

Defensoría del Pueblo - Análisis de Marca

Mon, 26 Oct 2026

Conversation Overview

Conversation Overview

What is the volume and reach online for this brand conversation?

Dashboard Tips

- Brandwatch graphs, charts, and tables are interactive so you can **click** into them to **explore** the data.
- You can change table **sortation** by clicking in the table **headers**.
- You can change the **date range** of the dashboard by clicking on the **Date Range button** below the **dashboard title**.
- You can also add **filters**, such as a **location** filter, by clicking on the **Filters button** below the **dashboard title**. Select the **filtering options** you want, and then press the blue **Apply button**.

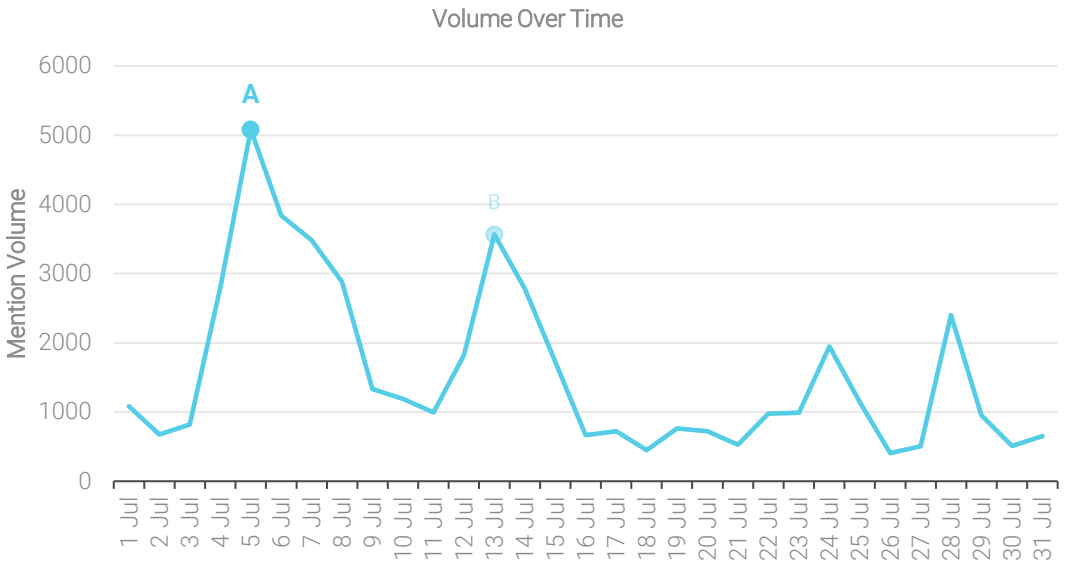
Volume Over Time

If any spikes occur in the data the Brandwatch feature **Iris** will analyse the data to identify the cause of them, and then summarise this on the righthand side.

Volume Over Time

Defensoría del Pueblo | Jul 01, 2026 - Jul 31, 2026

Mention Volume for **Days** broken down by **Queries**



Iris detected **2** peaks

A **Jul 05, 2026 - Jul 07, 2026**

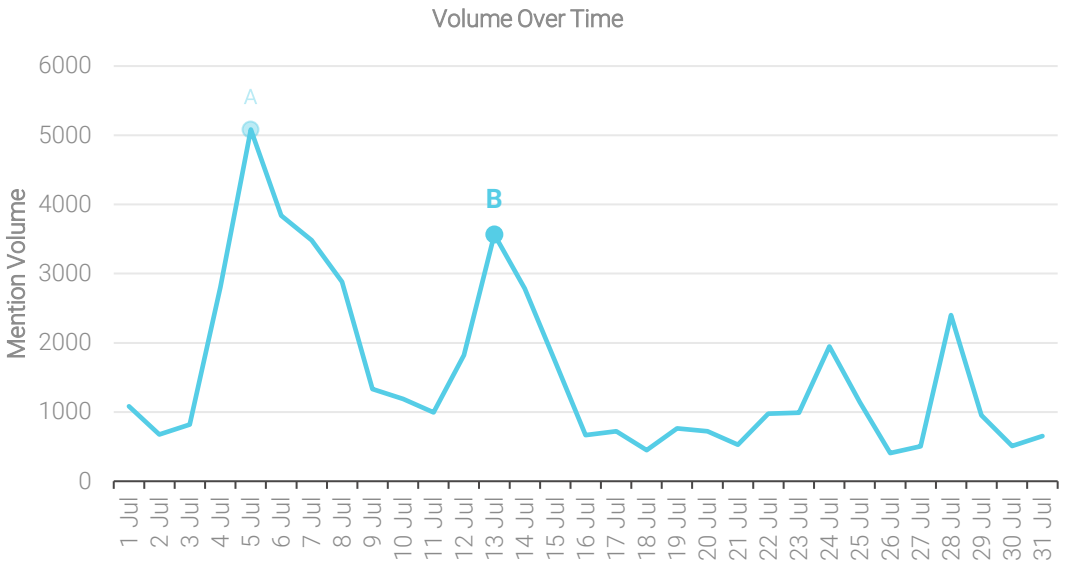
410% volume increase, driven by:

2170 mentions sharing a **link** from **pbs.twimg.com**
1920 mentions sharing a **link** from **x.com**
1479 mentions sharing a **link** from **t.co**
1070 mentions sharing a **link** from **pbs.twimg.com**
540 reposts of this **Post**
538 mentions sharing a **link** from **pbs.twimg.com**
481 mentions sharing a **link** from **x.com**
465 reposts of this **Post**
484 mentions using the hashtag **#atención**
266 reposts of this **Post**
223 mentions sharing a **link** from **pbs.twimg.com**
219 reposts of this **Post**
211 reposts of this **Post**
185 mentions sharing a **link** from **pbs.twimg.com**
168 mentions using the hashtag **#vocesysonidos**

Volume Over Time

Defensoría del Pueblo | Jul 01, 2026 - Jul 31, 2026

Mention Volume for **Days** broken down by **Queries**



Iris detected **2** peaks

B **Jul 13, 2026**

257% volume increase, driven by:

1151 mentions sharing a **link** from **pbs.twimg.com**
551 reposts of this **Post**
443 mentions sharing a **link** from **pbs.twimg.com**
220 reposts of this **Post**
147 mentions sharing a **link** from **pbs.twimg.com**
206 reposts of this **Post**
140 reposts of this **Post**
102 reposts of this **Post**
97 mentions sharing a **link** from **semana.com**
89 reposts of this **Post**
48 reposts of this **Post**
44 reposts of this **Post**
42 reposts of this **Post**

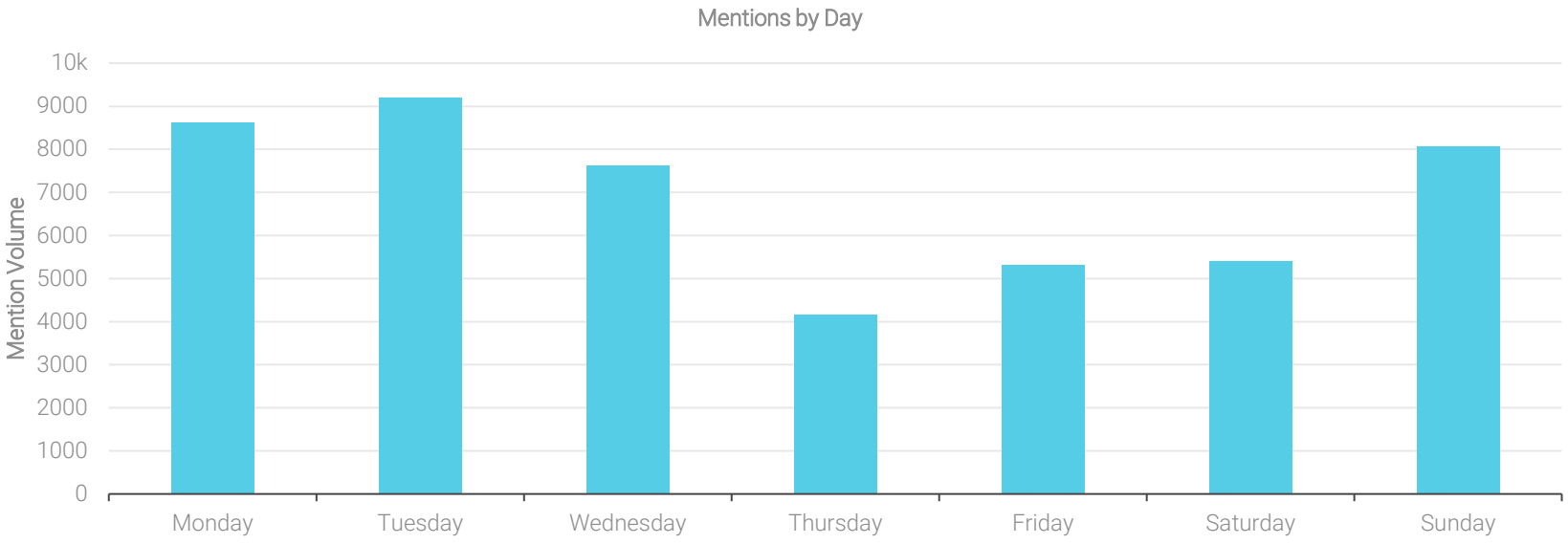
Mentions by Day & Hour

The sum of all mentions from each day of the week and each hour of the day from the timeframe selected.

