

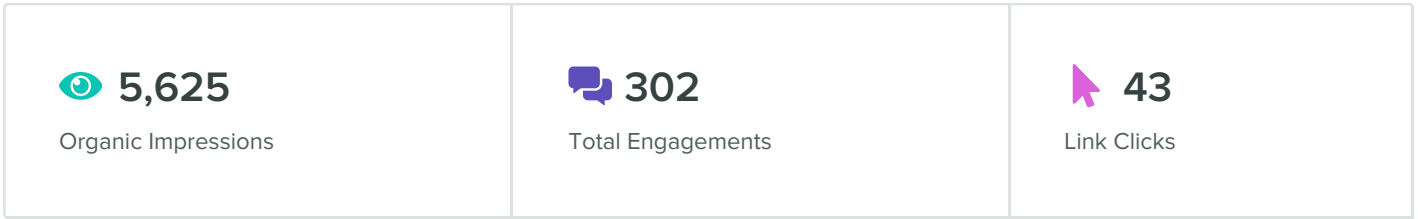


Twitter Profiles
for **Brandon Carson**

Aug 01, 2018 - Aug 21, 2018

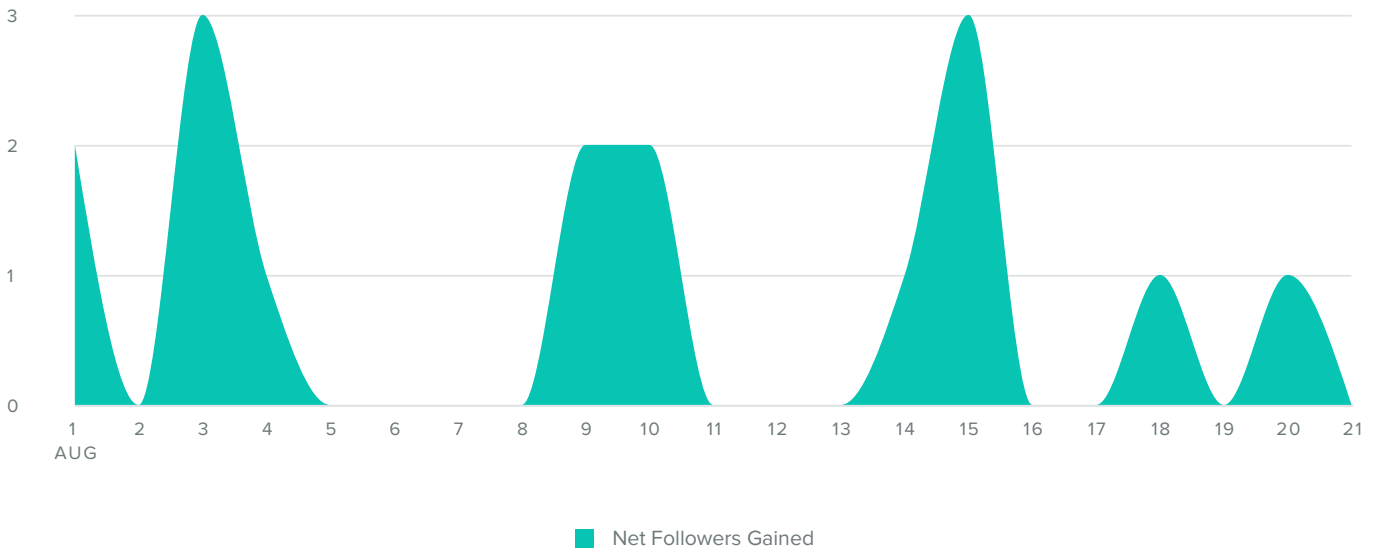
Track profile performance to determine the impact of Twitter content

Twitter Activity Overview



Twitter Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
Total Followers	365
Net Followers gained	12
People that you followed	15

