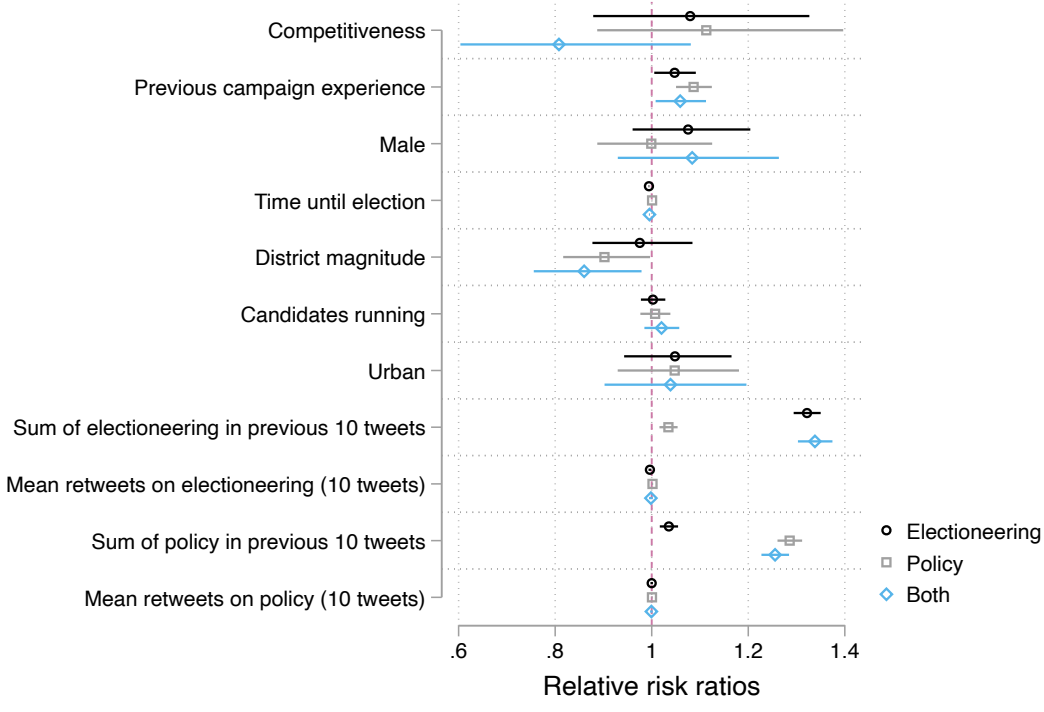
Competitiveness
Previous campaign experience
Male
Time until election
District magnitude
Candidates running
Urban
Sum of electioneering in previous 10 tweets
Mean retweets on electioneering (10 tweets)
Sum of policy in previous 10 tweets
Mean retweets on policy (10 tweets)
.6
.8
1
1.2
1.4
Relative risk ratios
Electioneering
Policy
Both