

## Appendix

**Table A1. Reach and Twitter statistics by British media outlet**

	Type	Brand	TW Usernames	Online Audience Reach %	Followers
1	Public Service Media Organization	BBC News	BBCNews, BBCBreaking, BBCPolitics, BBCScotlandNews, BBCWalesNews, BBCRealityCheck, BBCNewsNI, BBCEngland	22.97	42,199,842
2	Mid-Market/Tabloid Newspaper	The Daily Mail	MailOnline, DailyMailUK	18.46	2,161,934
3	National Daily Newspapers	The Guardian	guardian, guardianopinion, guardiannews, GdnPolitics	14.40	9,648,692
4	National Daily Newspapers	Daily Telegraph	Telegraph, TelegraphNews, TelePolitics	14.90	2,944,016
5	National Daily Newspapers	The Independent	Independent	8.86	2,238,835
6	Mid-Market/Tabloid Newspaper	Daily Mirror	DailyMirror, MirrorPolitics, dailymirrorni	8.83	966,538
7	National Daily Newspapers	TheTimes&TheSundayTimes	thetimes, timesredbox, timesnewsdesk, timespolitics, thesundaytimes, ST_Newsroom	1.88	1,487,199
8	Business Newspaper	Financial Times	FinacialTimes, FT	1.38	8,696,051
9	Free National Newspaper	Metro	MetroUK	4.94	265,521
10	Digital-Born, International	Buzzfeed	BuzzFeedUK, BuzzFeedUKPol	3.98	209,177
11	Digital-Born, International	Reddit	reddit	9.30	484,240
12	Mid-Market/Tabloid Newspaper	Daily Express	Daily_Express, ScotExpress	7.70	660,861
13	TV	Sky News	SkyNews, SkyNewsBreak, SkyNewsBiz, SkyNewsTonight	3.19	7,154,250
14	Regional Newspaper	Evening Standard	EveningStandard, standardnews	3.65	584,619
15	TV	ITV News	itvnews, itvcalendar, ITVCentral, GranadaReports, ITVEveningNews, itvlondon, ITWales, itvtynetees, itvanglia, itvwestcountry, itvmeridian	1.91	2,607,225
16	Digital-Born	News Now	NewsNowUK	2.69	9,918
17	Regional Newspaper	Manchester Evening News	MENnewsdesk	2.31	471,024
18	Digital-Born	International Business Times	IBTimesUK, IBTimesUKBiz	5.11	32,616
19	Digital-Born, International	Huffington Post UK	HuffPostUK, HuffPostUKPol	3.13	236,661
20	Mid-Market/Tabloid Newspaper	The Sun	TheSun, TheSun_NI	9.05	1,289,930
21	Digital-Born, International	Vice	VICEUK	1.77	430,537
22	Mid-Market/Tabloid Newspaper	Daily Star	Daily_Star	3.24	170,233
23	Regional Newspaper	Daily Record	Daily_Record	1.27	109,332
24	Regional Newspaper	Liverpool Echo	LivEchonews	1.70	356,795
25	Regional Newspaper	Scotsman	TheScotsman	0.89	129,385
26	Magazine	The Economist	TheEconomist, EconBizFin, EconEconomics, EconBritain	0.91	23,487,537
27	Digital-Born	The Tab	TheTab	0.80	8,313
28	Magazine	NewStatesman	NewStatesman	0.38	143,948
29	Local Newspaper	Chronicle Live	ChronicleLive	0.87	148,361
30	Magazine	The Spectator	spectator	0.70	106,782
31	Regional Newspaper	Wales Online	WalesOnline	0.77	173,095
32	Regional Newspaper	Belfast Telegraph	BelTel	0.80	140,898
33	Business Newspaper	City A.M	CityAM	0.29	46,278
34	Weekly Newspaper	The Week	TheWeekUK	0.42	11,165
35	Regional Newspaper	The Herald	heraldscotland	n/a	88,185
36	Digital-Born, International	Mic	mic	0.80	176,881

