

Appendix

Appendix 1 Raw Lyft Tweet Data fetched from Twitter's API

tweets	tweet_type	favorite_count	retweet_count
"A small act of goodness and kindness can make a difference" -Seattle driver, Eli, delivering donated masks from businesses to local hospitals in need. Know a Lyft driver or rider doing good in your community? Help us say thanks at https://t.co/o4tu6Cv30E . https://t.co/WGhS6b7SO2	Charity	88	18
We know Lyft can be a critical lifeline for communities in need. Many people still need help reaching essential services, and many drivers count on this work for extra income. We,ÄövÑv¥re taking immediate action to help with both. https://t.co/c5s6Z5eWF9 https://t.co/iSUH61BsFj	Safety	118	46
To find out more information on how we're supporting the community during this time, and how you can help, please see here: https://t.co/gPfHf18qaD https://t.co/icNnT6LUDx	Charity	54	18
Lyft is pausing Shared rides across all markets. The health and safety of the Lyft community is our top priority, and we,ÄövÑv¥re dedicated to doing what we can to slow the spread of COVID-19. We will continue to monitor the situation closely and base our actions on official guidance.	Safety	265	141
During this uncertain time, we all must do what we can to help protect the well-being of our communities. We want to make sure drivers and riders know the best ways to protect themselves, and what Lyft is doing to help. Learn more: https://t.co/fdntRS5riG https://t.co/EgFUDfCIAX	Safety	89	30

<p>Our hearts are with all of those affected in Nashville today. We're committed to helping people find shelter and recover through our Disaster Response program. Use code NASHRELIEF20 for free and discounted rides to shelters and blood donation sites. https://t.co/1paf94yXbS https://t.co/VZESsLrKwN</p>	Discount	64	20
<p>Everyone who wants to exercise their right to #vote should have reliable, affordable access to the polls. Today and throughout the primaries, we're giving free rides to the polls through partners like @LWV, @studentvets, & @votolatino #LyftUp #SuperTuesday https://t.co/OM7rn87UrH</p>	Politics	75	38
<p>We've had @justinbieber's 'ETA' song on repeat all week, and we want to share the love. https://t.co/KmNFw20ZFu https://t.co/V2eJkEajwk</p> <p>Enter Promo code WHATSYOURETA in the Lyft app for a chance to win 2 tix to the upcoming #ChangesTour AND a free year of Lyft rides. NO PURCH NEC. USA; 18+. Rules: https://t.co/KmNFw20ZFu https://t.co/V2eJkEajwk</p>	Entertainment	2259	544
<p>Have a @Chase Sapphire Reserve card? Add your card as payment in the app to unlock 10x points every time you ride AND get a free #LyftPink membership. That means 15% off car rides, priority airport pickups, surprise offers, and so much more. Check out https://t.co/fNgx2vpeWc https://t.co/6dJLtcA5yQ</p>	Discount	25	7
<p>Did you know that we've given over 100,000 self-driving rides in Las Vegas with our partner @Aptiv?</p> <p>If you could request a self-driving ride through the Lyft app, would you give it a try?</p>	Innovation	29	4
<p>Riding with more than 13,000 passengers proves that we're not so different after all. We took a #ridewith 5-star Dallas driver Wanda, who talked about finding herself on the road and being accepted for just being who you are. https://t.co/e0mEups4oH</p>	Motivation	35	8

@FireProphetic @AskLyft Hey there, we're sorry to hear this and would like to assist you. Please DM us with your full name, email and phone number associated with your Lyft account. https://t.co/oaLkbn0z	Support	0	0
We,ÄöVÑv¥re highKEY excited for Undercover #Lyft with the one and only @aliciakeys, girl on Ô£øv°vÆ,Äç! Watch her alter ego ,ÄöVÑv≤Laura,ÄöVÑv¥ take on LA traffic and perform a very special collab with Lyft passenger @vhhnk Ô£øv°v≥-fÔ£øv°v©,àÇGet it all here: https://t.co/5M2PXQY51P https://t.co/jQ97XY0zQg	Entertainment	250	67
Make us your first call after the final call on the field. Ô£øv°v®v† We,ÄöVÑv¥d rather you worry about the score than how you,ÄöVÑv¥re getting home. Ride Smart with Lyft tonight.	Safety	51	14
Riders in #KansasCity also shared the team spirit, tipping just slightly higher on game days than riders in San Francisco. Ô£øv°v≠,àû https://t.co/WnjgLNdHck	Sport-Info	20	4
While fans in San Francisco took more rides to the game, #KansasCity riders were more likely to show up on time for kickoff. Ô£øv°v®v† https://t.co/yWxEHqksmv	Sport-Info	23	2
You voted, and we have the answers! During the season, fans in #SanFrancisco Ô£øv°v•vç took more Lyft rides to games than fans in Kansas City. Ô£øv°vðv≥ https://t.co/T3C6imB56x	Sport-Info	16	4
The countdown to Sunday is on. Can you guess which city was more dedicated to their team this season? Check back tomorrow for the results. Ô£øv°v®v†Ô£øv°v`v§Ô£øv°v®vú	Sport-Info	11	3
In the last presidential election, it,ÄöVÑv¥s estimated more than 15 million eligible voters didn,ÄöVÑv¥t go to the polls because they lacked a way to get there. Together with select non-profits, we're helping voters exercise their right to vote. Join us: https://t.co/3sg1bDMB9Y #LyftUp https://t.co/vFRWepiw5y	Politics	128	82

