süper Lig) and three clubs of the top Portuguese football division (Primeira Liga) were examined in order to understand how their strategies when using their Twitter accounts.

In order to conduct the research, we aimed to find an answer to the following research question:

- How often do three of the biggest Turkish and Portuguese clubs use Twitter and what is their behavior like in this social media platform?

In order to answer this question, we developed the following sub questions:

- Which brand attributes are being used by the clubs and how often?

- Which factors are affecting the interactions? What are the similarities and differences on the amount of interactions?
- What are the types of reactions and interactions they get from their audiences?

This study is divided into two phases. In the first phase, we discuss the relevant literature concerning the sports industry and social media from a wider perspective in order to better understand how the clubs examined in this study use their social media accounts. Afterwards, in the first part of the second phase, details of the data collection and statistical analysis are examined in order to explain our perspective. From there, we continue with a data analysis for each individual club, comparing and categorizing them intra-case within their countries and inter-case comparing two countries between each other. Lastly, we conclude this study with a summary of our findings.

During the research both quantitative and qualitative data from the clubs' Twitter accounts were collected. Total number of tweets, average likes, comments, retweets and average interactions with brand attributes represents the quantitative data while insights into the content of the comments under the posts represents the qualitative data in the research.

## **2.0 Literature Review**

In this chapter, we will go deeper about the concepts of social media, exploring the recent growth, how to measure their key performance indicators, defining content marketing and how to succeed on social media, with a research in the existing literature.

### **2.1 Social Media**

The definition of social media can be understood as “virtual communities where users create a public or semi-public profile to communicate and network with friends and other with similar interest” (Stavros, Meng, Westberg, and Farrelly, 2014).

Social media is a new phenomenon that appeared in 21st century. Different definitions of social media have been made by various sources. Some describe social media as “New media technologies facilitating interactivity and co-creation that allow for the development and sharing of user generated content among and between organizations (e.g. teams, governing bodies, agencies and media groups) and individuals (e.g. consumers, athletes and journalists)” (Filo, Lock, and Karg, 2015). Meanwhile, though their definition fails to include crucial online characteristics of the phenomenon, Williams & Chinn (2010) define social media as “tools, platforms, and applications that enable consumers to connect, communicate, and collaborate with others.” Kaplan & Haenlein (2012) go a step farther, emphasizing that social media is an online platform where users are the ones generating the content. When looking at all of these different definitions, social media can be understood as a platform that demonstrates online popular content. Each individual website has its distinct mechanisms for boosting popularity of profiles, topics or ideas which can be measured by quantified terms (Van Dijck & Poell, 2013).

According to Kotler, social media changed the way people think and how they are influenced, meaning that the power is no longer on the hands of big organizations or individuals, but on social groups. In other words, social media brought the power back to the people (Kotler Kartajaya, and Setiawan, 2016). It also became a place in the digital world where friends meet and chat, and customers and fans can engage with a brand (McCarthy, Rowley, Ashworth, and Pioch, 2014).

Digital platforms brought a new perspective on how people behave and consume. Social media gave the opportunity for ordinary people to influence the lives of others. Those conversations between individuals in the digital world are viewed as more credible to consumers, and therefore have greater influence in decisions than huge marketing campaigns. Nowadays, consumers are more likely to follow their peers' opinions; this gives them a strong united voice that can be used to either attack or defend a brand (Kotler et. al, 2016).

One of the most important things regarding social media is defining their return on investment (ROI). Without a doubt, brands and the new generation of young people learned how to work on social media and build a relationship with their customers. With this understanding of social interactions in the digital world, it is possible to generate great profit, with new online-only businesses being created (Ford, 2018).

Moreover, it is important to understand that social media is more than just return on investment. Each platform works differently, making it crucial to understand not just how they work, but also their algorithm and which one would be more effective for one's goals or business. Beyond ROI, it is necessary to take in consideration the following concepts: Driving sales and leads, driving research and development, facilitating customer service, enhancing public relations, building a community, protecting your name/reputation, and developing brand awareness (Ford, 2018).

The most important thing to understand about social media in order to make it work efficiently is how to generate content and build an audience. Providing relevant content and information for the customer helps businesses grow and succeed. Content marketing evolves with time, creating, curating, distributing and amplifying information related to products and services which allows brands to grow their fan base and generate a digital conversation their audience (Kotler et. al, 2016).

Not so long ago we used to look carefully at all advertisements and promotional content on television, radio and offline materials. However, social media changed our behaviors completely. Today, users rely on relevant content regarding products or services generated by brands or digital influencers. Often this type of content brings more confidence and

credibility for the consumer than traditional media. Thus, social media is all about content on demand, which means that the consumer is able to acquire the information they desire whenever they want (Kotler et. al, 2016).

Regarding content marketing, it is important to set goals that are easy to track and will keep a person or business motivated during the entire process. This means that brands not only need to be aware of the size and skills of the staff, but also need understand which key performance indicator will better fit your campaign. According to Ford (2018), organizations and companies need to set specific, measured, attainable, relevant and timely goals (SMART). This will make the campaign easier to track and more likely to succeed.

Digital marketing is new and along the years social media acquired an important role in marketing strategies. However, each social media website has their own challenges and ways of building an audience by connecting with the public. Still, marketers understand the value of social media and how it has the power to build a more direct and straightforward communication with the customer without intermediaries (Kotler et. al, 2016).

### **2.1.1 Twitter**

Twitter is a company that was founded in 2006 in the USA. It is defined as a “microblog” where users can write about their opinions and feelings in a limited number of characters. Originally, users were allowed to write up to 140 characters, but in November 2018, Twitter increased this limit to 280 characters. Users can also share photos, GIFs (Graphic Interchange Format) and short videos. Twitter allows users to reply, mention each other and retweet what others write on its website. According to Statista (2019), the number of Twitter users has grown from 30 million in 2010 to 321 million by the end of the last quarter of 2018.

Twitter is the most popular microblogging website by far; different than e-mailing and mass media, it allows users to have both one-to-one and one-to-many conversations. Furthermore, Twitter provides a unique opportunity by having a company’s personal response to an individual visible to a larger audience (Burton & Soboleva, 2011). This new phenomenon of microblogging creates a new potential form of electronic word of mouth marketing strategy (EWOM). EWOM is defined as “any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available

to a multitude of people and institutions via the Internet'' (Hennig-Thurau, Gwinner, Walsh, and Gremler, 2004). Word of mouth marketing is influential, multifaceted, and typically hard to influence. It involves consumers sharing experience, attitudes and opinions about a product or service with other people. This process greatly effects consumers' buying decisions (Jansen, Zhang, Sobel, and Chowdury, 2009).

According to Java, Song, Finin, and Tseng (2007), Twitter users' main intentions are daily chatter, conversations, sharing information and reporting news. As such, sharing news is a very important aspect of Twitter. Kwak, Lee, Park and Moon (2010) also claims that, statistically, the top 20 Twitter users with highest number of followers in 2010 were either celebrities or news media. Additionally, a high majority of the content on Twitter is persistent news by nature. Nevertheless, Twitter has changed from being a news sharing platform into a social networking website (Kwak et al. 2010).

Users can choose to make their profiles public or private, visible only to authorized people. They can interact with each other in two different ways: (1) a user can follow a person who will follow them back; or (2) a user can follow a person who they do not know personally and will not follow them back. The latter of these scenarios is common with celebrities. Thus, relationships can be either reciprocated or one-sided. According to Page (2012), Twitter uses hashtags to make terms searchable and therefore visible to others who are interested in tweets written about the same topic.

Despite the fact Twitter is a great platform to quickly share information and communicate with others, in recent years, the company has struggled to control several issues. It is estimated that about 15 percent of Twitter users are actually bots. These automatic robots can build relations with other users for a variety of purposes since while they can help businesses grow and spread awareness, they can also spread fake news (Ford, 2018). Original accounts based on users data log averages up to about 72 tweets per day. However, any number close to or beyond that indicates a possibility that the account is either a bot or it is using a bot to artificially create a conversation in the network (Ford, 2018).

According to Harvey & Roth (2018) in May 2018, “their systems identified and challenged more than 9.9 million potentially spammy or automated accounts per week. That’s up from 6.4 million in December 2017, and 3.2 million in September.”

Information can be defined as a consumer needs to receive information directly from the clubs. In other words, always be updated about what is happening around the club and their stakeholders. (Vale & Fernandes, 2018). Recently, the veracity of information has become one of Twitter’s main concerns. A 2018 study from MIT revealed that misinformation can be spread out six times faster than true information. This makes it very difficult to distinguish between verified facts and fake news (Ford, 2018).

Each digital platform has their own unique way of communicating with users, and football clubs understand that Twitter is mainly used to spread information. Therefore, sport club fans expect to be impacted by their favorite clubs on Twitter in the correct manner in order to satisfy their needs for quick information (Vale & Fernandes, 2018). From the sports industry’s perspective, sport events are one of the most popular topics covered on Twitter. Spectators and audiences actively use Twitter during competitions as they find opportunities to add comments to the event through multiple social media platforms. Broadcasters and athletes also often use Twitter before, during and after competitions (Highfield, 2014 in Weller, Bruns, Burgess, Mahrt and Puschmann). Sports journalists use Twitter differently than their colleagues; while they do share content regarding breaking news, they also use Twitter for self-promotion, adding their own personal perspective to the news they share. Meanwhile, professional sport clubs use Twitter to directly communicate with their fans (Gibbs, O’Reilly, and Brunette 2014), sharing information regarding the team, players and managers. If a club has multiple sports teams, it is normal for them to use this digital platform to promote these other sport branches.

During the 2018 FIFA World Cup in Russia, William Hill, a digital platform for betting, created an impressive campaign through their usage of Twitter. They generated over 22.4 million trend impressions, 6.52 million tweet impressions and increased their positive sentiment by 24 percent. They used Twitter and the excitement of England’s games at the World Cup to increase the numbers of downloads and new users on their website. William Hill used the power of the attention England had during their first match to generate buzz

around their brand. They created a special tag, #ItsComingHome, to communicate with their fans and promote their campaign.

The great advantage of social media and digital marketing over the traditional market is the ability to collect data and analyze the effectiveness of a campaign. Nowadays, customers and brands are, thanks to platforms like Twitter, more connected than ever. Perceiving the new trend in the digital world, brands are more interested in attracting and engaging with their fans. A definition of customer engagement can be understood as “an emotional connection between a company and its customers” (Muñoz-Expósito, Oviedo-Garcia, and Castellanos-Verdugo, 2017). On Twitter, a fan or customer engages with a brand or club when they like, comment or retweet on the club/brand’s post. Social media users nowadays can be seen as co-creators of brands, helping them develop marketing campaigns that achieve better results (Muñoz-Expósito et al. 2017).

### **2.1.2 General Data Protection Regulation**

The European Union decided to make inclusionary regulations regarding data protection. Naturally these regulations will have a significant impact on the Internet and social media world. The General Data Protection Regulation (GDPR) came into effect on May 2018. Regulations about data protection in European Union were made back in 1995 when only 1 percent of the world’s population had Internet access and concepts such as cloud computing and social media were nonexistent (Tankard, 2016). “The GDPR’s impact will be profound. It is perhaps the most comprehensive and forward looking piece of legislation to address the challenges facing data protection in the digital age” (Zarsky, 2016). The GDPR regulates almost all of the questions, leaving very little flexibility for EU countries. Many companies and organizations already started making the necessary adjustments to their online marketing policies and started to implement data protection friendly products and services (Albrecht, 2016).

One of the most important novelties that the GDPR brings to individual rights is that personal data will not be processed without the data owner’s clear permission. Another important right it brings is the “right to be forgotten.” Data controllers and processors will have to sort out the data which is irrelevant or inadequate (Tankard, 2016).



## 2.2 Social Media Marketing in Sports

Social media platforms were not created for marketing purposes; this is why marketing facilities constitute only a small piece of social media platforms (Kohli, Suri, and Kapoor, 2015). However, sport clubs and a variety of companies from different economic sectors are now using social media for branding purposes (Kassing & Sanderson, 2010). Companies discovered that these websites give them the opportunity to have direct communication with their consumers, and so they use it to advertise themselves and their products on social media. Companies and brands can also use social media platforms to acquire a better understanding of their consumers' behaviors by engaging with their audience, adding another layer of usefulness to these websites (Yan, 2011). Furthermore, audiences on social media can share their support, criticism and opinions by commenting on posted content (Gummerus, et al. 2012). Content created by brands, which might be either tangible or intangible, can be used to promote products and services, receive consumers' complaints, or simply communicate with the brand's targeted audience (Parganas et al. 2015). This gives online tools an essential role in cementing a brand's position in their consumers' minds (Keller, 2009).

Even though it may appear that the sports industry is not too different from other sectors which have to deal with government regulations, market pressures, customer demands, value creation, branding, funding new resources of venue, product innovation and market expansion, in reality, there are quite a few characteristics that set it apart. For starters, sports fans often have an emotional connection with the intangible product. Sports also distinguish themselves from other sectors because they have historical roots, cultural meanings for the fans, rivalries, tournaments, shared revenue and the ability to channel the passion of both players and fans. Additionally, their consumer loyalty tends to be significantly higher than other businesses since fans do not tend to leave their favorite teams in the event of disappointing performances. This causes a low elasticity in demand. Marketing managers should always take these unique dispositions and the social value of sports into consideration (Smith & Stewart, 2010).

As it was mentioned above, the relationship between companies and consumers are not the same as the one between sport teams and their fans. Sport fans are often very passionate about their teams, dedicating themselves to show support and even building their lives

around the team's schedule (Vallerand, 2008). Social media is another platform where fans can show their dedication and attachment to their team. Since creating relationships and networks is one of the most important aspects of social media (Kietzmann, 2011), these websites allow clubs to create new relationships or maintain an existing permanent two-way relationship with their fans.

Sports entities are not the only ones trying to engage with their fans and followers through social platforms; however, in addition to the communication benefits and information gathering aspects of social media, unlike companies in other sectors, sport clubs have the opportunity to promote and find sponsors. Furthermore, social media does not have the typical geographical barriers and limitations of other traditional media tools (Anagnostopoulos et al. 2015).

Using these new media tools in addition to traditional media platforms is a major part of sports marketing communications since it allows sports entities to communicate efficiently with consumers, increase brand awareness quickly in new markets and create new products and services (Santomier, 2008). Furthermore, Parganas et al. (2015) states that the correct implementation of marketing strategies can create more engagement with fans, therefore positively affecting the revenues of the clubs. This is especially important since a strong sports brand should be able to transform its fans into paying customers.

Sports fans are often active on social media during competitions as they look for content related to what they are watching on television. It has been stated that sport fans often search for the results of competitions on these websites, and they also expect the teams they are following to publish relevant content on their own social media accounts (Broughton, 2012).

High quality content is crucial when it comes to succeeding in social media. Since content marketing is the content you create and how it is distributed, it is important to understand how each social media website works in order to better spread said content and obtain the best performance possible on all the different channels (Kotler et al. 2016).

According to Kotler, on Marketing 4.0, content marketing follows eight principles:

- Goal Settings: What do you want from this campaign?
- Audience Mapping: Who is your customer and what do they want?
- Content Ideation and Planning: What is your overall theme and roadmap?
- Content Creation: Who creates the content?
- Content Distribution: Where will the content be distributed?
- Content Amplification: How will you interact with your customers?
- Content Marketing Evaluation: What is the result of your campaign?
- Content Marketing Improvement: How can you improve your content?

Social media is seen as an additional marketing channel for brands and sports organizations around the globe (McCarthy et al. 2014). Customers gained new opportunities through social media and it recently it has become the main channel to engage with brands (Vale & Fernandes, 2018). However, there is evidence that social media users do not always appreciate business ads or promotional content as they perceive it as a digital invasion of their social world (McCarthy et al. 2014).

Though social media is still growing, it has already established a new way to talk with customers and fans, bringing a whole new dynamic into marketing strategy (Vale & Fernandes, 2018). It is far more important to comprehend how to successfully engage with your customers and fans than it is to have a high number of likes or followers on your page. Engagement can be seen as a set of customer behaviors and patterns (Vale & Fernandes 2018). Understanding how customers behave in a digital environment helps brands develop the best content strategy to naturally increase fan engagement with their page (Nisar, Prabhakar, and Patil, 2018).

Sports fans are different from traditional customers, and this is especially true to football fans. The relationship between a team and its supporters goes beyond the traditional buy-

sell transaction. Sports fans are far more emotionally invested on their club or team than regular customers are on non-sports related brands. Football fans creates specific environments in the physical and digital world where people come together and show their feelings to the club which they support, that generates a unique experience for audiences. (McCarthy et al. 2014). Thus, the special relation between a football club and its supporters can generate tension among them and affect the way they communicate with one another (McCarthy et al. 2014). Recently, sports marketing has increased due to the use of Twitter and other digital platforms that allow teams to connect with their fans (Nisar et al. 2018). It is likely that if fans are satisfied, they will keep supporting their team and pique the interest of potential new fans, turning them into loyal supporters (Nisar et al. 2018).

### **2.3 Branding In Social Media for Sport Clubs**

The American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers" (Kotler & Keller 2016).

Brands are intangible; they do not possess any physical attributes or benefits. However, despite being an abstract concept, they do provide important functions. These intangible characteristics allow each individual name to distinguish itself from its competitors. Brands also help create customer trust which reduces purchase risk because they promise a certain level of quality. In other words, brands can be seen as a reflection of the experience that customers have with the products they purchase (Keller & Lehmann, 2006).

Based on Philip Kotler's brand equity model, a manager's first priority should be to create brand awareness. After that, they should focus on building positive brand associations on this previously established awareness, using correct marketing techniques such as creating effective media messaging, pricing and distribution channels; all of these can help establish a good brand image in the consumers' minds (Pitta & Katsanis, 1995). As a result of this positive brand image, the consumer loyalty increases, leading them to buy more of the brand's products (Keller, 1993). In addition, brand elements such as memorable slogans and distinctive logos can play a very important role in brand building (Kotler & Keller, 2016).

Developing a strong brand positioning is another core point of branding. The term “positioning” can be described as “how customers think about proposed and/or present brands in a market.” The positioning of a brand is highly relevant to their targeted market since it helps the brand differentiate themselves from other products available in the market. This differentiation of the brand from its competitors creates an advantage that lets the brand have new communication channels with their customers. Naturally, brand positioning should have meaning and importance in the market in order to provide efficient marketing (Gwin & Gwin 2003). According to Kunkel Hill, and Funk. (2013) consumers who are deeply involved with sports clubs are more likely to consume their products or services, watch the sport brand live or via media and evaluate sponsors of sport brands more positively.

Memorable slogans also have a significant importance for brand positioning since they can create an emotional link between consumers and brands through a high recall rate. In our social media era, if brands cannot consolidate their positioning and meaningfully distinguish themselves in the consumers’ minds, consumers might easily take over. Because people tend to be more trusting of their peers, social media can easily disrupt brand positioning (Kohli et. al, 2015). For instance, in sports world, English football club Liverpool FC has been using the phrase “You’ll never walk alone” to demonstrate the supporter and club synergy. On Twitter, supporters all over the world, share their love and positive feelings for the club by writing #YoullNeverWalkAlone. Another example is the Spanish football club Barcelona, which uses their famous phrase “MesQueUnClub” (More than a club) on their main Twitter account as an official hashtag.