## Digital-born and Legacy News Media on Twitter during the UK General Election

	Type	Brand	TW Usernames	Online Audience Reach %	Followers
37	News Agency	Reuters	ReutersUK	1.50	87,163
38	Local Newspaper	Bristol Post	BristolPost	0.38	108,655
39	Regional Newspaper	Eastern Daily Press	EDP24	0.26	86,533
40	Local Newspaper	Nottingham Post	Nottingham_Post	0.61	122,430
41	Local Newspaper	Hull Daily Mail	hulldailymail	0.70	69,149
42	Local Newspaper	Derby Telegraph	DerbyTelegraph	0.34	64,368
43	Digital-Born, International	The Daily Beast	thedailybeast	0.33	1,085,954
44	Regional Newspaper	Express and Star	ExpressandStar	0.33	125,470
45	Local Newspaper	Gazette Live	EveningGazette	0.32	67,941
46	Local Newspaper	Cambridge News	CambridgeNewsUK	0.34	71,527
47	Regional Newspaper	Yorkshire Evening Post	LeedsNews	0.37	182,517
48	TV	STV News	STVNews	0.50	375,435
49	Public Service Media Organization	Chanel 4 News	Channel4News	0.19	1,531,401
50	Local Newspaper	Coventry Telegraph	covtelegraph	0.41	70,599
51	Regional Newspaper	Daily Post	dailypostwales	0.40	81,083
52	Local Newspaper	Leicester Mercury	Leicester_Merc	0.43	92,180
53	Digital-Born, International	Dailydot	dailydot	0.25	275,421
54	Radio	LBC	LBC, lbcbreaking	0.34	197,537
55	Local Newspaper	Romfordrecorder	RomfordRecorder	n/a	14,626
56	Local Newspaper	The Star	SheffieldStar	0.40	138,287
57	Regional Newspaper	The Courier	thecourieruk	0.26	35,388
58	Regional Newspaper	The Press and Journal	pressjournal	0.25	49,946
59	Local Newspaper	The Surrey Advertiser	getsurrey	0.37	130,679
60	Local Newspaper	Get Reading	getreading	0.26	71,090
61	Regional Newspaper	East Anglian Daily Times	EADT24	0.19	43,046
62	Digital-Born	Stoke Sentinel	SentinelStaffs	0.35	64,200
63	Local Newspaper	The Herald Plymouth	PlymouthHerald	0.46	51,043
64	Regional Newspaper	The Yorkshire Post	yorkshirepost	0.33	142,367
65	Local Newspaper	Norwich Evening News	EveningNews	0.03	50,299
66	Digital-Born, International	Breitbart	BreitbartNews, BreitbartLondon	0.30	768,034
67	Local Newspaper	Brent and Kilburn Times	bktimes	n/a	7,704
68	Local Newspaper	Get West London	GetWestLondon	0.36	11,770
69	Local Newspaper	Western Daily Press	WesternDaily	n/a	10,780
70	Local Newspaper	Oxford Mail	TheOxfordMail	0.24	59,705
71	Local Newspaper	The News Portsmouth	portsmouthnews	0.32	70,623
72	Local Newspaper	Grimsby Telegraph	portsmouthnews	0.17	14,828
73	Local Newspaper	Lancashire Post	GrimsbyTel	0.17	54,446
74	Local Newspaper	The Gazzette	leonline	0.14	47,634
75	Local Newspaper	Lincolnshire Echo / Lincolnshire Live	The_Gazette	0.19	25,098
76	Regional Newspaper	The Chronicle	Lincslive	0.87	148,361
77	Local Newspaper	The Scunthorpe Telegraph	ChronicleLive	0.06	10,865
78	Local Newspaper	Gloucestershire Live	ScunTelegraph	n/a	17,439
79	Regional Newspaper	Birmingham Mail	GlosLiveOnline	1.50	236,530
80	Local Newspaper	Bath Chronicle	birminghammail	0.17	36,519
81	TV	Euronews	BathChron	0.15	258,959
82	Local Newspaper	Croydon Advertiser	euronews	0.20	13,867
83	Weekly Newspaper	Polish Express	CroydonAd	0.11	2,585
84	Regional Newspaper	Sunderland Echo	PolishExpress	0.19	43,961
85	Local Newspaper	West Briton	SunderlandEcho	n/a	46,127