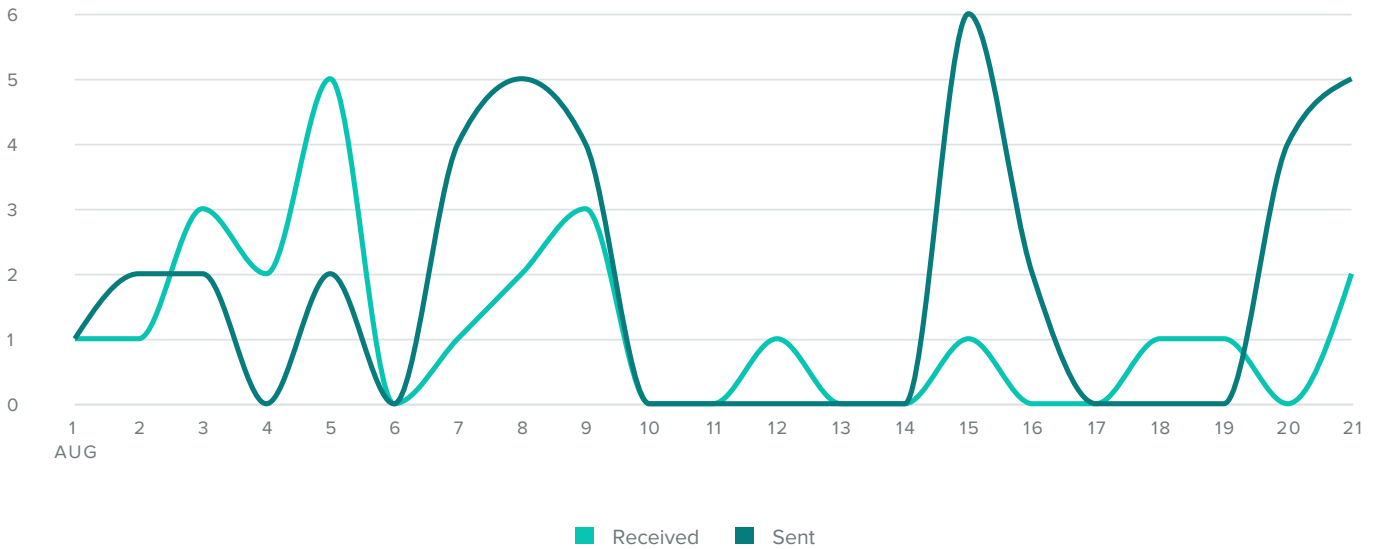
Total followers increased by

▲3.4%

since previous date range

Twitter Posts & Conversations

MESSAGES PER DAY




Sent/Received Metrics	Totals
Tweets sent	37
Direct Messages sent	0
Total Sent	37
Mentions received	24
Direct Messages received	0
Total Received	24





The number of messages you sent increased by **▲12.1%** since previous date range

The number of messages you received increased by **▲118.2%** since previous date range

Twitter Top Posts, by Responses

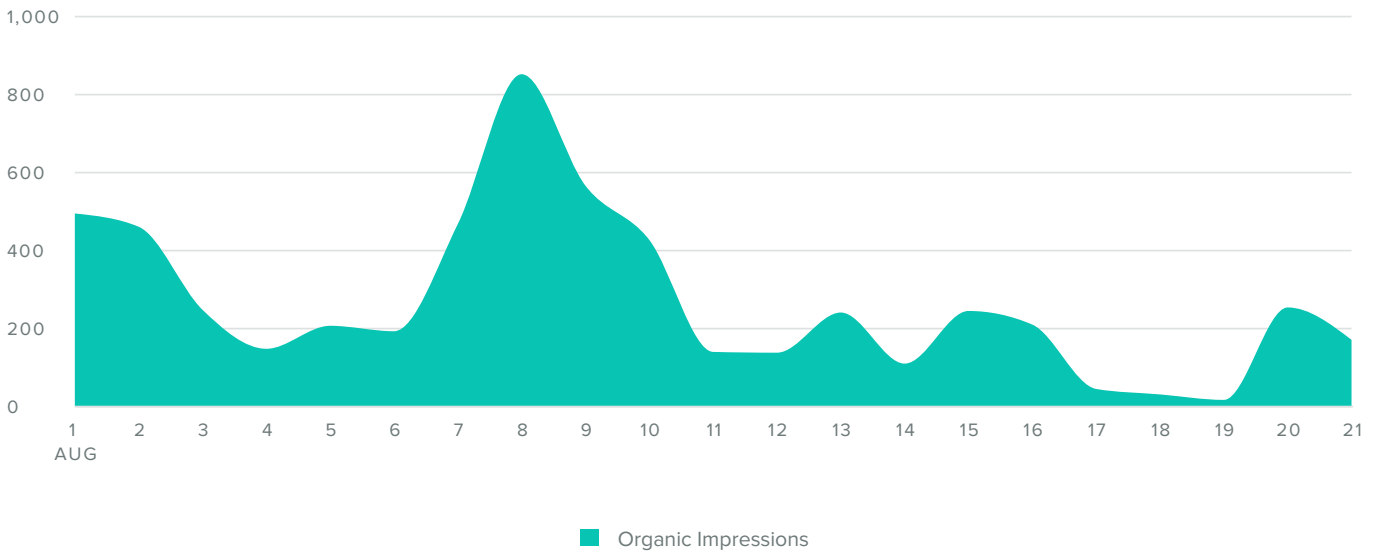
Tweet	Potential Reach	Responses	Clicks	Retweets
BrandonCarsonEd  Looking for an app to read documents out loud? Visit https://t.co/YyML9QQorn . A helpful step in the proof-reading process. #rrumalat #rru #royalroads (Tweet) August 07, 2018 8:52 pm	788	3	0	1