<p>While many of us celebrate the big game on Sunday, reports of human trafficking will likely rise. We partnered with @BEST_Alliance and @Dressember to give FL drivers tools to help recognize the signs and offer assistance.</p> <p>To make a report, use 911 or the hotline: (888) 373-7888 https://t.co/Viu2wb4D85</p>	Sport-Safety	27	10
<p>For many, transportation is the #1 barrier to getting healthy food. This week at @sundancefest, we delivered groceries to @ccofpc through the #LyftUp Grocery Access Program. Join us in connecting communities with fresh, healthy food: https://t.co/iVrDHzgtOh https://t.co/ZO6qnhYYQC</p>	Charity	34	13
<p>Heads up #Vancouver, we've officially landed! 🇨🇦🇻🇨</p> <p>Now 2 am you, and 8 am you, and 5pm you can grab a Lyft to your favourite bar, grandma's house, a museum, the market, Rogers Arena, a bridge, the Seawall, a park... you know, wherever. It's all in the app. https://t.co/h35oop7lfu</p>	Advert	120	47
<p>A bike can take you all the way to whoever you want to be. But first, you need access to that bike. We, @kingjames and @uninterrupted are partnering with @kingjames and @uninterrupted to give one-year bikeshare memberships to thousands of young people. Learn more at https://t.co/iVrDHYYSWJ https://t.co/DlxMRHBxIj</p>	Innovation	67	21
<p>.@KingJames made a surprise visit to our event at the Harlem @YMCANYC today to talk about the difference a bike can make in a young person's life. A bike opened doors, allowed me to get to safe places after school, and gave me access to opportunities I never would have known. https://t.co/KE7wQNN0Qj</p>	Entertainment	95	30
<p>For a young person who needs to get around their city, a bike is often the best way and only way. We, @kingjames and @uninterrupted are partnering with @KingJames and @uninterrupted to give 1-year</p>	Innovation	195	65

bikeshare memberships to thousands of young people. https://t.co/iVrDHYYSWJ https://t.co/HOBXnJB Fon			
Millions lack access to basic human needs because they can't get a ride. So we're doing something about it. Today, we're introducing #LyftUp, an initiative to expand transportation access for those who need it most. https://t.co/VPa7gAnl13 https://t.co/kwUOWfpSm0	Charity	135	50
Y'all @BadBoys ready!? Watch the OG Bad Boy himself Will Smith take a few lucky #Lyft riders on a joyride through the mean streets of Miami: https://t.co/SdNLxib9Bu Missed your ride? Catch him in his new blockbuster #BadBoysForLife in theatres now! 👉👉👉👉👉👉👉👉👉👉👉👉👉👉👉👉 https://t.co/RxubKBN7dK	Entertainment	48	23
Our work to improve rideshare safety continues. Today, we're launching the Safety Advisory Council: a collective of diverse experts who advise Lyft on the safety topics that impact our community most. Visit our site to see our partners and projects: https://t.co/NVIsP1Y6JH	Safety	36	10
With more than 20,000 passengers, Atlanta driver Jackee has seen it all - corporate types looking for a night out on the town, college students stressing over finals, and people hoping to make genuine connections. https://t.co/gUismALH0E 👉👉👉👉👉👉👉👉👉👉👉👉👉👉👉👉 https://t.co/UPqh8VGirV	Advert	22	2
After leaving the military, Tom had a tough time getting back on his feet. He knew he wanted to continue helping people and started driving with Lyft. Several years later, Tom has built communities around him and is applying his skills behind the wheel to his job as a counselor. https://t.co/Vu32P0ckqk	Motivation	16	0

<p>We're transforming the future of travel through the #FlyDelta app. With more features coming soon, like premium airport experiences for ridesharing and estimated trip arrival times, you can link your @Delta and Lyft accounts for easier ways to earn (and use!) miles.</p> <p>Ô£øv°vðv≥,ÄövJv+vi,àèv® https://t.co/Ea79Nr39BU</p>	Advert	32	11
<p>New Year, new ebikes! Ô£øv°vð,â§,Äövð-∞</p> <p>Thanks to our @baywheels team for working hard to safely bring ebikes back to the streets of San Francisco. Ready to get rolling? Unlock one from a dock (or from wherever!) in the Lyft app.</p> <p>https://t.co/k8iUa9mvvq</p>	Innovation	65	18
<p>Our co-founder @johnzimmer rang in 2020 the way he does every year: driving on NYE. From all of us at Lyft, thanks to our driver community for helping people get home safely last night.</p> <p>https://t.co/nMlwzY16Yo</p>	Safety	146	26
<p>Cheers! Ô£øv°,Äcvá</p> <p>https://t.co/giNXGPglwg</p>	Advert	28	1
<p>We're dropping free bubbly Ô£øv°vßv¶ and free rides Ô£øv°vðv≥ on December 31st in NYC, Miami, Boston, and Philly. Check back tomorrow for your chance to score one. https://t.co/oN6ZTt9bJL</p>	Advert	943	640
<p>Driving at night can have a lot of advantages, from clearer roads to getting passengers home safely after a night out. We asked our 2019 Driver Of The Year honorees why they drive at night, and their answers were illuminating. Ô£øv°v≠-∞</p> <p>https://t.co/UwriSuKinz</p>	Motivation	36	12
<p>When exceptional drivers meet exceptional passengers, it makes for some truly memorable rides. Hear about some of the best moments on the road from our 2019 Driver Of The Year honorees. Ô£øv°vðv≥ Ô£øv°v≠-® https://t.co/aHoPtZ8LCK</p>	Testimonial	28	6
<p>We caught up with the drivers honored at our 2019 Driver Of The Year awards to hear stories from the road. When asked what</p>	Testimonial	25	5