## Digital-born and Legacy News Media on Twitter during the UK General Election

	Type	Brand	TW Usernames	Online Audience Reach %	Followers
86	Regional Newspaper	Devon Live	CornwallLive	n/a	11,351
87	Local Newspaper	Ilford Recorder	DevonLiveNews	0.02	8,076
88	Regional Newspaper	Shropshire Star	IlfordRecorder	0.25	73,057
89	Local Newspaper	Greenock Telegraph	ShropshireStar	n/a	10,089
90	Local Newspaper	Hamhigh&High	greenocktele	n/a	16,590
91	Local Newspaper	NorthamptonChronicle Echo	HamandHigh	0.12	71,000
92	Magazine	Campaign	ChronandEcho	0.35	160,154
93	Local Newspaper	Gloucester	Campaignmag	n/a	17,439
94	Local Newspaper	Chester Chronicle	GlosLiveOnline	0.15	48,335
95	Local Newspaper	Newham Recorder	ChesterChron	n/a	8,161
96	Local Newspaper	News & Star	NewhamRecorder	0.08	26,288
97	Blog	Conservative Home	newsandstar	0.08	57,855
98	Local Newspaper	The Weston Mercury	ConHome	n/a	6,873
99	Local Newspaper	Kent Live	WSMERCURY	n/a	22,956
100	Blog	Order-Order	kentlivenews	0.13	229,563
101	Local Newspaper	Burton Mail	GuidoFawkes	0.15	9,641
102	Digital-Born	Sabotage Times	BurtonMailNews	n/a	31,060
103	Local Newspaper	Evening Express	SabotageTimes	0.20	26,164
104	Local Newspaper	Shields Gazette	EveningExpress	0.10	11,758
105	Digital-Born	PoliticsHome	shieldsgazette	0.07	86,752
106	Digital-Born	LabourList	politicshome	0.03	56,787
107	Local Newspaper	Ipswich Star	LabourList	0.09	17,336
108	Digital-Born	Press Reader	ipswichstar24	0.13	26,605
109	Local Newspaper	WiganToday	PressReader	0.09	18,622
110	Local Newspaper	Newbury Today	WigToday	n/a	9,957
111	Digital-Born	News RT	NewburyToday	n/a	110
112	Local Newspaper	Peterborough Telegraph	newsrtcouk	0.11	20,512
113	Local Newspaper	Essex Chronicle	peterboroughtel	n/a	40,460
114	Local Newspaper	Hartlepool Mail	essexlive	0.08	9,981
115	Digital-Born	Open Democracy	HPoolMail	n/a	53,472
116	Local Newspaper	Halifax Courier	openDemocracy	0.06	16,497
117	Local Newspaper	News Letter	HXCourier	0.10	34,192
118	Local Newspaper	Northamptonshire Telegraph	News_Letter	0.05	13,316
119	Local Newspaper	Bedfordshire on Sunday	NTelegraph	0.08	13,582
120	Digital-Born	The Daily Touch	TheDailyTouch	n/a	1,936
121	News Agency	SWNS	SWNS	n/a	3,424
122	Digital-Born	The Lincolnite	thelincolnite	0.08	27,478
123	Digital-Born	Mediaite	Mediaite	n/a	137,008
124	Local Newspaper	Surrey Mirror	surreymirror	0.11	18,473
125	Local Newspaper	West Sussex Gazette	WSGazette	n/a	1,439
126	Digital-Born	The Canary	TheCanarySays	0.44	37,085
127	Digital-Born	The Bureau of Investigative Journalism	TBIJ	n/a	30,088
128	Digital-Born	Ladbible	ladbible	1.43	1,958,829
129	Free National Newspaper	Metro News	MetroUKNews	n/a	2,057

**Notes:** Source for online reach: comScore MMX Key Measures, % reach desktop only, average last three months, April 2017. *The Independent* is coded as National Daily Newspaper to reflect its long legacy tradition although it terminated its printed edition in February 2016 and has published as digital-only operation since then. Scottish national newspapers have been included under the label Regional Newspapers. Vice is coded as a digital-born outlet as most of its growth in the UK has been due to its online edition.

**\*\* List of top hashtags used by news media**

#ge2017	#manchesterexplosion	#frontpages
#manchester	#cyberattack	#LibDemManifesto
#election2017	#londonterrorattack	#whyvote
#generalelection	#manchesterterrorattack	#LeadersDebate
#brexit	#generalelections2017	#prayformanchester
#londonbridge	#localelection2017	#WeStandTogether
#manchesterattack	#registertovote	#minutesilence
#ge17	#localelections	#womenshour
#tomorrowpaperstoday	#conservative	#SNPmanifesto
#generalelection2017	#election	#gardentax
#bbcdebate	#libdems	#electiondebate
#breaking	#dementiatax	#Vauxhall
#electionday2017	#grime4corbyn	#Prayersforlondon
#londonattacks	#lbcelectioncall	#ivoted
#manchesterbombing	#manchesterarenaattack	#govote
#scotpapers	#mymanifesto2017	#pollingstation
#battlefornumber10	#tory	#YourVoteMatters
#londonattack	#londonterrorattacks	#peoplepower
#vote2017	#getsmyvote	#hungparliament
#localelections2017	#tories	#dupcoalition
#generalelection17	#labourparty	#electioncast
#manchesterarena	#mentalhealth	#brexiteers
#dogsatpollingstations	#pollingday	#ukipmanifesto
#nhscyberattack	#toryelectionfraud	#greenmanifesto
#boroughmarket	#dementia	@UKHomeOffice
#labour	#localelections17	candidates
#torymanifesto	#manchesterarenaexplosion	manifesto
#londonbridgeattack	#2017election	amber rudd
#campaignlive	#elections2017	George Osborne
#exitpoll	#exitpolls	Nick Clegg
#countdown	#frontpagetoday	Alex Salmon
#labourmanifesto	#nhscyberattacks	Nick Timothy
#leadersdebate	#britishthreatlevels	Fiona Hill
#nhs	#electioncast	British National Party
#britaindecides	#electionexpenses	BNP
#standtogether	#libdemfightback	Adam Walker
#ukip	#londonbridgeattacks	David Davis
#arianagrande	#bbcelectioncafe	Boris Johnson
#conservatives	#electionday	