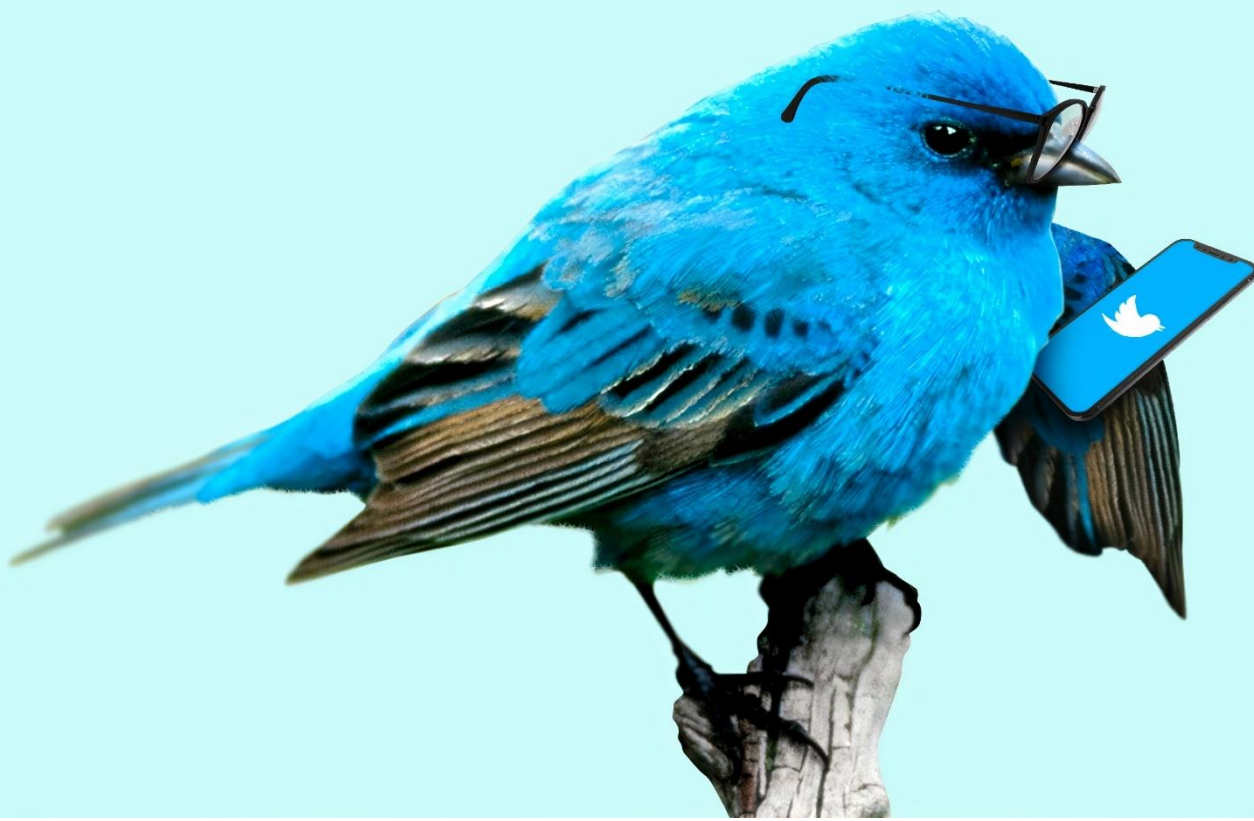




The Analytics Series

Twitter Analytics Toolkit

August 2020



The Analytics Series

Analytical tools can seem scary at first glance. Some of us can have an aversion to numbers and percentages displayed on these platforms and their jargon doesn't always make sense. But it is worth taking the plunge. Because when you delve in you will find lots of information that will help you develop your relationship with your audiences.

Audience demographics is the information that most organisations in Northern Ireland know how to get their hands on and use on a regular basis to guide their activities. And there is no doubt that knowing the age and gender of your audiences is useful, particularly if you are trying to build personas. But what it won't give you is the insights you need to develop a strong relationship.

Think about your own personal relationships. When you know someone, it is not their age or where they live, but also about what they like and dislike, how they live their lives and how they spend their spare time. These elements are the key to your success. If you show your audience that you know them and have included them within your programme, marketing content, ticketing strategy, they will feel seen and heard. Feeling seen and heard often equals reciprocity, appreciation and loyalty. Isn't that what we all want?