Mentions by Day

Defensoría del Pueblo | Jul 01, 2026 - Jul 31, 2026

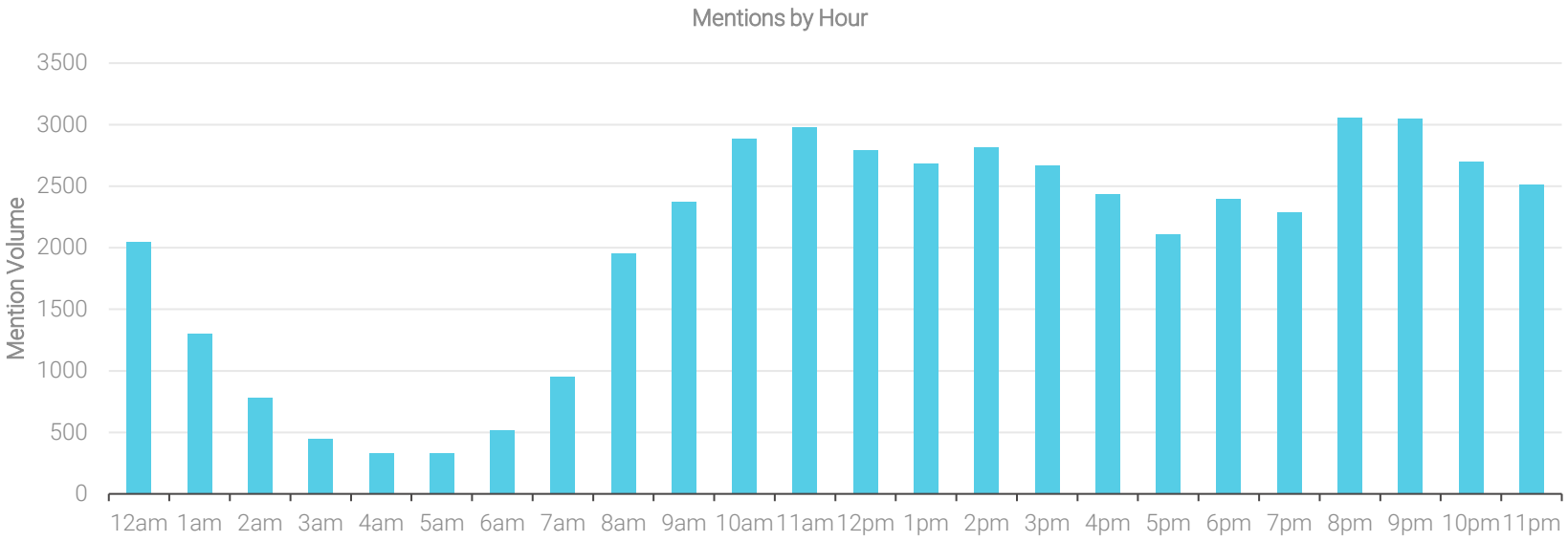
Mention Volume for **Day of Week** broken down by **Queries**



Mentions by Hour

Defensoría del Pueblo | Jul 01, 2026 - Jul 31, 2026

Mention Volume for **Hour of Day** broken down by **Queries**



Trending Topics

Trending Topics & Emojis

What is being said online about this brand, and which hashtags and emojis are being used? How is that changing over time?

- The further to the **right** and **red** in colour a topic appears the more it is being talked about over time, and therefore the more it is starting to **trend**
- The further to the **left** and **grey** in colour a topic appears the less it is being talked about and the more it is starting to **fade**
- More **central** and **yellow** topics have remained **consistent** over time
- The **larger** the topic phrase appears in the cloud the **more mentions** there are about it
- **Click** on any topic to **view** the mentions behind it

Trending Topics

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026



Fading — Trending

Trending Hashtags

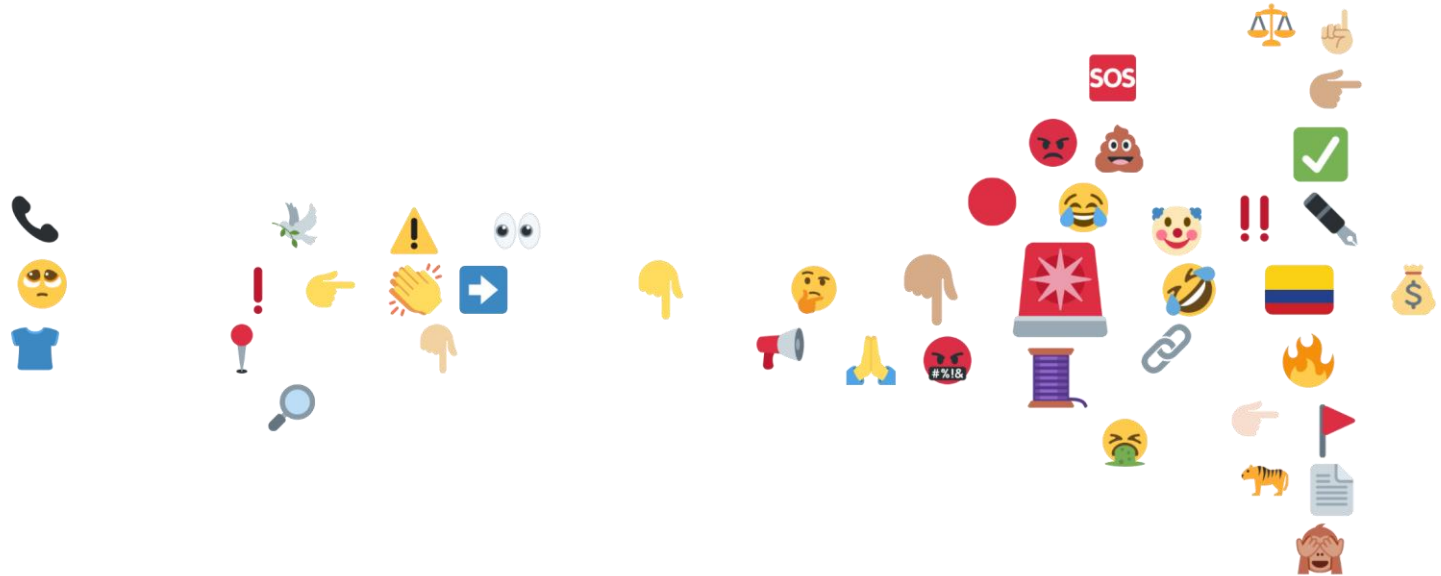
Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026



Fading — Trending

Trending Emojis

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026



Fading — Trending

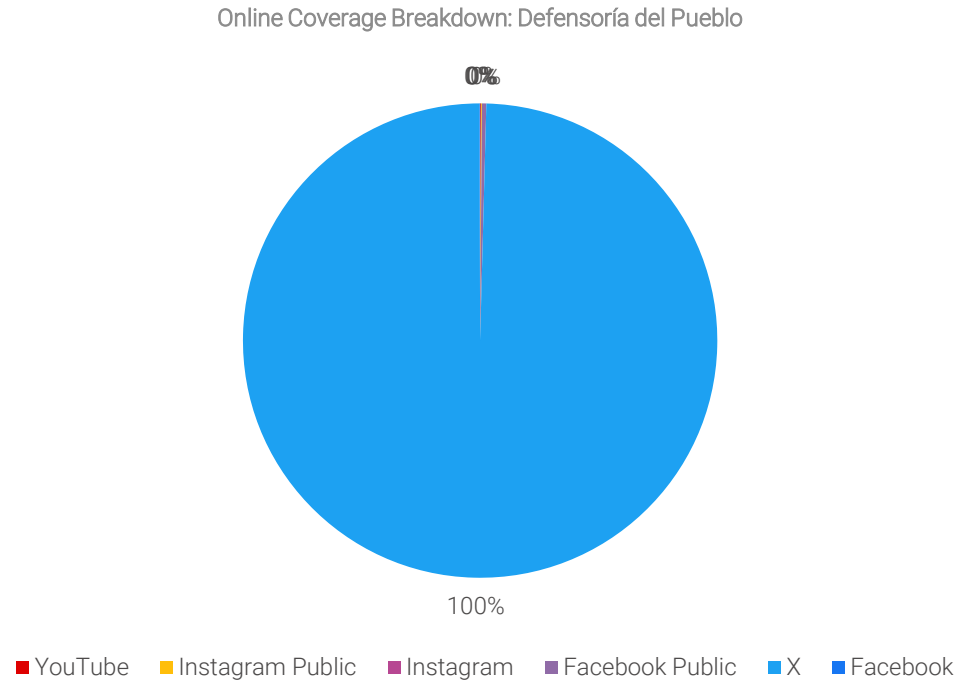
Online Coverage

Online Coverage

Where online is the conversation about this brand occurring?

Online Coverage Breakdown: Defensoría del Pueblo

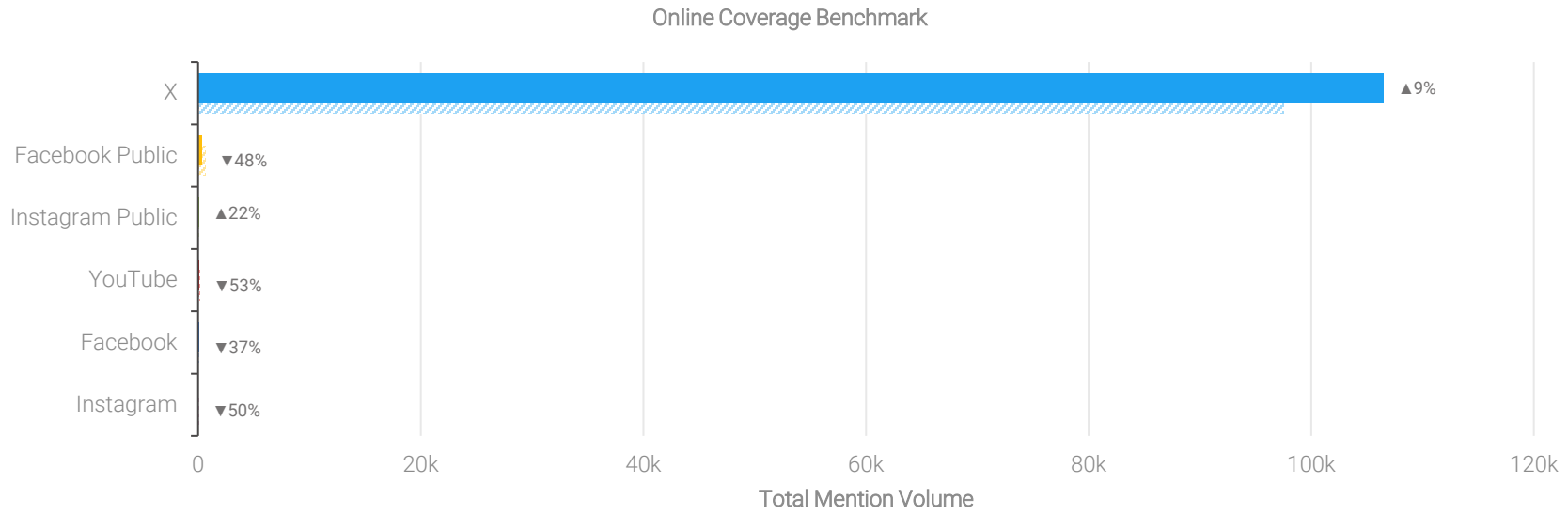
Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026