Twitter Top Posts, by Responses

Tweet	Potential Reach	Responses ▼	Clicks	Retweets
 <p>BrandonCarsonEd How to Prepare for Class Without Over-preparing: https://t.co/AtheYfAKvU #teaching #learning #highered #class (Tweet) August 09, 2018 12:55 pm</p>	560	2	0	1
 <p>BrandonCarsonEd The sock game is strong today. @RoyalRoads #rrumalet #rru #royalroads #socks https://t.co/bTMtoc0j6l (Tweet) August 07, 2018 12:18 pm</p>	791	2	0	1
 <p>BrandonCarsonEd Wait... was it only a two week residency? Where is everyone today? KIDDING 😊. Missing this space and all of the new connections I made at @RoyalRoads. I look forward to continuing the discussion and learning online. #rrumalat #rru #royalroads https://t.co/Z6dzbnspj (Tweet) August 07, 2018 4:48 am</p>	542	2	0	1
 <p>BrandonCarsonEd “Look, if you had one shot, or one opportunity, to seize everything you ever wanted, in one moment Would you capture it, or just let it slip?” [insert APA of song lyrics]. Having a nice meal with new friends. Enjoying every moment of the @royalroadsu experience. #rrumalat https://t.co/Koi6yNAI2E (Tweet) August 01, 2018 7:51 pm</p>	355	2	0	0

Twitter Impressions

ORGANIC IMPRESSIONS, BY DAY

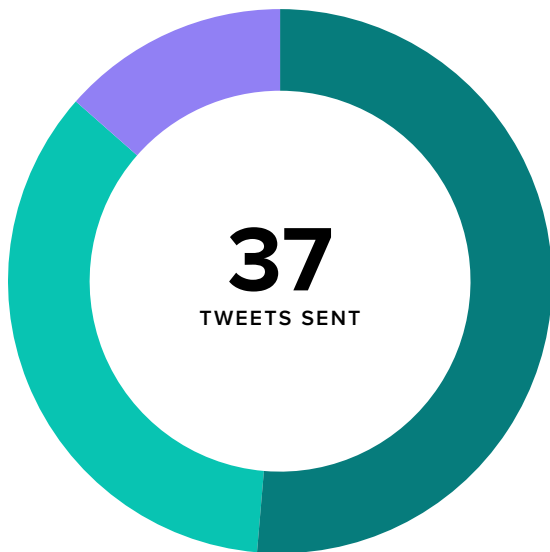


Impressions Metrics	Totals
Average Organic Impressions per Day	267.86
Total Organic Impressions	5,625

Organic Impressions increased by **▲32.7%** since previous date range

Twitter Publishing Behavior

SENT MESSAGE CONTENT



13
PLAIN TEXT

19
PAGE LINKS

5
PHOTO LINKS

CONVERSATION BEHAVIOR (LAST 100 TWEETS)



47%
CONVERSATION

53%
UPDATES

CONTACT BEHAVIOR (ALL TWEETS)

