



Social media

16 May 2014

Prepared for:

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The social media report is also available as a web-based report. Your clients can access their data at any time on the web.

The social media report is only one of the SEO reports that you can create with SEOprofiler.

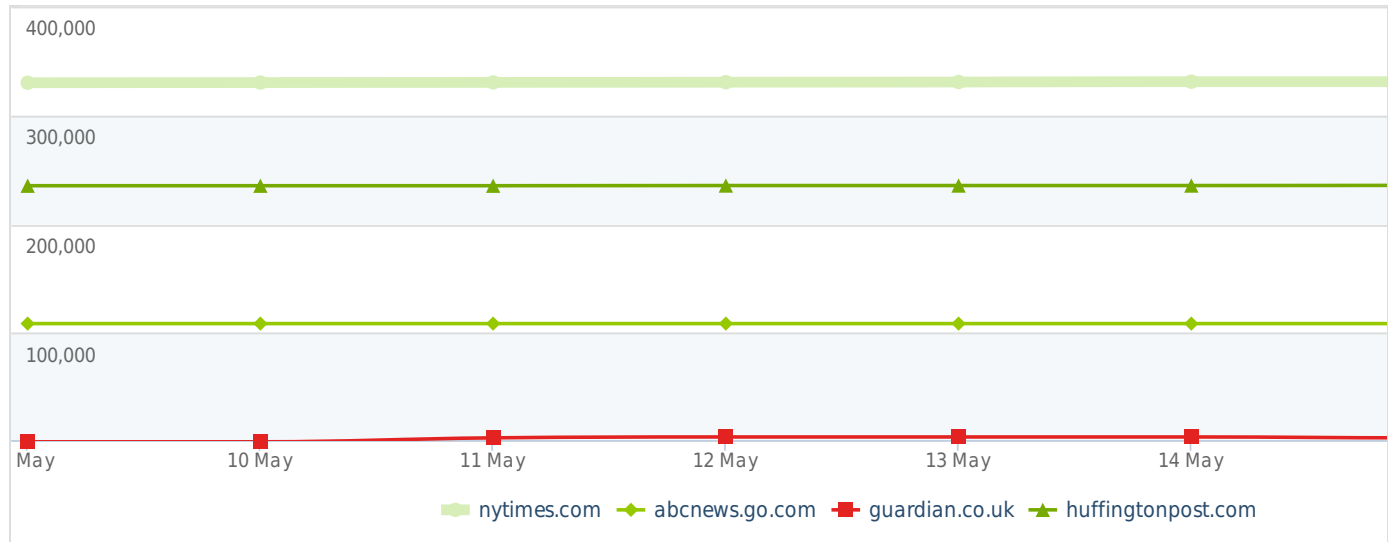
Social Media Performance

View the performance of the homepage of nytimes.com on social media sites and compare it to its competitors.

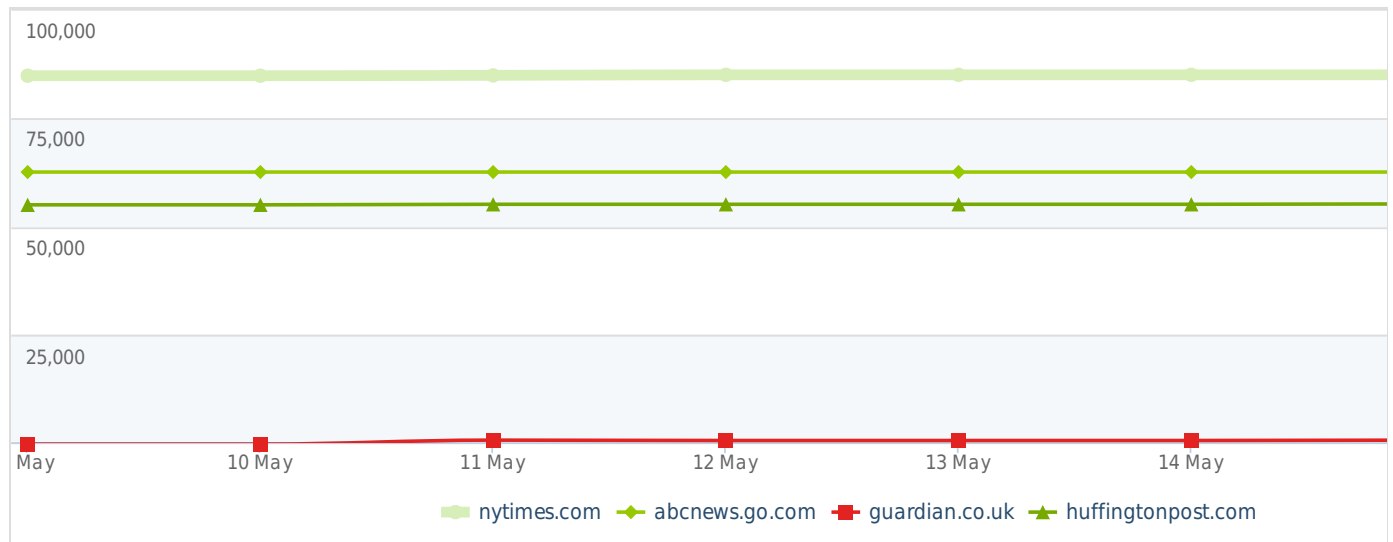
Facebook

Facebook is one of the most popular social networking sites. It more than a billion active users around the world. If your website is mentioned on Facebook, it can reach a lot of potential customers.