Online Coverage Benchmark

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026

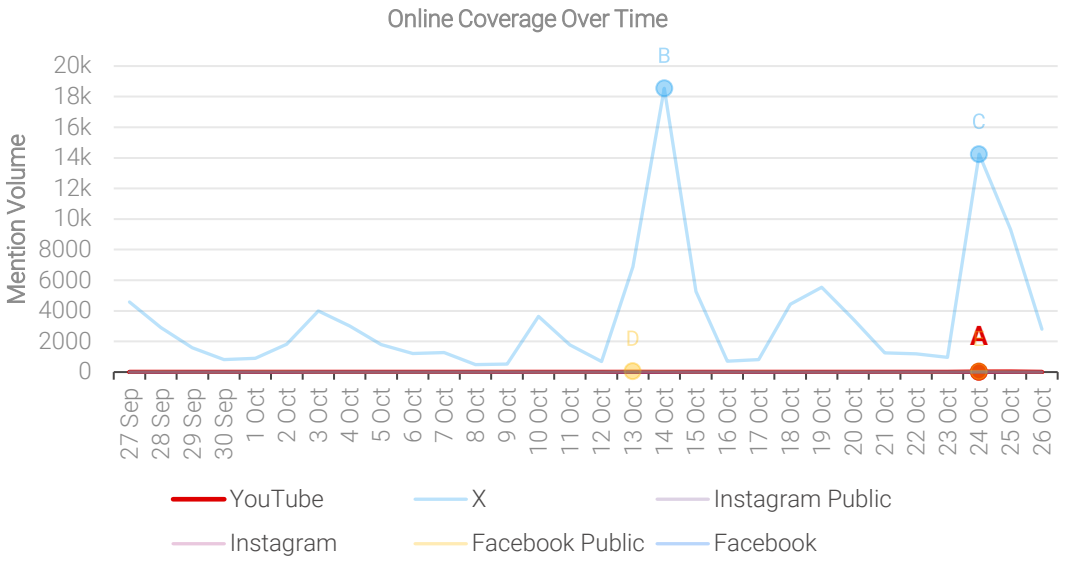
Benchmark **Mention Volume** for **Page Types**



Online Coverage Over Time

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026

Mention Volume for **Days** broken down by **Page Types**



Iris detected **5** peaks

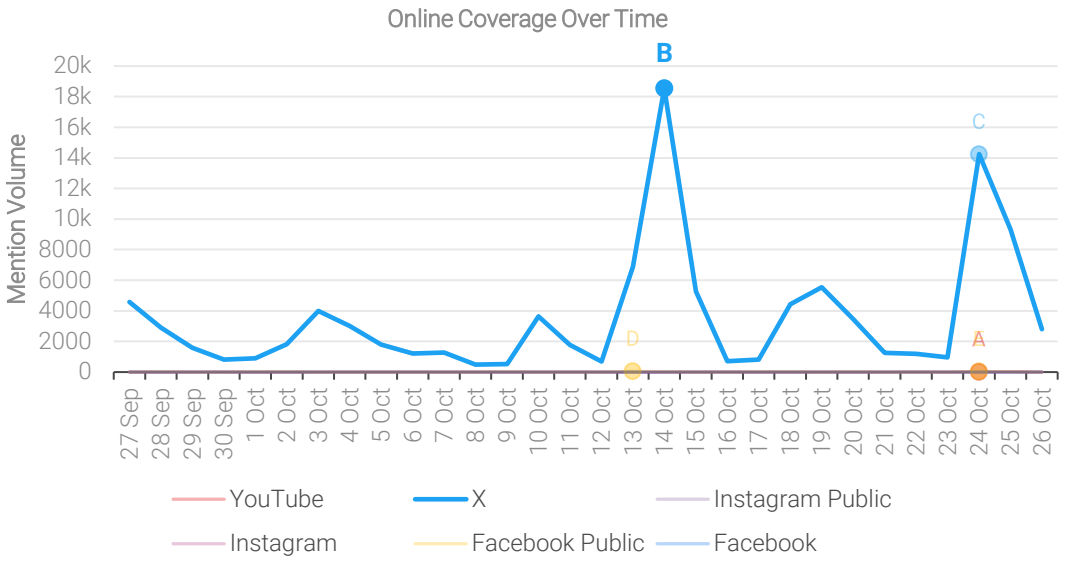
A **Oct 24, 2026 - Oct 25, 2026**
3300% volume increase.

There are no distinct drivers for this peak.

Online Coverage Over Time

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026

Mention Volume for **Days** broken down by **Page Types**



Iris detected **5** peaks

B **Oct 14, 2026**

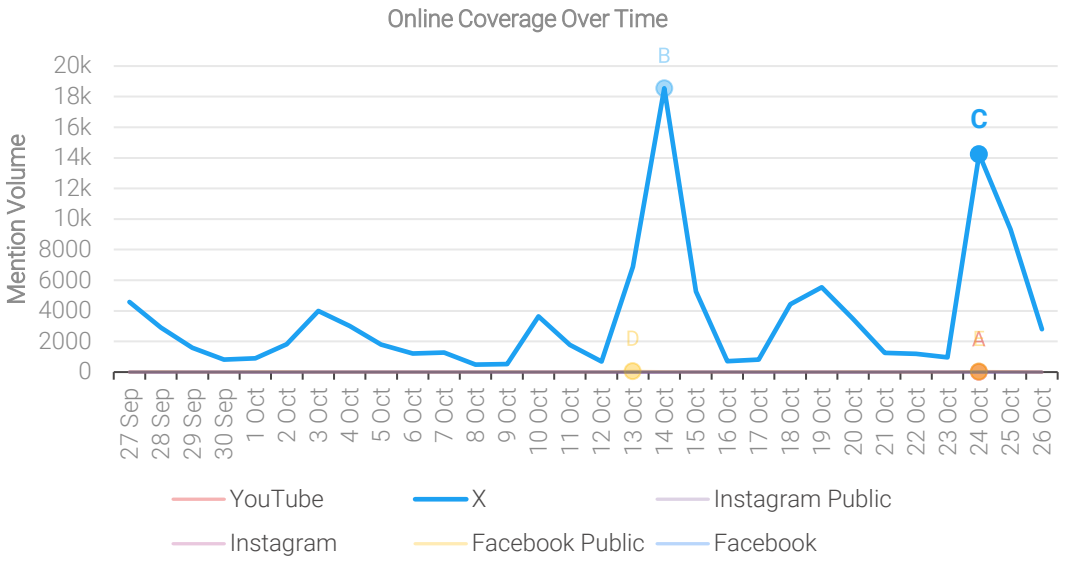
924% volume increase, driven by:

2250 mentions sharing a **link** from **pbs.twimg.com**
3021 mentions sharing a **link** from **pbs.twimg.com**
1665 mentions sharing a **link** from **pbs.twimg.com**
1469 reposts of this **Post**
1194 reposts of this **Post**
1062 mentions sharing a **link** from **x.com**
839 mentions sharing a **link** from **x.com**
533 mentions sharing a **link** from **x.com**
240 reposts of this **Post**
215 reposts of this **Post**

Online Coverage Over Time

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026

Mention Volume for **Days** broken down by **Page Types**



Iris detected **5** peaks

C **Oct 24, 2026 - Oct 25, 2026**

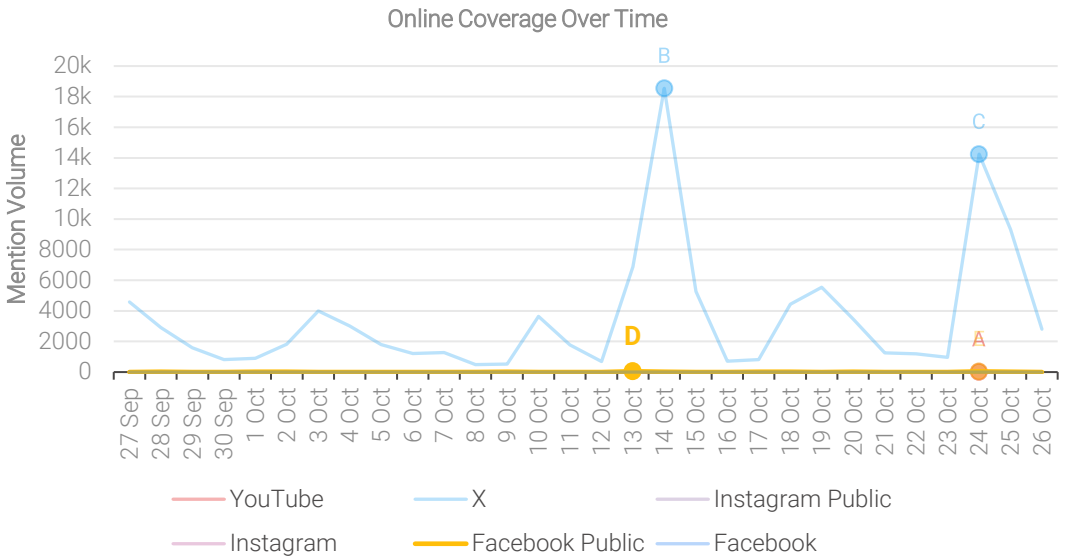
686% volume increase, driven by:

2719 mentions sharing a **link** from **x.com**
1703 reposts of this **Post**
932 reposts of this **Post**
814 mentions sharing a **link** from **x.com**
818 mentions using the hashtag **#atención**
660 mentions sharing a **link** from **pbs.twimg.com**
636 reposts of this **Post**
592 mentions sharing a **link** from **pbs.twimg.com**
516 mentions sharing a **link** from **semana.com**
512 reposts of this **Post**
431 mentions using the hashtag **#lossexocontratos**
431 reposts of this **Post**
418 mentions sharing a **link** from **x.com**
411 reposts of this **Post**
369 reposts of this **Post**

