

Trump returns to X with mugshot post

After a hiatus of 30 months, Donald Trump has returned to X (formerly *Twitter*), with an historic post of his mugshot, taken in an Atlanta, Georgia jail while being booked on numerous felony counts



Donald J. Trump  @realDonaldTrump · 8h
DONALDJTRUMP.COM

MUG SHOT — AUGUST 24, 2023



ELECTION INTERFERENCE

NEVER SURRENDER!

DONALDJTRUMP.COM

148.4K 292.3K 881.9K 90.1M

Trump's X post garners more than **14 million** views in less than one hour



Trump claims interview has been viewed **230m** times – “... **more than double the Super Bowl!**”

230m*

SOCIAL MEDIA TIMELINE

Jan 8, 2021: Days after **Capitol** riots, X bans Trump, citing risk of further incitement of violence

TRUTH.

Feb 21, 2022: Trump launches his own social media platform, **Truth Social**

Nov 15: Trump launches second bid for **White House**

Nov 19: New X owner **Elon Musk** reinstates Trump's account

May 2023: X begins removing accurate and visible video viewing counters

Aug 23: Trump opts out of Republican primary debate in **Milwaukee**, instead choosing live interview with **Tucker Carlson** on his X page

Aug 24: Trump shares mugshot – his first post on X in more than two years

15m*



News outlet **Mashable**, using old **Twitter** app running on **Android**, which retains video viewing counter, claims views are substantially less



Divisive figure Trump's return to X will be welcome news to Musk, who has seen marked decline in user numbers, and advertising revenue, since he took over



*Data as of Aug 24. Note: Twitter renamed X on April 4, 2023

Sources: Reuters, Bloomberg, Mashable, X

Pictures: X, Getty Images

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