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.



2,038 **Impressions**



TWEETS WITH THE MOST ENGAGEMENT

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



It may seem like it's a no brainer to know how make audio journalism interesting, but you'd be surprise by how many fail to do so. In my recent blog post I listed some things @KUT Austin's NPR Station, used to help make an audio piece engaging.



Jamazeya Taylor @jamazeyat

Professor Hinsley shares a slide that shows how many times you should post and when is the right time depending on the platform you're using, #mmitxst



TWEETS WITH THE **MOST LIKES**



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Jamazeya Taylor @jamazeyat

Everyone one has a story to tell about how the COVID-19 mandatory shut down has affected them. My new blog post tells the story of Isis Taylor and how she managed.











Total replies



Total retweets



Total



CREATED BY

Jamazeya Taylor

TO CHECK OUT YOUR OWN **ANALYTICS SEARCH**

analytics.twitter.com



@Jamazeyat