Social media also allows smaller brands to boost their brand awareness in a short period of time. A reputation for good performance services and high quality products can spread quickly through social media, letting brands that are seen as “small” to easily replace the existing brand of choice. It is very easy for consumers to make comparison between products online and spread the word through social media. This leads to brands feeling more threatened than ever. As a result, brands with higher reputations are more likely to lose their status. That is why they have to work harder than ever to maintain their reputation and market share (Kohli et. al, 2015). With good communication and a strong understanding of the different social media platforms, even small clubs can reach a high number of

interactions. This may help small clubs to gain more exposure, resulting in more people showing interest in their team.

## **2.4 Brand Attributes for Team Sports**

Kotler (1993) states that there are 3 major classifications of brand associations: brand attributes, benefits and attitudes. The principles of brand attributes have been adapted by several researches into a sports-related context. Gladden and Funk (2002), for example, implemented a team's success, star players, coach and management as products related brand attributes. Meanwhile, logo design, stadium, product delivery and tradition were considered non-product related attributes. Bauer (2008) added team and team success to product related attributes, but did not consider management as an indicator. Also, club history and tradition, club culture and values, fans, sponsor or owner, regional provenance can be viewed as non-product related attributes. At the same time, Parganas et al. (2015) considered team success, star player and head coach as product related brand attributes while brand mark, club's history and tradition, club culture and values, management, stadium, fans, sponsors and event's image as non-product related indicators.

In this study, we tried to stay connected to this mentioned framework. However, considering the evolution of social media, Twitter usage and the nature of the clubs examined, some adjustments and changes were made. While the product related and non-product related content framework is quite similar to previous inspired research, content published by official accounts from the clubs about sports other than football, charitable work, media announcements and club president / executive committees work are grouped under title "others." Further details and explanation about brand attributes used in this study will be given in the following chapter with visual examples.

	Gladden and Funk 2002	Bauer et. al. 2008	Parganas et al. 2015	This research
Product related	Success	Team success	Team success	Team success
	-	Team performance		Team performance
	Star player	Star player	Star player	Star player / players
	Head coach	Head coach	Head coach	Head coach and coaches
				Game / events
Non product related	Logo design	Logo and club colors	Brand Mark	Club logo and symbols
	tradition	Clubs history and tradition	Clubs history and tradition	Clubs history, former players and tradition
	-	Regional provenance	-	Regional provenance
	-	Club culture and values	Club culture and values	Club culture and values
	Management	Management	Management	-
	Stadium	Stadium	Stadium	Stadium
	product delivery			Product delivery / merchandise
		Fans	Fans	Fans
		Sponsor or Owner	Sponsor	Sponsor
			Event image	
Others				Other sports
				Club managers / executive committees
				Press conferences and statements
				Celebration of special days

Table 1: Brand Attributes

### 3.0 Methodology

Following Norsk Senter For Forskningsdata (Norwegian Research Data Center – NSD), during our research we have not collected any directly or indirectly identifiable, sensitive personal data (see appendix).

In this case study, the three biggest football clubs in Turkey (Besiktas, Fenerbahce, Galatasaray) and the three biggest football clubs in Portugal (Benfica, Porto, Sporting) were chosen for a social media analysis. The criteria used to define the term “biggest” are based on the number of championship titles each club has earned within their own leagues. The authors of this study also have the advantage of being native speakers of the clubs’ national languages. Football is an important cultural activity for both Portugal and Turkey, and as such, it tends to receive more attention than other sports. It can also be said that these two countries have a similar success rate on a club level in the international arena. At the time of this study, Portugal ranks 7th and Turkey ranks 10th place in UEFA leagues ([www.uefa.com](http://www.uefa.com)., access date 10.03.2009). Even though neither country places in the top five leagues in Europe, football is still their most popular sport. Additionally, none of these six clubs are football exclusive; all of them have different sport branches such as basketball, handball, and volleyball competing at a both national and international level. These factors and similarities made a rational comparison possible.

Due to the fact that they have an official account for each sports team within their club, all six clubs examined in this study have more than one official Twitter page. In some cases, they might also have official pages in other languages. For the purposes of this analysis, the authors chose to examine the main official page with the highest number of followers between the dates of February 8<sup>th</sup>, 2019 and March 8<sup>th</sup>, 2019 (a total of 29 days). This time frame falls within football’s on-season term for both leagues, during which all clubs played several national and international matches.

All six clubs are using various social media platforms for marketing purposes. On Twitter, these clubs have official accounts for different languages, with the Turkish clubs having official social media accounts for different sports and merchandising as well. Moreover, as it is explained in previous sections, to their supporters, these clubs are more than just a team; they represent their country’s history, tradition, success and embody their national values.



These aspects of their identity were visible in their Twitter accounts. Historical events for both the clubs and their countries were often shared on their social media pages. The authors of this study have put those posts under the correct titles, as they could make a valuable statement regarding social media strategies.

The data which is collected has both quantitative and qualitative features. Number of total tweets, comments, retweets and likes from each Twitter post shared by the clubs were classified as quantitative data. This study also attempts to draw attention to the different tools these six clubs used on Twitter. For instance, behaviors of the official social media accounts after a match, how said behavior differed depending on the result of the game, and usage of hashtags were classified as qualitative data.

### **3.1 Data Collection**

In this chapter we will explain the method we have used in the data collection process, explaining the brand attributes we have used with visuals.

In order to collect data, we used Socialbakers and the six clubs; official Twitter accounts. Socialbakers is a website that gathers data for social media analysis for commercial and academic purposes. Data collection happened between the dates of March 16<sup>th</sup> to March 23<sup>rd</sup>, 2019. During the data collection process, the total tweets posted by each club, total interactions with fans through comments, retweets and likes were counted. Retweets and comments made by the clubs' official accounts were not counted and have not been put into analysis since it would be hard to distinguish whether the number of fan interactions with the retweeted content reached that number due to the club's retweet or not. All content shared by the clubs are grouped under the categories of product related, non-product related and other (see table 1 above).

It is important to remember, as it was aforementioned above in the literature review section, that these numbers can vary slightly because social media content is open to manipulation or cancellation. Clubs can delete their content or content can be flagged by users by claiming that it violates Twitter's users' agreement. Furthermore, people can delete their accounts, comments, retweets and revoke their likes. As a result, the numbers on fan interaction which

were taken into analysis can suffer from a slight, but overall non-significant, change. Below we explained how we grouped the Twitter content with visual examples;

Twitter posts which containing football players or managers during the games or trainings, as it is shown in the visual below, are considered “product related.”



Image 1: Product related example



Image 2: Product related example

In addition to table 1, some posts are grouped under the title “event related” as a part of the “product related” category. The clubs examined in this study often published posts related to the games they played. Clubs also often shared information about the game’s progression while it was still ongoing so that fans who could not watch it could still follow it; important moments such goals, yellow cards, red cards or even a shot that goal keeper saved were all shared through social media. During the data collection period, a special category was created for these kinds of posts under the title “event related.”



Image 3: Event related example

“Event related” posts cover the time frame from the beginning a game until its end.

“Event related” posts can be described as when the club shares minute-by-minute what happens during a football match. All three of the Turkish clubs follow their games on Twitter minute-by-minute. In the case of the Portuguese clubs, Sporting Clube de Portugal is the only one of the three clubs that used this method. Sport Lisboa e Benfica has their own platform in which fans can follow their games, allowing the club to retain the audience in the own platform. Futebol Clube do Porto is a mix; while they have their own app in which fans can follow their games and interact with one another, the club also shares goals and half-time updates on their Twitter page.

Twitter posts containing visuals with fans, club logo, coat of arms, sponsors, stadium and club history, as it is seen below, are considered to be “non-product related.”



Image 4: Non-Product related example



Image 5: Non-Product Related example

One of the obstacles encountered during this research was identifying posts which fell into a grey area. All clubs shared photos of their players and it is clear these kinds of posts are “product related.” Clubs also shared photos of their stadium, which are clearly “non-product related.” However, even though posts about sponsors are considered non-product related, clubs often use their star players, which are considered product related, to advertise said content. These kinds of posts were difficult to categorize. In those situations, posts were analyzed individually by the authors and grouped accordingly.



Image 6: Product related example

As an example, Image 6 depicts a training session. In it, one can clearly see the names and logos of sponsors like Adidas, Vodafone and Bahçeşehir Koleji on the training jerseys, socks and shoes. Nike’s emblem can also be seen on the ball. But the post itself does not aim to promote any of these sponsors directly; therefore these kinds of photos are considered to be “product related.”



Image 7: Non-Product related example

In some posts, which promote sponsors, players can be seen on the artwork. Still, these kinds of posts are considered to be “non-product related” because their main aim is to create content for the sponsor.

Portuguese clubs sometimes used a marketing strategy where, as seen below, posts announcing news related to an ongoing game contained content promoting the club's sponsors. These posts are considered to be “non-product related” even though they are event related since their main aim is to promote sponsors.



Image 8: Non-Product Related example

Finally; content about sports other than football, press conferences, media releases and celebration of special occasions are categorized as “other.” Examples can be seen below.



Image 9: “Other” example



Image 10: “Other” example



## 4.0 Results

This chapter is about the outcome of our data collection and findings on clubs behaviors, comparing them inter-case and intra-case.

According to Sprout Social, Twitter is one of the best social media platforms for customer service, and, therefore, ideal for football clubs to interact with their supporters. This claim is also supported by Muñoz-Expósito et. al, (2017), who states that Twitter is mainly focused on the exchange of opinions and information.

In every social media platform, it is important to understand how to measure engagement. Engagement is more important to a brand than the total amount of followers because it shows the level of relevance that content gets from the audience. If so, understanding your audience and their behavior will likely result in greater engagement. Twitter and other social media platforms have, since their creation, been used as an alternative marketing tool, it is important for companies to measure their numbers in order to understand how their marketing campaign is performing and how it can be improved (Muñoz-Expósito et al. 2017).

It is possible to calculate the amount of interaction on Twitter, with this simple formula:  
$$\frac{(\text{total amount of likes} + \text{comments} + \text{retweets})}{(\text{number of followers}) \cdot (\text{number of posts})} = \text{result} \times 1000.$$

Engagement on Twitter can be calculated with the following formula: 
$$\frac{(\text{the amount of Interaction} / \text{number of tweets})}{(\text{average impression}) / \text{Average Reach}} \times 100.$$

It is not possible, however, to calculate the total number of engagement for the clubs in this study due to the fact that certain data needed for said formula are only visible to the owner of the account. Therefore, we were only able to calculate the amount of interaction per thousand followers.

Using the formula above, the average interactions of six clubs are shown below:

FC Porto : 1.00

Benfica : 0.95

Sporting : 0.49

Beşiktaş : 1.43

Fenerbahçe : 2.03

Galatasaray : 0.90

## **4.1 Discussions**

### **4.1.1 Analysis of the Clubs**

Before discussing the findings from the quantitative data, it is important to point out the number of games each club played during the time of data collection and their current standing.

Porto, Benfica, Galatasaray played seven matches in the period of data collection, while Fenerbahçe and Sporting played six matches. Beşiktaş played four matches.

### **4.1.2 Futebol Clube do Porto**

FC Porto, or Dragons, as they are also called, is an emblematic club with over 120 years of history and great credibility not only in Portugal but all over the world. The Dragons won their first national championship in June 18th, 1922. They play their home games in the Estádio do Dragão, which has 50,033 seats, and have blue and white as their colors. In its glorious history, Porto won UEFA Champions League in 2004. According to Transfermarkt, they currently have 28 league titles, a market value of 280 million Euros and 127,000 official members. On February 2009, FC Porto started to build their digital presence on Twitter.

With seven matches played during the period of data collection, FC Porto was one of the top Portuguese clubs this season. Fighting for first place against Sport Lisboa e Benfica in the Primeira Liga, they qualified for the quarter finals of the Champions League with a great victory against AC Roma.



FC Porto's game results between the dates of February 8, 2019 to March 8, 2019:

Moreirense 1 x 1 FC Porto - Primeira Liga 08\02\2019

Roma 2 x 1 FC Porto - Champions League - Eight of finals 12\02\2019

FC Porto 2 x 0 V. Setubal - Primeira Liga 16\02\2019

Tondela 0 x 3 FC Porto - Primeira Liga 22\02\2019

FC Porto 3 x 0 Braga - Taca de Portugal - Semi-Final -26\02\2019

FC Porto 1 x 2 Benfica - Primeira Liga - 02\03\2019

FC Porto 3 x 1 Roma - Champions League - Eight of finals - 06\03\2019

The majority of tweets from FC Porto were product related. By comparing the amount of matches to the amount of tweets, one can see that they are not very active on Twitter during their games. This is probably due to the fact that they tend to work on their own app. <https://www.fcporto.pt/pt/apps/app-official-fc-porto> This allow them to have a better understanding of their audience so they can keep their supporters on their platform where they can create different types of campaigns and focus on their targeted audience. This also allows them to better control their database.

Event related posts represent 10 percent of the total product related posts. A total of 547 tweets were made during the data collection period, with 48.9 percent of them being product related posts. Interactions with product related posts represent 61.9 percent of comments, 63.5 percent RT and 60 percent of the total amount of likes. This shows a clear preference from their audience towards product related posts.

Avg Interactions	
Product Related	1.24/1000 users
Non Product Related	1/1000 users
Other Topics	0.47/1000 users

Table 2: FC Porto average interactions

@FCPorto	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	Tweets	Comments	Rt	Likes	Tweets	Comments	Rt	Likes	Tweets	Comments	Rt	Likes
TOTAL	268	1562	62943	270018	152	705	28787	124016	127	254	7284	52903
Event Related	27	171	7638	18536								

Table 3: FC Porto results

### 4.1.3 Sporting Lisboa e Benfica

Sport Lisboa e Benfica, is one of the most popular clubs not only in Portugal, but in all of Europe. Sport Lisboa e Benfica coat of arms represents bliss, joy and nobleness. The club plays its games in Estádio da Luz, which was built in 2003 and has a maximum capacity of 65,000. Today, Sport Lisboa e Benfica is recognized as a powerful team in Portugal, having won the National League 36 times, the Taça de Portugal 26 times, and brought home 2 Champions League in 1960-61 and 61/21. According to Transfermarkt, Benfica has a market value of 277 million Euros, making them the second most valuable club in Portugal. They have 184,264 official members (13/03/2019). With a very strong marketing team working on different platforms, they joined Twitter in February 2009.

Amongst the teams who most played during the data collection period, Sport Lisboa e Benfica used their Twitter account to not only share information about their professional football team, but to also promote their other sports teams and their sponsors.

SL Benfica's game results between the dates of February 8, 2019 to March 8, 2019:

Benfica 10 x 0 Nacional - Primeira Liga 10\02\2019

Galatasaray 1 x 2 Benfica - Europa League - Second Round 14\02\2019

Aves 0 x 3 Benfica - Primeira Liga 18\02\2019

Benfica 0 x 0 Galatasaray - Europa League - Second Round 21\02\2019

Benfica 4 x 0 Chaves - Primeira Liga -25\02\2019

FC Porto 1 x 2 Benfica - Primeira Liga - 02\03\2019

Dinamo 1 x 0 Benfica - Europa League - Eight of finals - 07\03\2019

As we can see above, SL Benfica played twice against Galatasaray, and once against FC Porto. Both are clubs being examined in this study.

Unlike FC Porto, the majority of SL Benfica’s tweets were about topics unrelated to the football matches. This is probably due to the fact that they have their own platform (<https://www.slbenfica.pt/en-us/match-center/gamehub?matchId=sr:match:17049787>) which allows fans to follow the match minute-by-minute. As a result, they tended to use their official Twitter account to promote their other sports teams. Event related posts represent only 16 percent of their product related tweets.

Avg Interactions	
Product Related	1.42/1000 users
Non Product Related	1.46/1000 users
Other Topics	0.29/1000 users

Table 4: SL Benfica average interactions

Product related posts represent 29.3 percent of their total tweets, while other topics tweets have 42.9 percent. This demonstrates how Sport Lisboa e Benfica uses their Twitter platform to share and promote all of their sports teams without favoring professional football.

@SLBenfica	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	Tweets	Comments	Rt	Likes	Tweets	Comments	Rt	Likes	Tweets	Comments	Rt	Likes
<b>TOTAL</b>	144	957	49021	195901	136	1092	48694	188764	211	303	8160	67438
<b>Event Related</b>	24	104	8857	26203								

Table 5: SL Benfica results

#### 4.1.4 Sporting Clube de Portugal

With over one hundred years of history, Sporting Clube de Portugal, or “The Lions,” as they are also known, is one of the main clubs in Portugal. They have 18 league titles with 160 thousand official members and a market value of 157.40 million Euros (<https://www.transfermarkt.pt/primeira-liga/daten/wettbewerb/PO1>). They are also known for being the club where Cristiano Ronaldo, named best world player five times, started his victorious career. Sporting is one of the most traditional clubs in Portugal, claiming to have over three million supporters around the globe. Their main rival is Sport Lisboa e Benfica.

Both stadiums are less than 10 kilometers from each other. Sporting joined Twitter on February 2009.

Sporting played six times between February 8, 2019 and March 8, 2019. Amongst the Portuguese clubs, they were the most active on Twitter, having more tweets than any other clubs. However, what sets them apart is the fact that their tweets were usually related to other topics.

Sporting Clube de Portugal's game results between the dates of February 8, 2019 to March 8, 2019:

Feirense 1 x 3 Sporting - Primeira Liga 10\02\2019

Sporting 0 x 1 Villarreal - Europa League - Second Round 14\02\2019

Sporting 3 x 0 Braga - Primeira Liga 17\02\2019

Villarreal 1 x 1 Sporting - Europa League - Second Round 21\02\2019

Maritimo 0 x 0 Sporting - Primeira Liga -25\02\2019

Sporting 3 x 1 Portimonense - Primeira Liga - 03\03\2019

Even though both SL Benfica and FC Porto also have other sports within their club, Sporting is the only one of the Portuguese clubs being examined in this study that follows non-football matches on a minute-by-minute basis on Twitter. They shared information on an estimated 23 football matches, hockey and FutSal in event related tweets. This makes Sporting the most Twitter active of all those clubs being examined in this study, with 698 tweets in total and 345 tweets of said tweets being related to other topics. This is 39 percent more than SL Benfica and 64 percent more than FC Porto.

As the results shown below indicate, Sporting Clube de Portugal has 50 percent of their product related posts focused on event related topics. However, product related posts represent only 36.6 percent of their total tweets. 50 percent of their tweets were related to others topics, and 39.7 percent of those were event related to other sports.

Avg Interactions	
Product Related	0.5/1000 users
Non Product Related	0.74/1000 users
Other Topics	0.42/1000 users

Table 6: Sporting average interactions

@Sporting_CP	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	Tweets	Comments	Rt	Likes	Tweets	Comments	Rt	Likes	Tweets	Comments	Rt	Likes
TOTAL	256	2079	14264	74758	97	875	8959	40442	345	1038	16905	84154
Total Event Related	128	986	4911	16886					137	122	3855	16702

Table 7: Sporting results

#### 4.1.5 Analysis of Portuguese Clubs

The Portuguese clubs examined in this study are very active on Twitter. In total, they had a combined 1736 tweets in a period of 28 days. This averages to about 62 tweets per day and 20.66 tweets per day per club. With a total of 698 tweets, Sporting was the club with highest amount of tweets. FC Porto had the highest amount of product related and non-product related tweets. Sporting had the highest amount of tweets related to other topics. Although SL Benfica did not have the majority of tweets in any of the aspects being analyzed in this study, at 1.2 million followers, they have the largest amount of followers.

Despite the fact Sporting has the highest amount of tweets, with 0.49 tweets / thousand followers, they had the least amount of average interactions than any of the other Portuguese clubs. SL Benfica had 0.91/thousand, and FC Porto leads the interactions with 1/thousand followers.