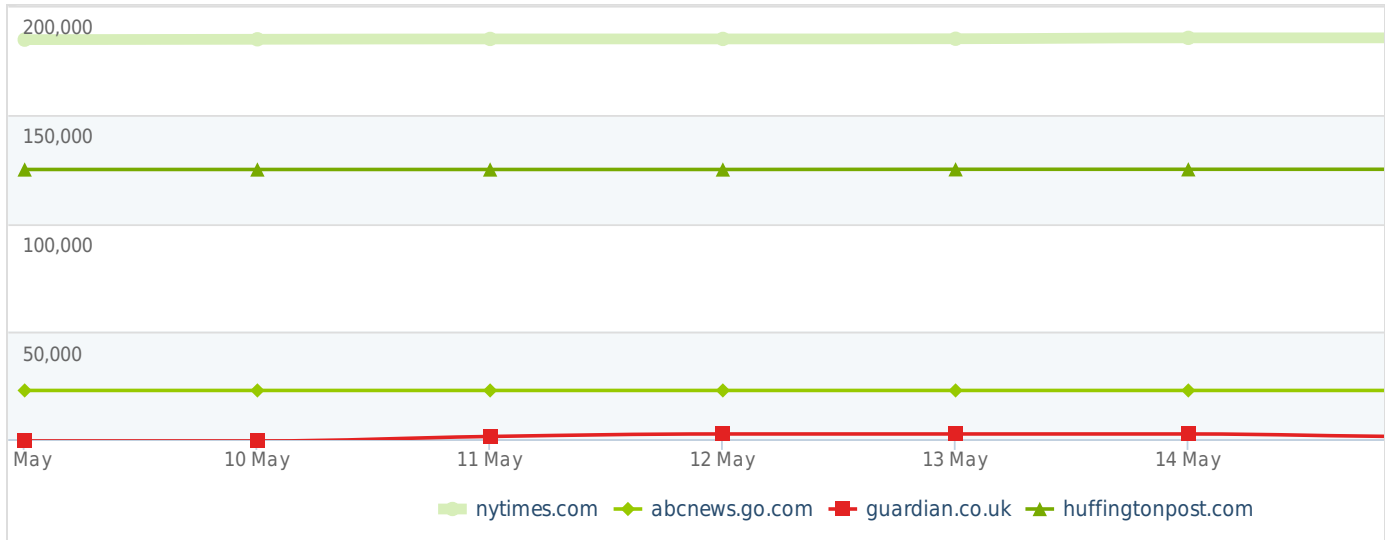
Total (331,222)



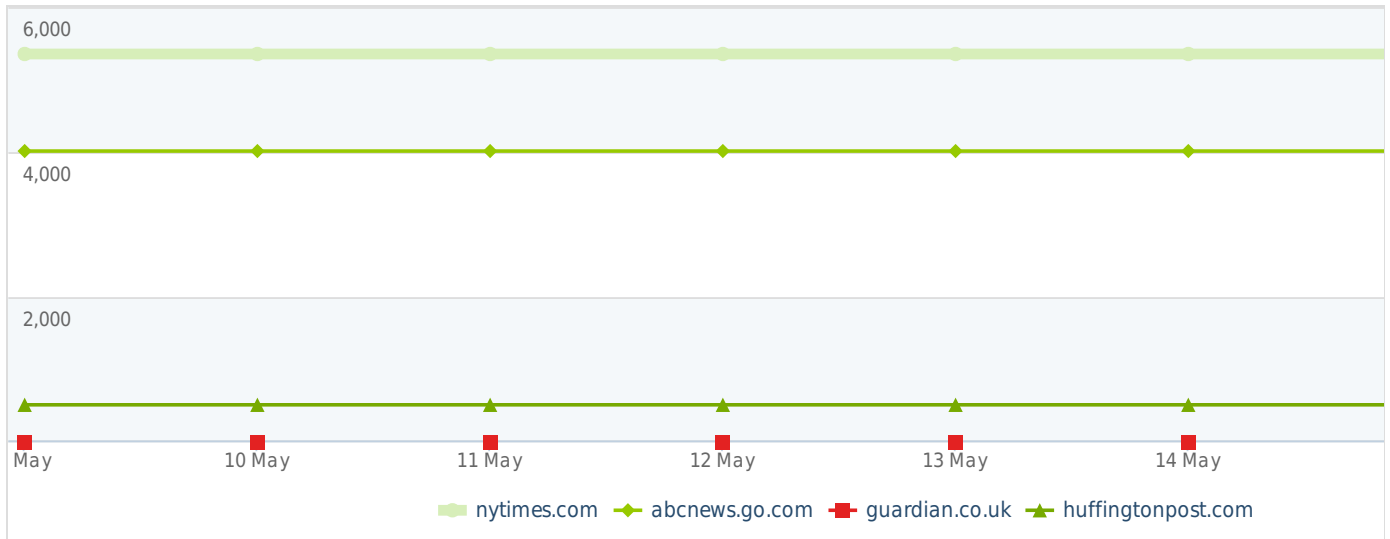
Likes (84,838)