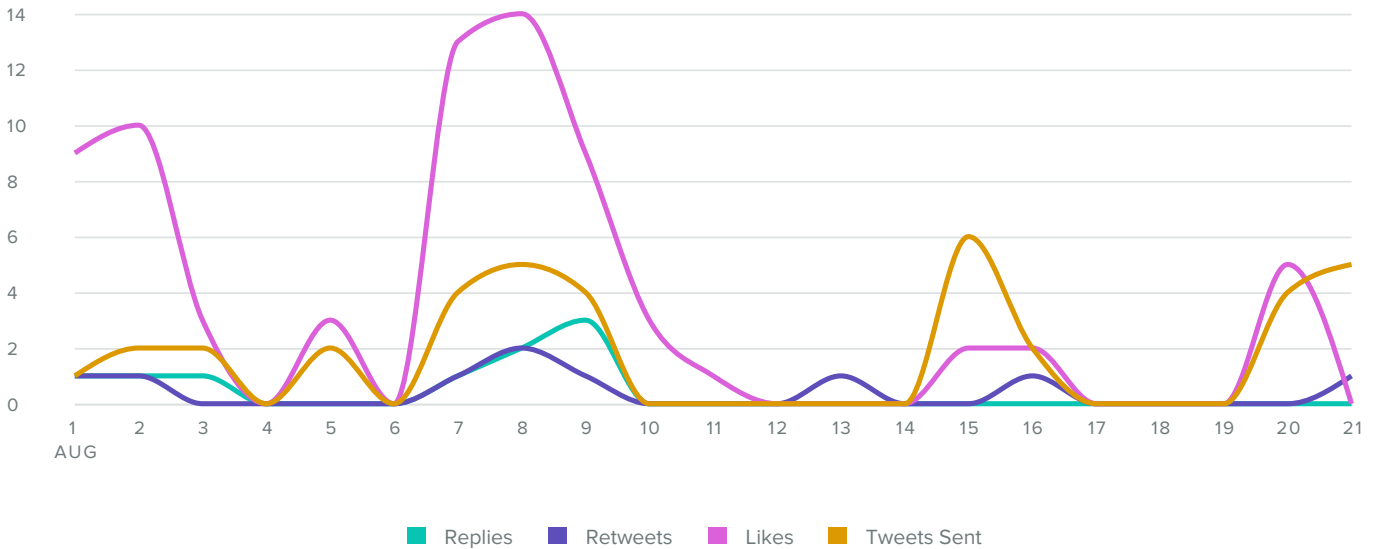


66%
NEW CONTACTS

34%
EXISTING CONTACTS

Twitter Engagement

ENGAGEMENT COUNT



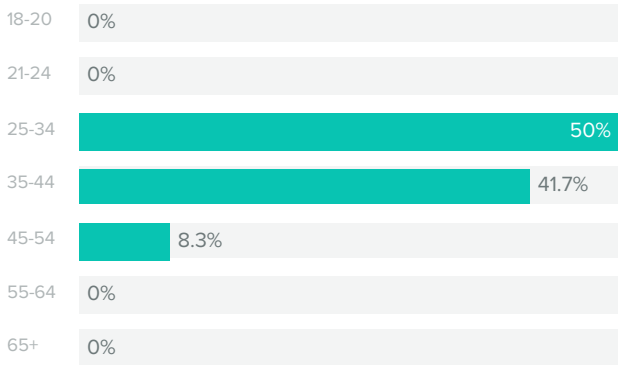
Engagement Metrics	Totals
Total Engagements	302
Replies	9
Retweets	9
Retweets with Comments	2
Likes	74
<hr/>	
Engagements per Follower	0.83
Organic Impressions per Follower	15.41
Engagements per Tweet	8.16
Organic Impressions per Tweet	152.03
Engagements per Organic Impression	0.05

The number of engagements increased by **▲2%** since previous date range

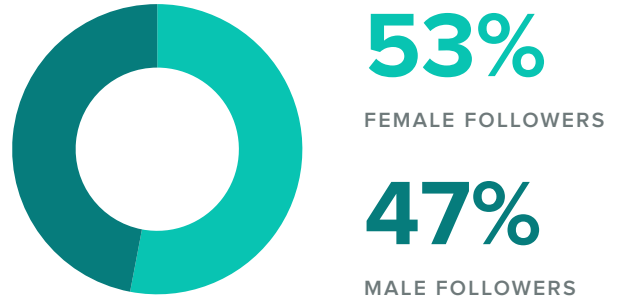
The number of organic impressions per Tweet increased by **▲18.4%** since previous date range

Twitter Audience Demographics

FOLLOWERS BY AGE




FOLLOWERS BY GENDER



Women and people between the ages of **25-34** appear to be the leading force among your followers.

Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Increase	Tweets Sent	Organic Impressions	Organic Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 Brandon Carson	365	3.4%	37	5,625	15.41	302	0.83	9	43