6 CREATIVE WAYS TO

USE TWITTER ANALYTICS TO GROW YOUR AUDIENCE

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TWITTER ANALYTICS

Is it your first time visiting Twitter Analytics? Be patient. Give Twitter time to collect data from your Tweets!

HOME PAGE TAB

#1 - 28 DAY SUMMARY

You'll Discover Your:
- Number of Tweets
- How many Impressions
- Number of Visits to Your Profile
- Number of Mentions
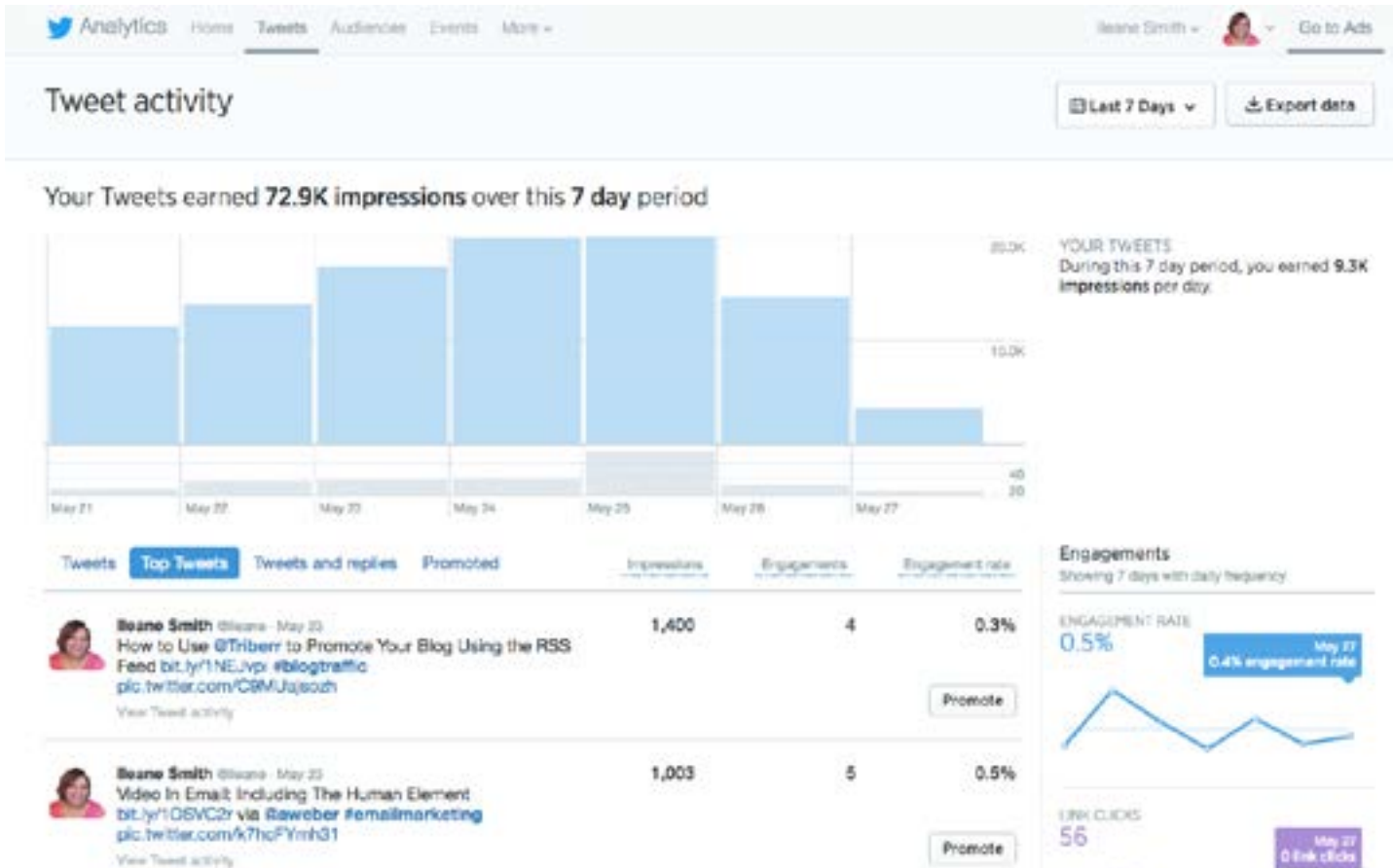- Number of Followers

#2 - TWEET HIGHLIGHTS BY MONTH

You'll Find Your:
- Top Tweet - based on total impressions
- Top Mention - based on engagement
- Top Follower
- Top Media (media uploaded directly to Twitter)
- Top Twitter Card (media is pulled in from meta tags)