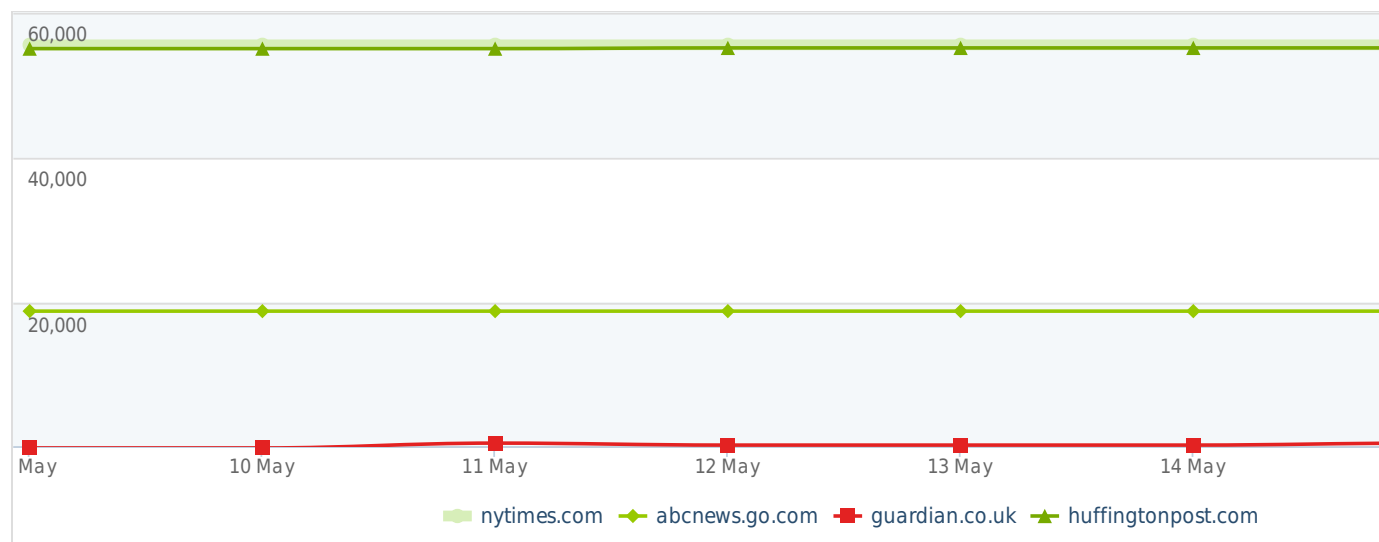
Shares (185,449)



Clicks (5,353)



Comments (55,582)



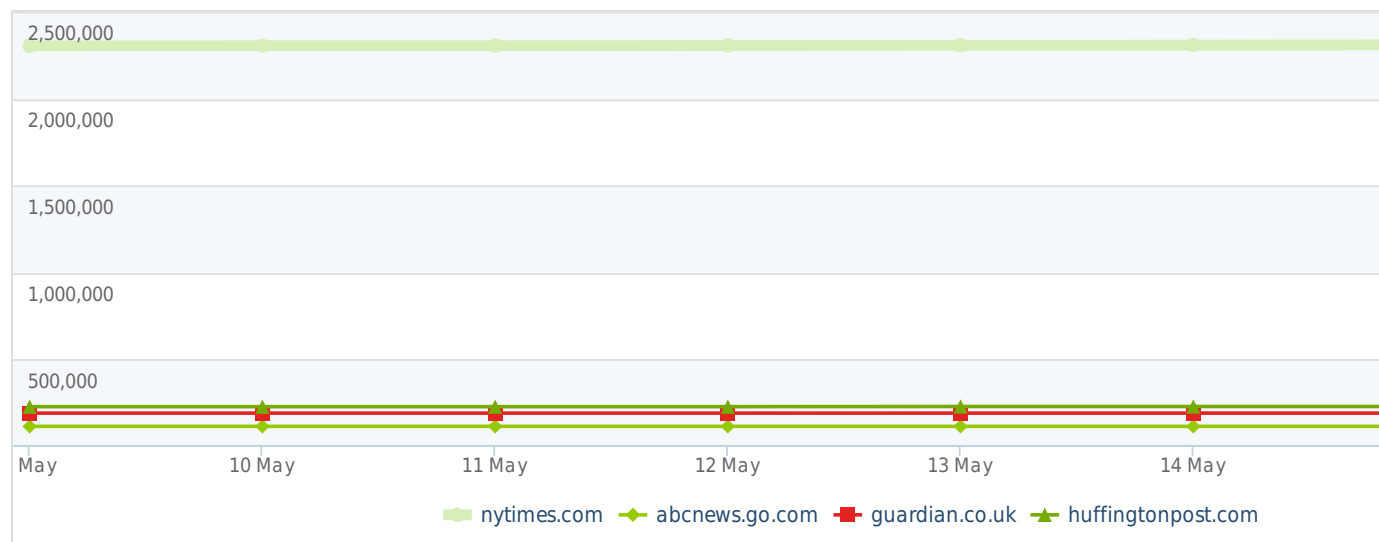
Facebook data of nytimes.com as of 16 May 2014

Homepage	Total	Likes	Shares	Clicks	Comments
nytimes.com	331,222	84,838	185,449	5,353	55,582
abcnews.go.com	108,631	62,511	23,232	4,014	18,874
guardian.co.uk	3,656	911	2,088	0	657
huffingtonpost.com	235,915	55,187	124,857	515	55,356

Twitter

Mentions of a website in "tweets" on the popular microblogging service Twitter can be seen by many potential customers. There are currently about 2,309,358 tweets about nytimes.com.