With a better understanding of these numbers, it can be observed that a high number of tweets does not equate to a high number of interactions or followers. Another major difference between the Portuguese clubs is that SportingFC is the only club to share and follow sports matches or competitions (both football and other sports) live on twitter by sharing information on a minute-by-minute basis. Because they have their own platform to

share information regarding their matches, SL Benfica and FC Porto only share information related to when the matches start and end, when goals are scored and when each half of the game begins and ends.

Despite being very active on Twitter, the Portuguese clubs' usage of hashtags, which would help attract more audience and increase traffic to their accounts, is severely lacking. Sport Lisboa e Benfica tends to use the #SLBenfica in their posts related to football. When talking about their other sports, they usually add a suffix; for instance #SLBenficaFem for women's sports or #SLBenficaB for their B Team. In some tweets, they do not use any hashtags. Sporting Clube de Portugal uses the #SportingCP in the majority of their tweets. When it comes to other sports, they simply add the sports' name after the hashtag. However, they use the #SCPSUB23 to promote their under 23 football.

Futebol Clube do Porto also shares their own #FCPorto. In addition, they add a hashtag related upcoming matches or events; for example, they used the #FCPASR a tag when posting about their match against AS Roma from Italy, and used #UCL when posting content related to the UEFA Champions League.

On March 2, 2019, FC Porto and SL Benfica played against each other in Porto at the Estadio de Dragao for a Primeira Liga match. Benfica won by 2 x 1. On this day, SL Benfica tweeted 21 times; eight of these were product related tweets, six were non-product related tweets and seven tweets were related to other topics. Among the product related tweets, they had only three event related tweets. On the other hand, FC Porto had 35 tweets in that same day with 17 product related tweets, 11 non-product related and seven other topics related tweets. Despite the fact they had more tweets than SL Benfica, FC Porto only had four event related tweets.

FC Porto tweets an average of 35 posts during game days, and despite playing against a big rival, that number did not change. SL Benfica posted 21 tweets, while their average during a game day is 22.4 tweets. There was no significant difference.

Porto and Sporting employ a wise marketing strategy when it comes to their Twitter usage; when tweeting about goals their teams have scored, they tend to include content related to their sponsors. Statistically, content containing information related to scored goals have a

higher number of interactions. Therefore, using sponsors in these posts is a good marketing strategy for promoting said sponsors. As it is stated in Sasmita & Suki (2015), in the brand equity model, brands want to be associated with positive feelings; therefore being associated with the goals the teams have scored provide positive brand associations for the sponsors.

CLUB	PRODUCT RELATED			
	TWEETS	COMMENTS	RT	LIKES
@SPORTING_CP	256	2079	14264	74758
SPORTING_CP Event Related	128	986	4911	16886
@FCPORTO	268	1562	62943	270018
FC PORTO Event Related	27	171	7638	18536
@SLBENFICA	144	957	49021	195901
SLBENFICA Event Related	24	104	8857	26203
CLUB	NON PRODUCT RELATED			
	TWEETS	COMMENTS	RT	LIKES
@SPORTING_CP	97	875	8959	40442
@FCPORTO	152	705	27787	124016
@SLBENFICA	136	1092	48694	188764
CLUB	OTHER TOPICS			
	TWEETS	COMMENTS	RT	LIKES
@SPORTING_CP	345	1038	16905	84154
SPORTING_CP Event Related	137	122	3855	16702
@FCPORTO	127	254	7284	52903
@SLBENFICA	211	303	8160	67438

Table 8: Portuguese clubs results

#### 4.1.6 Besiktas

Beşiktaş Jimnastik Kulübü (Gymnastics Club of Beşiktaş), also known as “Black Eagles,” was founded in 1903. The club’s football team has the third most league titles (15) in Turkish Super League and nine titles in Turkish Cup. Outside of male football, the club also has 12 titles in Turkish Handball League and two titles in Turkish Basketball League. Additionally, their basketball team won the EuroChallenge cup in 2012. They also compete in various other sport branches such as volleyball, boxing, athletics, chess, e-sports and more. According to Transfermarkt, their football team has a 78.2 million Euro market value). They play their home games in a brand new stadium, Vodafone Park, which has a 42,000-seats capacity. They joined Twitter in 2011.

During the time period between February 8, 2019 and March 8, 2019, Beşiktaş played only four games in the Turkish Super League. They were eliminated from the Europa League during the group stage and did not participate in Turkish Cup this season. The results of these games are shown below.

Beşiktaş’s game results between the dates of February 8, 2019 to March 8, 2019:

Beşiktaş 2 x Bursaspor 0 - Super League – 09\02\2019

Yeni Malatyaspor 1 x Beşiktaş 2 - Super League – 15\02\2019

Beşiktaş 3 x Fenerbahçe 3 - Super League – 25\02\2019

Kayserispor 2 x Beşiktaş 2 - Super League – 02\03\2019

Beşiktaş could not please its supporters this season; after two successful years with the league title in 2015-2016 and 2016-2017, and a significant success in the Champions League in 2017-2018 when they completed the group stage undefeated with 14 points, fans were disappointed with the 2018-2019 season’s unsuccessful beginning. They were ranked in third place on the table by March 8, 2019.

As it can be seen on @Besiktas table, the majority of Beşiktaş’s posts were product related. Accordingly, product related posts also had the highest number of interactions. However, non-product related posts had the highest average of interactions from the audience.



Avg Interactions	
Product Related	1.38/1000 users
Non Product Related	1.70/1000 users
Other Topics	1.31/1000 users

Table 9: Besiktas average interactions

Beşiktaş created more content leading up and during their game days by sharing photos of the players, jerseys, the team's journey to the venue, event-related posts and post-match comments. However, when the team was unable to obtain satisfying results after a game against their biggest rival, Fenerbahçe, ended with a 3-3 score after leading 3-0 during the first half, the club did not share any comments from the head coach or players, and only created content twice the day after the game.

More than half of the product related content published by Beşiktaş was event related posts. They shared an average of 23.75 event related posts per game. This led to an average of 1.12/1000 interactions for event related content, which is slightly lower than their total average of interactions.

On Twitter, an average post usually receives a higher amount of likes than retweets, with comments being the least common form of interactions. However, some posts shared by Beşiktaş fell outside of this pattern. As it can be seen in the tables below, some post containing information that was displeasing to the fans had a higher number of comments and a higher numbers of retweets than average. Sometimes, the number of comments and retweets in these posts matched the number of likes received.

Beşiktaş often uses hashtags and tags in their posts. Though their most frequently used hashtag is their club's name (#Besiktas), they often pair it with other words to create other hashtags; some examples include #SaldirBesiktas (attack besiktas), #BeşiktaşAşkına (for the love of Besiktas) #HergünBeşiktaş (Everyday Besiktas). Beşiktaş also uses tags for people or brands mentioned or related to their posted content. For instance, when the club created content about their sponsors, they would tag the name of said sponsor. Another example is how, when they published a photo of one of the club's players, they would tag the name of the player.

@BESIKTAS	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	Tweets	Comments	Rt	Likes	Tweets	Comments	Rt	Likes	Tweets	Comments	Rt	Likes
<b>TOTAL</b>	176	21044	66527	839887	52	4772	36666	295180	33	4657	14316	143546
<b>Event Related</b>	95	11643	31186	362240								

Table 10: Besiktas results

#### 4.1.7 Fenerbahce

Fenerbahçe Spor Kulübü (Sport Club of Fenerbahçe) was found in 1907 in İstanbul with a canary bird as their symbol. Fenerbahçe has the second most league titles (19) in the Turkish Super League, and has six Turkish Cup titles. Additionally, their football team managed to reach to Champions League Quarter Finals in 2008 and Europa League Semi Finals in 2013. They have experienced significant international success in other sport branches as well. In Basketball, Fenerbahçe qualified to the final four in the Euroleague for the last four years, winning the cup in 2017. In volleyball, the women's team has won the CEV Champions League in 2012. According to Transfermarkt, their football team has a market value of 87.5 million Euros. They play their home games at the Ülker Stadium, which has 50,500 seats, and joined Twitter in 2007.

During the time frame between February 8, 2019 and March 8, 2019, Fenerbahçe played four matches in the Turkish League and two matches in the Europa League games. In the Turkish League, their team won one match, lost one match, and had their two other games end in a draw. In the Europa League competitions, their team won the first home game with a score of 1-0 but lost the away game 3-1. As a result, they were eliminated from the Europa League. Fenerbahçe had the most unsuccessful season in their club's history. During the mid-season break in the 17th week of the schedule, the club was in the relegation zone in 17th place with only 16 points. By the end of the data collection period, they were in 14th place.

Fenerbahçe's game results between the dates of February 8, 2019 to March 8, 2019:

Kayserispor 1 x 0 Fenerbahce – Super League – 08\02\2019.

Fenerbahce 1 x 0 Zenit – Europa League – 12\02\2019.

Fenerbahce 1 x 1 Konyaspor – Super League – 16\02\2019

Zenit 3 x 1 Fenerbahce – Europa League – 21\02\2019

Besiktas 3 x 3 Fenerbahce – Super League – 25\02\2019

Fenerbahce 3 x 2 Rizespor – Super League – 02\03\2019

As it can be seen on @Fenerbahce table, Fenerbahçe created more product related content when compared to the other categories. Accordingly, those are also the posts with the highest amount of interactions. However, their highest average engagement was with non-product related content. Unlike the other Turkish clubs being examined in this study, Fenerbahçe had more posts that fell into the others category than in the non-product related ones. An important reason for this might be due to the club's very successful basketball team, which is working towards winning the biggest European club tournament, the Euroleague.

Avg Interactions	
Product Related	1.55/1000 users
Non Product Related	4.33/1000 users
Other Topics	2.06/1000 users

Table 11: Fenerbahce average interactions

Fenerbahçe created the most amount of content the day before their games and during the matches by publishing news about their team. Similar to Beşiktaş, their account did not publish a lot of content if their games ended with unsatisfying results. For instance, after the game against Akhisarspor ended in a draw and after the team was eliminated from the Europa League after losing 3-1 to Zenit St. Petersburg, Fenerbahçe only published one post after those games. On the other hand, after they won their first game against Zenit St Petersburg, they shared six posts. After their great comeback against Beşiktaş, in which they

were trailing behind 3-0 during the first half time and managed to finish the game with a 3-3 score, they shared seven posts.

Similar to Beşiktaş, the pattern of engagement – number of comments, retweets and likes – changed depending on whether the post shared by Fenerbahçe contained exciting or devastating news for the fans. When these posts deviated from the normal pattern, the number of comments would reach, and, at times, even surpass the amounts of likes.

Fenerbahçe shared a total of 109 event related posts, consisting of over half of the total product related posts. This averaged to about 18 posts per game. The average amount of interactions per event related posts was 5.71 / 1000, which is far more than the average interactions of the club’s Twitter content.

Fenerbahce often use hashtags on their official page. Most frequently, they abbreviate the name of the teams playing the match to create their hashtag. For instance, when there was a game between Fenerbahce and Akhisarspor, they used the hashtag #FBvAKS. Fenerbahce also used the official hashtag of the UEFA Europa League #UEL during their game against Zenit St. Petersburg. Additionally, they used various different hashtags such as #BizFenerbahceyiz (We are Fenerbahce) and #FenerinMaciVar (Fenerbahce has a match). At times, Fenerbahce would tag relevant people, players, sponsors and charities related to the content they posted.

@FENERBAHCE	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	Tweets	Comments	Rt	Likes	Tweets	Comments	Rt	Likes	Tweets	Comments	Rt	Likes
<b>TOTAL</b>	203	68611	378332	1601197	43	15930	141311	1053684	48	11846	57305	573786
<b>Event Related</b>	<b>109</b>	<b>40652</b>	<b>32178</b>	<b>550471</b>								

Table 12: Fenerbahce results

#### 4.1.8 Galatasaray

Galatasaray Spor Kulübü (Galatasaray Sport Club) was founded back in 1905. They have the most league titles (21) in the Turkish Super League and won the Turkish Cup 17 times. Galatasaray has the most significant achievement in football on international level amongst the Turkish clubs. In 2000, Galatasaray won the UEFA Cup by beating the English club Arsenal in the final. During that same year, they won the UEFA Super Cup by beating Real Madrid. Their football team has also qualified for the second stage in the Champions League

five times and reached quarter finals two times. In addition, their men's basketball team won Eurocup in 2016 and their women's basketball team won the Euroleague in 2014. Galatasaray plays their home games at the Türk Telekom Stadium, which has 52,650 seats. According Transfermarkt, they have a market value of 89.8 million Euros. In 2009 They joined Twitter in 2009.

During the period between February 8, 2019 and March 8, 2019, Galatasaray played four matches in the Turkish League, two matches in the Europa League and one Turkish Cup game. They won three of their Turkish League games and the other game ended in a draw. In the Europa League, they lost their first home game against Benfica with a 2-1 score. Their second game ended 0-0 and, as a result, Galatasaray was eliminated from the Europa League. They lost their game in the Turkish Cup game 4-2, but managed to qualify for the next round since they had won their first game 2-0. Galatasaray is the champion of the previous 2017-2018 season, and as of March 8, 2019, they ranked second place in the league, being eight points behind the leader.

Galatasaray's game results between the dates of February 8, 2019 to March 8, 2019:

Galatasaray 3 x 1 Trabzonspor - Super League - 10\02\2019

Galatasaray 1 x 2 Benfica - Europa League - 14\02\2019

Kasımpaşa 1 x 4 Galatasaray Super League - 17\02\2019

Benfica 0 x 0 Galatasaray - Europa League - 21\02\2019

Galatasaray 1 x 0 Akhisarspor – Super League - 24\02\2019

Hatayspor 4 x 2 Galatasaray – Turkish Cup - 27\02\2019

Erzurumspor 1 x 1 Galatasaray – Super League - 03\03\2019

Most of Galatasaray's content fell into the product related category, and the least shared content was related to other topics. However, the content we put under the latter category reached the highest number of average interactions with the club's audience.

Avg Interactions	
Product Related	0.87/1000 users
Non Product Related	0.89/1000 users
Other Topics	1.10/1000 users

Table 13: Galatasaray average interactions

Additionally, Galatasaray shared an average of 24.4 event related posts per game. They reached an average 0.54 interaction with their fans, which amounted to almost half of the total average of interactions.

Galatasaray shared more content on game days, sharing content about the match in order to motivate fans and sharing information during and after the game. Game results affected the number of Twitter posts they created; for instance, on February 2, 2019, when the Galatasaray played against Trabzonspor and won the game 3-1, their Twitter account shared 18 posts. Meanwhile, after the Benfica game, in which they lost 2-1 in Istanbul, the Galatasaray shared only two posts. The day after the match, they only shared posts which were unrelated to football.

Galatasaray often uses hashtags to promote their posts. The special hashtag they use is #Kon2antra2yon (meaning “concentration”) with the number 2 replacing the letter “S” as a reference to the number 22, which represents the number of league titles they aim to achieve by becoming the champions this season. Additionally, Galatasaray use abridgments of the names of the teams playing the match as hashtags. For instance, when they played against Bursaspor, Galatasaray used the hashtag #BRSvGS in their event related posts. The club also often used tags in content that mentioned their own players and sponsors.

@GalatasaraySK	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	Tweets	Comments	Rt	Likes	Tweets	Comments	Rt	Likes	Tweets	Comments	Rt	Likes
<b>TOTAL</b>	299	36456	1366 38	2014100	81	9180	39522	559696	56	4998	42610	471099
<b>Event related</b>	171	21031	4325 0	713276								

Table 14: Galatasaray results

#### **4.1.9 Analysis of Turkish Clubs**

As it can be seen in the tables below, Galatasaray has the most amount followers on Twitter amongst the Turkish clubs examined in this study. They played more games than their rivals and they shared the highest number Twitter posts. However, despite the high number of the Twitter content that Galatasaray created, they had the fewest number of average interactions with their audience. Even though Fenerbahçe was struggling in the league and were disappointing their fans with the least successful seasons in their history at the time this study was conducted, they reached the highest number of interactions.

The majority of the Turkish clubs' Twitter content were product related posts, with the main material being photos of football players, managers and training sessions. Despite this fact, none of the clubs had the highest average number of interactions on product related content. Besiktas and Fenerbahce had the highest average interaction on non-product related content and Galatasaray had the highest average of interaction on posts related to other topics. It must also be noted that Fenerbahce had far more average interactions on non-product related content than the other clubs. Considering the poor performance of the football team in the league, we believe that instead of interacting with content highlighting the players and managers, fans showed their commitment to the club by interacting with non-product related content where supporters, club emblem, stadium and club history were displayed.

Game results had a significant effect on the Turkish clubs' Twitter behavior. All clubs had a similar behavior, with the amount of content published varying depending on the game results. If those results were considered unsatisfying, the clubs would try not to create football related content after the disappointing game. On the other hand, if the results were seen as successful, the clubs shared a lot of content and reached high numbers of interactions with their fans.

It is difficult to predict the number of interactions depending on game result, since fans are likely to show their feelings on content they consider important regardless if that content is viewed favorably or negatively. In other words, it can be said that fans highly interact, retweets and likes the posts which gives them "good news." However, when the content is giving them "bad news," the fans still tend to interact with their club by writing mostly negative comments under the posts. As it is stated in the inspiring article Parganas et al.

(2015), in average, comments under a post are the least common response from fans. However, as it is briefly explained in inter-case results, under the posts which give “bad news” to the fans, the number of comments surpasses the numbers of retweets and likes.

In general, Turkish clubs use their main official Twitter accounts for football related content and they use other official accounts for their other team sports. This explains why not a lot of content related to other sports can be seen on their main official accounts. Still, due to the high level of success of their basketball team, Fenerbahçe created significantly more content about their basketball team on their main official account.

All of the Turkish clubs used hashtags on their pages since those can be seen as a way to promote their brands on Twitter. Different types of hashtags can bring more attention and awareness to the clubs. Meanwhile Besiktas used a limited number of hashtags and did not use the abridgment of the names of the team during the games. Fenerbahce and Galatasaray used various types of hashtags to promote their brands with the abridgments and special hashtags for themselves.

During the game Besiktas and Fenerbahce played against each other on February 25, 2019, Besiktas shared 28 event related contents, while Fenerbahce shared 20. For both of the clubs, those numbers are slightly higher than their average number of event related posts, with the average for Besiktas being 23.8 and for Fenerbahce being 18.1 posts. It can be clearly observed that results of the games had an effect on the number of content these clubs shared on Twitter. While Besiktas was leading the game during the first half by 3-0, they shared a total of 16 posts until the beginning of the second half. By comparison, Fenerbahce had only shared seven posts until that point. However, when Fenerbahce performed a comeback and tied the game at 3-3 in the second half, they shared a total of 13 posts and Besiktas shared only 12 posts. Furthermore, Besiktas did not share any posts the night after the game, while Fenerbahce saw the result of the game as an opportunity and shared six posts praising their players and fans.



CLUB	PRODUCT RELATED			
	TWEETS	COMMENTS	RT	LIKES
@BESIKTAS	176	21044	66527	839887
BESIKTAS Event Related	95	11643	31186	362240
@GALATASARAYSK	299	36456	136638	2014100
GALATASARAY Event related	171	21031	43250	713276
@FENERBAHCE	203	68611	378332	1601197
FENERBAHCE Event Related	109	40652	32178	550471
CLUB	NON PRODUCT RELATED			
	TWEETS	COMMENTS	RT	LIKES
@BESIKTAS	52	4772	36666	295180
@GALATASARAYSK	81	9180	39522	559696
@FENERBAHCE	43	15930	143311	1053648
CLUB	OTHER TOPICS			
	TWEETS	COMMENTS	RT	LIKES
@BESIKTAS	33	4657	14316	146546
@GALATASARAYSK	56	4998	42610	471099
@FENERBAHCE	48	11846	57305	573786

Table 15: Turkish clubs results

## 5.0 Comparison Between Portuguese and Turkish Clubs

After data collection in this chapter we will compare the results of the clubs of two countries with each other.