<p>their best advice for riders is, some shared local hot-spots and others talked about personal connections.</p> <p>What's your go-to piece of advice for your city? https://t.co/dgFBmEKqQg</p>			
<p>A sign on the back of her seat explains it all ,ÄövÑV” LA driver Kim A. is passionate about spreading holiday cheer. When she isn't driving with Lyft, she cruises the streets by motorcycle, delivering toys, blankets and more to those in need as part of her Sleigh It Forward project. Ô£øvºV©vñ https://t.co/leyWmNh1vg</p>	Charity	55	8
<p>The holidays are busy with parties, events, and lots and lots of errands. Check out @BuzzFeed's tips for riding safely this season. https://t.co/JdqIFcwt8P</p>	Advert	27	9
<p>Did you know that drivers have given more than one billion Lyft rides within the last decade?</p> <p>That's a lot of connections made between folks who might otherwise be strangers. To help kick off the next decade, we asked drivers to share stories of their favorite rides. https://t.co/tKd7kgZM5J</p>	Testimonial	31	4
<p>We,ÄövÑV¥ve got your back with safety checks at every step. ,ÄövJvñ</p> <p>Before entering your ride, drivers are screened through a series of rigorous background checks ,ÄövÑVÆ including continuous monitoring to uncover new or existing criminal or driving offenses. https://t.co/iCyBBMDjkC</p>	Safety	84	22
<p>Heading home for the holidays? Get a little more out of those trips (besides time with the fam) when you link your Lyft and @Delta accounts.</p> <p>Get 10 miles/\$ on airport rides and 2 miles/\$ on all other rides in the US through Jan. 2. Terms Apply. ,ÄövJv†vî,àèv® Ô£øvºVðv≥ https://t.co/cg7rxMehYY https://t.co/wQ6RomoQfo</p>	Discount	11	6

It's the season of giving, but these cities have been in the spirit year-round. Can you guess which one of them tipped the most in 2019?	Poll	20	3
,ÄöVÑvJDriving is like meditation,,ÄöVÑvπ says Jules, an LA driver, actor, and musician. In six years, he's given over 26,000 rides, filling his car with thoughtful reflections and stoplight concerts on his tiny keyboard. Recently, we took a #RideWith Jules to hear some words of wisdom. https://t.co/SgR6TsmLGy	Motivation	16	3
Our special #ArtBasel cars are in-action throughout Miami this week. Ô£øV²v`vß For every ride taken in one of these cars, we,ÄöVÑv¥re donating to the #LittleHaitiMuralProject, helping them towards their mission of preserving Haitian and Caribbean culture through art and murals. Ô£øV²v©-Æ https://t.co/egqN7JomDG	Charity	38	12
@asapbreer Hi there. If you'd like us to review any ride for you, please send us a DM with the full name, email address, and phone number associated with your Lyft account. We'd be happy to help! https://t.co/oaLkbn0z	Support	0	0
The holidays are here, and we,ÄöVÑv≤re thankful for the drivers that help make Lyft a joyful experience for all. Ô£øV²v≠vØ Thank you for the late-night rides, trips to the airport, pumped-up playlists, amazing conversations, and personal touches. Your riders couldn't get there without you. https://t.co/pjoATrs9qp	Appreciation	38	7
,ÄöVÑvJAccess to healthy food is a basic human right. We need to stop thinking about these things as luxury items,,ÄöVÑvπ says Lauren Biel, exec. director of the food justice nonprofit @dc_greens. Together, we,ÄöVÑv¥re providing seniors in food deserts with \$1.50 rides to and from grocery stores. https://t.co/mJY1jVS38E	Charity	52	13
Our hearts are with those affected by the #CaveFire in Southern California. We're offering free rides to evacuation and	Discount	19	10

resource centers in the area. For the most up-to-date information, please check our site https://t.co/KazQMGvnQ5			
We're bringing fast, affordable car services and in-person driver support together under the same roof. Lyft Driver Centers are tailored to the community (like this one in Phoenix) and built with rideshare drivers in mind. Like what you see? Tell us where we should come next! https://t.co/EjOd9T5iUG	Innovation	56	12
I feel normal. We all don't know how to ride! says Sonia, putting on a helmet. After two hours of classes on @DivvyBikes in Chicago, new and less experienced adult riders Sonia and Tinesha proved that it's never too late to take life by the handlebars. https://t.co/vEcnOuQz53	Safety	21	4
Millions of Americans live in food deserts, far away from grocery stores. We partnered with local nonprofits to help families cover the cost of rides and put healthy food on the table. This week, we're expanding to 18 cities across North America. https://t.co/E5yXu8MclZ	Charity	46	18
In case you missed it, this year we added optional #pronouns to rider profiles in the Lyft app. Here are a few reasons you should consider adding yours	Advert	47	16
@TroyRichards_23 If you are in immediate danger, dial 911 to connect with local authorities. Click https://t.co/DR8emMuWDF to be connected to a member of our safety team to file a report.	Safety	2	0
On a recent #ridewith longtime Chicago driver Suzette, we learned how a little encouragement and a simple conversation can spark magic. On #WorldKindnessDay, and every day, we encourage you to keep the magic alive and	Motivation	38	5

spread joy in your next ride. https://t.co/ERckTDV5il			
To help every Lyft driver know how pay works, we built The Driver,ÄöVÑv¥s Guide to Pay. It,ÄöVÑv¥s a one-stop shop on everything pay, packed with the basics on earning with Lyft, earning tools, tips on when and where to drive, and ways to earn more. Check it out at https://t.co/uYpm1xeY1L https://t.co/VxGiMTiICH	Innovation	9	6
@DoeRe7 @AfroTech @logangreen Hi there, apologies but we haven't seen any messages come through on Twitter. Did you contact us another way, maybe?	Support	0	0
@DoeRe7 @AfroTech Existing drivers are eligible to receive an incentive to both compensate you for your time and as a thank you for helping to create a safer community. If you have more questions on the incentive, please send us a DM and we'll look into that for you.	Support	0	0
Did you know that 9% of our drivers report having served in the military? Today, we honor drivers like Zakiyyah for their years of hard work and service. Ô£øV°v°,à´Ô£øV°v°,àè https://t.co/GWbppo8wby	Appreciation	52	5
As we look to 2020, we strive to improve representation for our Black team members, both overall and in leadership roles. This week we,ÄöVÑv¥re at @Afrotech with 6000+ Black tech entrepreneurs, self-starters, and engineers, discussing ways to build more inclusive and diverse teams. https://t.co/3qBI59XE4M	Innovation	46	6
Great communities are built on shared values and a sense of accountability. We think accountability starts with education. That,ÄöVÑv¥s why we're developing and launching new safety education programs for both our riders and drivers.	Innovation	34	8
@MPLSGrey77 Hey there! We really would like to hear about your experience. Would you mind sending us your email address, phone number, and full name associated	Support	0	0

