

Holidays 2020: *Thanksgiving* vs *Friendsgiving*

Data Collected Using Netbase Social Media Analytics Platform

-Widmar & Bir (2020)

39% 16% 9% 11% 16% 5% 3%

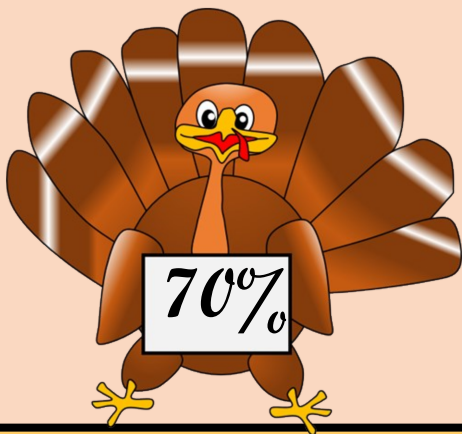
Friendsgiving

4% 7% 9% 17% 49% 11% 3%

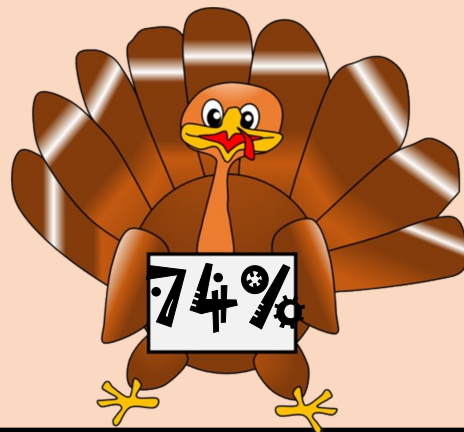
Thanksgiving

Sun Mon Tue Wed Thur Fri Sat

% of posts for each day of the week¹



Thanksgiving Net Sentiment²



Friendsgiving Net Sentiment²

An analysis by Nicole Olynk Widmar and Courtney Bir (2020). Data collected via Netbase Social Media Analytics Platform for Thanksgiving/Friendsgiving Season 2020 on November 29th, 2020.

¹ Thanksgiving & #Thanksgiving mentions over the time period studied totaled 4,786,526.

² Friendsgiving & #Friendsgiving mentions over the time period studied totaled 32,706.