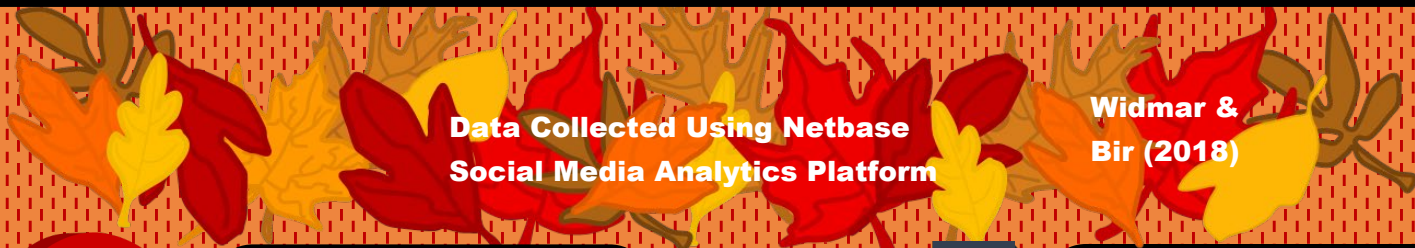


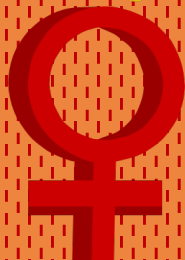
“Throwback to 2017”

Social Media: *Thanksgiving* vs *Friendsgiving*



Data Collected Using Netbase
Social Media Analytics Platform

Widmar &
Bir (2018)



% of Posts¹
Thanksgiving: 52%
 -of those 90.2% positive²
Friendsgiving: 67%
 -of those 91% positive²

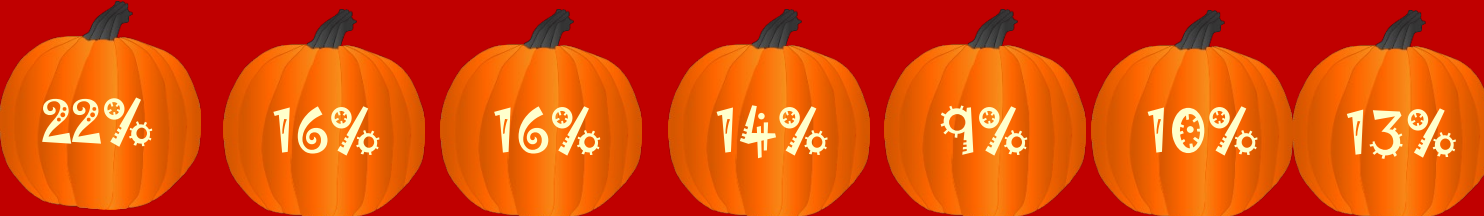


% of Posts¹
Thanksgiving: 48%
 -of those 89.1% positive³
Friendsgiving: 33%
 -of those 83% positive³

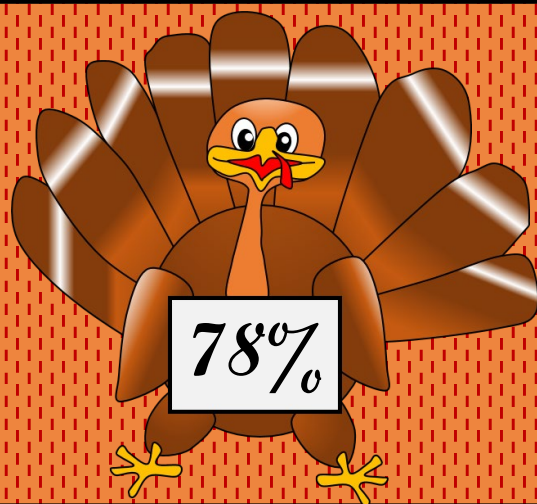
Thanksgiving



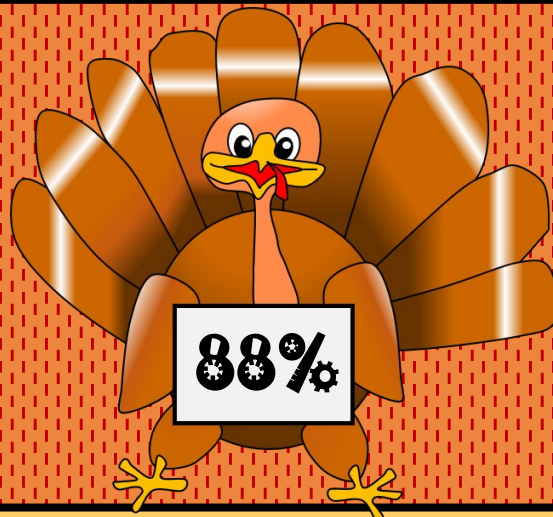
Friendsgiving



Monday Tuesday Wednesday Thursday Friday Saturday Sunday
 % of posts for each day of the week⁴



Thanksgiving Net Sentiment⁵



Friendsgiving Net Sentiment⁵

¹4,652,424 posts contained gender information for Thanksgiving, 73,170 for Friendsgiving; ²340,346 posts contained sentiment information for Thanksgiving from women, 7,584 for Friendsgiving; ³300,794 posts contained sentiment information for Thanksgiving from men, 3,947 for Friendsgiving; ⁴4,832,860 posts with date for Thanksgiving, 68,570 posts with date for Friendsgiving; ⁵1,423,542 posts contained sentiment for Thanksgiving, 25,087 for Friendsgiving. *This figure resulted from a 2018 analysis by Widmar and Bir employing data collected in 2018 about the 2017 Thanksgiving Season.