Online Coverage Over Time

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026

Mention Volume for **Days** broken down by **Page Types**



Iris detected **5** peaks

D **Oct 13, 2026**

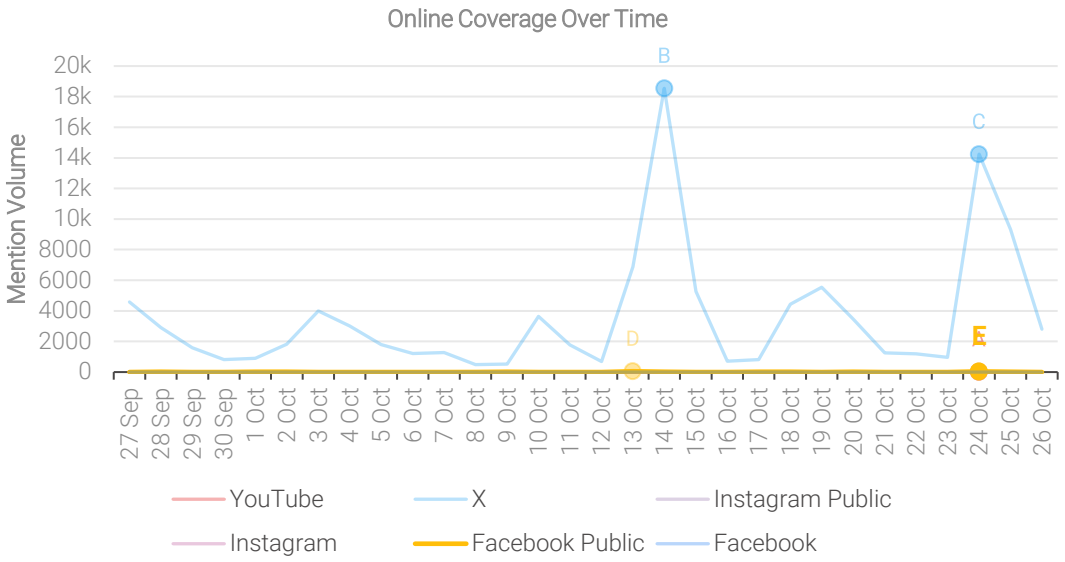
642% volume increase.

There are no distinct drivers for this peak.

Online Coverage Over Time

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026

Mention Volume for **Days** broken down by **Page Types**



Iris detected **5** peaks

E **Oct 24, 2026**

457% volume increase.

There are no distinct drivers for this peak.

Top Sites Table

What are the top sites for this conversation to occur on? You can sort top sites by mentions **volume**, the site **impact**, or the site's average **reach** by clicking on their headers in the table.

For a quick explanation of these metrics click on the ? symbol in the table headers.

Top Sources

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026



DefensoriaCol
twitter.com
Mentions: **106488** | Positive: **3697** | Negative: **49056** | Neutral: **53735** |
Impact: **3.8587484035759934**



Defensoría del Pueblo de Colombia
facebook.com
Mentions: **372** | Positive: **5** | Negative: **85** | Neutral: **282** | Impact:
32.7763440860215



canal1col
instagram.com
Mentions: **68** | Positive: **0** | Negative: **16** | Neutral: **52** | Impact:
45.11176470588235



@CelManuel-w9n3y
youtube.com
Mentions: **61** | Positive: **1** | Negative: **45** | Neutral: **15** | Impact: **0**

Most Reposted X posts

Which posts mentioning this brand have been reposted the most?

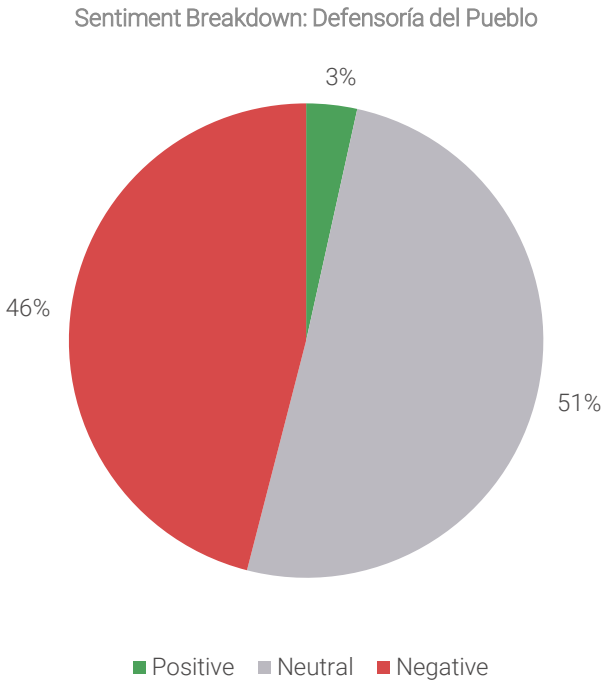
Online Sentiment

Online Sentiment

What sentiment is being expressed about this brand? How is that changing over time?

Sentiment Breakdown: Defensoría del Pueblo

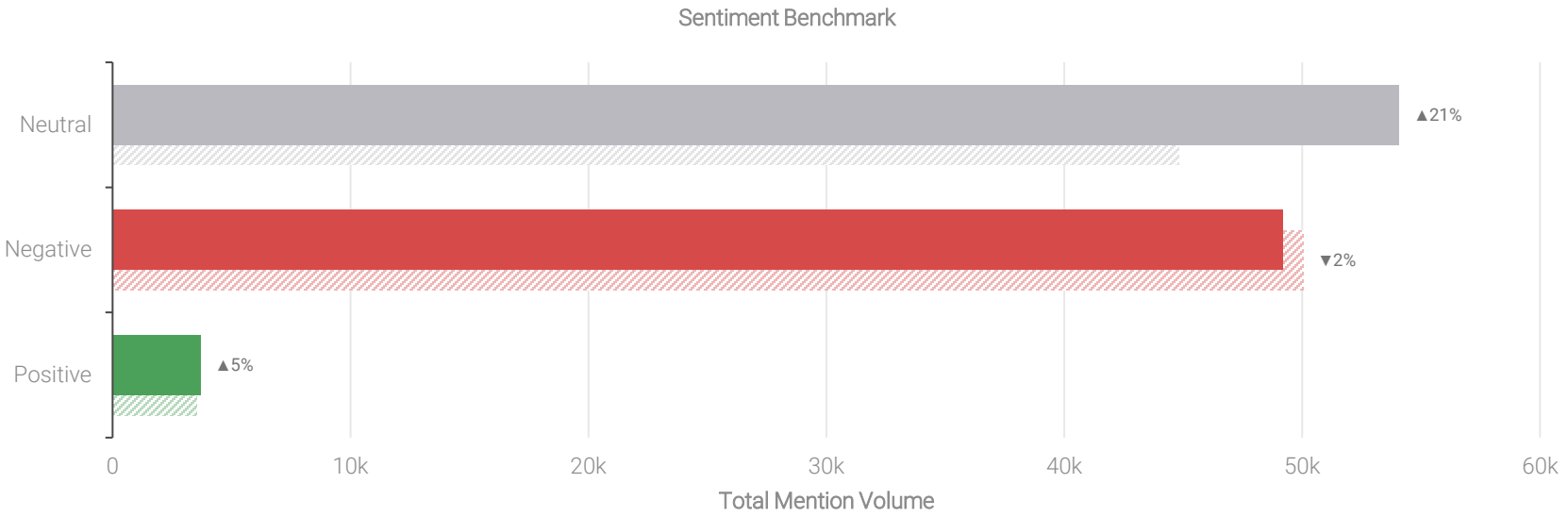
Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026



Sentiment Benchmark

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026

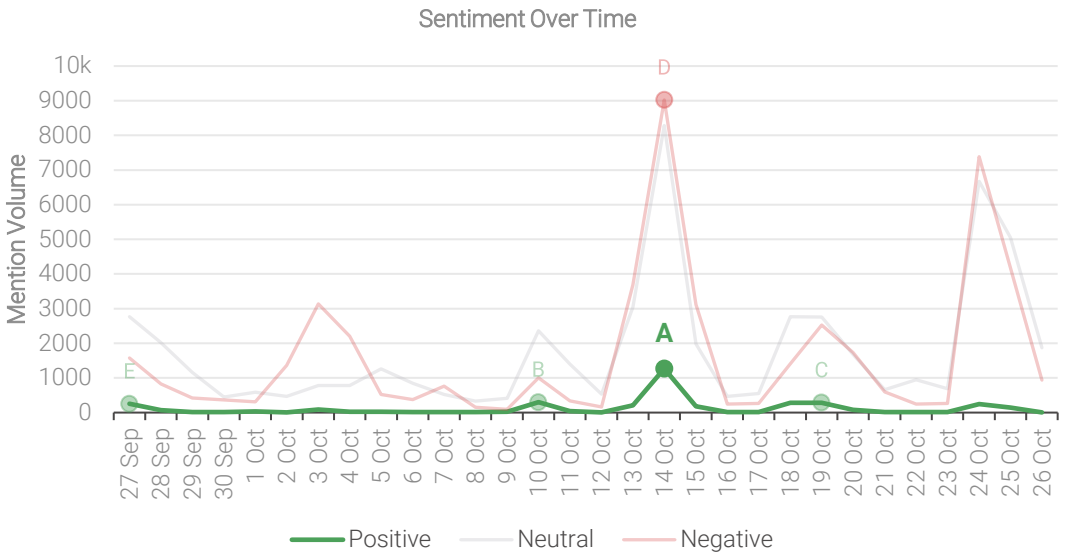
Benchmark **Mention Volume** for **Sentiment**