We created the Analytics Series to help you find out these little details about your audience, with the tools you already have. We're all lucky that the platforms we use all come up with free, built-in analytics and insights. We then only need to make some time to look at them and know how to read them. Like with exercise or arts, it takes time to perfect your craft and for it to become a habit. But it's all incredibly worth it!

In this second toolkit, we're looking at Twitter, how to find and use its analytics, what metrics you should track on it and why those are important. We hope it will help!

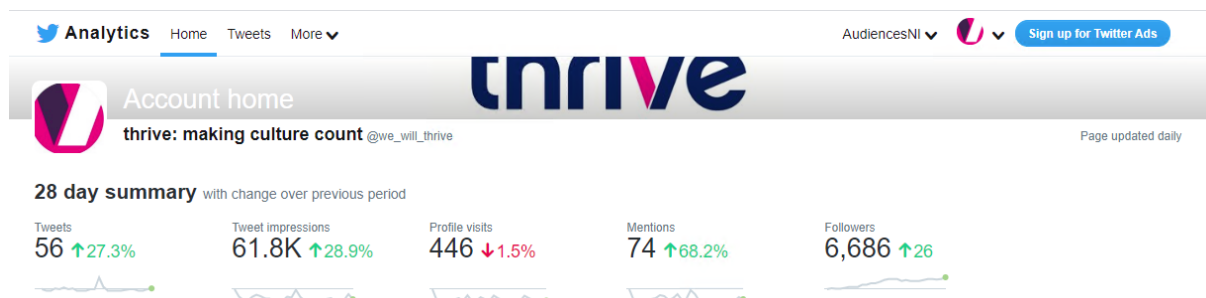
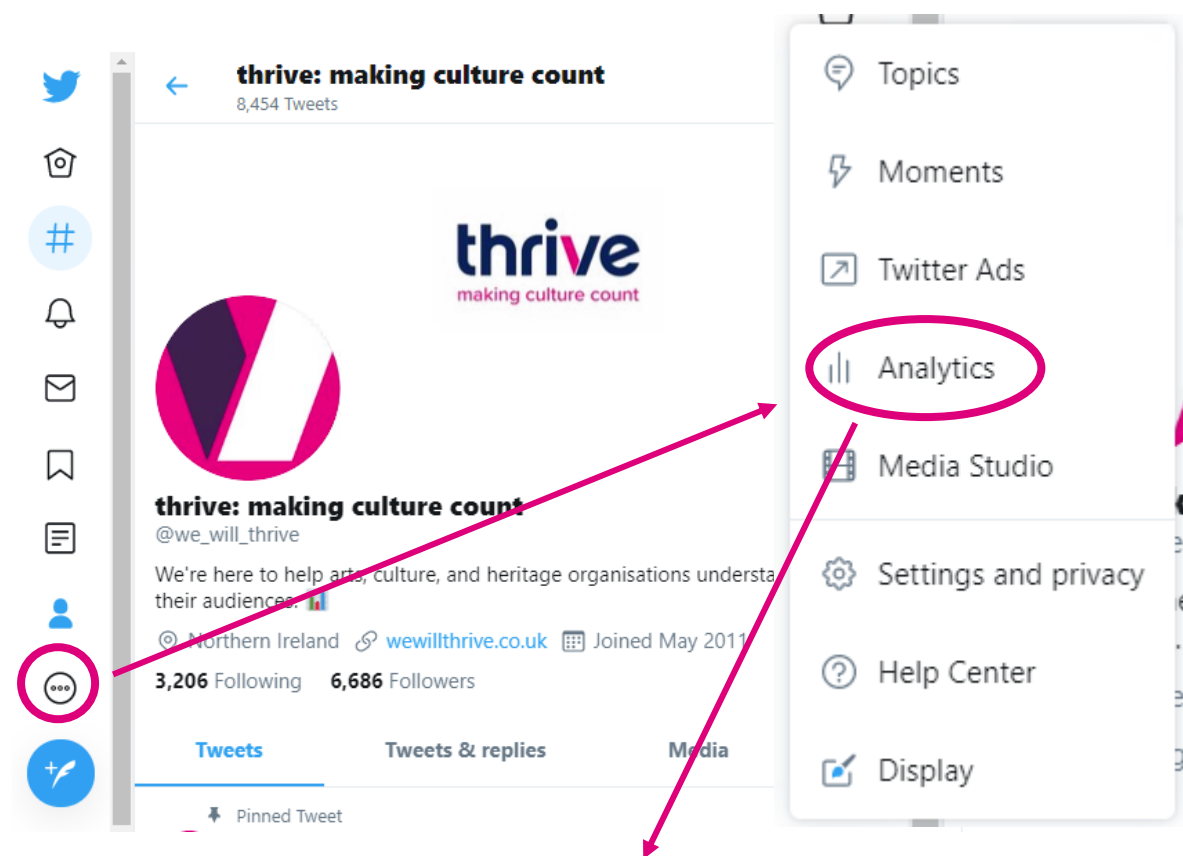
If you'd like to consult the first toolkit from our Analytics Series about Google Analytics, [visit our website](#).

