


# Twitter Analytics

The impact of online identity can be measured using Twitter analytics to responses to tweets sent

Over a 91 day period from September 4 2017, Twitter analytics registered 5,800 impressions to 12 tweets sent by Maria Shaw from her Twitter profile @IMShaw1

 Types of tweets	No of tweets	No of impressions per tweet	No of impressions per tweet
Polls	2	243	211
Podcast	1	244	N/A
Animations	2	198	137
Blog	1	200	N/A
Kickstarter project	2	288	302
Retweet	3	409 + 357	353
Online profile	1	702	N/A

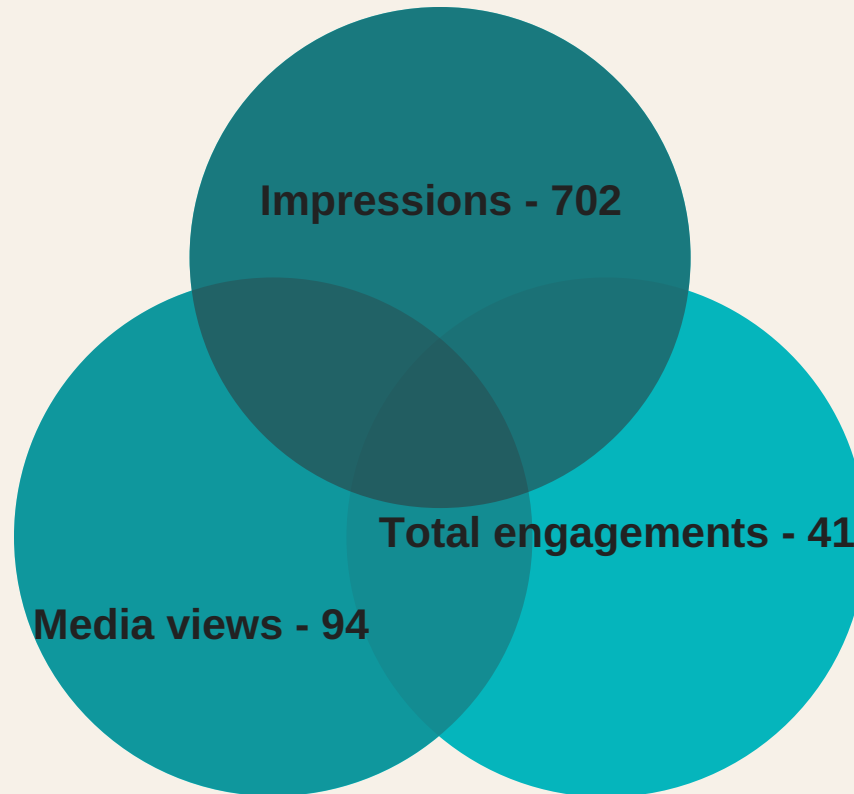
# The Top Tweet

The content of the top tweet featured links to Maria Shaw's online identities using the social media platforms About Me and Linked In. It featured a gif of Sarah Jessica Parker dancing.



# Top Tweet Activity

The popularity of this tweet resulted in the following tweet activity



- **Key Definitions**

- An impression is defined as the number of times a user saw a tweet on Twitter
- Media views includes all views of media played.
- Total engagements are defined as the number of times a user has interacted with a tweet this includes: hashtags, links, avatar, username and tweet expansion, retweets, replies, follows and likes.