



The Global Guide to Twitter Mentions

Insights You Need to Know for Listening to Your Community Worldwide on Twitter

With the release of **Mention's geolocation tools**, we analyzed two months of Twitter and web data from Mention clients — **70,000,000 mentions** from **48,000 alerts**, spanning **234 different countries** — to uncover global trends among Twitter mentions. [Here is what we found.](#)

234 countries
70,000,000 mentions
48,000 alerts

Mention [noun]
A reference to someone or something.
Because Mention tracks any keyword with or without hashtags or @ symbols (and because 30.72% of the tweets mentioning your company won't include your twitter handle), a mention can be any reference to a word or phrase that's important to you — your name, your product or company's name, or even that of a competitor.

Mentions per country

At 41.5%, the US now accounts for less than half of all mentions on Twitter. [Tweet this](#)
But that's still 5x as many mentions as the UK (at 9.7%), which comes in second.

- United States 41.5%
- Great Britain 9.7%
- France 5.4%
- Canada 4.3%
- India 3.9%



What you can do

- Monitor where your audience is tweeting from. You may be surprised by the geographic diversity represented.
- Consider every time zone. Schedule posts for your entire audience via [Buffer](#).
- Diversify your tone. Don't be afraid to post in different languages, or to comment on "local" events or interests. [Local is now global.](#)

fun facts

At the other end of the spectrum, we saw a total of 4 mentions from Antarctica (about Albatros preservation!) and 7 mentions from the Pitcairn Islands in the southern Pacific Ocean (where there are only 56 inhabitants).

The country with the highest number of mentions per capita is the Vatican at 0.4. Apparently, the Pope tweets...a lot! [Tweet this](#)

Positiveness of mentions

The greatest percentage of positive Twitter mentions are sent from Spain, New Zealand, and Mexico. [Tweet this](#)



What do Spain, New Zealand, and Mexico have in common? **Beaches and sunshine.**
The perfect equation for happiness, right?

What you can do

- Compare sentiment trends in Mention's Statistics & Exports section to see how you stack up against the competition.
- Have a solid support strategy in place to turn negative mentions into positive ones.

fun facts

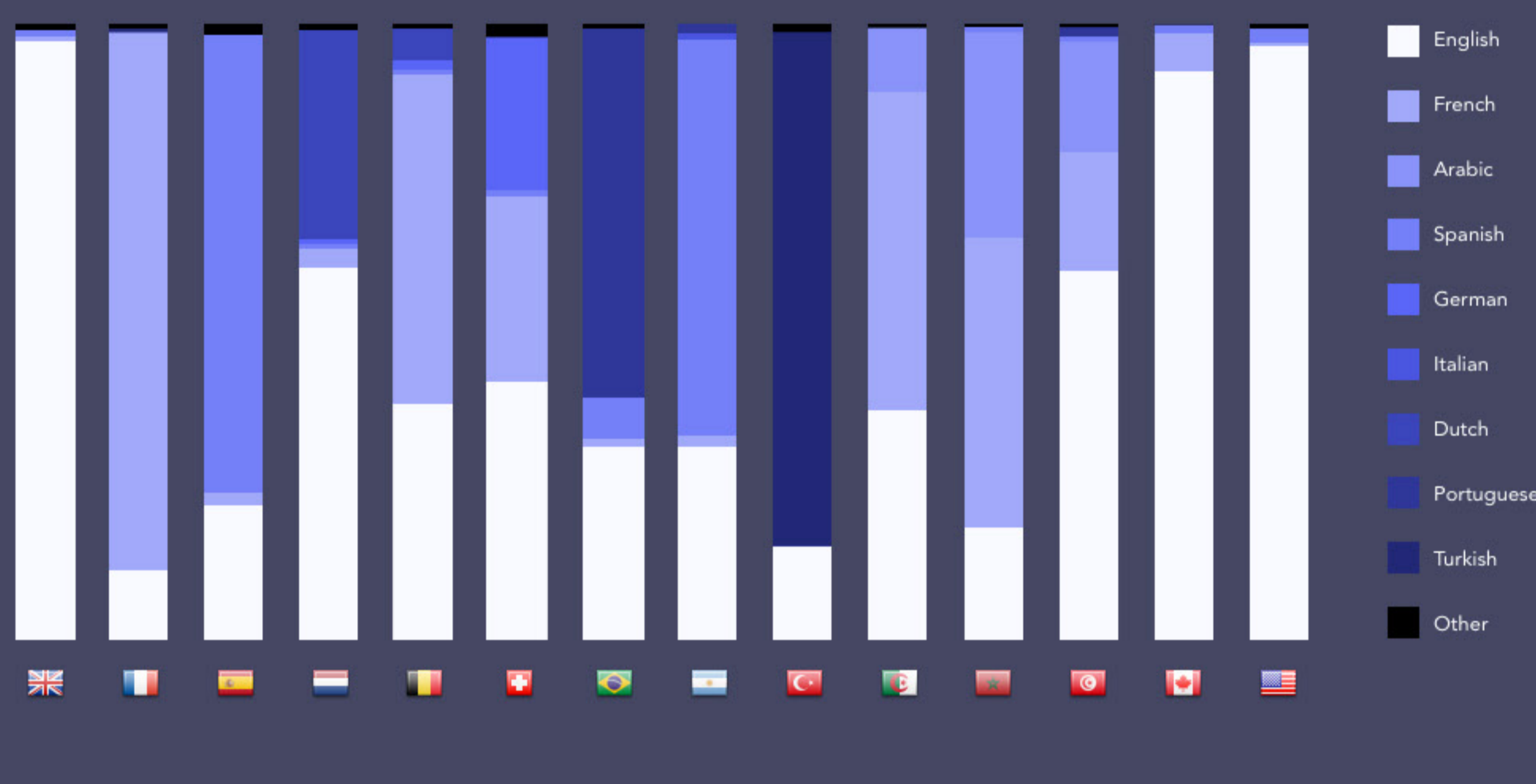
Every mention sent from Antarctica is positive. Those Albatrosses are happy birds. [Tweet this](#)