During the data collection period, between the dates of February 2, 2019 and March 9, 2019, the three Portuguese clubs being analyzed in this study created a total of 1736 posts, while the three Turkish clubs being analyzed in this study created a combined 991 posts. The Portuguese clubs created almost twice as many Twitter content as the Turkish clubs on their main official pages. However, despite this fact, the average number of interactions with the Turkish clubs' content was far higher than that of the Portuguese clubs. SL Benfica had 0.95/1k, FC Porto had 1/1k, Sporting had 0.45/1k average interactions with their followers, meanwhile Besiktas had 1.4/1k, Fenerbahce had 2/1k and Galatasaray had 0.9/1k interactions with their followers (1k =1000).

The Turkish clubs had special Twitter accounts for their non-football teams. Besiktas, for example, had an account for their handball, Fenerbahce had one for their basketball team and Galatasaray had one for their volleyball team. On the rare occasions when their main official Twitter account shared content related to sports other than football, they would prefer to retweet content from their other profiles. However, the Portuguese clubs preferred a different strategy, using their main official account to share information about a lot of different sport branches such as handball, basketball, volleyball, hockey, u21 / u17 football teams. As a result, the majority of the Portuguese clubs' posts fell into the "other" category, with their average number of interactions being relatively low.

It can be said that the results of the games affected the Twitter behaviors of the Turkish clubs. After unsatisfying game results, all three of the Turkish clubs tended to be less active on Twitter, not sharing anything during the night of the failed game and the day following it. Even though the behavior was not as extreme as with the Turkish clubs, a similar attitude can be noticed with the Portuguese clubs. When these six clubs could not achieve a satisfying result in the game, they were less likely to share product related posts, preferring instead to post content on other sports and topics.

Galatasaray and Benfica played against each other two times in the Europa League between the dates of February 8, 2019 and March 8, 2019. Both clubs were very active on Twitter during those game days. On February 14, 2019, during their first game against each other, Galatasaray posted a total of 33 tweets, 19 of which were event related. Benfica shared a total of 24 posts. Even though Benfica did not follow the games on Twitter on a minute-by-minute basis, they shared nine product related posts during that day.

During their second game against each other, played on February 21, 2019, Galatasaray shared a total of 31 posts, 16 of which were event related. Benfica shared a total of 20 posts, 10 of which were product related.

It can be seen that both teams considered their games against each other to be important events, and so were they were, in their own way, very active on Twitter during the day of those games.

The popular usage of hashtags (#) was created alongside Twitter in order to index and organize keywords used in the website. Hashtags allow Twitter users to discover new topics and enter a discussion or find new profiles to follow. During our data collection process, we could understand how Portuguese and Turkish clubs used different hashtags in order to interact with audience and promote their brand and sponsors. Trending hashtags tend to be more visible to the public, leading to more interactions, increasing engagement, and attracting possible new followers.

The Portuguese clubs examined in this study tended to use their own hashtags, such as #FCPorto, #SLBenfica and #SportingFC, when posting their content. This created a topic and allowed their fans and those who were interested in the results of their games to follow their conversation. They also shared secondary hashtags, such as #BasketBenfica or #AndebolSCP, to promote others sports from their club. Porto FC is the only one among the Portuguese clubs that used hashtags related to a topic that could lead to a greater audience; for instance, when they were playing on the Champions League, they used the #UCL (Uefa Champions League), a hashtag that is almost always trending, on their posts whenever they had a match. This allowed Porto to reach a greater audience and is probably one of the reasons why they had more interaction per thousand followers when compared to SL Benfica or Sporting FC.

The Turkish clubs had a similar approach when using the hashtags, using their names as hashtags (#Besiktas, #Fenerbahce and #Galatasaray). Fenerbahce and Galatasaray also used hashtags with the abridgments, like #BRSvGS and #FBvAKS, for their matches. They also used #UEL while they competing in the Europa League, which allowed them to be seen by a larger audience on Twitter.

The Portuguese clubs Porto and Sporting used their sponsors in the tweets that gave information about the goals their teams scored. Tweets like these, which gave good news to the clubs' fans, had considerably high awareness and interactions. Therefore, they gave more visibility to the clubs' sponsors. The Turkish clubs did use this approach.

Under the light of these information:

- All clubs can use trending topic hashtags more often which are related to them. That would help them to reach a wider audience and help to gain more interactions on Twitter.
- For Portuguese clubs, reducing the number of tweets and increasing the quality of content would help them to be more noticed by their audience. The method they use, doesn't create interest amongst the audience to interact with them. In order to increase the quality of content, for instance, they can use more photos in their event related posts.
- Turkish clubs can be inspired from Sporting and Porto and offer sponsorships to the goal news on their event-related tweets. These posts has far higher interactions than other event related posts, therefore they provide a good sponsorship opportunity.
- Even though Porto and Benfica prefer to share live information about the games on their own platform and do not share enough event related content, they can slightly change this strategy. Sharing more event-related content on Twitter during the matches while also mentioning about their platforms can drive more audience to their applications and social media profiles
- Considering the effect of match results on Turkish clubs Twitter behaviors, instead of being totally silent Turkish clubs could use non-product related and "other" brand attributes in their posts after a non-satisfying game, in order to keep interactions with their audience. As it is aforementioned above, football fans are more attached to their clubs and willing to stay connected regardless of results.

## 6.0 Conclusion

This chapter is about our general thoughts after analyzing all tweets of 6 clubs in 29 days period and comparing the results.

All of the clubs analyzed in this study used their Twitter accounts daily; the Turkish clubs had an average of 11.3 tweets per day, and the Portuguese clubs averaged 19.3 tweets per day. They used their accounts to promote football, other sports and any topic related to their club such as history, sponsors, fans and any kind of marketing campaigns (such as Valentines days, women's days). By looking at how the frequency of tweets increased prior to their matches, it is easy to see that games days were considered especially important for these clubs.

The Turkish club Besiktas had an average of 1.4/1k interactions, Fenerbahce had a 2/1k and Galatasaray 0.9/1k. The Portuguese club FC Porto had an average of 1/1k, SL Benfica had a 0.95/1k and Sporting had an average of 0.49/1k interactions with their audience. By looking at these results, one can say that the three Turkish clubs are better at interacting with their audiences than the three Portuguese clubs analyzed in this study.

According to the marketing blog Scrunch, a 0 - 0.2 reaction per thousand followers is considered low, a 0.2 - 0.9 reactions per thousand followers is considered good, and a 0.9 – 3.3 reactions per thousand followers is considered to be a high number of interactions.

Based on this information, it can be said that the Portuguese club Sporting had a good level of interactions, while the other five clubs had high level of interactions with their audiences.

Furthermore, the article Parganas et al. (2015), which inspired this study, stated that during 2013-14 season, in Liverpool FC's Twitter account, the most common form of interaction between the club and its fans was retweet, followed by likes and then comments. Replies to comments were the least common form of interaction. Nevertheless, during this study, it was clear that both the Portuguese and the Turkish clubs deviated from this pattern. For both countries, though there were some exceptions, likes were the most common form of audience interaction, followed by retweets. Comments came in last.

Game results had a significant effect on the number of interactions. Fans tended to like and retweet results which they felt positive about, while they were more likely to comment negatively on tweets containing content they viewed as bad. In the case of Fenerbahce, we can see that fans tended to show their support and commitment by interacting with non-product related content if their team's performance was deemed a disappointment.

The clubs' Twitter behaviors changed depending on the outcome of their games. The three Turkish clubs often did not post anything on Twitter after losing or performing poorly during a game. Similarly, the three Portuguese clubs did not post product related content after a bad result, and, due to their more active approach to Twitter, instead opted to post about topics other than football.

This study illustrates how, for all six clubs analyzed, the main brand attribute used on their Twitter is product related content. However, the Portuguese clubs Sporting and Benfica frequently used their Twitter accounts for other sports. Nevertheless, sharing more content about one brand attribute does not equate to more interaction with fans. With the exception of FC Porto, none of the clubs had the highest average of interactions on the brand attribute they shared the most with their audience.

It can be also be stated that, as it was illustrated with the Turkish club Galatasaray, having more followers does not always equate to a higher average of interactions with followers. Even though they had the highest number of total followers of all six clubs, they had the second least number of average interactions. Additionally, sharing a lot of content does not always result in a high number of interactions. This can be seen in the case of Sporting; statistically, they shared the most number of content but they had the least average of interactions with their audience. This shows that, sometimes, sharing too much content might cause the audience to ignore the posts.

## 7.0 References

- Albrecht, Jan Philipp. 2016. "How the Gdpr Will Change the World." *Eur. Data Prot. L. Rev.* 2: 287-289.
- Anagnostopoulos, Christos, Petros Parganas, Simon Chadwick and Alex Fenton. 2018. "Branding in Pictures: Using Instagram as a Brand Management Tool in Professional Team Sport Organizations" *European Sport Management Quarterly*. 18:4, 413-438, DOI: 10.1080/16184742.2017.1410202
- Bauer, Hans H, Nicola E Stokburger-Sauer, and Stefanie Exler. 2008. "Brand Image and Fan Loyalty in Professional Team Sport: A Refined Model and Empirical Assessment." *Journal of Sport Management* 22 (2): 205-260
- Broughton, David. 2012 "Survey: Social Media Continues to Fuel Fans." *Sport Business Journal* 15 (13): 1-5.
- Burton, Suzan, Alena Soboleva. 2011. "Interactive or Reactive? Marketing on Twitter" *Journal of Consumer Marketing* 28(7): 491-499
- De Vries, Lisette, Sonja Gensler, and Peter SH Leeflang. 2012. "Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing." *Journal of Interactive Marketing* 26(2): 83-91.
- Filo, Kevin, Daniel Lock, and Adam Karg. 2015. "Sport and social media research: A review." *Sport Management Review* 18: 166-181
- Ford, J.E. 2008. "Social Media Marketing for the Future: Strategies for 2020 & Beyond: Stay Ahead of the Competition. Leverage Changing Online Trends to Grow Your Business (For Facebook, Twitter, Instagram +More)", First Edition
- Geurin-Eagleman, Andrea N, and Lauren M. Burch. 2016. "Communicating Via Photographs: A Gendered Analysis of Olympic Athletes' Visual Self-Presentation on Instagram." *Sport management review* 19(2): 133-45.
- Gibbs, Chris, Norm O'Reilly, and Michelle Brunette. 2014. "Professional Team Sport and Twitter: Gratifications Sought and Obtained by Followers." *International Journal of Sport Communication* 7 (2): 188-213.
- Gladden, James M, and Daniel C Funk. 2002. "Developing an Understanding of Brand Associations in Team Sport: Empirical Evidence from Consumers of Professional Sport." *Journal of Sport management* 16(1): 54-81

- Gummerus, Johanna, Veronica Liljander, Emil Weman, and Minna Pihlström. 2012. "Customer Engagement in a Facebook Brand Community." *Management Research Review* 35(9): 857-77.
- Gwin, Carol F, Carol R. Gwin. 2003. "Product Attributes Model: A Tool for Evaluating Brand Positioning" *Journal of Marketing Theory and Practice* 11 (2): 30-42
- Harvey, Del, Yoel Roth. 2018. "How Twitter Is Fighting Spam and Malicious Automation"  
[https://blog.twitter.com/official/en\\_us/topics/company/2018/how-twitter-is-fighting-spam-and-malicious-automation.html](https://blog.twitter.com/official/en_us/topics/company/2018/how-twitter-is-fighting-spam-and-malicious-automation.html)
- Hennig-Thurau, Thorsten, Kevin P Gwinner, Gianfranco Walsh, and Dwayne D Gremler. 2004. "Electronic Word-of-Mouth Via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet?". *Journal Of Interactive Marketing* 18(1): 38-52.
- Jansen, Bernard J, Mimi Zhang, Kate Sobel, and Abdur Chowdury. 2009 "Twitter Power: Tweets as Electronic Word of Mouth." *Journal Of The American Society For Information Science And Technology* 60(11): 2169-88. DOI: 10.1002/asi.21149
- Java, Akshay, Xiaodan Song, Tim Finin, and Belle Tseng. 2007 "Why We Twitter: Understanding Microblogging Usage and Communities." Paper presented at the Proceedings of the 9th WebKDD and 1st SNA-KDD 2007 workshop on Web mining and social network analysis.
- Kaplan, Andreas M, and Michael Haenlein. 2012. "Social Media: Back to the Roots and Back to the Future." *Journal of Systems and Information Technology* 14(2): 101-04.
- Kassing, Jeffrey W, and Jimmy Sanderson. 2010 "Fan–Athlete Interaction and Twitter Tweeting through the Giro: A Case Study." *International Journal of Sport Communication* 3(1): 113-28.
- Keller, Kevin Lane. 2009. "Building Strong Brands in a Modern Marketing Communications Environment." *Journal of Marketing Communications* 15, no. 2(3): 139-55.
- . 1993 "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity." *Journal of Marketing* 57 (1): 1-22.



- Keller, Kevin Lane, and Donald R Lehmann. 2006. "Brands and Branding: Research Findings and Future Priorities." *Marketing Science* 25(6): 740-59.
- Kietzmann, Jan H, Kristopher Hermkens, Ian P McCarthy, and Bruno S Silvestre. 2011. "Social Media? Get Serious! Understanding the Functional Building Blocks of Social Media." *Business horizons* 54(3): 241-51.
- Kohli, Chiranjeev, Rajneesh Suri, Anuj Kapoor. 2005. "Will Social Media Kill Branding?" *Business Horizons* 58: 35-44
- Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan. 2016. *Marketing 4.0: Moving from Traditional to Digital*. John Wiley & Sons.
- Kotler, Philip, Kevin Lane Keller. 2016. *A Framework For Marketing Management*. 6th Edition
- Kunkel, Thilo, Brad Hill, Daniel Funk. 2013. "Brand Architecture, Drivers of Consumer Involvement, and Brand Loyalty With Professional Sport Leagues and Teams" *Journal of Sport Management* 27: 177-192
- Kwak, Haewoon, Changhyun Lee, Hosung Park, and Sue Moon. 2010. "What Is Twitter, a Social Network or a News Media?" Paper presented at the Proceedings of the 19th international conference on world wide web.
- McCarthy, Jeff, Jennifer Rowley, Catherine Jane Ashworth, and Elke Pioch. 2014. "Managing Brand Presence through Social Media: The Case of Uk Football Clubs." *Internet Research* 24(2): 181-204.
- Muñoz-Expósito, Miriam, M Ángeles Oviedo-García, and Mario Castellanos-Verdugo. 2017. "How to Measure Engagement in Twitter: Advancing a Metric." *Internet Research* 27(5): 1122-48.
- Nisar, Tahir M, Guru Prabhakar, and Pushp P Patil. 2018. "Sports Clubs' Use of Social Media to Increase Spectator Interest." *International Journal of Information Management* 43: 188-95.
- Page, Ruth. 2012: "The Linguistics of Self-Branding and Micro-Celebrity in Twitter: The Role of Hashtags." *Discourse & Communication* 6(2): 181-201.
- Parganas, Petros, Christos Anagnostopoulos, and Simon Chadwick. 2015. "'You'll Never Tweet Alone': Managing Sports Brands through Social Media." *Journal of Brand Management* 22(7): 551-68.
- Pitta, Dennis A, and Lea Prevel Katsanis. 1995. "Understanding Brand Equity for Successful Brand Extension." *Journal Of Consumer Marketing* 12(4): 51-64.

- Sanderson, Jimmy. 2011. "It's a Whole New Ballgame: How Social Media Is Changing Sports." *The Digital Revolution* 103
- Santomier, James. 2008 "New Media, Branding and Global Sponsorship" *International Journal of Sponsorship* 10 (1): 9-22
- Sasmita, J. and N. Mohd Suki. 2015. "Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image." *International Journal of Retail & Distribution Management* 43(3): 276-292.
- Scrunch, <https://blog.scrunch.com/what-is-a-good-engagement-rate-on-twitter>
- Smith, Aaron CT, and Bob Stewart. 2010. "The Special Features of Sport: A Critical Revisit." *Sport Management Review* 13(1): 1-13.
- Statista, <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>
- Stavros, Constantino, Matthew D Meng, Kate Westberg, and Francis Farrelly. 2014. "Understanding Fan Motivation for Interacting on Social Media." *Sport Management Review* 17(4): 455-69.
- Tankard, Colin. 2016. "What the Gdpr Means for Businesses." *Network Security* 6: 5-8.
- Twitter, <https://help.twitter.com/en/using-twitter/how-to-use-hashtags>
- Vale, Leonor, and Teresa Fernandes. 2018. "Social Media and Sports: Driving Fan Engagement with Football Clubs on Facebook." *Journal of Strategic Marketing* 26(1): 37-55.
- Vallerand, Robert J, Nikos Ntoumanis, Frederick L Philippe, Geneviève L Lavigne, Noémie Carbonneau, Arielle Bonneville, Camille Lagacé-Labonté, and Gabrielle Maliha. 2008. "On Passion and Sports Fans: A Look at Football." *Journal Of Sports Sciences* 26(12): 1279-93.
- Van Dijck, José, and Thomas Poell. 2013. "Understanding Social Media Logic."
- Weller, Katrin, Axel Bruns, Jean Burgess, Merja Mahrt, and Cornelius Puschmann. 2014. *Twitter and Society*. Vol. 89: New York, Peter Lang Publishing.
- Williams, Jo, and Susan J Chinn. 2010. "Meeting Relationship-Marketing Goals through Social Media: A Conceptual Model for Sport Marketers." *International Journal of Sport Communication* 3(4): 422-37.
- Yan, Jack. 2011. "Social Media in Branding: Fulfilling a Need." *Journal Of Brand Management* 18(9): 688-96.

Zarsky, Tal Z. 2016. "Incompatible: The Gdpr in the Age of Big Data." *Seton Hall L. Rev.* 47: 995.

