Will your message resonate with your audience?

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Dilution of growing audiences

Two types of audiences:
I. The followers of a given user; each user has her audience.
II. Whole user base of Twitter, which is a global audience.

Various properties

Recency bins (Percentile of followers)

dilution across the audiences of followers and across the user base

dilution across the user base
Will this tweet resonate with audience?

An assistant advises what to tweet by making predictions and informing

This tweet is likely to be boring for your audience, because:
- it’s about baseball
- your audience dislikes this topic
- this topic is not trending now

Great tweet! Most likely it will resonate with your audience, because:
- it’s about social media
- your followers like this topic
- this is a trending topic lately