with your Lyft account, in a DM? https://t.co/oaLkbn0z			
You're doing amazing, Billy. Thanks for sharing the spotlight with us on your 15th season! Ò£øv°v©vç https://t.co/EZZp3yWNil	Appreciation	31	2
In Richmond, VA, @ReEstablish_RVA gives Lyft rides to job training, medical care, and driving lessons so refugees and immigrants become more independent. See how this helped their client, Savitra, secure a job looking after children with disabilities. https://t.co/y7dK3QrCMX https://t.co/58dLmZKdot	Advert	25	11
You never know who,ÄövÑv¥s going to *POOF* into a shared ride with you. Whether you,ÄövÑv¥re a posh princess or a goth queen, remember to be kind when you,ÄövÑv¥re sharing the ride this #Halloween. Ò£øv°vðv≥ https://t.co/1SvzSGJEqp	Advice	23	7
Surfing the streets for candy? Keep scooters off the sidewalk for smoother cruising with your crew. Ò£øv°vμ→•Ò£øv°v≠→Æ https://t.co/1HcJVrseju	Safety	17	4
Who needs a broomstick on a night like tonight? Pedal, scoot, walk, or fly through this week ,ÄövÑv“ just don,ÄövÑv¥t forget your headgear. Ò£øv°vð,â§Ò£øv°vüv¥,ÄövÑvß,Äöv¥vÑvî, àèv® https://t.co/NpRF4VKXha	Safety	17	3
We're donating ride credits to local non-profits across the country, providing communities in need with reliable transportation to and from shelters, medical appointments, interviews, tutoring, and so much more. Learn more about the groups in your city. https://t.co/Pjtr05dZVR https://t.co/kL1hD9rknw	Charity	88	32
We believe in equal opportunity for everyone. That's why we've partnered with @cut_50 and @KimKardashian to help formerly incarcerated individuals get back on their feet. https://t.co/VemdYg8Ulx	Charity	302	65

In response to the power outages in Northern California and the #KincadeFire, we're doing our part to help those in need. Check our blog for information on free rides to local resource centers. https://t.co/SE0Qgs1QL1	Charity	62	36
@Darth_Nyxa Hey there! Could you send us a DM with the email address, phone number, and full name associated with your account? We,ÄöVÑv¥d be glad to look into this for you. https://t.co/oaLikbvn0z	Support	0	0
Hopping into a Lyft XL because your squad rolls deep? Remember that XL,ÄöVÑv¥s carry six people or less. Yep, even if they are really, really small. https://t.co/yBiv7nM3NY	Advert	42	10
Did you know you can grab a @CitiBikeNYC in the Lyft app? We're spreading the Citi Bike love around NYC by bringing Ö£øvºvð,â§ to more streets in Brooklyn and Queens, with plans to double the service area over the next five years. https://t.co/M4PbObXIRJ	Advert	58	12
Things in the Lyft app are looking a little different these days Ö£øvºv'vÑ Whether you,ÄöVÑv¥re walking, scooting, biking, or sharing the ride, all of your options for getting around your city are now available. https://t.co/MF8mUCvXha	Advert	49	12
Casting your vote shouldn,ÄöVÑv¥t be a challenge. It is your right. On Oct. 21, Lyft is giving Toronto and Ottawa voters discounted rides to the polls for #election2019. Let's make sure your voice is heard! #RideToVote https://t.co/ExSRKcZqex https://t.co/fClKtW0wC7	Politics	44	15
Reliable transportation can mean the difference between long-term success and lost opportunities. We're proud to partner with groups like @the_USO to offer rides to veterans (and others) for job interviews, training sessions, and even to the	Support	322	171

workplace. https://t.co/E6ZG9pCSfG https://t.co/teqAZ3TaxM			
How can there be only two ways to be? We support all expressions of gender identity and believe that you shouldn't be defined by ticking only one of two boxes. In the app, we've included a range of optional pronouns for your rider or driver profile. #PronounsDay #TwoIsTooFew https://t.co/y6i6wYFxTH	Advert	44	14
It's a simple question, but for every driver the answer is different. We connected with folks across the country to hear more about why they drive with Lyft. https://t.co/WHfm3I9v4g	Motivation	21	7
@LarryFcknDavid It would really be the best (ie) commercial ever! We are so glad we were a part of this creating this awesome duo! Thank you for being a part of the Lyft community and stay awesome! https://t.co/WoLlqZarh1	Appreciation	2	0
Sometimes, a quick call can save your wallet, purse, keys, or sanity. When you make a call in-app, your phone number is anonymized, meaning smoother connections without sharing your info. Learn more about our safety initiatives at https://t.co/cBAfqNqq9I https://t.co/rhWaivnWfB	Safety	15	11
In the Bay Area, planned power outages are slated to impact hundreds of thousands of residents this week. To help our communities stay connected, we're offering rides to participating resource centers. Check our blog for more details https://t.co/2fUcwqWFO	Charity	17	14
Parenthood is all about perspective, and lots of drivers say that helps while they're out on the road. We took a #RideWith mom and Chicago native, Jeanette, to hear more about the experiences that keep her in high spirits. https://t.co/GeepV85N9T	Motivation	29	7
Every year, 3.6 million Americans without transportation options miss a medical appointment. For	Discount	57	20