Sentiment Over Time

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026

Mention Volume for **Days** broken down by **Sentiment**



Top **5** peaks detected by **Iris**

A **Oct 13, 2026 - Oct 15, 2026**

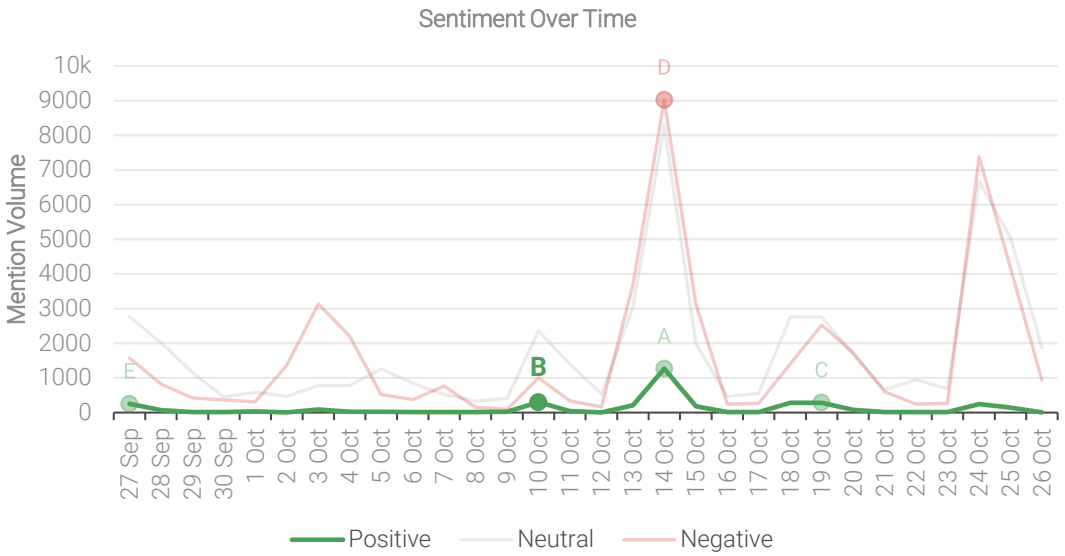
5075% volume increase, driven by:

174 mentions sharing a **link** from **pbs.twimg.com**
162 mentions sharing a **link** from **pbs.twimg.com**
65 mentions sharing a **link** from **pbs.twimg.com**
62 reposts of this **Post**
36 reposts of this **Post**
30 reposts of this **Post**

Sentiment Over Time

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026

Mention Volume for **Days** broken down by **Sentiment**



Top **5** peaks detected by **Iris**

B **Oct 10, 2026**

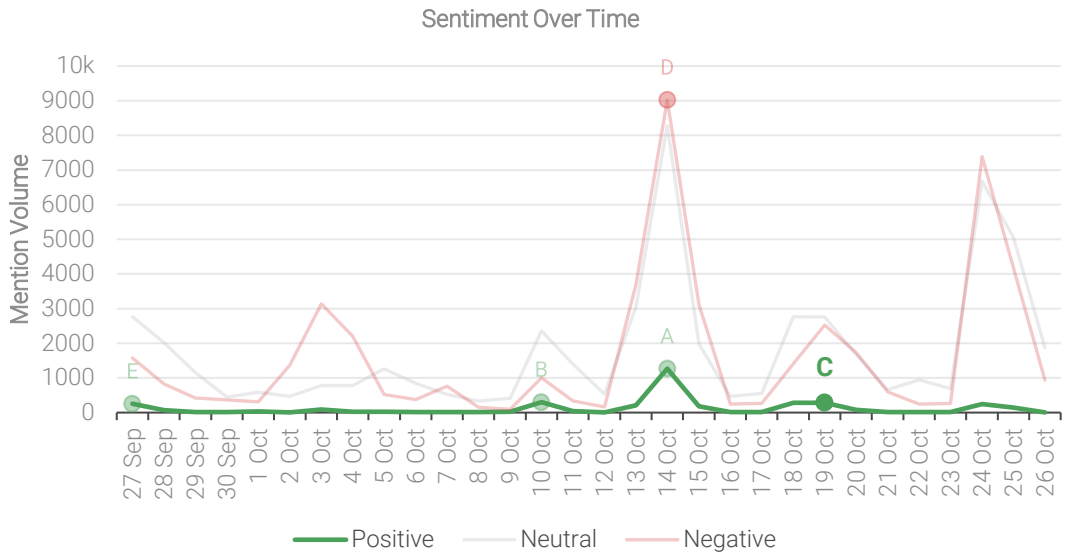
1124% volume increase.

There are no distinct drivers for this peak.

Sentiment Over Time

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026

Mention Volume for **Days** broken down by **Sentiment**



Top **5** peaks detected by **Iris**

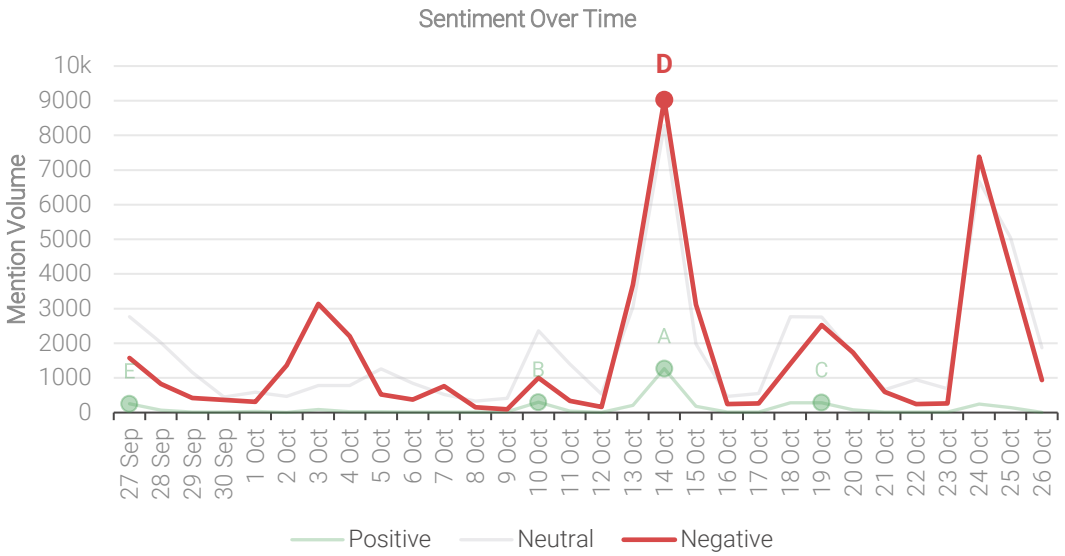
C **Oct 18, 2026 - Oct 19, 2026**
1067% volume increase, driven by:

104 reposts of this **Post**
64 reposts of this **Post**

Sentiment Over Time

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026

Mention Volume for **Days** broken down by **Sentiment**



Top **5** peaks detected by **Iris**

D **Oct 14, 2026**

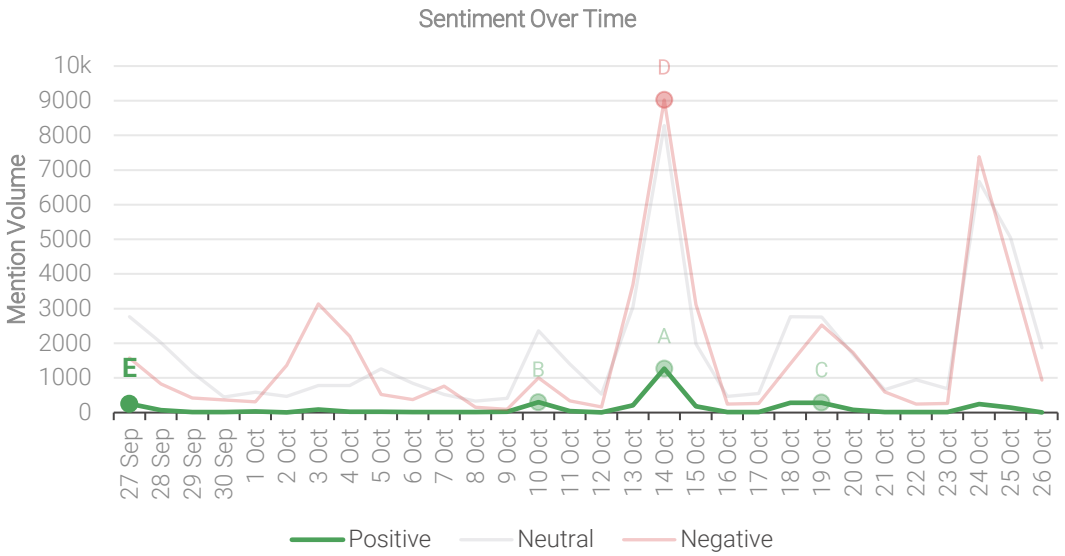
1038% volume increase, driven by:

1450 mentions sharing a **link** from **pbs.twimg.com**
2106 mentions sharing a **link** from **pbs.twimg.com**
1194 reposts of this **Post**
1469 reposts of this **Post**
797 mentions sharing a **link** from **pbs.twimg.com**
513 reposts of this **Post**
215 reposts of this **Post**
240 reposts of this **Post**

Sentiment Over Time

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026

Mention Volume for **Days** broken down by **Sentiment**



Top **5** peaks detected by **Iris**

E **Sep 27, 2026**

920% volume increase, driven by:

188 reposts of this **Post**

32 reposts of this **Post**

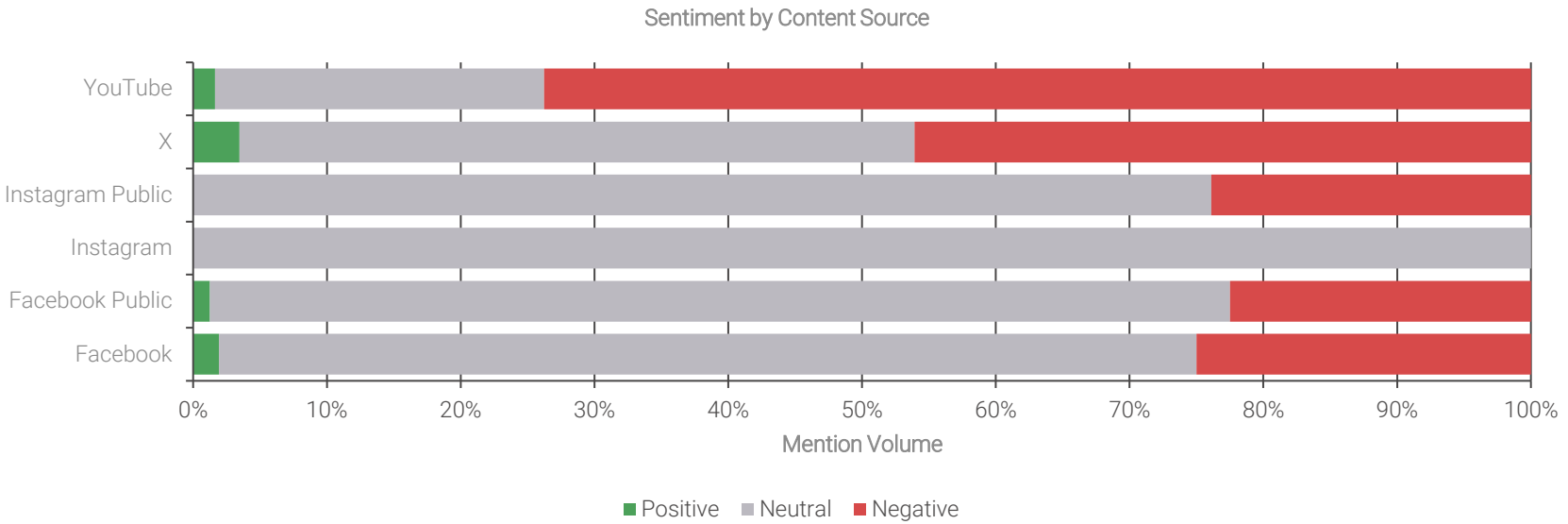
Sentiment by Content Source

How does the online sentiment vary by content source?