Did you know about Twitter Analytics?

Most cultural organisations use Twitter as one of their communication and marketing channels. We're all aware of **likes, retweets and replies**, as it is precisely how the platform works and how we can network with counterparts, funders, journalists and other potential partners. **But did you know you could access more than that?**



Yes! Have a nosey at your **Twitter menu** on the left-hand side of your profile, click on the **three dots icon** and look for 'analytics'.



What you should track and why?

The benefit of Twitter analytics is that it's pretty straightforward to figure out (round of applause for the team that developed the platform's user experience) and provides all the information you need in a couple of clicks. **There is no superfluous data on Twitter Analytics. All of it is valuable.**

Overall page performance



Number of tweets: How many times you tweeted over a specific period of time. We often think that the more we tweet, the better but it's not entirely true. What is important is the relevance of the content you share with your Twitter audience. Do not look only at this metric but at the combination of all the metrics available. Do you tweet often but have poor engagement? Or do you tweet only content you know your followers will be interested in?



Tweet impressions: How many times your tweets were seen by others on the network. This includes not only the times it appears in your followers' feed but also when it appears in search or as a result of someone liking or retweeting your tweet. The ideal tweet will have both a high impression number and a high engagement rate.



Profile visits: As the title says, how many times users came on your profile. You want your profile to look good and informative for all those visitors so make sure your bio is up-to-date – who you are, what you're about, your location and website. Don't forget to change your cover image if it is time-sensitive, i.e. promoting a specific event or programme.



Number of mentions: When people @ you, whether it's tagging you on content you may be interested in, talking about or to you. Each time you're tagged by others, it appears on their own followers' timeline, which in return can direct traffic to your profile and content.



Total followers: This can be accessed via your profile but this section in Twitter Analytics helps you to determine how many new followers you gained over a certain period of time. It also shows you if you lost followers and in this case, it can be helpful to check when they've unfollowed you to understand why they didn't want to hear from you anymore.

Posts engagement



Link clicks: If your call to action includes a link to your website or to an external ticketing system such as Eventbrite, you want to know if your audience did exactly just that. Twitter Analytics will show you how many times this link was clicked on. Combined with page views in Google Analytics, you'll be able to determine how effective Twitter was as a marketing channel.



Likes: Each time someone likes your tweets, it appears in their followers' timeline. The more likes, the more reach!



Retweets: Similarly to Likes, the more retweets, the more reach!



Replies do not track when people comment on your own tweets but when YOU reply to others. Talking with your audience is fundamental to success and Twitter is just another communication tool. If it shows you don't interact enough with others, then make it a priority by spending some time going through your notifications and your feed, and let people know you enjoyed the content they shared or appreciate their support. Kind words make a stronger impression than simple likes.

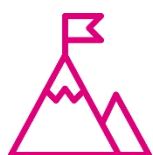


Engagement rate is the number of engagements (clicks, likes, retweets, replies and follows) divided by the total number of impressions. In short, it tells you how well your tweet is doing considering how many times it was seen by others. You have to establish what a good engagement rate is for your organisation based on your overall performance.

Other things to explore



Video activity: If you post videos on Twitter, you can track how many times it was viewed, but most importantly how many times it was watched in its entirety under **completion rate**. Completion rate is the total number of completed views divided by the total number of video starts.



Conversion tracking: If you're using paid advertising on Twitter, this feature is essential to measure how effective your campaigns are. It will require to install tags within your website with the help of **Google Tag Manager** (we mentioned GTM in our previous Analytics toolkit). There are two types of tags: **Universal Website Tag** (to track URLs) and **Single Event Tag** (to track non-URL events such as download of a pdf).