## 8.0 Appendix

### Galatasaray Data

DATE	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES
08 FEBRUARY	1	166	462	11411	1	46	100	2624	1	53	202	7359
	1	64	316	7857	1	152	264	5825	1	24	100	3588
	1	32	145	4741					1	37	229	6667
									1	172	227	5099
9 FEBRUARY	1	128	458	10821	1	166	530	13208				
	1	44	167	4340	1	595	335	7167				
					1	212	1380	11866				
10 FEBRUARY	1	388	2789	17748	1	194	1084	15925				
	1	487	1238	23290	1	38	99	3502				
	1	33	146	3521	1	135	413	7882				
	1	558	1753	14686	1	40	94	2823				
	1	56	195	4167	1	4	44	613				
	1	56	299	6470	1	10	67	2123				
	1	45	221	3349	1	20	87	2224				
	1	36	75	2670								

1	33	39	2002									
1	43	40	1596									
1	48	80	2921									
1	156	1115	7954									
1	38	193	3718									
1	162	69	2864									
1	220	1086	11439									
1	16	44	2391									
1	26	141	3472									
1	142	293	5666									
1	25	151	4301									
1	7	191	3510									
1	20	166	3684									
1	94	995	14167									
1	27	129	2348									
1	166	841	8226									
1	46	279	6638									
1	28	302	4680									
1	35	40	1900									
1	50	459	7669									
1	40	39	2027									
1	33	36	2070									
1	22	81	2658									

	1	26	72	2893								
	1	55	119	4217								
	1	25	47	2674								
	1	498	2110	22496								
	1	25	240	6089								
	1	24	250	5174								
	1	166	873	19809								
	1	570	5506	42520								
	1	68	295	6770								
	1	21	296	5370								
	1	106	1115	21936								
	1	57	943	16630								
	1	54	300	8269								
	1	19	214	5983								
	1	33	283	8028								
	1	51	268	7022								
	1	69	365	7936								
	1	5	112	1584								
	1	6	127	1624								
	1	5	193	1960								
	1	95	1649	11242								
	1	37	546	8135								
11 FEBRUARY	1	295	1045	20318					1	80	4882	30574

	1	126	425	11362					1	218	5552	13062
	1	44	175	5481								
	1	193	720	12103								
12 FEBRUARY	1	192	566	15437	1	203	286	5639				
	1	97	424	8925	1	165	294	4913				
	1	29	173	4758	1	497	476	6435				
	1	46	195	3317								
	1	84	429	8799								
	1	60	614	9235								
13 FEBRUARY	1	176	518	14795	1	180	249	4791	1	31	210	4563
	1	53	201	3826	1	420	163	3271	1	57	160	4722
	1	42	188	3476	1	139	870	11954	1	179	1418	15197
	1	51	270	5423								
	1	121	425	8992								
	1	172	938	8898								
	1	595	10333	41212								
<b>Total</b>	<b>75</b>	<b>7961</b>	<b>48635</b>	<b>627690</b>	<b>18</b>	<b>3216</b>	<b>6835</b>	<b>112785</b>	<b>9</b>	<b>851</b>	<b>12980</b>	<b>90831</b>
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			

DATE	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES
14 FEBRUARY	1	373	1055	11103	1	274	2194	22439	1	120	1109	9530
	1	98	156	4613	1	316	6500	29804	1	86	963	10675
	1	40	276	5311	1	442	6604	32376	1	48	391	7007
	1	91	454	9451	1	29	152	3440	1	11	79	1699
	1	75	201	3055	1	40	139	3312	1	39	168	4937
	1	54	36	1989	1	157	984	10980				
	1	84	25	1278	1	106	595	8674				
	1	296	82	1743	1	55	183	5298				
	1	63	20	1237								
	1	65	21	1473								
	1	225	67	1812								
	1	140	82	3188								
	1	48	74	1644								
	1	26	24	1305								
	1	163	760	6438								
	1	273	74	1535								
	1	61	21	1333								
1	160	39	2156									



	1	1675	361	6114								
	1	238	147	4056								
15 FEBRUARY									1	141	275	8381
									1	50	160	3163
									1	21	144	2780
									1	226	1506	17415
									1	79	499	7407
								1	56	336	5342	
16 FEBRUARY	1	114	352	10729	1	106	492	12539				
	1	26	163	5050	1	22	97	2781				
	1	272	2281	19821								
17 FEBRUARY	1	153	770	15127	1	32	103	3276				
	1	471	981	12494	1	7	59	1060				
	1	101	200	4844	1	9	112	2544				
	1	53	149	4483	1	23	125	2667				
	1	79	630	12398	1	22	85	2448				
	1	49	161	2399	1	88	331	6379				
	1	33	28	1406	1	23	128	3383				
	1	236	45	1823	1	29	172	4761				
	1	161	780	8233								
	1	24	144	3935								
	1	203	687	8080								
1	20	119	3873									

1	33	55	2447									
1	44	37	1832									
1	38	39	2009									
1	139	196	3693									
1	23	106	3679									
1	4	93	3016									
1	21	120	3196									
1	23	150	4487									
1	14	145	3860									
1	37	131	3729									
1	16	98	2106									
1	10	64	2064									
1	126	589	6904									
1	25	118	3860									
1	90	66	2221									
1	218	648	10038									
1	37	208	6086									
1	42	78	2578									
1	33	36	1897									
1	122	47	2555									
1	16	47	1898									
1	380	1545	14040									
1	27	182	4696									

	1	23	192	4038								
	1	75	435	8096								
	1	62	592	11052								
	1	873	7202	48122								
	1	42	117	3720								
	1	74	285	6571								
	1	24	132	3868								
	1	52	216	4984								
	1	35	121	3921								
	1	41	165	5307								
	1	165	255	2697								
18 FEBRUARY	1	87	354	10013	1	183	670	13848				
	1	28	219	6951	1	182	796	13910				
19 FEBRUARY	1	116	110	11532					1	32	248	7736
	1	104	408	9759								
	1	41	168	4713								
	1	198	606	11752								
20 FEBRUARY	1	152	626	14488	1	51	197	4583				
	1	45	271	6647	1	75	176	3703				
	1	74	411	9863	1	165	783	15482				
	1	48	317	7959	1	8	133	2814				
	1	422	2496	18569								
<b>Total</b>	<b>80</b>	<b>10542</b>	<b>31961</b>	<b>493042</b>	<b>24</b>	<b>2444</b>	<b>21810</b>	<b>212501</b>	<b>12</b>	<b>909</b>	<b>5878</b>	<b>86072</b>

	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES
	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			

DATE	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES
21 FEBRUARY	1	402	1033	18711	1	21	114	3898	1	18	110	3674
	1	450	884	10819	1	72	99	3502	1	24	238	5180
	1	74	135	4388	1	21	79	2558				
	1	137	435	9430	1	252	379	9295				
	1	62	243	3177	1	129	391	8780				
	1	94	34	2116	1	62	200	5696				
	1	205	54	3199								
	1	76	29	1657								
	1	302	104	3060								
	1	107	136	5230								
	1	85	114	4290								
	1	58	114	2078								
	1	121	23	1918								
	1	141	28	1784								
	1	126	41	2268								
1	41	21	1703									

	1	892	239	5158								
	1	86	193	4892								
	1	38	71	2683								
	1	40	82	3126								
	1	202	321	6560								
22 FEBRUARY					1	174	409	11513				
					1	69	652	9936				
23 FEBRUARY	1	83	346	9666	1	134	521	12783				
	1	28	157	4082	1	18	68	2476				
	1	278	1782	15837	1	103	268	4558				
24 FEBRUARY	1	128	556	14936	1	156	960	12253	1	30	114	4036
	1	129	308	9047	1	31	102	3533				
	1	372	946	9921	1	8	98	2935				
	1	34	158	1330	1	16	93	2816				
	1	31	178	4577	1	60	146	5255				
	1	24	179	3259	1	30	135	3469				
	1	29	34	1777	1	27	185	5227				
	1	33	22	1450								
	1	49	41	2554								
	1	48	32	1836								
	1	53	37	2001								
	1	156	101	2800								
1	33	116	4115									

1	27	79	3067									
1	23	77	1737									
1	56	57	2129									
1	72	97	1840									
1	46	38	2291									
1	64	40	2113									
1	79	41	1901									
1	125	51	2385									
1	127	51	2904									
1	812	5559	32158									
1	179	1709	18224									
1	402	1603	16315									
1	312	1464	22858									
1	305	2577	25988									
1	351	4424	32871									
1	68	438	8381									
1	21	158	4204									
1	296	4169	35523									
1	23	177	5316									
1	26	199	4552									
1	66	813	15412									
1	236	2849	23219									
1	202	1212	17326	1	89	109	3469	1	183	790	9424	

25 FEBRUARY	1	280	1494	26263								
	1	203	264	3163								
26 FEBRUARY	1	168	708	15323	1	428	373	4261	1	20	72	3089
	1	145	302	12760	1	24	118	3398	1	55	67	2736
	1	127	158	7352	1	45	309	8104	1	114	754	12660
	1	20	205	5550								
	1	14	121	3464								
	1	103	780	10967								
27 FEBRUARY	1	136	442	11445	1	50	200	5977	1	787	477	6129
	1	144	343	6514								
	1	18	126	3478								
	1	26	168	4320								
	1	16	104	2171								
	1	103	338	7347								
	1	36	97	3995								
	1	11	27	1556								
	1	28	90	2402								
	1	38	114	4367								
	1	5	83	3234								
	1	10	98	3451								
	1	7	49	1449								
	1	12	19	1580								
1	106	250	5374									

	1	23	74	2671								
	1	18	33	1304								
	1	55	33	1396								
	1	58	16	1126								
	1	63	32	1212								
	1	54	17	1409								
	1	30	27	1234								
	1	187	36	1711								
	1	20	29	1241								
	1	46	19	1269								
	1	392	99	2929								
	1	635	216	4519								
	1	124	166	4526								
	1	23	139	5769								
	1	28	105	4558								
	1	48	153	4434								
28 FEBRUARY	1	91	359	9746	1	215	1235	18532	1	18	86	2784
	1	20	152	5197	1	363	140	3522				
					1	66	150	3697				
<b>Total</b>	<b>101</b>	<b>12836</b>	<b>45294</b>	<b>673925</b>	<b>26</b>	<b>2663</b>	<b>7533</b>	<b>161443</b>	<b>9</b>	<b>1249</b>	<b>2708</b>	<b>49712</b>
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			



DATE	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES
01 MARCH	1	114	374	11079	1	59	730	10478	1	22	271	7155
	1	77	244	6155	1	17	73	2444	1	158	1338	13261
02 MARCH	1	75	296	8605	1	91	287	8048	1	84	249	7319
	1	28	160	4825					1	143	3087	24334
	1	150	762	15918								
	1	28	369	9515								
	1	188	1864	1761								
03 MARCH	1	131	601	13278	1	12	86	3009	1	4	79	2553
	1	429	770	10043	1	49	99	2572				
	1	65	125	3924	1	21	62	2365				
	1	35	151	2142	1	92	208	4688				
	1	24	26	1482								
	1	259	43	1366								
	1	99	31	1885								
	1	71	36	2076								
	1	50	26	1279								
	1	341	60	2321								
	1	68	89	3664								

	1	33	68	2816								
	1	21	62	1229								
	1	52	46	1585								
	1	133	518	7282								
	1	29	113	3611								
	1	74	54	1865								
	1	23	26	1254								
	1	50	52	1520								
	1	59	45	2110								
	1	93	31	1711								
	1	1150	227	4903								
	1	44	71	2361								
	1	108	107	3338								
	1	145	126	3113								
	1	257	834	13972								
04 MARCH	1	170	310	9055	1	198	539	12815				
05 MARCH					1	152	755	15308	1	107	201	5885
									1	20	141	5130
									1	39	513	8670
									1	16	250	5905
									1	2	152	4401
									1	17	144	4373

06 MARCH									1	90	395	10003
	1	61	317	8371	1	16	69	2445	1	16	174	2859
	1	16	177	5376	1	62	153	3245				
	1	26	117	4098								
07 MARCH	1	160	530	11877	1	61	96	2594	1	170	1090	14024
	1	40	198	5797	1	27	187	2956	1	66	744	11091
	1	7	135	4514					1	102	299	5443
	1	20	153	4944					1	74	2590	13222
08 MARCH	1	78	257	7534					1	81	762	8705
	1	36	147	3889					1	90	544	11725
									1	41	334	4654
									1	33	332	9185
									1	102	473	12235
									1	9	108	3223
									1	22	229	6133
									1	12	159	4895
									1	469	6386	38101
<b>Total</b>	<b>43</b>	<b>5117</b>	<b>10748</b>	<b>219443</b>	<b>13</b>	<b>857</b>	<b>3344</b>	<b>72967</b>	<b>26</b>	<b>1989</b>	<b>21044</b>	<b>244484</b>
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			

**Fernehahce Data**

DATE	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES
08 FEBRUARY	1	282	1228	15108	1	190	284	7728	1	104	1168	15148
	1	834	790	11356					1	71	199	4861
	1	93	241	6557					1	210	8558	52748
	1	63	100	2948					1	1220	213	4488
	1	139	30	1525								
	1	71	29	1354								
	1	1100	68	3411								
	1	518	67	2322								
	1	84	35	1500								
	1	58	41	1676								
	1	297	33	2048								
	1	182	34	1038								
	1	200	62	2666								
	1	122	26	1491								
	1	241	33	1475								
1	178	37	1528									

	1	702	125	1974								
	1	338	33	1747								
	1	2207	460	5979								
	1	1469	3136	19059								
	1	1969	2627	22664								
09 FEBRUARY	1	525	346	11648								
10 FEBRUARY	1	173	254	7244					1	2439	2803	21230
									1	243	971	12742
									1	48	352	836
									1	25	124	4169
									1	29	130	3936
11 FEBRUARY	1	94	162	5315	1	48	108	2827	1	206	4604	24866
	1	12	100	1707	1	400	2948	27879	1	133	420	9236
	1	20	181	2980	1	66	227	4545				
	1	20	120	2871								
	1	25	130	2276								
	1	5	140	2070								
	1	9	160	2215								
	1	63	683	4674								
	1	24	232	3786								
	1	56	294	4835								
1	23	101	2636									

	1	130	324	7920								
12 FEBRUARY	1	205	1223	13904	1	141	468	9268	1	63	187	4020
	1	624	2219	15849	1	149	388	8175	1	95	265	4910
	1	772	942	12480	1	311	7004	39967	1	75	169	3890
	1	97	453	8616								
	1	109	364	9271								
	1	66	155	3958								
	1	21	42	1830								
	1	482	1326	15015								
	1	31	65	2992								
	1	29	44	2023								
	1	113	373	8022								
	1	49	69	3112								
	1	409	1886	25939								
	1	188	382	7553								
	1	82	252	7113								
	1	55	111	4509								
	1	90	73	3299								
	1	120	63	3802								
	1	47	60	3216								
	1	49	79	3398								
1	670	2540	21571									
1	107	442	10736									

	1	218	1953	26926								
	1	589	3259	36498								
	1	18	140	3723								
13 FEBRUARY	1	100	386	11557	1	146	276	7753	1	20	249	6350
					1	97	483	11151	1	72	470	9847
<b>Total</b>	<b>61</b>	<b>17666</b>	<b>31363</b>	<b>438515</b>	<b>9</b>	<b>1548</b>	<b>12186</b>	<b>119293</b>	<b>16</b>	<b>5053</b>	<b>20882</b>	<b>183277</b>
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			

DATE	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES
14 FEBRUARY	1	108	620	15403	1	511	6580	33315	1	72	470	9847
	1	62	450	11572	1	504	7194	36833	1	327	1247	14442
	1	4334	10365	60640								
15 FEBRUARY	1	213	594	12009	1	425	2174	30784				
	1	212	433	11562	1	364	1838	24231				
16 FEBRUARY	1	215	1297	16706	1	186	1244	15868				
	1	92	451	9079	1	211	943	15930				
	1	1154	1207	15699								
	1	126	466	10283								

	1	61	275	7196								
	1	56	140	3434								
	1	103	33	1502								
	1	389	64	2037								
	1	39	38	2157								
	1	269	715	9319								
	1	149	155	4177								
	1	288	730	15026								
	1	54	38	1902								
	1	110	31	1909								
	1	41	27	1571								
	1	73	19	1252								
	1	207	34	2038								
	1	77	29	1462								
	1	366	68	3103								
	1	169	28	1613								
	1	133	31	1432								
	1	2918	301	6353								
	1	692	117	3884								
17 FEBRUARY									1	36	195	4355
									1	392	4795	29805
									1	254	3475	27522
	1	807	213	8818	1	118	163	4522	1	72	176	4498



18 FEBRUARY	1	248	300	9035					1	80	877	12422
19 FEBRUARY	1	233	396	11005					1	221	1062	18777
20 FEBRUARY	1	170	549	13251					1	38	323	9402
	1	101	305	7638					1	247	513	7333
	1	87	242	7227					1	135	512	6382
	1	109	475	9326								
	1	127	550	11773								
<b>Total</b>	<b>36</b>	<b>14592</b>	<b>21786</b>	<b>312393</b>	<b>7</b>	<b>2319</b>	<b>20136</b>	<b>161483</b>	<b>11</b>	<b>1874</b>	<b>13645</b>	<b>144785</b>
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			

DATE	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES
21 FEBRUARY	1	167	1177	14754	1	415	6389	34667	1	738	5231	25566
	1	745	789	10288	1	150	438	10058				
	1	156	314	7819								
	1	122	187	5090								
	1	83	87	2523								
	1	807	84	2260								
	1	944	88	1867								
	1	123	30	1226								

	1	488	1081	12142								
	1	45	29	1331								
	1	206	134	1710								
	1	345	166	4424								
	1	57	45	1435								
	1	156	72	2488								
	1	162	44	1292								
	1	59	27	1231								
	1	644	83	2049								
	1	293	36	1363								
	1	156	30	1126								
	1	171	30	1488								
	1	225	29	1388								
	1	3700	293	4712								
	1	471	90	4274								
22 FEBRUARY	1	639	269	9388					1	408	137	3849
	1								1	183	123	3364
									1	123	569	11690
23 FEBRUARY	1	113	252	10338	1	412	954	22064				
24 FEBRUARY	1	239	374	11174	1	286	870	12273	1	951	725	10722
					1	895	8148	37458				
25 FEBRUARY	1	224	374	11769	1	381	4207	29483	1	181	185	3950
	1	259	573	12814	1	216	1800	19395				

1	1251	1144	13634	1	379	2185	24078				
1	350	518	11198	1	100	191	5543				
1	157	710	12557	1	879	11468	57390				
1	78	683	12003	1	896	17829	70362				
1	125	144	3261								
1	444	90	1707								
1	1654	181	2899								
1	338	36	1711								
1	294	38	1422								
1	2732	439	4594								
1	3227	440	4409								
1	488	62	2881								
1	372	85	3004								
1	528	558	10424								
1	66	44	2061								
1	470	769	10802								
1	253	2934	24414								
1	273	2223	27360								
1	87	52	2808								
1	90	1050	18763								
1	169	96	4364								
1	270	103	5942								
1	93	59	3378								

	1	1224	2396	25527								
	1	247	892	16417								
	1	209	990	16802								
	1	116	554	13860								
	1	111	602	15210								
	1	187	704	13683								
26 FEBRUARY	1	241	474	13449	1	489	4700	37750	1	42	311	8291
					1	107	854	18218				
					1	188	366	10035				
27 FEBRUARY	1	214	518	14582	1	1116	10739	53924				
28 FEBRUARY	1	131	334	9625	1	811	4265	34294	1	75	1014	15783
	1	108	728	15704					1	483	1049	17897
									1	103	1232	14747
<b>Total</b>	<b>62</b>	<b>28396</b>	<b>27437</b>	<b>484218</b>	<b>16</b>	<b>7720</b>	<b>75403</b>	<b>476992</b>	<b>10</b>	<b>3287</b>	<b>10576</b>	<b>115859</b>
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			

DATE	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES
01 MARCH	1	149	383	11389	1	1312	7309	40068				
	1	159	542	9455								
02 MARCH	1	87	382	8377	1	197	972	15755	1	158	3543	30854
	1	764	804	13227	1	686	772	15931	1	115	357	7008
	1	55	178	4890	1	91	965	13176	1	55	870	8407
	1	70	119	3416	1	462	7114	45285	1	192	1646	19445
	1	740	94	3378								
	1	208	511	9725								
	1	74	303	6745								
	1	80	529	13027								
	1	214	711	9747								
	1	28	58	2725								
	1	9	72	2575								
	1	280	640	12722								
	1	67	205	5654								
	1	39	62	2108								
	1	67	57	2736								
	1	548	70	2561								
1	50	55	1936									
1	129	44	1664									