TIP! "With *Twitter Cards*, you can attach rich photos, videos and media experience to Tweets that drive traffic to your website." Validate your Twitter card links here.
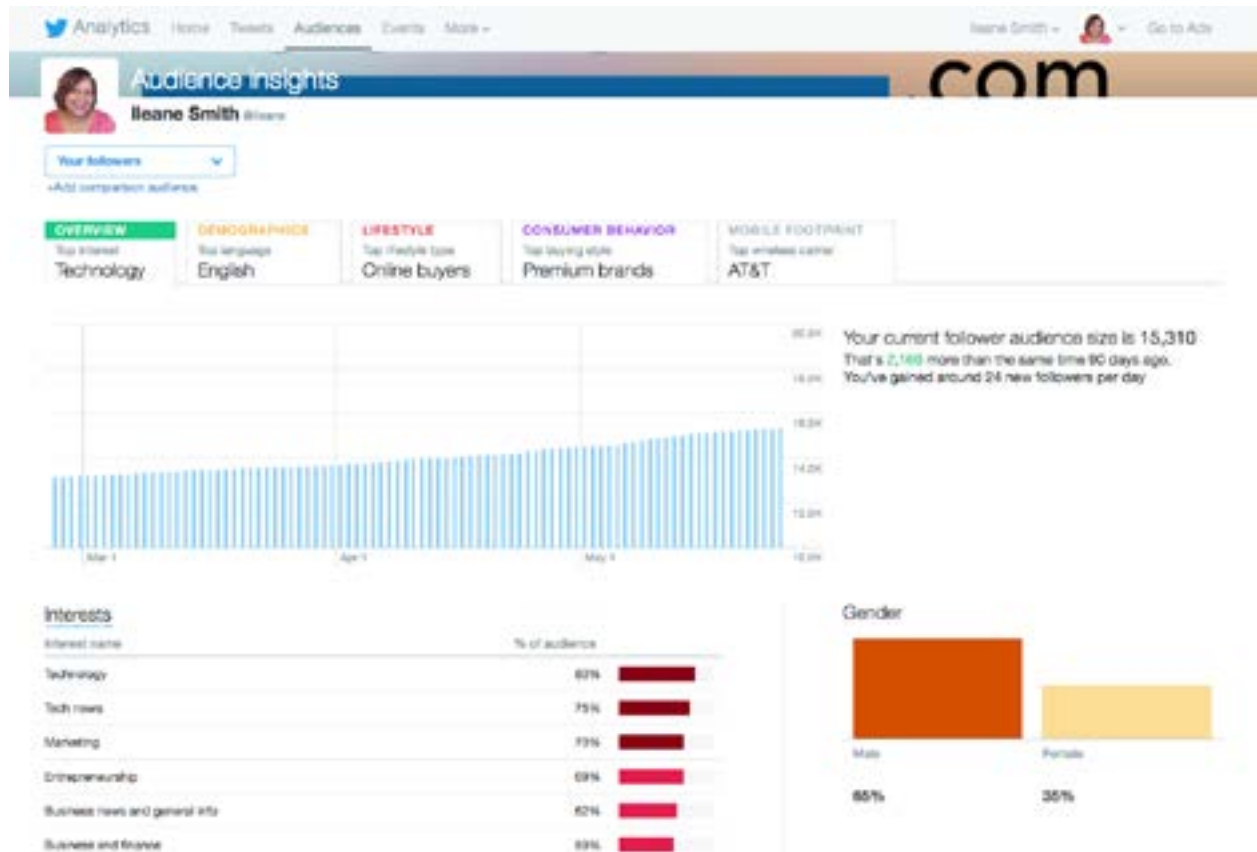
TWEETS TAB

#3 TWEET ACTIVITY

You'll Get Charts and Graphs
- All Tweets
- Top Tweets
- Tweets and Replies
- Promoted Tweets

TIP! Export your Top Tweets and add the best tweets to your PostPlanner account!

AUDIENCES TAB

#4 AUDIENCE INSIGHTS

You can find the Interests of your followers and develop personas:

- Top 10 interests
- Demographics including gender, income, country & occupation
- Lifestyle
- Consumer behavior
- Mobile carriers

ANALYTICS ON MOBILE

#5 STATS ON THE GO

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Join us for #ViralChat! Learn 6 creative ways to use Twitter #Analytics to grow your audience! TODAY!! at 9pm EST

6 CREATIVE WAYS TO USE TWITTER ANALYTICS TO GROW YOUR AUDIENCE
#ViralChat
HOST: ILEANE SMITH @Ileane
THURSDAY, JUNE 2 AT 6 PM PT / 9 PM ET

6/2/16, 5:06 AM

ılı VIEW TWEET ACTIVITY

4 RETWEETS 7 LIKES

Check performance of individual Tweets from your phone

TIP! Pin a tweet with your Call to Action to your Twitter Profile

TWITTER ADS

#6 LAUNCH A TWITTER AD CAMPAIGN

Test different images and text and use the top performing Tweet in an ad

TIP! Start, track, pause or stop Twitter ads from your phone

More tips: [How to Build a Strong Twitter Audience with Narrow](#)