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So you're in for the long haul, huh? Here's the nitty-gritty details behind my [5 Beginner's Tips for Twitter Based on Analytics from My First 3 Months on the Platform](#):

WHAT STORIES SEEMED TO BE EMERGING FROM MY TOP THREE TWEETS IN VARIOUS CATEGORIES?

RETWEETS

- My top retweet featured a class hashtag, #SMPT16, and was related to a group project completed during class. As a result, the majority of the retweets in this instance came from my classmates although it was still beneficial by allowing my tweet to reach their followers. It also featured an image I had created on Canva. My top second was actually a retweet from a local publication I used to intern for, and they ended up retweeting my comments! Finally, my third highest retweet data resulted from one of my first blog posts and I believe the hashtags #jobsearch and #blogger contributed to the success of that tweet. I also included a video clip I had created. My top two retweets occurred in the afternoon around 2-3 p.m., with my top third occurring at 8 p.m. exactly. They were all sent out on either Wednesday or Thursday.

REPLIES

- My top reply data came from a tweet I had sent out regarding a guest speaker who came to our SMPT class, and how she had inspired me to start this blog on an actual wordpress.com site - which clearly became a reality! She responded, and we had a brief conversation about the process. My conversation with Sauce Magazine also landed as second on this list, just as it landed second on my retweet data despite the lack of hashtags. Finally, my third highest reply data was in relation to a blog post I wrote on technology. I included a video in this post as well. All three of these tweets were shared within a three hour time frame around 11:30 a.m. - 2:30 p.m. across a Wednesday, Thursday and Friday. I will say, however, that my second and third top replies actually only received one reply, so this is definitely still an area for improvement I'll need to focus on more.

LIKES

- My top liked tweet also happened to be my top retweet. As I mentioned earlier, this tweet featured a class hashtag, #SMPT16, and was related to a group project completed during class so the majority of the retweets and likes in this instance came from my classmates. My second and third top likes both related to the same blog post, which I found interesting. Both of these tweets utilized the class hashtag along with #Blogger and one used an image I had created on Canva that included my blog URL and the title of the specific post. The other tweet included a brief video clip I had created. Out of all three of these tweets, two occurred right around 1:30 p.m. on a Wednesday and Friday and the other occurred exactly at 8 p.m. on a Thursday.

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USER PROFILE CLICKS

- My top tweets for user profile clicks all occurred in completely different time zones. The top one was posted at 8 p.m. on a Thursday, the second best was posted on a Friday close to midnight and the third best was posted on a Wednesday right before 3 p.m., so a clear pattern isn't quite appearing in regards to timing. The top one included our class hashtag along with #jobsearch and included a short video clip. It also showed up in my top lists for likes, retweets and hashtag clicks. My third top profile click occurred in relation to a tweet that landed in my top replies as well, specifically relating to a conversation I had started from a guest speaker who came to our SMPT class. Finally, I received a profile click from a tweet giving credit to music I had used for a blog post promotional video. I used music license under a Creative Commons attribution license, and so I included the band and their song for credit - and they retweeted it on their page! I was pretty excited about that, and I'm happy I was able to show them some support and they actually responded.

URL CLICKS

- All three of my top tweets for URL clicks were related to my blog posts, which I was happy to see show up in my data - after all, I am mainly tweeting in order to send some traffic to my blog! However, my highest URL click was only two, so I definitely would like to raise that number by quite a lot. All three tweets included visuals, one of which was actually a video, and all of them posed questions (although no one replied with answers). The highest URL click also included #blogger which appeared in my top tweets for retweets and likes too. One tweet was sent out around 9 a.m., while the other two were sent right around 12:30 p.m. Each of these top tweets was shared on a Thursday as well.

HASHTAG CLICKS

- Two of my top tweets for hashtag clicks showed up in my other top lists, specifically likes, user profile clicks, retweets and media engagement. Both of these two top tweets included the class hashtag of #SMPT16, with the first also including #tech and #job and the second top tweet including #jobsearch and #blogger. The last tweet also included #blogger and the class hashtag, along with #college. Overall, the top three hashtag clicks all were similar in that they each included three hashtags, a Bitly link and visual for a blog post that also acted as a hyperlink to my blog. While they were all sent out at different times (early afternoon, 8 p.m. and right before midnight), they were all sent out either on a Thursday or Friday.

FOLLOWS

- Sadly, I had no data to report in regards to follows. I had zeros in this column for all my tweets! I joined Twitter in September of 2016 and have only acquired 44 followers in my three months of tweeting (58 tweets overall), so there's definitely room for improvement over here. However, upon digging deeper into what this

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specific piece of analytics means, I realized that [Twitter Support](#) calculates this number based on the number of a times a user followed me directly from a tweet I sent out - not just how many followers I received on a certain day or during a certain time frame. For instance, if I used a specific hashtag, someone searched, clicked on my tweet to expand it, and then went to my profile, checked out some of my past tweets, and then followed me - their follow wouldn't show up here. So, I'll take this analytic data with a grain of salt since it may not be the most helpful for my purposes.

MEDIA VIEWS

- Two of my top performing tweets for media views were sent out between 12:30-1 p.m. on a Wednesday and Friday, and the best performing tweet for this category was sent out right before midnight on a Friday. Obviously, these all included media. My top tweet in this category posed a question and included a video, Bitly link and the hashtags #tech and #job along with the class hashtag. The second best performing tweet in regards to media include a visual I created in Canva along with the hashtags of #college and #blogger and it also posed a question. Finally, my third best tweet in this category included a visual I created in Canva and used a quote from a popular Twitter user that was also tagged in the tweet. This specific tweet was actually created for a class project so I believe the majority of the media views stemmed from my classmates, as this tweet was also in the top three contenders for retweets, likes and engagement. Overall, the video clip I created had a much higher viewing rating compared to the images I created.

That all should have covered the majority of what you were looking for - [head back to the original blog post](#) to keep reading!