Number of tweets



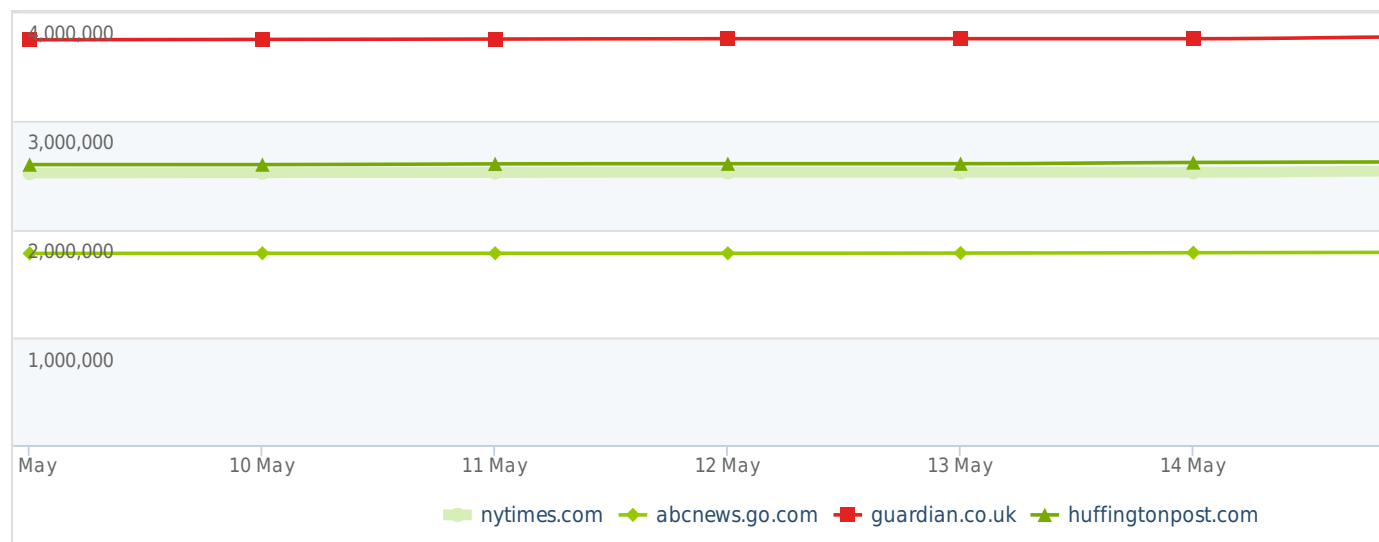
Twitter data of nytimes.com as of 16 May 2014

Homepage		Number of tweets
	nytimes.com	2,309,358
	abcnews.go.com	117,686
	guardian.co.uk	193,788
	huffingtonpost.com	231,364

Google+

Google+ is Google's own social network. Although Google denies it, many webmasters believe that many clicks on the "+1" button lead to higher rankings in Google's search results. About 2,537,426 people have clicked the Google +1 button on nytimes.com.

Number of +1 clicks



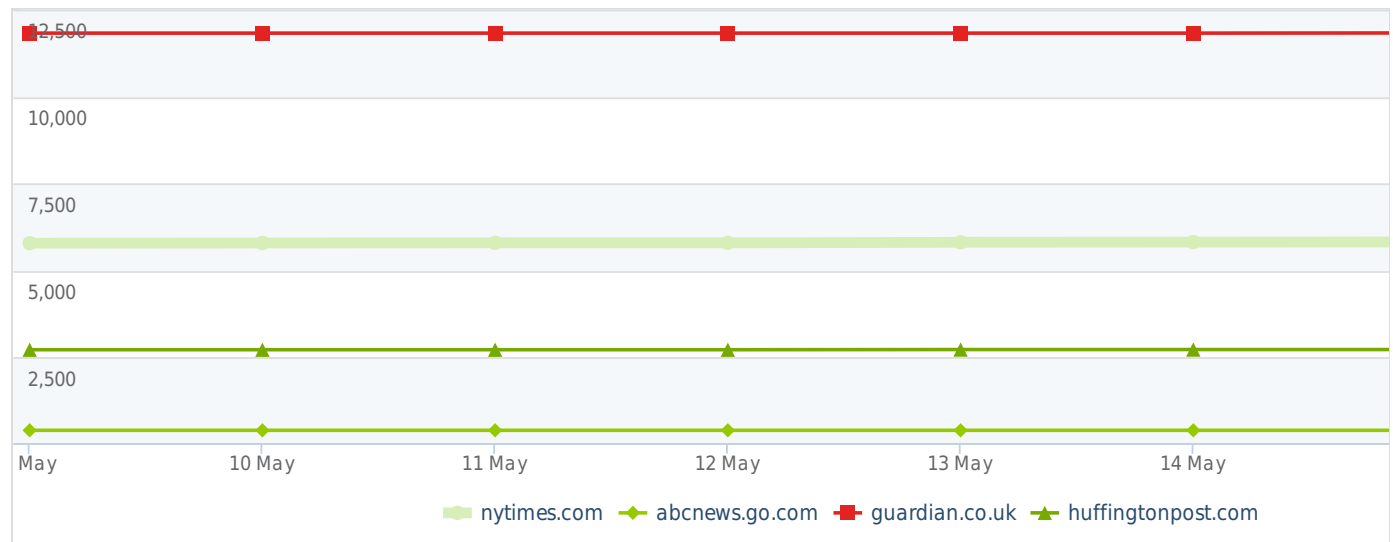
Google+ data of nytimes.com as of 16 May 2014

Homepage		Number of +1 clicks
	nytimes.com	2,537,426
	abcnews.go.com	1,790,020
	guardian.co.uk	3,774,495
	huffingtonpost.com	2,624,234

LinkedIn

LinkedIn is a popular business-oriented social networking service. It is mainly used for professional networking. LinkedIn has millions of users in more than 200 countries and territories. About 5,833 people have clicked the LinkedIn share button on nytimes.com.