Sentiment by Content Source

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026

Mention Volume for **Page Types** broken down by **Sentiment**



Sentiment Topic Cluster

- How do the topics of conversation vary by sentiment?
- The clusters show the **relationship between topics** in your data by identifying groups of recurring words and phrases in the conversation
- Each group is then identified by a **frequently mentioned word or short phrase** that best describes how that group differs from the others

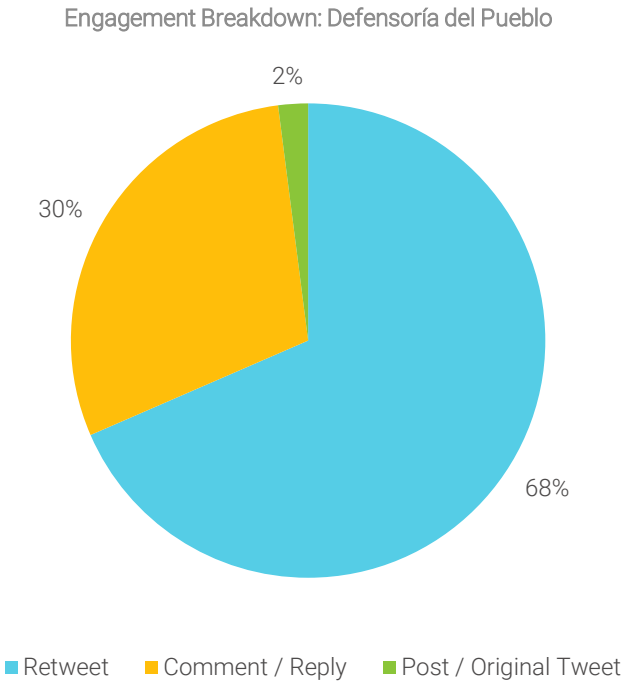
Online Engagement

Online Engagement

How do people engage with the online conversation about this brand?

Engagement Breakdown: Defensoría del Pueblo

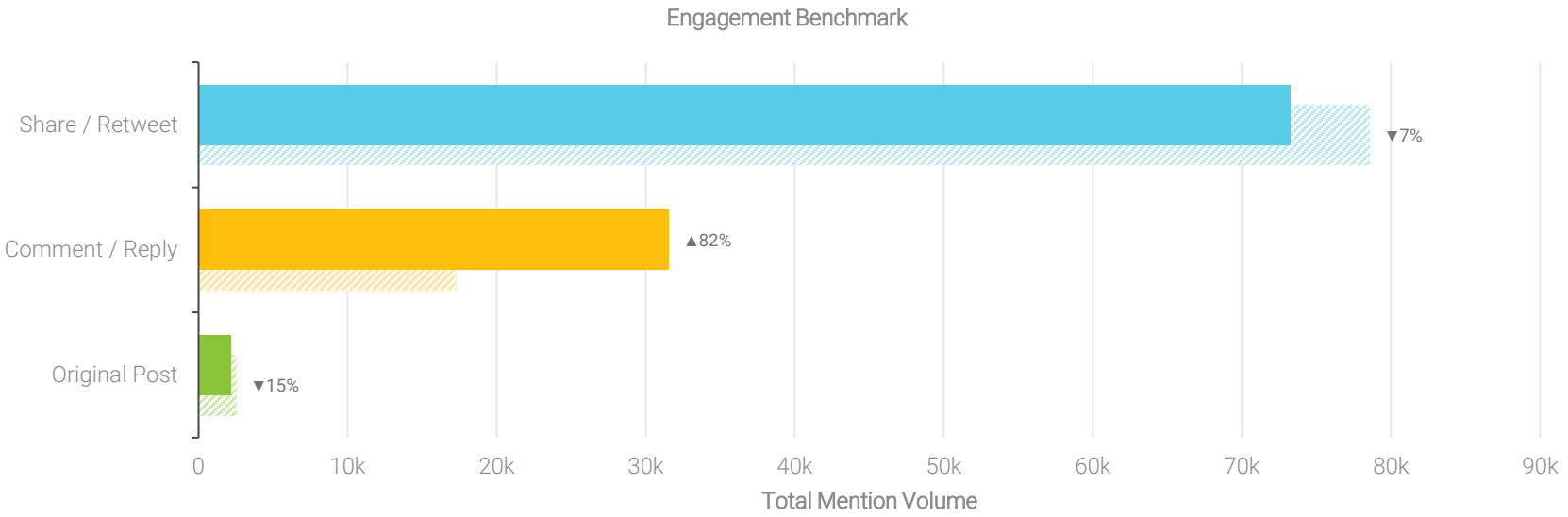
Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026



Engagement Benchmark

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026

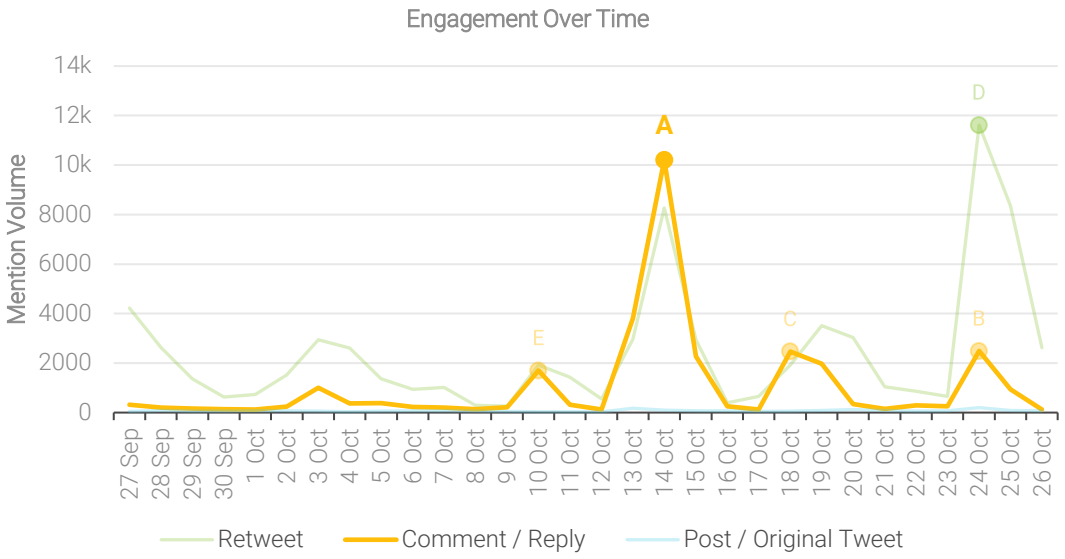
Benchmark **Mention Volume** for **Mention Type**



Engagement Over Time

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026

Mention Volume for **Days** broken down by **Mention Type**



Top **5** peaks detected by **Iris**

A **Oct 13, 2026 - Oct 15, 2026**

3643% volume increase, driven by:

3029 mentions sharing a **link** from **pbs.twimg.com**

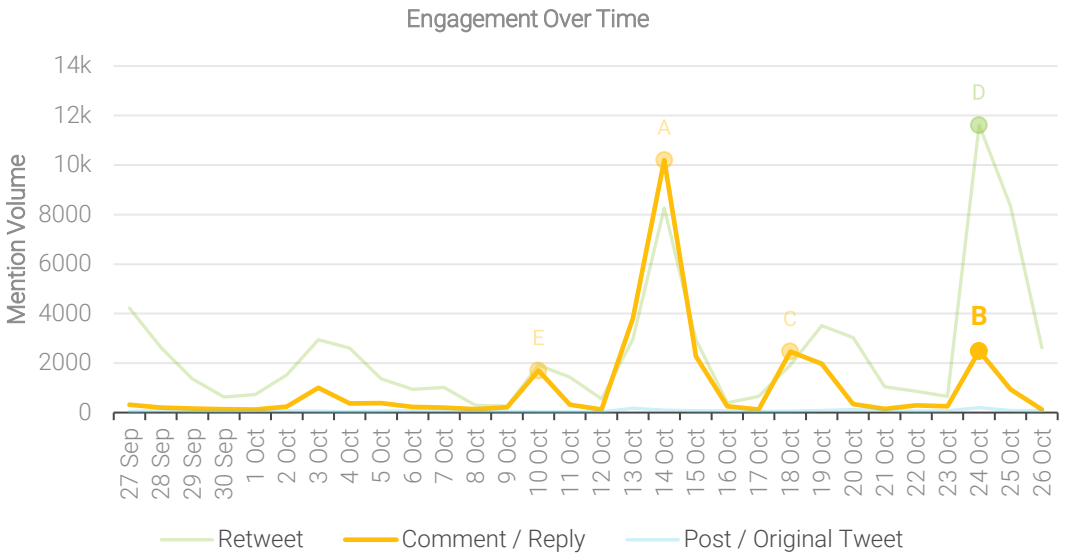
1860 mentions sharing a **link** from **pbs.twimg.com**

