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# Why is #TrumpWon trending on Twitter?

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By **Matt Rocheleau**

GLOBE STAFF SEPTEMBER 27, 2016

Despite many pundits giving at least a slight edge to Hillary Clinton in Monday night's presidential debate, #TrumpWon was the top trending hashtag in the country on Twitter Tuesday morning.

Some, including Donald Trump himself, invoked the hashtag in tweets declaring he was the victor in the debate. On the other hand, others mocked the hashtag, referencing it with a sarcastic eye roll or a chuckle.



It wasn't entirely clear how the hashtag gained so much steam and whether there were more people using it to support Trump or in jest.

A Twitter spokesperson told [Mashable](#) that the #TrumpWon trend was organic and had not received paid promotion.

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It's also clear that Trump dominated social media conversations during the debate Monday night.

Twitter [said](#) that mentions of Trump's handle [@realDonaldTrump](#) accounted for 62 percent of the conversation, compared with 38 percent for [@HillaryClinton](#).

Meanwhile, on Facebook, Trump accounted for 79 percent of the conversation, compared to 21 percent for Clinton, according to data provided by the social media site. Facebook didn't say if the Trump or Clinton mentions were pro or con.



The idea that one candidate or the other won the debate was being stoked Tuesday morning by large, prominently placed ads on major news websites.

One across the top of Washington Post's homepage said "Hillary wins debate," with a footnote saying it was paid for by the Hillary Victory Fund.



Meanwhile, on the Wall Street Journal's homepage, a banner advertisement said "Trump Won," with a footnote saying it was paid for by Donald J. Trump for President Inc.

Here are some examples of tweets with #TrumpWon:






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The People for the Ethical Treatment of Animals will give IBEW Local 103 a certificate of recognition this week. [MORE...](#)

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## Blackstone man sought in murder of his elderly father

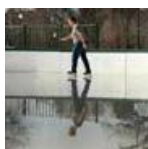
Worcester District Attorney Joseph D. Early Jr. declined to say how Walter Armstrong, 83, was killed. [MORE...](#)

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Two men were stabbed on Tremont Street just before 4 p.m. Thursday, police said. [MORE...](#)

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The parents of severely ill children are hoping Beacon Hill will raise reimbursement rates for nurses who care for kids in their homes. [MORE...](#)





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A Dorchester man whose run-in with a Cambridge police officer drew national attention will be charged with disorderly conduct. [MORE...](#)



## Tito Jackson formally announces run for Boston mayor

The 41-year-old Jackson made the announcement at a Thursday news conference. [MORE...](#)

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