Number of 'Share' clicks



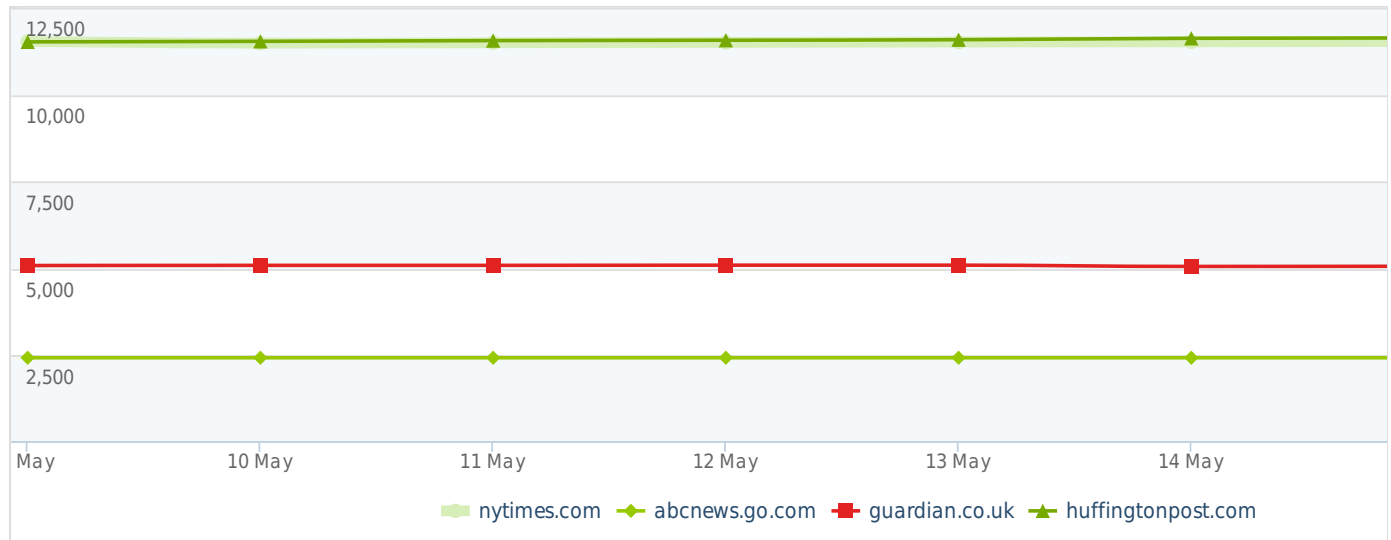
LinkedIn data of nytimes.com as of 16 May 2014

Homepage		Number of 'Share' clicks
	nytimes.com	5,833
	abcnews.go.com	417
	guardian.co.uk	11,832
	huffingtonpost.com	2,735

Pinterest

Pinterest is a visual discovery tool that enables people to create and share collections (called "boards") of visual bookmarks (called "Pins"). Pins on Pinterest can lead to more website visitors. About 11,539 people have clicked the Pinterest 'Pin' button on nytimes.com.

Number of pins



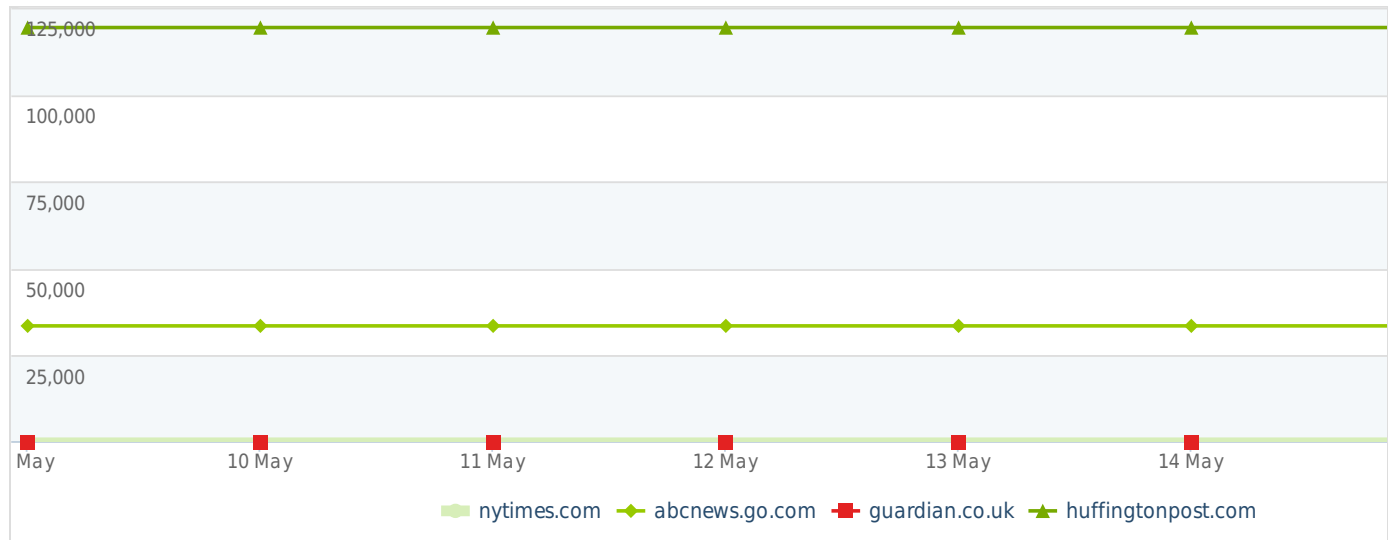
Pinterest data of nytimes.com as of 16 May 2014