<p>#BreastCancerAwarenessMonth, we're providing free rides for mammogram appointments.</p> <p>Our own Megan Callahan shares her journey and more on this partnership: https://t.co/W7bYIbCQ47 https://t.co/6iwANFC5Gb</p>			
<p>@trynabeinlove If you are in immediate danger, dial 911 to connect with local authorities. We,ÄövÑv¥ve been unable to locate your account with the information given. Click https://t.co/DR8emMuWDF to be connected to a member of our safety team to file a report.</p>	Safety	0	0
<p>@queenkay_124 If you are in immediate danger, dial 911 to connect with local authorities. We,ÄövÑv¥ve been unable to locate your account with the information given. Click https://t.co/DR8emMuWDF to be connected to a member of our safety team to file a report.</p>	Safety	0	0
<p>@halfalve Safety is fundamental to Lyft, and behavior like this is not tolerated. We,ÄövÑv¥ve been unable to locate your account with the information given. Click https://t.co/DR8emMuWDF to be connected to a member of our safety team to file a report.</p>	Safety	0	0
<p>You shouldn,ÄövÑv¥t have to open a million apps just to plan the way to your next adventure. So we fixed that!</p> <p>Starting today, all of the options available in your city are now front and center in the Lyft app. Ö£øv°vðv≥Ö£øv°vð,â§Ö£øv°vμ-•Ö£øv°vðv§ https://t.co/1bp1VoITLm https://t.co/qRkZIoPISS</p>	Innovation	291	46
<p>Experienced drivers often say their secret to success is just being themselves. But when you face discrimination for your identity, it,ÄövÑv¥s not so easy. Hear how one (world-famous) passenger,ÄövÑv¥s kindness and respect smoothed out the trip.</p>	Advice	27	5

Share your story at https://t.co/y0FI94uFMX https://t.co/9RZ2Csllsl			
@NickyB___ Hi there. We,ÄöVÑv¥d like to look into this. Could you please send us a DM with the full name, email address, and phone number associated with your Lyft account? https://t.co/oaLikbvn0z	Support	0	0
@AmberDelarosa14 Hi there. We,ÄöVÑv¥d like to look into this. Could you please send us a DM with the phone number associated with your Lyft account? https://t.co/oaLikbvn0z	Support	0	0
@basildove Good luck! You got his!	Motivation	0	0
We,ÄöVÑv¥re committed to your safety. Today, we,ÄöVÑv¥re partnering with @RAINN on Community Safety Education ,ÄöVÑvÆ and sharing additional initiatives toward our goal of making Lyft the safest form of transportation for everyone. Learn more: https://t.co/303D3ibhfT https://t.co/KO4UUWvy6d	Safety	134	45
On Sept. 10, North Carolina,ÄöVÑv¥s 9th Congressional District will vote to fill a seat that has been vacant for 9 months. Your voice matters. Make sure it,ÄöVÑv¥s heard! For NC residents, all Lyft rides to the polls (including the CLT primaries) are 50% off with code VOTENC2019 https://t.co/jKxpkkeOzG	Politics	69	31
@GodofxL On the bright side, you probably made that kid's day! https://t.co/fawltsXlqK	Appreciation	0	0
In the aftermath of a fire at her home, Felicia was left with a mess of debris and chemical damage. On a late-night ride to pick up supplies, she met Lyft driver Danny, whose helping hands made all the difference. Share your story with us at https://t.co/y0FI94uFMX https://t.co/OpE3XTRd6T	Charity	33	5
We want to ensure that our communities in Florida are able to access reliable	Charity	63	29

<p>transportation for evacuations from #HurricaneDorian2019. We're offering rides to local shelters through our Wheels for All program.</p> <p>Check our blog for more information https://t.co/Cwz0BVDD1H</p>			
<p>Three years ago, after losing his wife (and mother to his three daughters), Ronald found himself going through a rough patch. He made a pact with his mom to get back on track and started driving with Lyft. Today, he's one of the most highly-recommended drivers in LA. https://t.co/4A2O5EU4MK</p>	Motivation	58	14
<p>When Lyft driver Hector moved to the US from Guatemala, he had big dreams of getting his coffee business off the ground. Then he met Slone in a Lyft ride, and his business really started to grow. https://t.co/y0FI94uFMX https://t.co/6ES41BmOoy</p> <p>Have you ever networked in a Lyft? Tell us your story at https://t.co/y0FI94uFMX. https://t.co/6ES41BmOoy</p>	Networking	23	12
<p>@bagelcreamcheez Hi there, we are happy to take a closer look at your last three rides. Please send us a DM with the phone number, email address, and full name associated with your Lyft account. We'll be here to help! https://t.co/oaLikhbn0z</p>	Support	0	0
<p>Art creates connections within communities and celebrates the cities we call home.</p> <p>We teamed up with world-class Bay Area artists to transform the @baywheels bikes into mobile works of art. https://t.co/kXIB9ZwxcW</p> <p>📍: @zioziegler, @hueman__, and Barry McGee https://t.co/wbYbZqORCC</p>	Innovation	50	17
<p>Sundays are for scootin' 🛵 Who's coming with?</p>	Advert	15	1