	1	71	46	1760								
	1	110	65	2368								
	1	140	104	4278								
	1	271	673	10628								
	1	42	72	3260								
	1	112	96	3383								
	1	1000	2191	23968								
	1	165	632	13296								
	1	32	182	5835								
	1	77	341	10139								
	1	77	223	7333								
	1	69	325	7662								
	1	102	249	7282								
03 MARCH	1	522	457	15982	1	177	2906	29716	1	20	194	5730
									1	806	2561	17014
04 MARCH	1	112	369	11460								
	1	139	384	12342								
05 MARCH	1	126	388	12032					1	101	846	9116
06 MARCH	1	112	487	12723	1	150	316	28654	1	31	520	7295
	1	274	436	13908								
07 MARCH	1	104	329	9603					1	97	474	7641
	1	80	424	12529								
	1	128	651	14782								

08 MARCH	1	192	511	10245	1	125	4666	26623	1	31	906	11013
	1	83	292	7216	1	406	4268	29531	1	26	285	6342
					1	590	4801	31960				
					1	147	1497	19217				
<b>Total</b>	<b>44</b>	<b>7957</b>	<b>15746</b>	<b>362071</b>	<b>11</b>	<b>4343</b>	<b>35586</b>	<b>295916</b>	<b>11</b>	<b>1632</b>	<b>12202</b>	<b>129865</b>
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			

**Besiktas Data**

DATE	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES
08 FEBRUARY	1	40	311	5128	1	206	1520	15335	1	48	428	5486
	1	101	1360	10109	1	81	442	8348	1	53	527	4275
					1	157	2729	15447				
09 FEBRUARY	1	63	845	6852	1	12	126	2402	1	88	1016	12314
	1	115	534	7190	1	44	86	1759	1	25	340	4354
	1	279	403	4059	1	140	470	6431				
	1	53	300	5420	1	41	235	2721				
	1	47	643	6933	1	49	582	4852				

1	23	162	2796	1	64	838	1850				
1	37	27	1869								
1	18	27	1600								
1	25	1669	12430								
1	2	252	4798								
1	6	262	4001								
1	40	883	10597								
1	1	71	1848								
1	0	33	1580								
1	0	29	1424								
1	4	26	1500								
1	160	978	8158								
1	39	191	3796								
1	72	130	3661								
1	30	23	1581								
1	185	2185	18134								
1	13	28	1836								
1	4	22	1422								
1	56	1845	14582								
1	22	832	9140								
1	42	647	8199								
1	29	155	3641								
1	15	149	3898								



	1	26	145	3406								
10 FEBRUARY	1	179	1659	16867	1	49	221	3177	1	108	198	3393
	1	67	341	6671					1	120	236	4863
11 FEBRUARY	1	37	276	3983					1	157	4008	17847
12 FEBRUARY	1	42	306	5413					1	53	137	2903
	1	97	350	6274								
	1	139	575	11121								
	1	58	429	7717								
13 FEBRUARY	1	142	135	3087	1	42	76	1945				
	1	92	3214	6074	1	8	58	1085				
	<b>40</b>	<b>2400</b>	<b>22452</b>	<b>238795</b>	<b>12</b>	<b>893</b>	<b>7383</b>	<b>65352</b>	<b>8</b>	<b>652</b>	<b>6890</b>	<b>55435</b>
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
<b>Total</b>	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			

DATE	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES
14 FEBRUARY	1	35	252	4055	1	148	1628	9828	1	23	327	3554
	1	254	431	5830	1	153	617	8645	1	34	296	3624
	1	137	383	6624	1	14	195	3319				
	1	45	418	5979	1	117	1558	11007				
	1	53	441	6910								
15 FEBRUARY	1	68	728	6130	1	12	132	2163				
	1	93	601	8314	1	12	59	1293				
	1	64	252	5240	1	90	491	6821				
	1	50	181	2658	1							
	1	34	23	1166								
	1	20	25	1272								
	1	15	27	1191								
	1	117	59	2009								
	1	19	24	1183								
	1	140	100	2312								
	1	79	139	3152								
	1	34	44	1279								
	1	9	25	1132								
	1	0	25	1244								
	1	3	792	6014								

	1	2	105	2424								
	1	0	30	1382								
	1	2	61	1828								
	1	31	867	11838								
	1	8	32	1491								
	1	9	51	2154								
	1	3	110	2771								
	1	37	579	9148								
	1	0	28	1293								
	1	2	53	2498								
	1	8	717	8109								
	1	5	362	5470								
	1	6	31	1748								
	1	197	2007	15502								
	1	101	706	9706								
	1	110	152	3724								
	1	35	144	3213								
16 FEBRUARY					1	185	1029	8040				
17 FEBRUARY									1	155	378	5416
18 FEBRUARY	1	55	314	4582	1	113	1806	12108	1	31	211	2771
	1	144	508	8024								
19 FEBRUARY	1	78	416	7026	1	206	259	3200				
					1	38	386	4338				

					1	173	2477	14164				
20 FEBRUARY	1	147	1072	12240	1	270	188	2670	1	14	138	2585
	1	98	335	6425	1	71	307	3454				
	1	78	411	6570	1	162	1847	11919				
<b>Total</b>	<b>43</b>	<b>2425</b>	<b>14061</b>	<b>202860</b>	<b>16</b>	<b>1764</b>	<b>12979</b>	<b>102969</b>	<b>5</b>	<b>257</b>	<b>1350</b>	<b>17950</b>
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			

DATE	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES
21 FEBRUARY	1	45	287	4548	1	30	448	5606	1	106	276	3878
	1	132	485	7912	1	30	430	5591	1	45	122	1857
	1	102	393	6876	1	124	1979	12000				
					1	111	1128	12462				
22 FEBRUARY	1	182	1044	13110	1	167	2294	13427	1	35	187	3379
	1	64	478	9044					1	23	176	2507
	1	140	578	9273					1	47	217	3832
	1	37	299	5707								
23 FEBRUARY	1	94	424	7436	1	160	1901	12171	1	121	401	5074
	1	88	633	9390								
	1	123	509	6984	1	47	123	2734	1	45	190	3731

24 FEBRUARY					1	272	4496	18670	1	293	762	6883
									1	89	497	5002
25 FEBRUARY	1	134	1295	8913	1	32	201	2749	1	102	342	4659
	1	127	893	10275	1	25	65	1433				
	1	288	697	5651	1	119	681	8071				
	1	75	493	7281	1	93	102	1970				
	1	17	247	4515	1	64	846	7775				
	1	36	252	3170								
	1	33	53	1896								
	1	158	2104	10754								
	1	45	236	4007								
	1	51	146	3206								
	1	57	517	6486								
	1	110	846	6996								
	1	15	45	2075								
	1	50	631	6726								
	1	52	533	5862								
	1	168	1584	10324								
	1	76	467	7512								
	1	426	2365	13796								
	1	80	574	6536								
1	250	1243	10814									
1	98	852	8022									

	1	87	80	2339								
	1	32	25	1418								
	1	121	88	1537								
	1	192	73	1328								
	1	51	19	1088								
	1	826	346	3870								
	1	169	51	1892								
	1	48	22	1015								
	1	83	35	1372								
	1	127	55	2290								
	1	464	126	2857								
	1	2526	459	5346								
26 FEBRUARY	1	643	203	4903								
	1	934	339	3714								
27 FEBRUARY	1	277	239	5648								
28 FEBRUARY	1	93	173	3779					1	1159	280	3227
	1	168	260	5185					1	1158	117	2745
<b>Total</b>	<b>48</b>	<b>10194</b>	<b>23796</b>	<b>274678</b>	<b>13</b>	<b>1274</b>	<b>14694</b>	<b>104659</b>	<b>12</b>	<b>3223</b>	<b>3567</b>	<b>46774</b>
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
<b>Total</b>	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			

DATE	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES
01 MARCH	1	128	167	3499	1	32	60	1164	1	132	74	1461
	1	255	221	3552	1	27	96	2091	1	50	110	2546
	1	84	220	5642	1				1	119	86	2316
	1	57	114	3903								
	1	70	198	4761								
	1	28	108	3270								
02 MARCH	1	81	373	3156	1	13	87	1418	1	58	823	5786
	1	247	227	2519	1	91	249	3691	1	22	77	1714
	1	34	105	2081	1	21	20	838				
	1	26	99	1392								
	1	21	25	1003								
	1	42	21	906								
	1	10	26	1170								
	1	109	492	4201								
	1	33	58	1499								
	1	19	27	1027								
	1	107	151	2408								
	1	90	360	5669								
	1	19	73	1563								
1	26	32	873									

	1	35	21	899								
	1	171	32	861								
	1	148	34	916								
	1	740	70	1977								
	1	198	23	1274								
	1	187	26	1179								
	1	203	176	2461								
	1	44	35	1262								
	1	100	27	952								
	1	60	19	834								
	1	1279	192	3499								
03 MARCH												
04 MARCH					1	296	136	2195				
05 MARCH	1	32	128	2944	1	163	126	1823				
	1	153	173	4078	1	160	131	2194				
06 MARCH	1	104	156	3782								
	1	17	93	2604								
	1	235	201	5690								
	1	91	261	5141								
	1	34	181	2640								
07 MARCH	1	87	167	3736					1	56	1110	5854
	1	364	123	2276								
08 MARCH	1	36	164	3705	1	27	614	7100	1	29	168	2163



	1	6	106	2762	1	11	91	1456	1	59	61	1547
	1	47	211	4386								
	1	107	217	4234								
	1	61	285	5368								
	<b>45</b>	<b>6025</b>	<b>6218</b>	<b>123554</b>	<b>11</b>	<b>841</b>	<b>1610</b>	<b>23970</b>	<b>8</b>	<b>525</b>	<b>2509</b>	<b>23387</b>
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
<b>Total</b>	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			

**Porto Data**

<b>DATE</b>	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
8 FEBRUARY	1	2	101	451	1	3	180	1234	1	0	11	195
	1	66	1009	3668	1	8	380	1090	1	26	1946	6674
	1	2	40	484	1	6	393	940	1	1	58	446
	1	1	130	819	1				1			
	1	21	139	1296	1				1			
	1	0	22	291	1				1			
	1	7	118	1054	1				1			
	1	0	53	455					1			

	1	0	68	667								
	1	3	78	352								
	1	6	39	265								
	1	27	131	468								
	1	10	226	927								
	1	14	224	716								
	1	0	22	108								
	1	4	93	849								
9 FEBRUARY	1	33	567	2634	1	1	22	297	1	1	21	332
	1	1	49	624	1	1	38	472	1	0	10	143
	1	0	45	429	1	2	13	149	1	8	15	308
					1	4	180	918	1	1	12	239
									1	3	32	357
									1	1	21	350
10 FEBRUARY	1	2	63	667	1	37	691	3298	1	3	17	311
	1	0	90	996	1	0	33	477	1	5	38	524
	1	6	188	1265	1	2	139	1021	1	0	27	347
	1	4	221	1073	1	0	13	175	1	3	54	572
					1	3	26	343				
					1	2	72	541				
					1	2	28	314				
				1	11	398	1464					
11 FEBRUARY	1	14	180	1095	1	1	87	820	1	2	22	307

	1	2	103	777	1	1	49	388	1	6	154	1135
	1	4	149	993	1	2	51	346				
	1	19	209	1830	1	0	30	316				
	1	8	224	1504	1	5	30	271				
	1	3	49	444	1	5	253	1510				
	1	0	82	387	1	0	58	443				
	1	0	118	572	1	0	13	171				
	1	1	77	603	1	51	182	1176				
	1	7	252	1179	1	5	205	1088				
	1	3	152	1002	1	2	162	951				
					1	5	177	1104				
12 FEBRUARY	1	5	214	745	1	2	121	1031	1	2	24	213
	1	3	109	884	1	4	563	1491	1	7	121	897
	1	2	85	677	1	1	12	150	1	1	24	321
	1	9	345	693	1	1	26	280	1	2	43	398
	1	1	110	638	1	4	65	683	1	8	84	668
	1	3	108	383	1	2	135	719				
	1	1	103	729	1	2	50	491				
	1	1	38	249	1	5	162	820				
	1	15	238	850	1	1	27	279				
	1	8	259	1429	1	2	410	1429				
	1	8	158	783	1	1	115	558				
	1	2	158	808	1	4	497	1631				

	1	5	379	1519	1	4	66	504				
					1	0	62	415				
					1	8	714	1345				
					1	2	294	1324				
					1	4	277	1191				
13 FEBRUARY	1	14	334	2130	1	6	101	1240	1	9	82	539
	1	1	99	632	1	14	62	724	1	1	20	362
	1	4	87	1022	1	1	52	497	1			
	1	1	25	313	1	3	54	569				
	1	2	47	441								
	<b>52</b>	<b>355</b>	<b>8207</b>	<b>45869</b>	<b>52</b>	<b>230</b>	<b>7768</b>	<b>38688</b>	<b>28</b>	<b>90</b>	<b>2836</b>	<b>15638</b>
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
<b>Total</b>	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			

DATE	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES
14 FEBRUARY	1	0	29	384	1	22	635	2041	1	0	17	201
	1	0	42	467	1	5	26	265	1	0	9	218
					1	3	52	501	1	1	21	329
					1	4	78	4809	1	1	14	195
15 FEBRUARY	1	1	98	1029	1	2	14	173	1	1	30	384
	1	5	24	396	1	0	12	205	1	1	12	302
	1	3	157	705	1	7	209	1447	1	0	11	139
	1	5	104	912					1	0	6	208
	1	0	39	459								
	1	3	85	745								
15 FEBRUARY	1	5	129	640	1	1	11	180	1	0	30	454
	1	15	36	598	1	1	7	141	1	1	18	353
	1	4	26	377	1	3	234	1238	1	1	20	298
	1	1	80	513	1	0	29	375	1	4	100	564
	1	10	209	675	1	0	10	182	1	0	15	235
	1	0	43	449	1	0	189	777	1	1	6	208
	1	4	86	727	1	6	512	1021	1	1	9	145
	1	1	67	601	1	0	13	180	1	0	20	187
	1	0	43	362	1	4	385	734	1	0	6	131
	1	0	51	438								

	1	1	56	365								
	1	1	59	196								
	1	2	143	719								
	1	7	80	294								
	1	2	40	213								
	1	7	316	658								
	1	4	423	1574								
	1	0	77	594								
	1	1	98	606								
	1	3	147	764								
	1	7	167	1152								
	1	1	92	621								
	1	7	514	2947								
17 FEBRUARY	1	1	130	838					1	2	19	370
	1	1	115	741					1	0	13	218
	1	6	329	1814					1	3	25	421
	1	1	78	443					1	2	14	265
	1	0	51	543					1	0	12	240
	1	0	96	827								
	1	5	159	1321								
	1	0	20	296								
	1	5	41	413								
	1	1	89	830								

	1	0	24	341								
18 FEBRUARY	1	2	60	686	1	0	36	409	1	0	12	214
	1	2	37	566					1	0	7	150
	1	3	92	1041					1	2	14	222
	1	0	60	570								
	1	1	98	870								
	1	1	25	399								
19 FEBRUARY	1	2	78	672	1	2	32	347	1	0	5	183
	1	2	132	1355	1	1	45	456	1	2	15	187
	1	0	67	736	1	2	42	516	1	1	20	299
					1	1	14	200				
					1	0	77	748				
20 FEBRUARY	1	2	107	759	1	8	96	555	1	8	110	1076
	1	1	38	572	1	1	19	394	1	4	66	557
					1	0	12	194	1	1	20	393
									1	3	46	381
									1	2	12	313
<b>Total</b>	<b>53</b>	<b>136</b>	<b>5486</b>	<b>37813</b>	<b>25</b>	<b>73</b>	<b>2789</b>	<b>18088</b>	<b>33</b>	<b>42</b>	<b>754</b>	<b>10040</b>
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			

DATE	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES
21 FEBRUARY	1	3	20	371	1	8	50	782	1	0	33	495
	1	4	181	1179	1	1	13	228	1	0	24	414
					1	1	134	967	1	0	13	225
									1	4	23	435
									1	0	15	248
22 FEBRUARY	1	5	147	631	1	5	92	767	1	3	46	504
	1	38	118	1324	1	8	205	1425	1	1	24	364
	1	5	97	694	1	3	46	486				
	1	9	231	675	1	1	30	395				
	1	1	64	535	1	2	55	748				
	1	3	66	246	1	7	658	1428				
	1	0	43	213	1	2	622	1159				
	1	7	452	884	1	1	424	891				
	1	35	1028	3239								
23 FEBRUARY	1	2	139	902	1	3	40	409	1	3	41	437
	1	2	65	514	1	3	59	584	1	2	12	266
	1	53	524	2734					1	2	20	333
	1	2	193	1063					1	3	101	854
	1	3	97	601					1	2	16	412
	1	2	101	844								



	1	11	671	2449								
	1	1	30	290								
	1	6	59	781								
	1	1	64	617								
	1	0	33	439								
24 FEBRUARY	1	0	35	418	1	1	49	597	1	0	15	268
	1	0	36	382	1	20	521	2926	1	1	15	293
	1	4	46	728	1	1	24	294	1	1	19	355
					1	1	33	421	1	5	157	938
					1	1	22	347	1	2	13	263
25 FEBRUARY	1	0	43	458	1	2	13	279	1	3	60	307
	1	3	35	447	1	1	6	176	1	1	18	286
	1	0	63	442	1	7	631	2132	1	0	9	239
	1	3	266	1147								
	1	4	72	625								
	1	0	37	361								
	1	1	65	738								
26 FEBRUARY	1	2	157	652	1	4	71	697	1	0	10	156
	1	55	856	3789	1	2	138	831	1	5	63	344
	1	0	48	493	1	1	50	430	1	7	84	654
	1	6	276	1118	1	4	45	504	1	0	12	180

	1	2	36	379	1	8	47	547				
	1	1	71	696	1	2	793	1484				
	1	1	53	493	1	5	525	996				
	1	9	209	633	1	7	660	1667				
	1	2	51	43								
	1	8	163	1163								
	1	0	27	326								
	1	0	38	360								
	1	0	64	470								
	1	0	31	333								
	1	0	80	627								
	1	0	197	735								
	1	1	69	325								
	1	1	42	256								
	1	6	532	1004								
	1	3	107	574								
	1	2	76	510								
	1	1	53	526								
	1	16	226	1232								
	1	12	122	1319								
	1	1	67	549								
	1	20	312	1783								
27 FEBRUARY	1	8	564	2440	1	4	14	205	1	2	54	539

	1	0	41	444	1	0	27	240	1	3	69	499
	1	3	26	359	1	8	331	1419	1	1	6	179
	1	2	95	832					1	4	34	558
	1	1	47	464								
	1	4	71	701								
	1	1	69	642								
	1	74	151	1127								
	1	2	214	976								
	1	5	160	1513								
	1	4	89	980								
	1	5	142	845								
	1	1	25	371								
	1	15	240	1760								
28 FEBRUARY	1	4	134	851	1	1	48	441	1	0	14	207
	1	3	138	996	1	17	66	881	1			
	1	18	4264	5712	1	1	45	442	1			
	1	6	356	1829	1	2	139	903	1			
<b>Total</b>	<b>76</b>	<b>513</b>	<b>15910</b>	<b>70201</b>	<b>36</b>	<b>145</b>	<b>6726</b>	<b>29128</b>	<b>32</b>	<b>55</b>	<b>1020</b>	<b>11252</b>
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			

