



Deb Fischer

Apr 16, 2012 - May 16, 2012

RISE OF DEB FISCHER

TWITTER ACTIVITY

There was significant activity across all social media sites beginning May 9th when Sarah Palin endorsed Deb Fischer. This caused near 100% increases in Facebook Fans, Twitter Followers and YouTube Subscribers that continued through the primary.



Trends

TOTAL TWEETS

8,371

AVERAGE TWEETS / DAY

270

LARGEST DAY

May 15

LARGEST DAY TWEETS

3,299

Most Tweeted About

Congratulations to

Sarah Palin

Deb Fischer Primary Victory Shocks Political World

Congratulations to Deb Fischer

Deb Fischer for Nebraska

DebFischer2012 and

of Nebraska

OVERALL FAN ACQUISITION

SITE	NEW	CHANGE	TOTAL
 Facebook facebook.com/pages/Deb-Fischer-for-US-Senate/109592402468562	376	75.2%	876
 Twitter @DebFischer2012	458	100.22%	915
 YouTube DebFischer2012	8	133.33%	14

NEW FANS

842

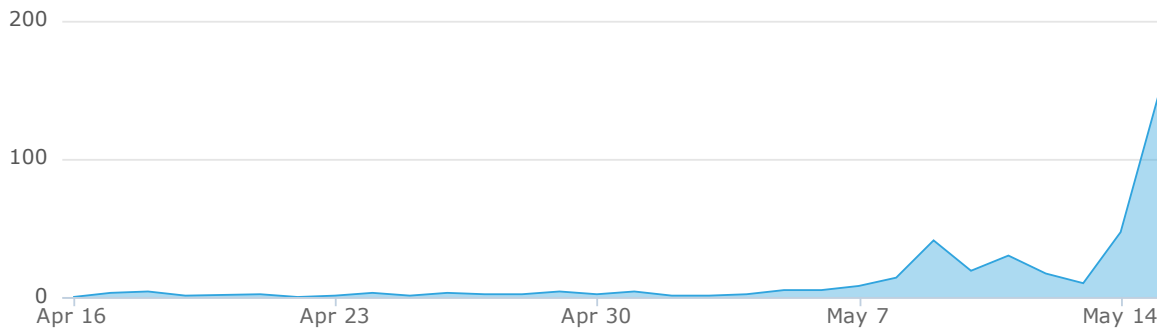
NEW FANS / DAY

28

INCREASE

87.44%

FACEBOOK FANS - FACEBOOK.COM/DEB-FISCHER-FOR-US-SENATE



NEW FANS

376

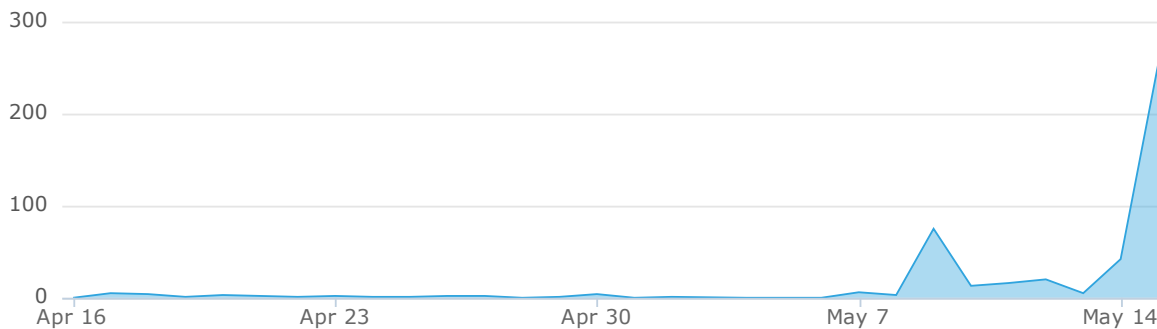
NEW FANS / DAY

13

INCREASE

0.43%

TWITTER FOLLOWERS - @DEBFISCHER2012



NEW FANS

458

NEW FANS / DAY

15

INCREASE

0.50%

INDIVIDUAL TWEETS



josh_lederman

Posted May 9 at 9:44am

1,226 followers

49.62 Klout

Sarah & Todd Palin endorse Deb Fischer for #NESen. Somewhat of a blow to Stenberg



SarahPalinUSA

Posted May 14 at 5:48pm

785,479 followers

71.37 Klout

Deb Fischer for Nebraska <http://t.co/5pD0E5xv>



She_PAC

Posted May 12 at 9:38am

1,897 followers

42.43 Klout

Also, be sure to follow @DebFischer2012 for the latest goings-on in the #nesen race. The momentum is in her favor!

CONTENT

Fischer wins GOP nomination for Senate

115 shares

Posted on **May 16, 2012** • Source: [ketv.com](#)

Palin Evens Playing Field in Nebraska GOP Senate Primary

105 shares

Posted on **May 11, 2012** • Source: [breitbart.com](#)

A 'mama grizzly' upset is possible in Nebraska

129 shares

Posted on **May 11, 2012** • Source: [washingtonpost.com](#)

VIDEOS



Todd Palin call for Deb Fischer

1,646 views 6 comments 10 shares

1,646 views/day/since **May 15, 2012**

Posted on **May 15, 2012**



Jeff Fortenberry call for Deb Fischer

212 views 0 comments 1 shares

212 views/day/since **May 15, 2012**

Posted on **May 15, 2012**



Sarah Palin endorsement of Deb Fischer spot

2,278 views 3 comments 40 shares

171 views/day/since **May 12, 2012**

Posted on **May 12, 2012**



Deb Fischer - Conservative Leader

1,268 views 3 comments 76 shares

141 views/day/since **May 07, 2012**

Posted on **May 07, 2012**