601 mentions sharing a **link** from **pbs.twimg.com**

Engagement Over Time

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026

Mention Volume for **Days** broken down by **Mention Type**



Top **5** peaks detected by **Iris**

B **Oct 24, 2026**

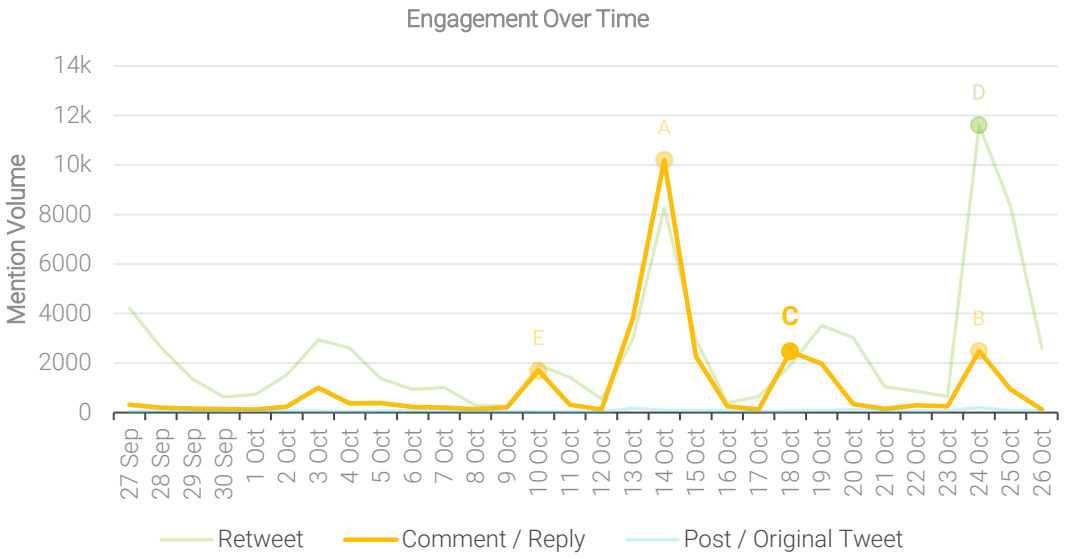
811% volume increase, driven by:

122 mentions sharing a **link** from **pbs.twimg.com**
86 mentions sharing a **link** from **x.com**
66 mentions sharing a **link** from **pbs.twimg.com**
47 mentions using the hashtag **#nonosvanacallar**
28 mentions sharing a **link** from **x.com**

Engagement Over Time

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026

Mention Volume for **Days** broken down by **Mention Type**



Top **5** peaks detected by **Iris**

C **Oct 18, 2026 - Oct 19, 2026**

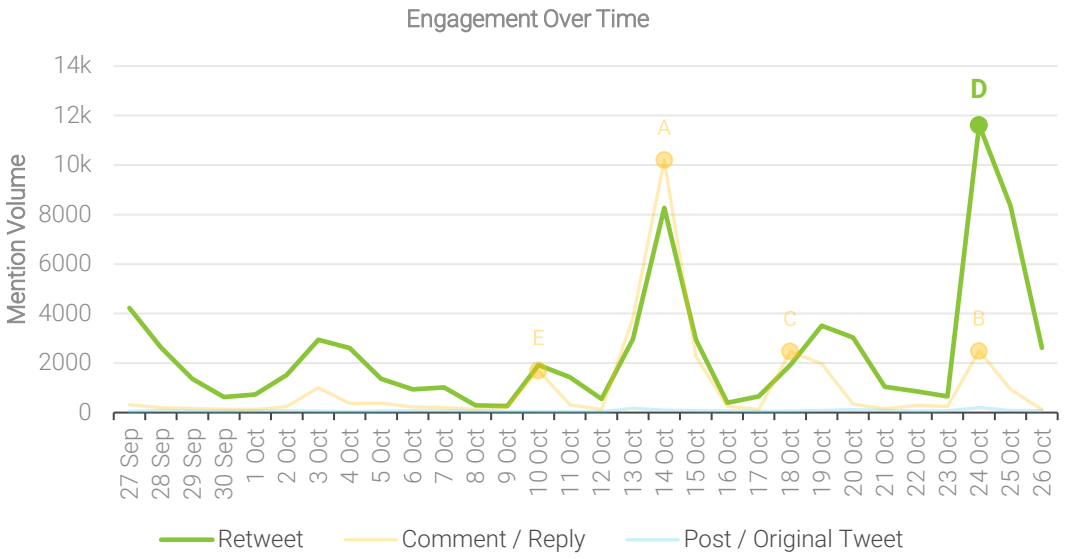
805% volume increase, driven by:

48 mentions sharing a **link** from **www.semana.com**

Engagement Over Time

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026

Mention Volume for **Days** broken down by **Mention Type**



Top **5** peaks detected by **Iris**

D **Oct 24, 2026 - Oct 25, 2026**

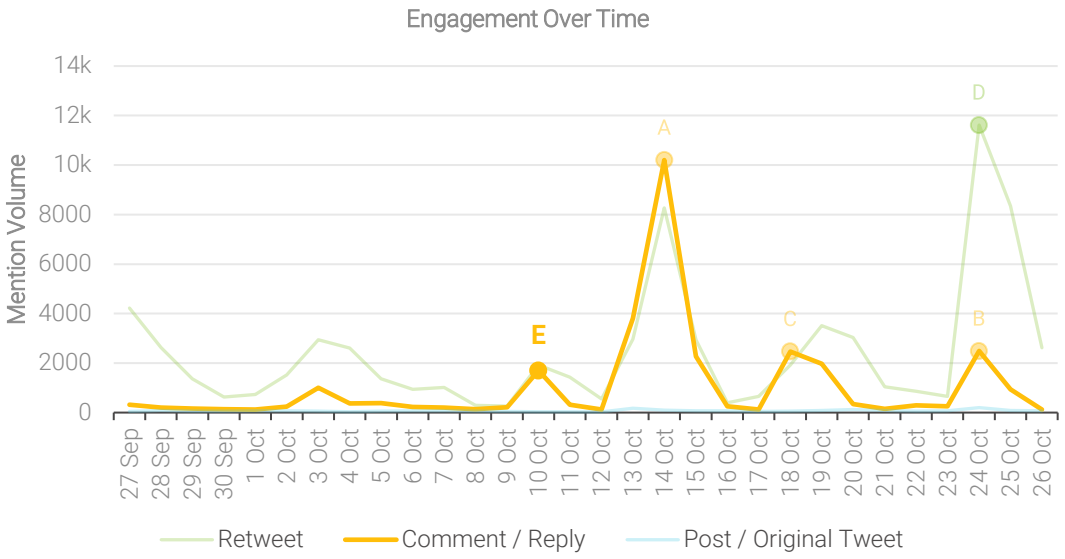
689% volume increase, driven by:

2708 reposts of this **Post**
1703 reposts of this **Post**
932 reposts of this **Post**
811 mentions using the hashtag **#atención**
705 mentions sharing a **link** from **x.com**
649 reposts of this **Post**
636 reposts of this **Post**
576 reposts of this **Post**
512 reposts of this **Post**
431 reposts of this **Post**
420 mentions using the hashtag **#lossexocontratos**
415 reposts of this **Post**
411 reposts of this **Post**
369 reposts of this **Post**
363 reposts of this **Post**

Engagement Over Time

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026

Mention Volume for **Days** broken down by **Mention Type**



Top **5** peaks detected by **Iris**

E **Oct 10, 2026**

523% volume increase.

There are no distinct drivers for this peak.

Authors & Demographics

Authors & Demographics

Who is posting about this brand online?

You can sort top authors by mentions **volume**, their **impact** online within this conversation, or their online **reach** within this conversation by clicking on the headers in the table.

For a quick explanation of these metrics click on the ? symbol in the table headers.

Top Authors

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026



JenniferPedraz
@JenniferPedraz
Mentions: **7** | Positive: **0** | Negative: **4** | Neutral: **3** | Impact: **70.28571428571429**



HERACLITOL
@HERACLITOL
Mentions: **1** | Positive: **0** | Negative: **1** | Neutral: **0** | Impact: **95.1**



JEP_Colombia
@JEP_Colombia
Mentions: **1** | Positive: **0** | Negative: **1** | Neutral: **0** | Impact: **95.9**



odenabimael
@odenabimael
Mentions: **4** | Positive: **0** | Negative: **3** | Neutral: **1** | Impact: **77.92500000000001**



JDiegoOGarcia
@JDiegoOGarcia
Mentions: **2** | Positive: **0** | Negative: **1** | Neutral: **1** | Impact: **48.75**



Enrique_GomezM
@Enrique_GomezM
Mentions: **2** | Positive: **0** | Negative: **2** | Neutral: **0** | Impact: **78.15**

RamiroBejaranoG
@RamiroBejaranoG
Mentions: **1** | Positive: **0** | Negative: **0** | Neutral: **1** | Impact: **94.5**



Gabo Becerra
facebook.com
Mentions: **2** | Positive: **0** | Negative: **1** | Neutral: **1** | Impact: **78.4**

matador000
instagram.com
Mentions: **1** | Positive: **0** | Negative: **1** | Neutral: **0** | Impact: **98.7**



BecerraGabo
@BecerraGabo
Mentions: **8** | Positive: **0** | Negative: **1** | Neutral: **7** | Impact: **57.837500000000006**

X Author Demographics

What are the **key demographics** behind your audience on X?

It is important to note that not every X account will have this information attached to it.

