

Twitter Analytics

AUGUST 2020 - OCTOBER 2020

WHY LOOKING AT YOUR SOCIAL MEDIA ANALYTICS CAN HELP IMPROVE YOUR ONLINE PRESENCE:

social media Analytics can help you understand what your audience responds positively to and what patterns you could use to extend your reach. I've looked into my own Twitter data to see what had the most engagement, and learn what I could improve on.



23
Tweets

2,038
Impressions

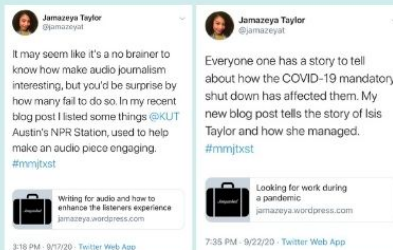


TWEETS WITH THE MOST ENGAGEMENT

engagement measures the amount of times people interact with your tweet clicks, replies, likes, retweets, etc.



TWEETS WITH THE MOST LIKES



2 Total
replies



2 Total
retweets



20 Total
url clicks



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