Homepage		Number of pins
	nytimes.com	11,539
	abcnews.go.com	2,445
	guardian.co.uk	5,076
	huffingtonpost.com	11,699

StumbleUpon

StumbleUpon is a discovery engine (a form of web search engine) that finds and recommends web content to its users. Shares on StumbleUpon can drive more visitors to your website. Nobody has clicked the StumbleUpon share button on nytimes.com yet.

Number of shares



















StumbleUpon data of nytimes.com as of 16 May 2014













Homepage	Number of shares
 nytimes.com	0
 abcnews.go.com	33,600
 guardian.co.uk	0
 huffingtonpost.com	119,288

Global Social Media Trends

The following hashtags are trending on Twitter.

Country	Hashtags
 Algeria	Nasri - Skype - Mother's Day - Kendji - Tumblr - Real Madrid - Maximilien - #QVEMF - wAllah - PTDRR
 Argentina	#SiempreSueño - #MeLaReSubeQue - #NuncaEntendi - #UnCafeCon - #MiArqueroEs - Ascendió Banfield - Almeyda - Clippers - Cerati - Nico
 Australia	#heatOneDirection - #heat5sos - #BudgetReply - #janoskianstakeheatworld - #Hughes - Ruth Tarvydas - Robert Hughes - Hey Dad - Toby Greene - Bill Shorten
 Austria	#TellEurope - #thinkahead14 - #zib2 - #AlfieWantsFood - Solange - Vienna - #SEVBEN - World Cup - Traum - Stimmt
 Bahrain	#السعودية - #الكويت - #سترة - #صباح_الخير - #عيون_من_يقدرنا - Zahid Baloch - World Cup - WhatsApp - Middle East - Real Madrid
 Belarus	СТрыкало - Физрука - С Днём Рождения - Coldplay - Остановка - Немиге - Ахах - Питер - #ЧМпоХ - Финляндии
 Belgium	#gnkclu - #Dehaene - Jean-Luc DEHAENE - #ZwaAnd - #loksta - #TellEurope - Ska Keller - Zulte - Anderlecht - Vlaams Gewest
 Brazil	#Cite5CoisasParaMudarOBrazil - #NãoDormiAindaPorqueEstou - #QueroSeguidoresTheozitoMeSegueSDV - #OFunkSenteSuaFaltaMcDaleste - #TVDFinale - We Need Damon Back - Vera Verão - Chucky - Fátima Bernardes - Damon
 Canada	#LameMonsters - #TVDFinale - #GreysFinale - #heatOneDirection - #TVSeasonFinale - Alaric - Godzilla - Damon - Chris Paul - Mike Trout
 Chile	#MeImportaUnaRaja - #10CartoonsFavoritosDeLaInfancia - #RobertoFariasEnBN - #IvanArenasEnBN - #JubilacionVIGILANTES - Tom y Jerry - Sandy Boquita - We Need Damon Back - Kris - Lasarte
 Colombia	#NuncaEntendi - #MeConformoCon - #huesitosdelcartel - #SiGanaNacional - #LosHumanoidesNoDormimos - Chao Nacional - Tumaco - Cesar Gaviria - FARC - Colombia
 Denmark	#dkpol - The Darling Buds - #TheDouble - #DBUPokalen - #Voteman - #aabfck - Tyrkiet - Thelander - Venstres - Ståle
 Dominican Republic	#CuandoFefitaNacio - #LaPresionSeVeConLaFSB - #TenemosElDough - #QueNoFaltaraEnBarbarella - Queden Con Dios - #MiamiHeat - Clippers - Solo Dios - San Antonio - Miami
 Ecuador	#DaleKilates - #DaleFuego - #SiempreConBNW - #DaleBNW - #WeWillAlwaysSupportYouJustin - Ruth Caldas - Juanes - Enner Valencia - Thalia - San Lorenzo
 Egypt	Powers - #heatOneDirection - #أوبيس_الفراعة - #kokane - #BankuvsPowers - TB Joshua - #تيجي_نتغير - MahmoudMohey On CbcTwo - World Cup - Sisi
 France	#SiLesBleusGagnentLaCDM - #IlFautSauverLeSoldatRyan - #CaMeBarbe - #sudweb - #JourneeDeLaJupe - Virgin Mobile - Kris - Lille - Week-end - T'inquiète
 Germany	#HSVSGF - #djkingassassin - #heatOneDirection - #TellEurope - #982TheBeatLA - Fussball - #BrokenChopsticks - #Lasogga - #QD2014 - #Relegation
 Ghana	#BankuvsPowers - #Powers - #teamBanku - TB Joshua - Round 1 - Sala - Jay Z - #WhatJayZSaidToSolange - World Cup - Solange
 Greece	#TellEurope - #heatOneDirection - #eurodebate2014 - #Tsipras - #celebritygamenight - Σουλτς - Ο Τσίπρας - Europe - Νίκο - Σαμαρά
 Guatemala	#RojosCremasTV - #ConcejalesViolador - #SosHijoDeBaldettiSi - Vamos León - Hamilton López - #AmoAJustinBieberPor - #VAMOSPORELTETRA - Guatemala - Tetra - Pachuca
 India	#Results2014 - #Modiheadsto7RCR - #IMODifiedIndia - #heatOneDirection - #May16WithArbab - Rakhi Sawant - Times Square - Tsunami - Sachin Pilot - Vidisha