<p>ÔÉøv°v", àè: @alexma bey music https://t.co/0tEaCGTcqF</p>			
<p>Clean drinking water is a basic human right. We, Äö vÑ vÿre helping those affected by the Newark, NJ water crisis get to water distribution centers through our Wheels For All program. Check out our blog for details and discounted rides to a participating center. https://t.co/HgOWISc7BD</p>	Charity	61	35
<p>@AmberDelarosa14 Hey, there. This is a great question. We'd be happy to help. Will you please send your name, email, and phone number associated with your Lyft account in a DM? https://t.co/oaLikbvn0z</p>	Support	0	0
<p>@aolagattiffanie We're pumped to hear your ride with Jereme was a success! https://t.co/hABHxewfQJ</p>	Appreciation	0	0
<p>Our hearts are with all of those affected by the tragedy in El Paso, TX. We're helping people get to blood donation centers in the area through our Wheels For All program. Check our site for details on appointments and transportation to a center near you. https://t.co/vi6txxxLoC</p>	Charity	119	58
<p>Whether it's getting to a job interview or even to the grocery store, lack of transportation access is an economic and social barrier, Äö vÑ vÆ we want to help bridge these gaps.</p> <p>Today, we, Äö vÑ vÿre launching the Wheels For All Grants program. Learn more and apply at https://t.co/RzpXkjGWw5 https://t.co/ZWJmIYZbnJ</p>	Innovation	60	37
<p>When Sonja, a driver in Florida, started her day, she didn, Äö vÑ vÿt expect to end it with a taco dinner on the beach. But then she met Teahra, a passenger who needed a little pick-me-up beyond the pickup.</p> <p>Have a story to share with us? Check out https://t.co/y0FI94uFMX https://t.co/D6DveMtycl</p>	Charity	29	6
<p>ÔÉøv°vð-ÆATTN drivers and passengers, Äö vÑ vÆ Today through Sunday, every Lyft ride is a @chancetherapper release-party</p>	Entertainment	473	132

ride! We teamed up to drop his debut album "The Big Day," available now to download free in the app. Check out how to download it here: https://t.co/x1eepXFfEO https://t.co/qEZv4SRDux			
, Two boxes is too few to capture our diverse experiences of gender, says gender-fluid drag queen @sasha_velour. In addition to our ongoing Pride celebrations, we've added a range of optional pronouns to the app. Learn how to add yours here: https://t.co/KWI1UN6NvG #TwoIsTooFew https://t.co/whMcqKrpfo	Innovation	203	33
If you or someone you know needs a break from this #heatwave, we're offering rides to cooling centers across the East Coast and Midwest through our Wheels for All program. Check out our blog to find a center near you https://t.co/21xXX2my9J	Innovation	42	23
, This is a country made of immigrants, people who have arrived at this nation for better or worse. For opportunity, for a future for their families. At the end of the day, that's what we sought out for here and that's what we're going to find. - Abdi, Lyft Driver, Minneapolis https://t.co/pEVJggHgl	Motivation	115	30
Wilson, AKA Punch, was raised on the streets of Crenshaw in South Los Angeles. Punch has re-dedicated himself to raising his three children, two of whom have disabilities, and is redefining what it means for something to be considered American. https://t.co/dNj5M2XFSE https://t.co/wPlnu67qwh	Support	24	7
We partnered with @GDIGM and @Donahuefilm to co-produce the new documentary This Changes Everything, a look at gender discrimination in Hollywood. If you're in NYC, DC, LA,	Support	26	13

Chicago, Atlanta, or Philly on July 22, we've got your ticket covered. RSVP here: https://t.co/DICBzOLoEV https://t.co/mnBUDZNGcO			
A kind word can sometimes help someone move beyond point A to B. We heard from Indianapolis driver James, who used a recent ride as an opportunity to help his passenger Fernando reconnect with the memory of a departed loved one. Tell us your story at https://t.co/y0FI94uFMX . https://t.co/PnMgLXFQ3v	Advice	24	6
Asylum seekers are often released into the US in unfamiliar locations and without critical resources. We donate rides to orgs like the Minority Humanitarian Foundation (founded by Lyft driver, Mark) to provide access to what they most need: food, clothes, and temporary housing. https://t.co/EJt20THH62	Charity	57	20
Improv means going with the flow and turning mistakes (even spelling mistakes) into comedy. Recently, we joined forces with the @ucbtla co-founders for the legendary Del Close Marathon in Los Angeles. The outcome? A one-of-a-kind improv experience to show Y we love LA. https://t.co/GPvB00gN7T	Entertainment	24	8
Remember gaming? Man, all anybody does anymore is read books. https://t.co/hAZ5Un0sxX	Entertainment	32	7
At the border in San Diego, Founder of @MinorityHumani1 and part-time Lyft driver, Mark Lane, helps recently-admitted asylum seekers get food, temporary shelter, transportation, and something that,ÄöVÑv¥s often missing from their journeys: basic humanity. https://t.co/2alasioOD6	Charity	67	17
Many of our drivers are immigrants and/or first generation Americans, living in a nation founded by immigrants. These are some of their stories https://t.co/A2Wh5W1d5V https://t.co/UX6tlvfeex	Advice	1273	193

For #WorldPride2019, we're proud to feature @danielquasar's Progress Pride Flag on rides in the app. It symbolizes inclusion and progress within the LGBTQ+ community, while acknowledging there's more to be done. We'll see you out there at city-wide Pride events all weekend. https://t.co/pMLL9rnzmZ	Entertainment	74	15
Too many people are confronted with barriers when going to the doctor, including access to reliable and affordable transportation. Starting in Arizona, we're providing millions of Medicaid patients with access to medical transportation through rideshare. https://t.co/rVwYqEz1Va https://t.co/rNvjsREEZu	Innovation	63	20
We're seeing a whole lot of rainbow going on in our feed this month. While we could all use more color in our lives, we want to recognize that committing to a cause means more than showing up when expected: It's about showing up when it matters.	Appreciation	93	18
Today, we're recognizing fathers and father figures who inspire us, counsel us, and support us, like New Orleans-based driver Reginald. His experiences as a father frame the way he thinks about giving rides making sure everyone always feels comfortable and taken care of. https://t.co/Jd2jQovwho	Appreciation	43	9
We're committed to equal opportunity for everyone. We've partnered with @cut_50 to help reunite formerly incarcerated individuals with their families and communities. https://t.co/CUd5haQqwf	Safety	173	67
In case you missed it, the Lyft community has raised over \$3M for the ACLU through our Round Up & Donate program. Thanks to you all for opting-in to help! https://t.co/3yJRCsIDcN	Charity	99	21
We're inspired by the love and support in the Orlando community. This weekend, we're offering discounted rides and donations to benefit the @onePULSEorg	Discount	36	20

