How to Analyze your Twitter Account

1. From your Twitter account’s home page, click on your profile picture in the top right corner next to the “Tweet” button.

2. Choose “Analytics”.
   a. If you do not have this option, you can manually go to the same site by following this link: http://analytics.twitter.com/ and logging into the page you wish to analyze.
   b. From here you can see your statistics from the last 28 days, including total number of “impressions” (how many people actually saw your tweets), how many people visited your profile, how many times you were mentioned and your total number of followers.
3. Now click on “Tweets” on the very top bar at the top of the screen in between “Home” and “Followers”.

   a. This screen shows a bar chart indicating your daily activity, including how many people you reached.

   b. You can choose to analyze a particular month’s activity by clicking the drop down menu below your profile picture that currently says “Last 28 Days”.

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4. After clicking on the month you want, a slight scroll down the page shows details about the engagement (link clicks, retweets, favorites, etc.) in a column on the right side of the screen.
5. Please record:
   a. The number of followers you have
   b. Number of “Retweets”
   c. Number of “Favorites”