Country	Hashtags
 Indonesia	#CrazyCash - #WeBeliveInYouKris - #heatOneDirection - #FlashZoners - Ready for Cirebon - #StayStrongEXO - Kangeen Siapaa - Laaagi Ngapaain - Pngen Banget Punya Apa - Ahok Ingin Penjarakan Pengemis di Jakarta
 Ireland	#imagenb - #janoskianstakeheatworld - #priiconf14 - #vinb - #NashNewVideo - Ireland - London - Spain - Van Gaal - World Cup
 Israel	West Bank - Sevilla - World Cup - #الفلستيني_احلى - #QImert - Syria - #IsraelNeedsWWAT - #IsraelNeedsWWAT - Happy Mother's Day - #eurovision
 Italy	#ragazzianni90 - #GuerraTraRegioni - #meriamdevevivere - #elisa - #moretticcialagrana - Salvini - Tantissimi - Shazam - TASI - Italy
 Japan	#名前の先頭をばに交えるとなにかかわいい - #ふって打って出てきた言葉が10年後の姿 - #bayline - テスト終わった - 井森さん - お迎えありがとう - Sガン - うどんくん - ナヲ - ゴットフェス
 Jordan	#حتى_لو - Palestinians - World Cup - Syria - #SamsungCurvedJo - #ليبيا - #بمس_حالي_مزهرية_لما - The Sanctuary Outdoor Lounge - #فلسطين - Mother's Day
 Kenya	#MeninistTwitter - Tony Gachoka - Waititu - World Cup - Wambora - WhatsApp - Walter Barasa - Traffic Act - TINT - Wembley
 Kuwait	#يو_الشقره_اللي_مجمعية_الوفره - #لو_المغردين_مشروبات - #طبع_فيني_ما_اخليه - #توتتر_يجمعنا_مع - #مكان_تحب_تروحله - Kuwait City - Too Late - Hawalli Governorate - Pick Yo - Thankyou
 Latvia	#hokejs - #Daugavpils - #labrit - #IHFLAT - #malači - NATO - Rīgu - Ušakovu - Sarauj Latvija - Tartu
 Lebanon	#ما_ناقصني_الا - #ما_ناقصنا_لانو - #كابتن_مطر_ان_يرجع_لانو - #STLP - #غرد_بحب_علي - #عاشق_الحشيشة - World Cup - Sevilla - Spain - Van Gaal - Syria
 Malaysia	#WeBeliveInYouKris - Happy Teachers Day - #StayStrongEXO - #SMentWorstCompanyInKorea - #heatOneDirection - Without Kris - Wu Yi Fan - #Overdose3rdWin - Sment - Selamat Hari Guru
 Mexico	#NuncaEntendi - #esperoconansias - #YoALos13 - #FelizCumpleañosLaura - #PlaticandoconlaRazita - Godzilla - Kris - Damon - Tuitazo - México
 Netherlands	#heatOneDirection - #djkingassassin - #982thebeatLA - #TellEurope - #azgro - Duits - Amsterdam - Tweede Kamer - Nederlands - Goedemorgen
 New Zealand	#heatOneDirection - #HURvHIG - #htanz - #NZBudget - #OKCvsLAC - New Zealand - Steven Adams - Wellington - Tongan - Welly
 Nigeria	#SummergirlSamba - #DanceForPeace - #DevilsAdversaryBy_DayneXerkez - #HOTGISTQNA - #YehYehYeh_ByOlushogo - Extreme Heat or Extreme Mosquitoes - Mocheddaa - Truth or Dare - US Marine - Nigeria
 Norway	#nrkdebatt - #NorwayNeeds5SOS - Trygve Hegnar - #NashNewVideo - VG-lista - Listhaug - Norge - Norway - Oslo - Stortinget
 Oman	#عُرد_بصورة - #رائعون_أولئك_الذين - #صباح_الخبر - #تعلمت_من_المسلمات_الكويتية - #Modi - #World Cup لئلازمة_داون - Happy Mother's Day - Modi - Liverpool
 Pakistan	#KaiseyKarleyHo - #heatOneDirection - Zille Huma - #OnlyOnTwitter - #MostFamousLiesInPakistan - #ThingsMyKidsWillMissOut - Pakistani - Veena Malik - Thankyou - NICOP
 Panama	#MeGustaria - #LosBrownies13 - Victoriano Lorenzo - Metro - #NashNewVideo - Panamá - Presidente Martinelli - Teen Top - Whatsapp - Poveda
 Peru	#MIFOTO - #OseaManyas - #ElMejorGuerreroEsPatricioParodi - #YOtrasMilManerasDeSerHuachafo - #NicolaPorcellaElmejorguerrero desde siempre - We Need Damon Back - Nicola - Pato - Patricio - Pereira
 Philippines	#heatOneDirection - #uberGARDEN - #WeBeliveInYouKris - #SDTGTrailerSoon - #WELCOMETOPHILIPPINES2NE1 - Dao Ming Go - Wu Yi Fan - Calderetang Aswang - Solaire Welcomes 2NE1 - Dj Love
 Poland	#mojeschizy - #AskROOM94 - #heatOneDirection - TVD Season Finale Today - #HoneyVevo - #NashNewVideo - Wrocławia - Warszawie - Wizards - Twoje