Foundation. Learn more about our involvement in Orlando here: https://t.co/jlqHrLCSSb			
We,ÄövÑv¥ve heard from drivers that it,ÄövÑv¥s easier to help your passengers find you when you feel confident about calling and texting them. Starting today, we,ÄövÑv¥re offering free English language learning opportunities to eligible drivers in select cities. Learn more https://t.co/ckmESVF3Pn https://t.co/i8hIM538XP	Charity	121	32
All hail queen of the north @Bbytes1! ,ÄövÑv¥ Congrats on your Drag Race run. Honoured to have you on our float at @PrideToronto on June 23. #Pride https://t.co/du6owu6Ola Ô£øv°v",àè by Matt Barnes https://t.co/k5J778Y56Q	Appreciation	69	16
Last year, we made all Lyft rides carbon neutral and became one of the world,ÄövÑv¥s top 10 purchasers of carbon offsets. Find out what that even means ,ÄövÑv¥ and learn more about how we,ÄövÑv¥re fighting climate change with every ride. https://t.co/BkgyOkM9CM https://t.co/reCmLzpcLv	Advert	98	26
From the great service to the spotless seats, there,ÄövÑv¥s no mistaking a 5-star driver. Today, we,ÄövÑv¥re announcing a number of improvements to help drivers get clear feedback on how to improve (or stay at 5 stars). See what,ÄövÑv¥s new: https://t.co/2SYblj6RGp https://t.co/Y1tFyy7dza	Innovation	46	8
Well, today we learned what "gassing up" means. Thanks for the shout out @oliviawilde, @latenightseth https://t.co/f2ITEQjy4h	Appreciation	19	3
It's true! Lyft drivers can find savings when driving with @GEICO. Happy to hear it's working. https://t.co/E7kgwUDugQ	Support	52	10
On the latest episode of Undercover Lyft, Jason Sudeikis and @OliviaWilde team up with @OrvilleIV to surprise unsuspecting riders in LA and raise money for the	Charity	162	28

@ACLU through Round Up & Donate. See full video here: https://t.co/K1H9YRkyOB @Booksmart https://t.co/Gvj7sb3yaV			
When a group of 4th graders asks you to continue the Lyft Grocery Access Program, you listen! In honor @SidwellFriends, we're extending our program in DC through July, improving access to healthy food for families in Wards 7 and 8. https://t.co/bMqmcGK4FK	Innovation	74	26
Philadelphia driver Clara didn't just leave when her elderly passenger failed to show up for her ride, today, let's celebrate Clara for jumping into action and calling for help when she found her passenger in need. https://t.co/lyuf8k8g0g https://t.co/jT4FJQbaiV	Appreciation	121	25
Thumb-stopping news heard around the world: @CitiBikeNYC is now in the Lyft app. Update your app to ride today. https://t.co/srFNougJnD https://t.co/cBMEsjEqvo	Advert	81	30
From famous restaurateurs to Angelenos with dreams of making it big, LA driver TJ Steward has seen it all. https://t.co/2eXngUXQmR	Motivation	34	8
Are you a resident of North Carolina District 9? We're offering discounted rides to the polls so ALL voices can be heard in tomorrow's election. Get your promo code (and please share with anyone who needs a ride!): https://t.co/XXeGvcNTIP #TheRidetoVote	Discount	49	23
Hey Lyft drivers! We're making driving even easier with 5 new improvements like replacing extra taps with simple, error-proof swipes. Check out everything new: https://t.co/J1CeQYruW0 https://t.co/380K9Y0aeh	Innovation	77	15
@EstonianaJones This is the most wholesome thing we have heard all morning! Thank you for taking the time to have this experience with your driver! https://t.co/npv5hmjHWH	Appreciation	1	0

If you've been affected by the flooding in Ottawa, get a free ride to emergency community support and volunteering centres with our Wheels for All program through 4/28. More info: https://t.co/rKzm4CCcQ3	Charity	176	129
23.5 million people live in food deserts and lack access to fresh, healthy food. Affordable and reliable access to transportation can have a huge impact ,ÄöVÑvÆ we want to help. Today, we,ÄöVÑvÿre launching our Grocery Access Program nationally. https://t.co/vZbVRUwQDm https://t.co/THgc9uaY1N	Charity	115	41
Easily view the highest-earning times and places to drive in your city ,ÄöVÑvÆ in one, convenient place in your driver app so you can plan out your week ahead of time. https://t.co/070TokeJSP https://t.co/ZT1JkA8t6C	Innovation	40	14
Last year for #EarthDay, we went carbon neutral. This year, we want to go one better ,ÄöVÑvÆ that means butt-math. A person has one butt, a bike has one seat. So on this one day, put your one butt on one seat, and roll carbon free. https://t.co/ySil628di5 https://t.co/cMNo1bgga3	Advert	67	21
Keep the good times rolling. Ride smart this 4/20. https://t.co/uwPDxO7FeA	Entertainment	187	56
Every Lyft rider should feel safe and secure in their seat. Have a moment? Take a look at our rider safety page: https://t.co/if0WQDX6Mb	Safety	267	44
We,ÄöVÑvÿre deeply moved by the response to last week,ÄöVÑvÿs tragedy in South Carolina. Safety is our top priority, and we are always working to design policies and features that protect our community. Learn more about staying safe when you ride. https://t.co/ZWp1vbKIVD		84	24
Connections ,ÄöVÑvÆ big and small ,ÄöVÑvÆ happen in Lyft rides all the time. Here,ÄöVÑvÿs a story out of Richmond, VA about Sterling (a rider) and Kathy (a driver). https://t.co/bOP4n29Wzv		72	22
Thanks for naming Lyft one of #LinkedInTopCompanies! The office pups here think it's pretty cool, too.	Appreciation	99	36

