Social media research finds Facebook comms manager is the top PR influencer on Twitter

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New research from media analytics firm Commetric found that **Andy Stone**, policy communications manager at **Facebook**, is the most influential PR professional on Twitter, despite the fact that PRs working in-house at big corporations lagged behind their peers from small agencies.

By participating in many conversations ranging from those about disinformation, privacy, Facebook's measures to protect the 2020 US elections, and the steps on enforcing against QAnon and militarised social movements, Stone's high level of engagement saw him sneak past **Twitter**'s own **Nick Pacilio**, to take the top spot on the PR Influencer Index which ranks the most influential communications influencers on Twitter.

But Stone and Pacilio are the exceptions. The research shows that in-house house communicators who mostly tweet about their company or industry lag behind their peers from small agencies who start conversations about different topics and even their daily lives.

Commetric's new PR Influencer Index which uses the company's proprietary influencer mapping methodology and human analyst expertise found that more than half (59%) of top PR influencers work in agencies, usually their own or small ones.

The typical PR influencer has between 6-8K Twitter followers and at least 50% of their tweets are original content (as opposed to retweets) about topics ranging from politics and Covid to climate change and diversity & inclusion.

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Editor's Notes

Commetric (www.commetric.com)

Commetric provides advanced media analytics solutions that help organisations manage and measure their corporate reputation. We combine AI and expert human insight to enable clients across industry sectors realise the full potential of their media investments. The firm has won numerous communications industry awards and is a leading AMEC member.

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