In July, Brazil had a very noticeable spike in negative mentions, most likely due to the World Cup. [Tweet this](#)

Language per country

Even if you don't speak a foreign language, your global audience is reading you loud and clear. [Tweet this](#)

English is the most used language for Twitter mentions, coming in second in most countries that speak another language abroad. Here are a few of them broken down:



What you can do

- Set up your alerts to track in multiple languages.
- Even if you're replying in English, think about adding in a friendly Danke, Merci, Gracias, or Obrigado.

fun facts

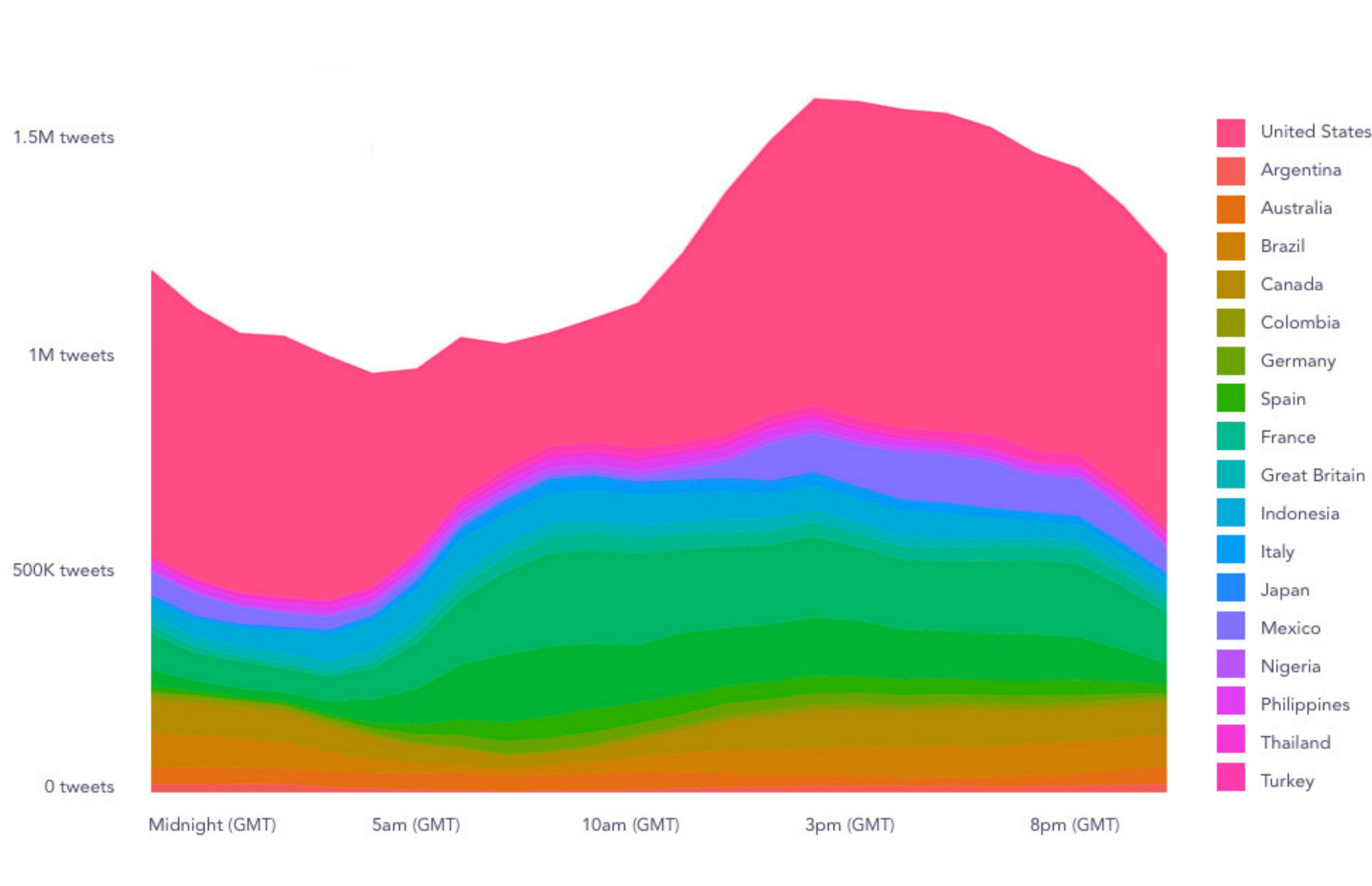
The Netherlands uses English more often for mentions on Twitter than Dutch. "Eén taal is nooit genoeg" (One language is never enough)

Compared to its neighbors, France has the lowest percentage of mentions in English. [Tweet this](#)

Hours of publication per country

Most Twitter mentions in North America occur around 3pm GMT. [Tweet this](#)

In Europe, mentions start to ramp up as early as 5am. After a peak at 10am, they're stable during the afternoon, and start to fall off around 3pm.



fun facts
Twitter mentions peak in Turkey at 9pm. How do you say "night owls" in Turkish? [Tweet this](#)

Europe's peak time for communicating via Twitter is 9am-3pm, ending in sync with the morning in the US. [Tweet this](#)

What you can do

- Have a strategy in place for communicating when your audience is most online. If possible, have someone available to reply to mentions.
- Schedule content for peak hours, especially on weekends.

Sharing is caring. [Tweet this infographic.](#)

Check out [Mention.com](#) to never miss a thing online.