Country	Hashtags
 Portugal	#GostavaDeTirarUmaSelfieCom - #NasAulasEuCostumo - TVD Season Finale Today - Sara Sampaio - #TellEurope - #TwitterOff - #RIPOreo - The Originals - Benfica - Matemática
 Puerto Rico	#SiFueraPorMi - #TVDFinale - #TeamEladio - #smedigitalforum - La NBA - Miami - Damon - San Antonio - Por Dios - Clippers
 Qatar	Thankyou - Qatari - Spain - World Cup - #qatarlaw - #تشقلب_الدنيا - السد - World Cup - Real Madrid - World Cup
 Russia	#WeBeliveInYouKris - #dieta - #reebok - #982thebeatLA - #ЦСКАЧЕМПИОН - Протон - Огни Москвы - Famous Last Words - Санкт-Петербург - С Днем Рождения
 Saudi Arabia	#ايش_تحب_تشرب_الخين - #طبع_فيني_ما_اخليه - #ماذا_تغير_في_وطنك - #لو_لا_المكياج - #ماهو_النشي_الذي_يغري_المرآة - Abdullah Abdulaziz - Kris - Modi - #العين_السيتي - #استقالة_خالد_البلطان
 Singapore	#WeBeliveInYouKris - #SMentWorstCompanyInKorea - #heatOneDirection - Teck Whye Secondary Couple - #Overdose3rdWin - Kris - We Are One - SMEnt - Singapore - Modi
 South Africa	#MeninistTwitter - #gunzdashchallenge - #Numsa - #OpenLine - #getusedtogreat - Choppa - South Africa - Xhosa - Whatsapp - World Cup
 South Korea	이건희 - 크리스 - 박원순 - 청와대 - 인피니트 - 유병언 - 정몽준 - 아이유 - 인터파크 - 안철수
 Spain	#CaraACaraTVE - #CañeteEP - #PuroTeatro - #GanaCañete - #DebateEuropeasEnLaSER - Patricia Conde - Carles Puyol - España - Kris - Catalunya
 Sweden	#queeraberättelser - #djkingsassassin - Claes Malmberg - Åkesson - Göteborg - Västerås - #svtdebatt - #NashNewVideo - #982thebeatLA - Växjö
 Switzerland	#LesAnge6 - #NashNewVideo - Switzerland - WhatsApp - Titel - Séville - Nasri - #rotblauive - Werbung - Zurich
 Thailand	#WeBeliveInYouKris - #StayStrongEXO - #4MonthsWithGOT7 - #Happy30thDanWorrawech - #FightingEXOandEXOFan - Wu Yifan - Pathum Wan - TTTT - Chiang Mai - PDRC
 Turkey	#AklımızKalbimizSomada - #BugunCumabugunSomabugunDua - #BuYumrukHepimize - #AlpGürkanNerede - #405İşçiNerede - Akın Çelik - İsrail Dölü - Maksimum 302 - Elinizle 4 - YumrukYalanıyla ProvakasyonYapma
 UAE	#عيناوي - #dubai - Too Late - Rahul Gandhi - Pakistan - Skype - World Cup
 UK	#heatOneDirection - #janoskianstakeheatworld - #heat5sos - #IndiaDecides2014 - #WeddingDayByChachi - World Cup to Qatar - Sepp Blatter - English Lit - Qatar - Jamie Oliver
 USA	#heatOneDirection - #LameMonsters - #Results2014 - #heat5sos - #janoskianstakeheatworld - Ya BM - Godzilla - Netflix - Stefan - Cali
 Ukraine	Joe Johnson - Chris Paul - Пушкино - Miami - Starbucks - #Динамо - Лиги Европы - С Днем Рождения - #fcdk - Ukraine
 Venezuela	#ConcluVIDENTE - #MaduroProtectorDeLaPaz - #UnidosContraLaEspeculacion - #CNNCompliceDelNarcoRendon - #JJenCALA - Gocho Juan - Terrazas del Ávila - Venezuela - Vzla - Unasur
 Vietnam	#WeBeliveInYouKris - Kris - Ngô Diệc Phàm - Yifan - Hangeng - #26YearsOfSunshine - #Happy26thSunnyDay - Vietnam - Suho - Jiyeon
 World	#heatOneDirection - #AklımızKalbimizSomada - #CongratsNaMo - #TwtViralOfficials - #WeBeliveInYouKris - 140516 Kris - Sema Demiral - Akın Çelik - Umur Kamu Berapasih - Wu Yi Fan