DATE	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES
01 MARCH	1	1	20	250	1	2	23	333	1	1	27	366
	1	3	15	240	1	1	65	692	1	0	4	150
	1	2	102	571	1	13	136	1199	1			
	1	6	149	1082	1				1			
	1	20	849	2213								
	1	9	339	2039								
	1	3	701	2163								
02 MARCH	1	2	251	718	1	3	63	494	1	1	24	320
	1	7	232	1679	1	5	31	351	1	2	157	931
	1	4	375	1156	1	3	85	701	1	1	20	314
	1	4	920	1989	1	3	149	830	1	1	20	288
	1	6	336	1373	1	21	68	669	1	1	14	239
	1	2	106	617	1	1	145	680	1	0	18	313
	1	0	151	785	1	5	150	997	1	4	31	373
	1	0	155	693	1	2	803	2058				
	1	2	53	385	1	5	764	1582				
	1	2	155	783	1	12	1342	1735				
	1	0	99	530	1	1	15	206				
	1	0	162	517								
1	1	81	271									

	1	2	48	330								
	1	21	879	2004								
	1	38	448	1044								
	1	29	843	1908								
03 MARCH	1	4	79	684	1	14	830	3264	1	0	41	485
	1								1	1	34	450
04 MARCH	1	2	77	709	1	1	45	478	1	2	24	375
	1	13	225	1658	1	1	22	312	1	1	9	162
	1	2	98	778	1	0	19	208				
	1	3	130	898	1	10	523	2067				
	1	5	93	778								
05 MARCH	1	6	179	1091	1	2	17	292	1	1	25	280
	1	1	44	444	1	1	50	479	1	1	29	384
	1	0	97	718	1	2	122	787	1	2	23	372
	1	2	42	412	1	53	89	703	1	1	44	474
	1	1	142	751					1	2	13	295
	1	2	193	1252								
	1	1	65	702								
	1	5	279	1455								
06 MARCH	1	5	308	1023	1	10	280	1539	1	0	28	382
	1	3	475	1447	1	1	70	498	1	0	9	175
	1	48	107	1024	1	3	220	1072	1	0	15	177
	1	2	92	530	1	40	599	1613	1	4	43	430

1	34	28	313	1	0	31	287				
1	0	129	727	1	0	51	597				
1	3	136	746	1	2	381	1097				
1	1	74	546	1	2	155	424				
1	3	157	1108								
1	3	92	664								
1	1	37	291								
1	4	158	581								
1	1	45	351	1	3	1055	1431	1	2	25	291
1	1	117	324	1	15	956	1466				
1	1	37	176	1	3	1438	2348				
1	1	104	483								
1	4	1852	3101								
1	9	1495	2499								
1	43	5379	7380								
1	2	398	1485								
1	5	597	2443								
1	1	890	2172								
1	4	347	1212								
1	17	1111	4074								
1	1	240	1087								
1	3	370	1260								
1	21	1535	5202								

	1	9	742	2877								
	1	1	467	1938								
	1	4	109	846	1	2	349	1994	1	1	19	240
07 MARCH	1	23	2042	6045	1	8	224	1183				
	1	11	484	2495								
	1	19	837	3140								
	1	4	200	1135								
	1	15	631	3674								
	1	0	27	350								
	1	0	113	957								
	1	3	316	1543								
	1	0	124	885								
	1	4	73	614								
	1	0	117	863								
	1	1	142	1066								
	1	2	132	1285								
	1	1	105	948								
08 MARCH	1	0	54	581	1	4	68	822	1	12	1272	3115
	1	1	47	434	1	3	71	624	1	2	9	182
	1	27	962	3687					1	3	321	1392
	1	1	94	853					1	1	104	659
									1	4	106	910
									1	10	51	455

									1	1	19	341
									1	5	96	653
	<b>87</b>	<b>558</b>	<b>33340</b>	<b>116135</b>	<b>39</b>	<b>257</b>	<b>11504</b>	<b>38112</b>	<b>34</b>	<b>67</b>	<b>2674</b>	<b>15973</b>
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
<b>Total</b>	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			

**Sporting Data**

<b>DATE</b>	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
08 FEBRUARY	1	5	38	284	1	0	18	117	1	5	1002	4159
	1	0	15	206					1	21	2035	6343
	1	14	43	419					1	8	46	236
									1	4	72	712
									1	1	13	43
									1	5	53	401
									1	0	21	183
									1	0	10	165
								1	4	46	324	



									1	0	135	761
									1	2	78	605
09 FEBRUARY	1	5	33	282	1	3	43	277	1	2	21	112
	1	25	103	449	1	2	68	507	1	1	4	42
					1	8	65	449	1	0	5	42
									1	1	19	131
									1	0	3	31
									1	0	29	199
									1	0	5	58
									1	0	3	32
									1	0	7	55
									1	1	6	44
									1	0	3	31
									1	0	3	43
									1	0	6	42
									1	0	4	55
									1	2	72	450
									1	0	16	101
									1	1	16	126
									1	0	4	47
								1	0	11	84	
								1	0	9	81	
								1	0	3	30	

									1	0	4	25
									1	0	5	46
									1	0	5	39
									1	2	58	374
									1	0	32	254
10 FEBRUARY	1	12	131	702	1	13	140	794	1	0	20	167
	1	3	55	518	1	37	149	622	1	1	11	87
	1	5	8	55	1	11	219	616	1	0	14	74
	1	2	5	57	1	5	176	431	1	0	21	97
	1	1	8	55	1	4	243	605	1	0	13	108
	1	0	9	66					1	0	8	47
	1	0	8	89					1	0	9	54
	1	5	8	55					1	1	14	80
	1	2	12	71					1	0	5	34
	1	1	45	142					1	4	85	484
	1	0	10	79					1	2	34	366
	1	1	6	60					1	1	29	209
	1	1	7	57								
	1	13	11	65								
	1	6	18	107								
	1	7	20	107								
	1	7	48	183								
	1	3	7	58								

	1	4	13	63								
	1	0	8	66								
	1	10	198	563								
	1	2	5	58								
	1	7	65	263								
	1	0	9	85								
	1	4	10	107								
	1	24	36	152								
	1	10	500	1605								
11 FEBRUARY	1	12	354	2091	1	8	341	1312	1	2	98	688
	1	9	240	1484					1	1	64	421
									1	1	79	136
									1	7	100	541
12 FEBRUARY	1	12	429	1553	1	0	51	296	1	0	33	281
	1	5	346	1491	1	1	68	652	1	0	22	158
									1	2	38	277
									1	0	17	200
13 FEBRUARY	1	1	80	717	1	0	5	50	1	1	34	244
	1	1	19	170	1	1	15	60	1	5	19	155
	1	18	106	433	1	13	7	92				
					1	0	9	71				
					1	1	8	82				
					1	2	18	119				

					1	5	9	87				
					1	2	7	70				
					1	1	14	98				
					1	8	261	1161				
					1	2	82	437				
<b>Total</b>	<b>39</b>	<b>237</b>	<b>3066</b>	<b>15067</b>	<b>23</b>	<b>127</b>	<b>2016</b>	<b>9005</b>	<b>59</b>	<b>88</b>	<b>4631</b>	<b>21414</b>
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			

<b>DATE</b>	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
14 FEBRUARY	1	1	96	322	1	0	34	254	1	2	28	195
	1	6	167	970	1	15	258	823	1	1	86	444
	1	26	197	545	1	0	137	642	1	2	12	135
	1	2	31	230	1	7	192	526	1	0	17	177
	1	0	30	188								
	1	0	25	198								
	1	3	34	76								
	1	17	21	59								
	1	6	7	33								
	1	1	6	40								

	1	0	7	34								
	1	7	8	45								
	1	3	8	31								
	1	5	11	54								
	1	2	6	36								
	1	0	6	40								
	1	1	5	28								
	1	2	5	25								
	1	33	16	82								
	1	2	11	50								
	1	18	41	252								
	1	3	7	58								
	1	3	9	58								
	1	10	12	43								
	1	25	19	77								
	1	10	11	69								
	1	6	8	33								
	1	156	55	184								
	1	135	79	736								
15 FEBRUARY	1	90	240	1023	1	20	379	1061	1	6	51	331
	1	34	368	1347					1	3	11	78
									1	10	12	91
									1	7	19	211

16 FEBRUARY	1	19	38	341	1	10	115	778	1	0	32	178
	1	16	21	205	1	15	61	309	1	1	16	96
					1	20	79	526	1	3	41	199
									1	0	4	43
									1	0	8	32
									1	0	44	147
									1	0	24	136
									1	0	55	161
									1	1	226	835
									1	1	39	188
									1	5	154	616
									1	1	8	51
									1	2	5	52
									1	1	46	193
									1	0	10	50
									1	0	64	179
									1	0	76	324
									1	0	81	242
									1	2	13	101
									1	1	56	200
								1	1	155	261	
								1	11	66	82	
								1	12	778	1454	

										1	7	226	1015
										1	71	19	143
										1	1	11	63
										1	1	14	150
										1	1	8	72
										1	1	8	71
										1	1	10	51
										1	2	29	153
17 FEBRUARY	1	5	59	265	1	6	501	1558	1	2	8	59	
	1	6	83	884	1	2	23	163	1	1	48	227	
	1	8	35	368	1	7	30	259	1	0	10	72	
	1	0	28	287	1	8	61	430	1	3	195	855	
	1	0	19	185	1	13	76	634	1	0	19	119	
	1	3	36	248	1	26	84	407	1	0	33	415	
	1	2	25	351	1	3	8	105	1	4	9	96	
	1	1	23	259	1	5	401	822	1	3	24	176	
	1	1	29	287	1	2	241	489	1	2	28	477	
	1	0	17	74	1	7	340	797	1	1	99	483	
	1	4	44	209	1	21	39	176	1	7	28	331	
	1	1	12	60	1	7	39	404					
	1	2	8	60									
	1	1	9	54									
1	9	1072	2098										

	1	0	6	55								
	1	0	8	62								
	1	1	48	231								
	1	0	15	61								
	1	0	7	37								
	1	0	34	102								
	1	0	159	662								
	1	3	18	118								
	1	2	19	145								
	1	1	8	52								
	1	0	8	74								
	1	1	15	88								
	1	4	7	49								
	1	4	32	158								
	1	0	14	88								
	1	24	536	1216								
	1	6	115	996								
	1	1	151	769								
	1	6	144	1081								
18 FEBRUARY	1	3	70	596	1	72	325	1351	1	1	60	345
	1	11	444	2406	1	21	133	1214				
	1	4	109	594								
	1	11	57	516								



	1	2	16	225									
	1	12	91	1074									
19 FEBRUARY	1	21	457	2086					1	30	43	281	
	1	0	72	828					1	3	324	1157	
	1	17	142	765					1	1	10	194	
	1	9	132	1179					1	0	51	471	
									1	19	27	216	
									1	1	12	112	
									1	0	25	182	
									1	0	34	241	
20 FEBRUARY	1	4	96	816	1	2	17	149	1	0	34	241	
	1	0	25	155	1	0	11	128	1	16	26	155	
	1	0	17	122	1	1	34	394	1	1	12	94	
	1	0	36	244					1	0	8	87	
	1	0	58	237					1	0	10	56	
	1	1	18	115					1	0	15	111	
	1	8	157	633					1	0	14	59	
	1	0	13	100					1	1	11	70	
	1	1	8	98					1	2	33	190	
	1	0	11	81					1	0	16	67	
	1	0	8	93					1	0	5	54	
	1	3	12	133					1	0	12	90	
	1	0	9	67					1	1	14	98	
	1	0	29	265					1	0	22	102	

	1	1	73	681					1	0	7	59
	1	2	89	462					1	0	6	52
	1								1	0	12	64
									1	0	7	49
									1	0	12	76
									1	0	6	44
									1	0	12	83
									1	0	4	41
									1	0	18	141
									1	0	6	41
									1	1	62	286
	<b>94</b>	<b>848</b>	<b>6697</b>	<b>33816</b>	<b>25</b>	<b>290</b>	<b>3618</b>	<b>14399</b>	<b>83</b>	<b>258</b>	<b>3999</b>	<b>17878</b>
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
<b>Total</b>	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			

DATE	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES
21 FEBRUARY	1	6	130	569	1	0	16	135	1	1	25	179
	1	4	98	655	1	17	393	1658				
	1	5	73	561	1	0	17	141				
	1	1	24	178	1	2	31	334				
	1	12	109	807	1	1	43	399				
	1	11	128	368	1	1	23	240				
	1	2	75	549	1	0	27	244				
	1	0	19	178								
	1	0	23	176								
	1	0	19	181								
	1	1	43	171								
	1	0	7	41								
	1	1	6	35								
	1	2	9	38								
	1	4	8	44								
	1	1	8	55								
	1	4	8	50								
	1	17	629	1354								
	1	5	85	270								
1	4	21	83									

	1	26	19	106								
	1	2	7	64								
	1	1	11	69								
	1	5	16	89								
	1	18	18	66								
	1	4	13	68								
	1	6	10	66								
	1	26	22	125								
	1	107	76	305								
22 FEBRUARY	1								1	2	29	391
	1								1	0	8	58
									1	2	24	145
									1	0	5	59
									1	0	20	139
									1	0	9	50
									1	1	27	157
									1	0	4	20
									1	2	5	44
									1	0	4	50
									1	2	6	37
									1	0	6	24
									1	0	5	22
								1	1	5	28	

										1	4	13	87
										1	10	101	694
										1	0	9	73
										1	0	23	196
										1	1	11	88
										1	6	9	84
										1	1	24	247
										1	1	11	66
										1	1	39	257
										1	2	34	186
										1	82	18	173
										1	4	9	142
23 FEBRUARY	1	3	29	301	1	9	27	214	1	0	13	83	
					1	16	548	1593	1	1	3	61	
					1	1	13	159	1	0	16	155	
					1				1	4	15	77	
									1	15	12	59	
									1	28	34	225	
									1	0	44	200	
									1	0	63	439	
24 FEBRUARY	1	5	19	374	1	1	6	55	1	0	15	114	
	1	0	8	71	1				1	2	29	219	
	1	13	9	142	1				1	1	33	250	

1	3	8	75	1				1	9	199	984
1	2	14	104					1	1	23	112
1	24	55	319					1	0	8	37
1	1	56	417					1	0	6	33
1								1	0	13	67
								1	0	17	82
								1	0	5	43
								1	1	5	31
								1	2	23	164
								1	0	5	32
								1	0	28	191
								1	0	5	34
								1	0	4	32
								1	0	17	84
								1	1	117	503
								1	1	20	111
								1	0	9	42
								1	0	4	31
								1	0	4	31
								1	0	4	35
								1	0	23	95
								1	0	7	28
								1	1	14	61

										1	0	6	32
										1	1	8	33
										1	0	6	28
										1	0	5	27
										1	0	15	78
										1	2	28	117
										1	0	9	30
										1	0	36	127
										1	2	35	223
										1	7	117	587
										1	0	13	94
25 FEBRUARY	1	5	50	308	1	0	74	446	1	2	115	615	
	1	24	27	507	1	4	20	212	1	7	82	688	
	1	0	28	274	1	23	122	523	1	0	10	74	
	1	1	24	81	1				1	2	22	121	
	1	1	13	74	1				1	1	53	374	
	1	0	11	84	1				1	0	12	147	
	1	1	10	62					1	3	24	233	
	1	1	17	130									
	1	0	12	69									
	1	2	6	40									
	1	1	8	42									
1	0	6	32										

	1	15	23	88								
	1	2	19	70								
	1	3	7	53								
	1	4	7	40								
	1	3	14	67								
	1	3	8	42								
	1	1	6	45								
	1	2	12	64								
	1	5	9	53								
	1	4	7	54								
	1	8	12	53								
	1	113	46	181								
26 FEBRUARY	1	31	26	243	1	54	65	777	1	2	18	154
	1				1	8	11	168	1	6	28	192
	1								1	0	8	40
	1								1	0	7	34
									1	0	4	27
									1	0	10	52
									1	1	9	40
									1	1	8	27
									1	0	4	26
									1	0	6	27
								1	0	4	24	



									1	11	10	50
									1	2	26	257
									1	4	36	300
									1	4	21	201
									1	0	16	161
									1	5	58	444
27 FEBRUARY					1	37	294	1819	1	6	11	114
									1	2	9	59
									1	0	51	315
									1	1	47	330
									1	1	29	183
									1	0	40	200
28 FEBRUARY									1	4	42	355
	1	17	24	214	1	92	82	675	1	2	18	159
					1	21	239	1653	1	23	6	89
					1				1	4	36	356
					1				1	4	42	312
									1	6	62	354
<b>Total</b>									1	6	146	647
									1	6	30	238
	<b>69</b>	<b>573</b>	<b>2344</b>	<b>12094</b>	<b>28</b>	<b>287</b>	<b>2051</b>	<b>11445</b>	<b>110</b>	<b>318</b>	<b>2758</b>	<b>17836</b>
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			

DATE	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES
01 MARCH	1	50	27	427	1	11	64	470	1	1	81	475
	1	12	21	260	1				1	2	7	62
	1				1				1	175	18	195
	1				1				1	8	88	518
	1				1				1	0	19	165
	1				1				1	14	373	1120
02 MARCH	1	18	41	451	1	2	4	37	1	6	441	1598
	1	27	8	94	1	8	53	265	1	0	16	150
	1	2	8	52	1	10	61	453	1	0	18	143
	1	6	7	50					1	2	71	254
	1	1	5	59					1	1	43	221
									1	0	8	46
									1	0	5	34
									1	2	5	25
									1	1	15	100
									1	0	8	43
								1	0	7	31	
								1	0	9	83	

									1	1	21	158
									1	2	5	38
									1	1	12	90
									1	0	36	212
									1	2	31	180
03 MARCH	1	8	67	346	1	33	81	571	1	5	37	365
	1	19	38	379	1	7	41	252	1	2	24	172
	1	1	32	258	1	32	84	284	1	0	44	319
	1	0	23	194	1	1	153	302	1	3	20	132
	1	0	29	181	1	0	168	356	1	8	163	900
	1	1	35	237	1	1	129	355				
	1	3	31	333	1	50	22	130				
	1	4	35	217								
	1	0	22	64								
	1	0	9	50								
	1	1	76	389								
	1	1	8	49								
	1	11	15	50								
	1	10	12	51								
	1	16	35	143								
1	0	18	62									
1	1	20	84									
1	4	26	181									

	1	2	13	58								
	1	0	8	56								
	1	3	8	31								
	1	36	20	124								
	1	0	13	62								
	1	2	15	90								
	1	1	16	44								
	1	1	100	350								
	1	4	9	49								
	1	14	192	553								
04 MARCH	1	4	161	1160	1	7	50	486	1	5	16	144
	1	10	274	1055	1	1	52	225	1	2	14	158
	1	14	240	1307					1	0	14	116
									1	0	6	40
									1	1	59	712
									1	1	14	132
									1	0	5	44
									1	0	13	78
									1	0	38	195
									1	0	5	31
									1	0	6	61
									1	0	7	51
								1	1	5	44	

									1	4	76	365
									1	2	13	99
									1	3	39	412
									1	1	5	30
									1	1	105	383
	1	1	41	436					1	0	14	173
									1	4	20	218
									1	0	23	365
									1	0	8	50
									1	1	4	38
									1	0	5	39
									1	1	46	278
									1	0	40	155
									1	0	7	38
05 MARCH									1	0	30	152
									1	1	6	63
									1	0	11	111
									1	0	3	46
									1	0	5	52
									1	2	6	56
									1	1	5	67
									1	4	124	667
									1	4	86	250

									1	4	126	617
									1	19	542	1867
									1	1	32	407
									1	0	43	326
									1	5	31	274
									1	0	17	209
06 MARCH	1	5	35	552	1	2	99	539	1	2	35	252
	1	32	87	602					1	0	11	179
	1								1	0	13	96
									1	0	16	150
									1	1	125	419
									1	7	539	1346
									1	4	365	1133
07 MARCH	1	32	36	643	1	4	208	805	1	6	181	941
									1	2	14	173
									1	3	23	238
									1	1	34	245
									1	10	106	504
									1	2	34	320
									1	4	20	241
08 MARCH	1	1	6	73	1	2	5	63	1	4	345	1077
	1	0	8	65					1	0	21	190