https://t.co/wG7hMH1O6E https://t.co/YSIpVYJMhk			
<p>Today we honor International Transgender Day of Visibility to celebrate our friends, family, & colleagues, no matter where they are in their journey. Check out the story of activist and Lyft team member Nicole Sgarlato, who was recently spotlighted by @HRC</p> <p>https://t.co/x8CRGQkJXF https://t.co/5EnjCktel</p>	Motivation	109	32
<p>A new public company, reporting for civic duty. Find out why at</p> <p>https://t.co/3yQ49pt4sY https://t.co/Wnj4KEFHkz</p>	Advert	1273	338
<p>@mrewaterplz We,ÄöVÑv¥re very sorry to hear about this. Please report this to our Critical Response Line by tapping the pink 'Contact Safety Team,ÄöVÑv¥' button at https://t.co/DR8emMuWDF.</p>	Support	0	0
<p>Today, we've got some announcements to share with the millions of drivers who turn to Lyft for flexibility and reliable earnings. We're rolling out Lyft Driver Services, a set of offerings designed to save you money and make the work of driving even better.</p>	Support	196	49
<p>It,ÄöVÑv¥s #WomensHistoryMonth ,ÄöVÑv¥E we,ÄöVÑv¥ve been celebrating by asking inspiring women how they stay inspired. Today, see where Kim L. Hunt, Executive Director of @PrideActionTank, goes when she wants to be reminded of possibility and progress.</p> <p>https://t.co/Q7Y6W0KsOZ</p>	Motivation	37	16

Appendix 2 Lyft Data with Tweet Category

tweet_type	feedbacks	retweet_count
Charity	Bad	18
Safety	Good	46
Charity	Bad	18
Safety	Good	141
Safety	Bad	30
Advert	Bad	20
Politics	Bad	38
Entertainment	Good	544
Advert	Bad	7
Innovation	Bad	4
Motivation	Bad	8
Support	Bad	0
Entertainment	Good	67
Safety	Bad	14
Advert	Bad	4
Advert	Bad	2
Advert	Bad	4
Advert	Bad	3
Politics	Good	82
Advert	Bad	10
Charity	Bad	13
Advert	Good	47
Innovation	Bad	21
Entertainment	Bad	30
Innovation	Good	65
Charity	Good	50
Entertainment	Bad	23
Safety	Bad	10
Advert	Bad	2
Motivation	Bad	0
Advert	Bad	11
Innovation	Bad	18
Safety	Good	26
Advert	Bad	1
Advert	Good	640
Motivation	Bad	12
Motivation	Bad	6
Motivation	Bad	5
Charity	Bad	8

Advert	Bad	9
Motivation	Bad	4
Safety	Bad	22
Advert	Bad	6
Motivation	Bad	3
Charity	Bad	12
Support	Bad	0
Appreciation	Bad	7
Charity	Bad	13
Advert	Bad	10
Innovation	Bad	12
Safety	Bad	4
Charity	Bad	18
Advert	Bad	16
Safety	Bad	0
Motivation	Bad	5
Innovation	Bad	6
Support	Bad	0
Support	Bad	0
Appreciation	Bad	5
Innovation	Bad	6
Innovation	Bad	8
Support	Bad	0
Appreciation	Bad	2
Advert	Bad	11
Motivation	Bad	7
Safety	Bad	4
Safety	Bad	3
Charity	Bad	32
Charity	Good	65
Charity	Bad	36
Support	Bad	0
Advert	Bad	10
Advert	Bad	12
Advert	Bad	12
Politics	Bad	15
Support	Good	171
Advert	Bad	14
Motivation	Bad	7
Appreciation	Bad	0
Safety	Bad	11
Charity	Bad	14

Motivation	Bad	7
Advert	Bad	20
Safety	Bad	0
Safety	Bad	0
Safety	Bad	0
Innovation	Good	46
Motivation	Bad	5
Support	Bad	0
Support	Bad	0
Motivation	Bad	0
Safety	Good	45
Politics	Bad	31
Appreciation	Bad	0
Charity	Bad	5
Charity	Bad	29
Motivation	Bad	14
Motivation	Bad	12
Support	Bad	0
Innovation	Bad	17
Advert	Bad	1
Charity	Bad	35
Support	Bad	0
Appreciation	Bad	0
Charity	Good	58
Innovation	Bad	37
Charity	Bad	6
Entertainment	Good	132
Innovation	Good	33
Innovation	Bad	23
Motivation	Good	30
Support	Bad	7
Support	Bad	13
Motivation	Bad	6
Charity	Bad	20
Entertainment	Bad	8
Entertainment	Bad	7
Charity	Bad	17
Motivation	Good	193
Entertainment	Bad	15
Innovation	Bad	20
Appreciation	Bad	18
Appreciation	Bad	9

Safety	Good	67
Charity	Bad	21
Advert	Bad	20
Charity	Good	32
Appreciation	Bad	16
Advert	Bad	26
Innovation	Bad	8
Appreciation	Bad	3
Support	Bad	10
Charity	Good	28
Innovation	Bad	26
Appreciation	Good	25
Advert	Bad	30
Motivation	Bad	8
Advert	Bad	23
Innovation	Bad	15
Appreciation	Bad	0
Charity	Good	129
Charity	Good	41
Innovation	Bad	14
Advert	Bad	21
Entertainment	Good	56
Safety	Good	44
Appreciation	Bad	0
Safety	Bad	24
Motivation	Bad	22
Appreciation	Bad	36
Motivation	Good	32
Advert	Good	338
Support	Bad	0
Support	Good	49
Motivation	Bad	16