X Author Gender

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026

Gender split

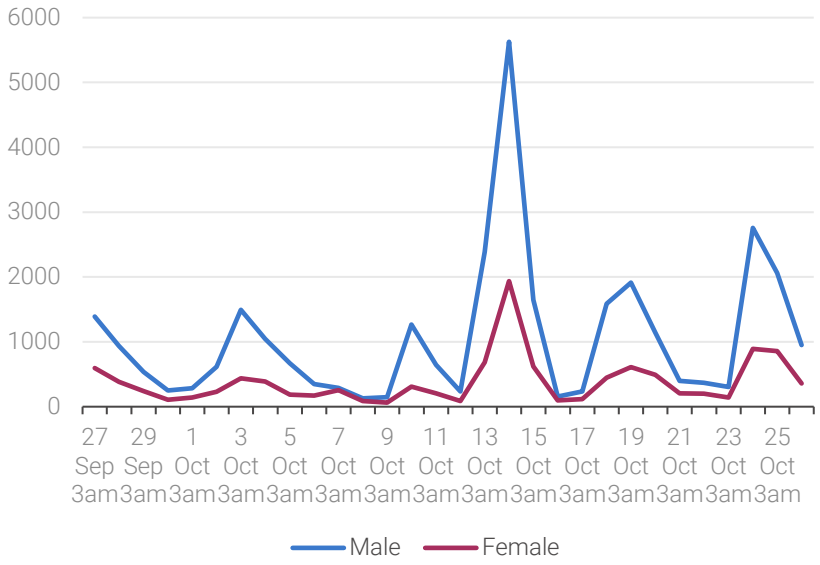
25%

5745 authors

75%

17116 authors

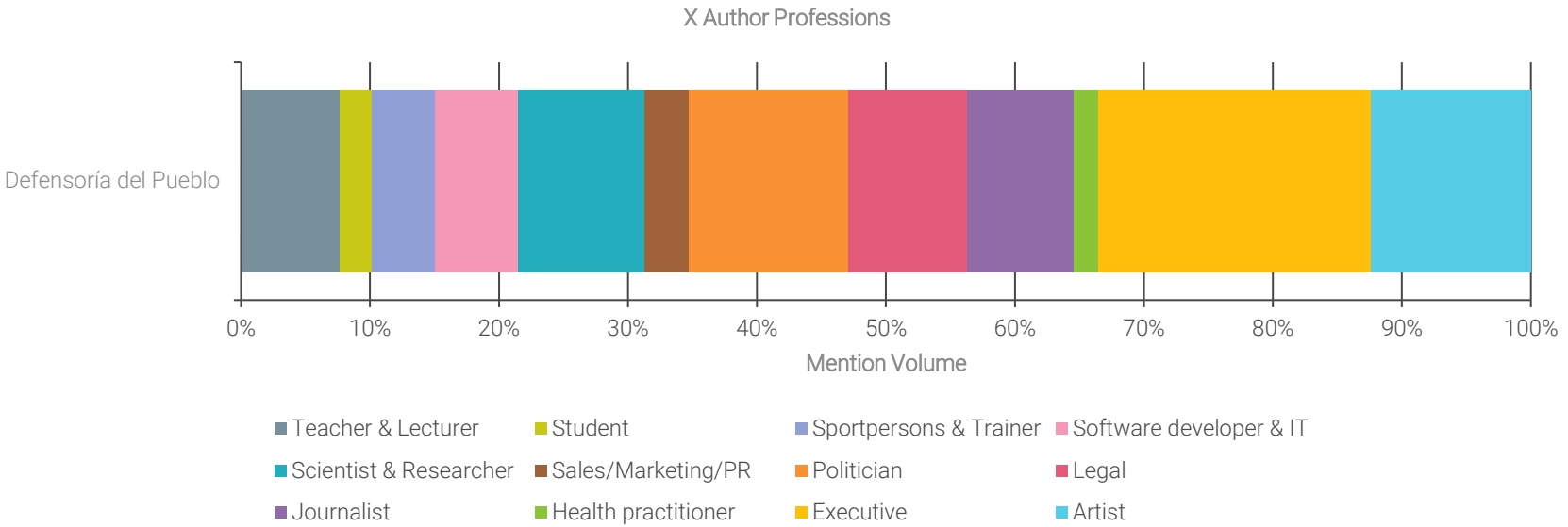
Gender split trend



X Author Professions

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026

Mention Volume for **Queries** broken down by **Profession**



Affinities

See how popular different interests are between the authors engaging in this conversation.

All Mentions

All Mentions

All mentions found online about this brand by Brandwatch from the time period specified. You can sort your mentions by any of the metrics in this table by clicking on their table headers.

For a quick explanation of these metrics click on the ? symbol in the table headers.

Mention List

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026

hectorhoyosv (Héctor Hoyos Vélez) @hectorhoyosv | 26th Oct 2026
RT @Natalia__Gar Aquí la respuesta de la senadora @MaclaPosada, a la defensora del Pueblo, Iris Marín, por el comunicado en el que le pide retractarse. Una respuesta fuerte y contundente cómo debe ser “Ha escuchado a la víctimas qie se...

josea1742 (Alejandro Dávila P) @josea1742 | 26th Oct 2026
RT @Natalia__Gar Aquí la respuesta de la senadora @MaclaPosada, a la defensora del Pueblo, Iris Marín, por el comunicado en el que le pide retractarse. Una respuesta fuerte y contundente cómo debe ser “Ha escuchado a la víctimas qie se...



jazpe9243 (Jazpe25) @jazpe9243 | 26th Oct 2026
RT @MariaFdaCabal La indebida interferencia de la defensora del Pueblo, Iris Marín, en el control político del Congreso de la República es un acto que afecta la democracia y la separación de poderes. Antes lo hizo conmigo cuando hablé...

juanm2791globa1 (Juan) @juanm2791globa1 | 26th Oct 2026
RT @MariaFdaCabal La indebida interferencia de la defensora del Pueblo, Iris Marín, en el control político del Congreso de la República es un acto que afecta la democracia y la separación de poderes. Antes lo hizo conmigo cuando hablé...



RobertBrown5x5 (Robert Brown IV) @RobertBrown5x5 | 26th Oct 2026
RT @MariaFdaCabal La indebida interferencia de la defensora del Pueblo, Iris Marín, en el control político del Congreso de la República es un acto que afecta la democracia y la separación de poderes. Antes lo hizo conmigo cuando hablé...

DesRevolucion (NeoGranadino ᴊᴇᴄᴏ) @DesRevolucion | 26th Oct 2026
RT @RedMasNoticias #Colombia | La senadora María Clara Posada respondió a la defensora del Pueblo, Iris Marín, a propósito del comunicado en el que le pide retractarse, luego de las revelaciones conocidas durante las audiencias de la...



1969juancho (Lisandro Juan) @1969juancho | 26th Oct 2026
RT @RedMasNoticias #Colombia | La senadora María Clara Posada respondió a la defensora del Pueblo, Iris Marín, a propósito del comunicado en el que le pide retractarse, luego de las revelaciones conocidas durante las audiencias de la...

EmilioS14019071 (Emilio Suárez) @EmilioS14019071 | 26th Oct 2026
RT @SantiagoVelezP La senadora María Clara Posada está cumpliendo su función de control político. La Defensoría del Pueblo no puede limitarla ni convertirse en la oficina de prensa de la JEP. Iris Marín debería tener claras sus...



CelindaFonnken (Celinda Fonnken) @CelindaFonnken | 26th Oct 2026
RT @SantiagoVelezP La senadora María Clara Posada está cumpliendo su función de control político. La Defensoría del Pueblo no puede limitarla ni convertirse en la oficina de prensa de la JEP. Iris Marín debería tener claras sus...



SantosTuto (Tuto Santos) @SantosTuto | 26th Oct 2026
...@SantaMartaDTCH @alcaldiacienaga @MagdalenaGober @AsambleaMagdale @IDEAMColombia @Superservicios @JochePacheco @concejodestamta @DefensoriaCol @infopresidencia @ABDELAESPRIELLA @essmar_esp @dadsasm2024 @CarlosPinedoC @mmarguiguerra...

Mention List

Defensoría del Pueblo | Sep 27, 2026 - Oct 26, 2026



juadavab (D) @juadavab | 26th Oct 2026
RT @SantiagoVelezP La senadora María Clara Posada está cumpliendo su función de control político. La Defensoría del Pueblo no puede limitarla ni convertirse en la oficina de prensa de la JEP. Iris Marín debería tener claras sus...



JhonFaberA (Jhon Faber) @JhonFaberA | 26th Oct 2026
RT @Natalia__Gar Aquí la respuesta de la senadora @MaclaPosada, a la defensora del Pueblo, Iris Marín, por el comunicado en el que le pide retractarse. Una respuesta fuerte y contundente cómo debe ser “Ha escuchado a la víctimas qie se...



Juancho20114 (Juancho2011) @Juancho20114 | 26th Oct 2026
RT @SantiagoVelezP La senadora María Clara Posada está cumpliendo su función de control político. La Defensoría del Pueblo no puede limitarla ni convertirse en la oficina de prensa de la JEP. Iris Marín debería tener claras sus...



ccadavid37 (Concave) @ccadavid37 | 26th Oct 2026
RT @MariaFdaCabal La indebida interferencia de la defensora del Pueblo, Iris Marín, en el control político del Congreso de la República es un acto que afecta la democracia y la separación de poderes. Antes lo hizo conmigo cuando hablé...



MauricioEnv (Mauricio Mejia Orrego) @MauricioEnv | 26th Oct 2026
RT @MariaFdaCabal La indebida interferencia de la defensora del Pueblo, Iris Marín, en el control político del Congreso de la República es un acto que afecta la democracia y la separación de poderes. Antes lo hizo conmigo cuando hablé...



LeonPrato (LEÓN RAMIRO PRATO F. Asesor Tributario-Financiero) @LeonPrato | 26th Oct 2026
RT @MariaFdaCabal La indebida interferencia de la defensora del Pueblo, Iris Marín, en el control político del Congreso de la República es un acto que afecta la democracia y la separación de poderes. Antes lo hizo conmigo cuando hablé...



lcperalta62 (Luis Carlos Peralta) @lcperalta62 | 26th Oct 2026
RT @MariaFdaCabal La indebida interferencia de la defensora del Pueblo, Iris Marín, en el control político del Congreso de la República es un acto que afecta la democracia y la separación de poderes. Antes lo hizo conmigo cuando hablé...



VelezCampuzano (Carlos E Vélez Campuzano) @VelezCampuzano | 26th Oct 2026
RT @Natalia__Gar Aquí la respuesta de la senadora @MaclaPosada, a la defensora del Pueblo, Iris Marín, por el comunicado en el que le pide retractarse. Una respuesta fuerte y contundente cómo debe ser “Ha escuchado a la víctimas qie se...



ma44662 (Patricia Matta) @ma44662 | 26th Oct 2026
FISCAL GENERAL DE LA NACIÓN, ADRIANA CAMARGO. DEFENSORA DEL PUEBLO. IRIS MARÍN ORTÍZ. MAGISTRADA, DE LA JEP. JULIETA LEMAITRE. RENUNCIEN, LA PATRIA MILAGRO, NO VÉ RESULTADOS. NO MÁS CONGELAMIENTOS, NO MÁS REVICTIMIZAR A LAS VÍCTIMAS, A...



papel127 (carlos restrepo) @papel127 | 26th Oct 2026
RT @RedMasNoticias #Colombia | La senadora María Clara Posada respondió a la defensora del Pueblo, Iris Marín, a propósito del comunicado en el que le pide retractarse, luego de las revelaciones conocidas durante las audiencias de la...