	1	0	7	63					1	1	34	174
	1	5	9	165					1	0	26	171
	1	30	89	923					1	2	14	81
	1	26	74	375					1	2	28	231
	1	2	48	284					1	15	124	720
									1	2	17	138
	<b>54</b>	<b>421</b>	<b>2157</b>	<b>13781</b>	<b>21</b>	<b>171</b>	<b>1274</b>	<b>5593</b>	<b>93</b>	<b>374</b>	<b>5517</b>	<b>27026</b>
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
<b>Total</b>	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			

**Benfica Data**

<b>DATE</b>	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
08 FEBRUARY	1	0	7	156	1	15	562	3228	1	3	36	489
					1	3	68	458	1	1	12	120
					1	10	1092	3782	1	0	8	109
					1	0	9	171	1	0	11	173
					1	25	1296	5089	1	0	8	139

					1	1	8	150	1	0	8	148
					1	1	22	301	1	6	332	1981
					1	0	20	242	1	4	99	792
									1	0	13	183
09 FEBRUARY	1	11	91	689	1	3	84	958	1	1	24	272
					1	2	17	326	1	2	14	226
					1	2	99	504	1	1	11	160
					1	1	9	182	1	3	12	211
					1	0	26	280	1	2	7	131
					1	1	62	526	1	3	11	192
									1	2	14	188
									1	1	6	174
10 FEBRUARY	1	0	16	260	1	17	581	2819	1	1	15	238
	1	1	110	489	1	0	9	166	1	0	41	342
	1	9	527	1697	1	2	13	168	1	3	49	486
	1	1	56	314	1	0	144	816	1	5	8	156
	1	1	30	171	1	5	432	1827	1	6	17	202
	1	0	18	202	1	0	151	867	1	0	38	401
	1	1	150	610	1	1	74	425	1	2	28	275
	1	1	192	764	1	0	36	245				
	1	3	213	680	1	2	113	736				
	1	51	4428	8900	1	1	394	1424				



	1	11	768	3685	1	2	78	543				
	1	1	439	1513	1	15	1475	3182				
	1	16	1601	4417	1	1	471	2446				
					1	44	138	805				
11 FEBRUARY	1	9	778	2382	1	1	289	1337	1	1	33	294
	1	2	84	577					1	0	9	144
	1	5	625	2243					1	0	12	146
	1	2	118	721					1	56	2001	4957
	1	37	1742	4722					1	4	56	597
	1	3	453	2292								
	1	16	555	2410								
12 FEBRUARY	1	16	107	827	1	0	66	633	1	0	29	391
	1	17	1373	4565	1	1	95	816	1	0	8	69
					1	0	35	435	1	1	12	180
					1	0	16	199	1	0	24	230
					1	2	73	744	1	3	6	119
					1	8	123	946				
13 FEBRUARY	1	3	25	267	1	19	1088	3725	1	2	20	227
	1	21	120	855	1	26	487	2374	1	1	20	220
					1	0	14	196	1	1	20	223
					1	4	100	521	1	0	14	134
					1	34	1435	4723	1	1	20	317
					1	11	29	273				

					1	13	93	560				
<b>Total</b>	<b>26</b>	<b>238</b>	<b>14626</b>	<b>46408</b>	<b>42</b>	<b>273</b>	<b>11426</b>	<b>50148</b>	<b>39</b>	<b>116</b>	<b>3106</b>	<b>16036</b>
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			

<b>DATE</b>	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
14 FEBRUARY	1	13	345	1558	1	9	943	3982	1	3	11	179
	1	2	505	1931	1	15	1203	3057	1	0	52	471
	1	3	73	424	1	4	85	462	1	12	116	781
	1	3	85	503	1	22	51	499	1	1	23	227
	1	2	69	489	1	32	94	868	1	0	11	135
	1	5	74	452	1	41	646	1960				
	1	7	77	506	1	5	72	486				
	1	5	260	1147	1	6	55	460				
	1	12	524	2091	1	25	1548	3925				
					1	5	398	1562				
15 FEBRUARY	1	5	41	377	1	11	281	2226	1	0	8	149
	1	1	100	732	1	10	628	3512	1	0	23	312
	1	9	742	3324					1	1	52	363
	1	1	574	2498					1	0	15	154

	1	7	355	1558					1	0	7	170
	1	5	45	483					1	0	7	156
									1	2	119	689
16 FEBRUARY	1	2	23	215	1	4	54	743	1	0	53	666
					1	2	25	520	1	1	5	244
									1	4	24	246
									1	1	10	140
									1	2	55	353
									1	1	13	151
									1	5	13	155
									1	1	11	181
									1	1	6	156
									1	1	47	334
									1	0	18	206
								1	0	20	193	
17 FEBRUARY	1	7	90	487	1	2	37	431	1	0	5	106
	1	5	86	682	1	5	251	1507	1	0	20	252
									1	0	11	174
									1	0	10	194
									1	1	224	807
									1	2	25	351
									1	0	13	195
									1	1	7	203

									1	1	75	413
									1	0	18	281
18 FEBRUARY	1	1	30	340	1	5	122	606	1	1	68	807
	1	2	36	251	1	10	587	1818	1	1	10	172
	1	1	41	257	1	1	200	975	1	0	42	331
	1	0	30	229	1	0	51	393	1	0	21	268
	1	2	76	373	1	1	54	367				
	1	1	33	271	1	2	34	331				
	1	1	26	211	1	5	367	1730				
	1	1	43	271								
	1	2	224	1122								
	1	1	121	733								
	1	8	312	1489								
	1	0	18	256								
19 FEBRUARY	1	0	25	258	1	4	340	1711	1	0	14	193
	1	13	644	2526	1	0	5	136	1	2	9	188
	1	28	626	2175	1	13	230	1206	1	2	6	127
	1	1	48	454					1	0	15	229
	1	7	213	1264					1	4	39	512
	1	2	62	542								
20 FEBRUARY	1	3	185	1102	1	5	48	405	1	0	34	362
	1	5	176	1096	1	20	652	2016	1	0	40	270
	1	1	42	393	1	7	80	582	1	2	11	153

	1	0	45	335					1	4	30	391
	1	5	66	476					1	0	8	140
									1	0	8	102
									1	3	8	171
									1	3	28	301
<b>Total</b>	<b>41</b>	<b>179</b>	<b>7190</b>	<b>35881</b>	<b>29</b>	<b>271</b>	<b>9141</b>	<b>38476</b>	<b>51</b>	<b>63</b>	<b>1518</b>	<b>14504</b>
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			

<b>DATE</b>	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
21 FEBRUARY	1	4	22	276	1	5	185	754	1	3	9	178
	1	2	29	290	1	6	566	2297	1	2	11	162
	1	5	151	1004	1	12	628	1659	1	2	29	251
	1	4	57	402	1	1	211	1280				
	1	33	510	1889	1	1	25	266				
	1	1	26	246	1	1	250	1046				
	1	1	68	446	1	5	53	354				
	1	2	46	332	1							
	1	1	205	1226								
	1	4	48	475								

22 FEBRUARY	1	4	30	264	1	3	294	1453	1	2	4	40
	1	25	99	712	1	8	769	3283	1	0	10	242
	1	1	131	1032	1	31	1501	4354	1	1	12	149
	1	0	39	498	1	11	780	1760	1	0	20	147
					1	4	360	3412	1	1	13	178
									1	0	13	147
									1	0	13	195
									1	1	37	478
									1	0	23	252
									1	0	10	148
									1	0	57	485
									1	1	28	316
									1	0	8	181
									1	0	21	227
									1	0	16	198
23 FEBRUARY	1	0	16	202	1	30	1658	5006	1	2	21	338
	1	4	288	1539	1	0	28	292	1	1	7	168
	1	1	147	620					1	1	12	163
	1	1	58	533					1	2	15	222
	1	0	41	501					1	1	10	164
									1	0	10	123
									1	0	21	187
									1	2	17	194

24 FEBRUARY	1	30	419	1421	1	0	56	388	1	0	8	139
	1	6	278	989					1	0	19	218
									1	2	35	460
									1	1	44	388
									1	1	42	251
									1	2	18	270
									1	0	13	123
									1	1	11	144
									1	1	17	205
									1	0	19	211
									1	0	23	206
									1	0	39	308
								1	2	16	193	
25 FEBRUARY	1	2	32	352	1	3	149	649	1	0	27	245
	1	2	320	1650	1	4	50	471	1	0	108	885
	1	1	136	895	1	4	226	1129	1	0	12	159
	1	1	29	217	1	4	467	1363	1	1	10	179
	1	4	75	404	1	0	35	359	1	2	18	242
	1	0	42	308	1	3	68	485	1	0	21	257
	1	2	54	427								
	1	0	33	245								
	1	3	26	169								
	1	17	1147	4098								

26 FEBRUARY	1	4	233	1042	1	1	65	560	1	3	27	392
	1	14	912	3491					1	1	35	356
	1	1	354	1551					1	4	10	149
	1	6	313	1775					1	0	12	156
	1	2	82	687								
	1	2	502	2225								
	1	4	389	2143								
	1	4	163	988								
	1	5	1038	3745								
27 february	1	3	292	1830	1	7	37	422	1	1	18	221
	1	1	51	525					1	0	20	266
	1	10	807	2668					1	0	7	159
									1	2	9	118
									1	0	11	184
									1	4	161	1232
									1	1	17	293
									1	1	12	217
									1	1	22	175
									1	0	83	566
									1	0	26	199
28 FEBRUARY	1	3	571	2819	1	47	3516	4896	1	3	74	1784
	1	0	73	617	1	4	147	1223	1	0	26	260



					1	15	3165	6397	1	0	12	146
					1	17	1099	3022	1	0	8	146
					1	2	363	1832	1	7	94	692
					1	2	101	808	1	0	25	279
									1	0	15	169
									1	2	559	2597
<b>Total</b>	<b>45</b>	<b>220</b>	<b>10382</b>	<b>49768</b>	<b>30</b>	<b>231</b>	<b>16852</b>	<b>51220</b>	<b>69</b>	<b>66</b>	<b>2251</b>	<b>21721</b>
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			

<b>DATE</b>	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			
	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
01 MARCH	1	21	227	981	1	3	113	1003	1	2	21	395
	1	0	39	466	1	7	79	848	1	4	87	460
	1	4	146	765	1	3	195	817	1	0	6	128
	1	4	505	2218					1	1	12	186
									1	0	12	140
									1	0	13	180
									1	0	18	170
									1	0	40	404
								1	3	17	253	

02 MARCH	1	1	135	522	1	25	1187	3674	1	2	21	319
	1	1	150	500	1	6	249	949	1	1	22	231
	1	4	372	1141	1	7	515	1821	1	4	17	277
	1	12	1435	3938	1	22	903	2110	1	0	21	309
	1	11	445	1318	1	6	101	768	1	1	15	186
	1	11	1131	3731	1	1	10	192	1	0	15	187
	1	7	1001	3044					1	1	12	167
	1	4	134	565								
03 MARCH	1	22	844	3111	1	16	1043	3562	1	3	22	365
	1	33	2018	7241					1	1	11	192
	1	12	1499	4910					1	1	14	319
	1	5	168	1135					1	0	9	120
	1	19	1186	3864					1	1	10	209
									1	0	27	271
									1	0	28	361
									1	3	114	870
04 MARCH	1	10	263	1056	1	2	242	1168	1	1	23	297
	1	2	161	869	1	90	604	2877	1	0	33	353
	1	72	1421	4452	1	29	201	1307	1	2	21	224
	1	3	140	1131	1				1	0	22	274
									1	0	11	170
									1	0	11	197
									1	1	12	199

05 MARCH	1	18	963	4507	1	5	48	747	1	1	16	279
	1	12	635	3332	1	0	27	343	1	2	25	263
	1	2	47	590	1				1	3	17	299
	1	6	283	1938	1				1	1	14	181
									1	2	82	700
06 MARCH	1	2	89	692	1	4	206	2037	1	1	11	261
	1	9	383	2261	1	24	2791	7574	1	1	10	196
	1	1	73	503	1	6	196	1358	1	2	44	785
	1	1	158	1163	1	2	64	428				
					1	3	241	1103				
					1	0	63	691				
07 MARCH	1	8	99	667	1	5	229	1793	1	0	15	239
	1	3	124	1027	1	8	368	2063	1	0	8	243
					1	0	19	208				
					1	2	123	655				
					1	17	850	2205				
					1	6	62	350				
					1	7	137	862				
					1	2	46	587				
08 MARCH	1	0	9	206	1	2	31	446	1	0	9	117
					1	0	24	307	1	2	146	956
					1	7	308	1067	1	0	11	184
									1	1	11	193

									1	2	31	324
									1	1	19	227
									1	1	13	156
									1	0	13	224
									1	4	51	545
									1	1	11	147
									1	1	11	245
	<b>32</b>	<b>320</b>	<b>16283</b>	<b>63844</b>	<b>35</b>	<b>317</b>	<b>11275</b>	<b>45920</b>	<b>52</b>	<b>58</b>	<b>1285</b>	<b>15177</b>
<b>Total</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			

**Comparision between Turkish Clubs**

		<b>3.81 MILLION FOLLOWERS ON MARCH 24 2019</b>											
	<b>DATE</b>	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>			
		<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>
<b>@BESIKTAS</b>	08 TO 13 FEBRUARY	40	2400	22452	238795	12	893	7383	63582	8	652	6890	55435
	14 TO 20 FEBRUARY	43	2425	14061	202860	16	1764	12979	102969	5	257	1350	17950
	21 TO 28 FEBRUARY	48	10194	23796	274678	13	1274	14694	104659	12	3223	3567	46774
	01 TO 08 MARCH	45	6025	6218	123554	11	841	1610	23970	8	525	2509	23387
	<b>TOTAL</b>	<b>176</b>	<b>21044</b>	<b>66527</b>	<b>839887</b>	<b>52</b>	<b>4772</b>	<b>36666</b>	<b>295180</b>	<b>33</b>	<b>4657</b>	<b>14316</b>	<b>143546</b>

		8.4MILLION FOLLOWERS ON MARCH 24 2019											
@GALATASARAYSK		PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
	DATE	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES
	08 TO 13 FEBRUARY	75	7961	48635	627690	18	3216	6835	112785	9	851	12980	90831
	14 TO 20 FEBRUARY	80	10542	31961	493042	24	2444	21810	212501	12	909	5878	86072
	21 TO 28 FEBRUARY	101	12836	45294	673925	26	2663	7533	161443	9	1249	2708	49712
	01 TO 08 MARCH	43	5117	10748	219443	13	857	3344	72967	26	1989	21044	244484
	<b>TOTAL</b>	299	36456	136638	2014100	81	9180	39522	559696	56	4998	42610	471099

		6.52MILLION FOLLOWERS ON MARCH 24 2019											
@FERNEBAHCE	DATE	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
		TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES
	08 TO 13 FEBRUARY	61	17666	313363	438515	9	1548	12186	119293	16	5053	20882	183277
	14 TO 20 FEBRUARY	36	14592	21786	312393	7	2319	20136	161483	11	1874	13645	144785
	21 TO 28 FEBRUARY	62	28396	27437	488218	16	7720	75403	476992	10	3287	10576	115859
	01 TO 08 MARCH	44	7957	15746	362071	11	4343	35586	295916	11	1632	12202	129865
	<b>TOTAL</b>	<b>203</b>	<b>68611</b>	<b>378332</b>	<b>1601197</b>	<b>43</b>	<b>15930</b>	<b>143311</b>	<b>1053684</b>	<b>48</b>	<b>11846</b>	<b>57305</b>	<b>573786</b>

**Comparision between Portuguese clubs**

		704 THOUSANDS FOLLOWERS ON MARCH 24 2019												
@SPORTING_CP	<b>DATE</b>	<b>PRODUCT RELATED</b>				<b>NON PRODUCT RELATED</b>				<b>OTHER TOPICS</b>				
		<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	<b>TWEETS</b>	<b>COMMENTS</b>	<b>RT</b>	<b>LIKES</b>	
	08 TO 13 FEBRUARY	39	237	3066	15067	23	127	2016	9005	59	88	4631	21414	
	14 TO 20 FEBRUARY	94	848	6697	33816	25	290	3618	14399	83	258	3999	17878	
	21 TO 28 FEBRUARY	69	573	2344	12094	28	287	2051	11445	110	318	2758	17836	
	01 TO 08 MARCH	54	421	2157	13781	21	171	1274	5593	93	374	5517	27026	
	<b>TOTAL</b>	<b>256</b>	<b>2079</b>	<b>14264</b>	<b>74758</b>	<b>97</b>	<b>875</b>	<b>8959</b>	<b>40442</b>	<b>345</b>	<b>1038</b>	<b>16905</b>	<b>84154</b>	



		1 MILLION FOLLOWERS ON MARCH 24 2019											
@FCPORTO	DATE	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
		TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES
	08 TO 13 FEBRUARY	52	355	8207	45869	52	230	7768	38688	28	90	2836	15638
	14 TO 20 FEBRUARY	53	136	5486	37813	25	73	2789	18088	33	42	754	10040
	21 TO 28 FEBRUARY	76	513	15910	70201	36	145	6726	29128	32	55	1020	11252
	01 TO 08 MARCH	87	558	33340	116135	39	257	11504	38112	34	67	2674	15973
	<b>TOTAL</b>	<b>268</b>	<b>1562</b>	<b>62943</b>	<b>270018</b>	<b>152</b>	<b>705</b>	<b>28787</b>	<b>124016</b>	<b>127</b>	<b>254</b>	<b>7284</b>	<b>52903</b>

		1.2 MILLION FOLLOWERS ON MARCH 24 2019											
@SLBENFICA	DATE	PRODUCT RELATED				NON PRODUCT RELATED				OTHER TOPICS			
		TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES	TWEETS	COMMENTS	RT	LIKES
	08 TO 13 FEBRUARY	26	238	14626	46408	42	273	11426	50148	39	116	3106	16036
	14 TO 20 FEBRUARY	41	179	7190	35881	29	271	9141	38476	51	63	1518	14504
	21 TO 28 FEBRUARY	45	220	10382	49768	30	231	16852	51220	69	66	2251	21721
	01 TO 08 MARCH	32	320	16823	63844	35	317	11275	48920	52	58	1285	15177
	<b>TOTAL</b>	<b>144</b>	<b>957</b>	<b>49021</b>	<b>195901</b>	<b>136</b>	<b>1092</b>	<b>48694</b>	<b>188764</b>	<b>211</b>	<b>303</b>	<b>8160</b>	<b>67438</b>

## **Result of Notification Test: Not Subject to Notification**

You have indicated that neither directly or indirectly identifiable personal data will be registered in the project.

If no personal data is to be registered, the project will not be subject to notification, and you will not have to submit a notification form.

Please note that this is a guidance based on information that you have given in the notification test and not a formal confirmation.

For your information: *In order for a project not to be subject to notification, we presuppose that all information processed using electronic equipment in the project remains anonymous.*

*Anonymous information is defined as information that cannot identify individuals in the data set in any of the following ways:*

- directly, through uniquely identifiable characteristic (such as name, social security number, email address, etc.)*
- indirectly, through a combination of background variables (such as residence/institution, gender, age, etc.)*
- through a list of names referring to an encryption formula or code, or*
- through recognizable faces on photographs or video recordings.*

*Furthermore, we presuppose that names/consent forms are not linked to sensitive personal data.*

Kind regards,  
NSD Data Protection