

Twitter Analytics Overview

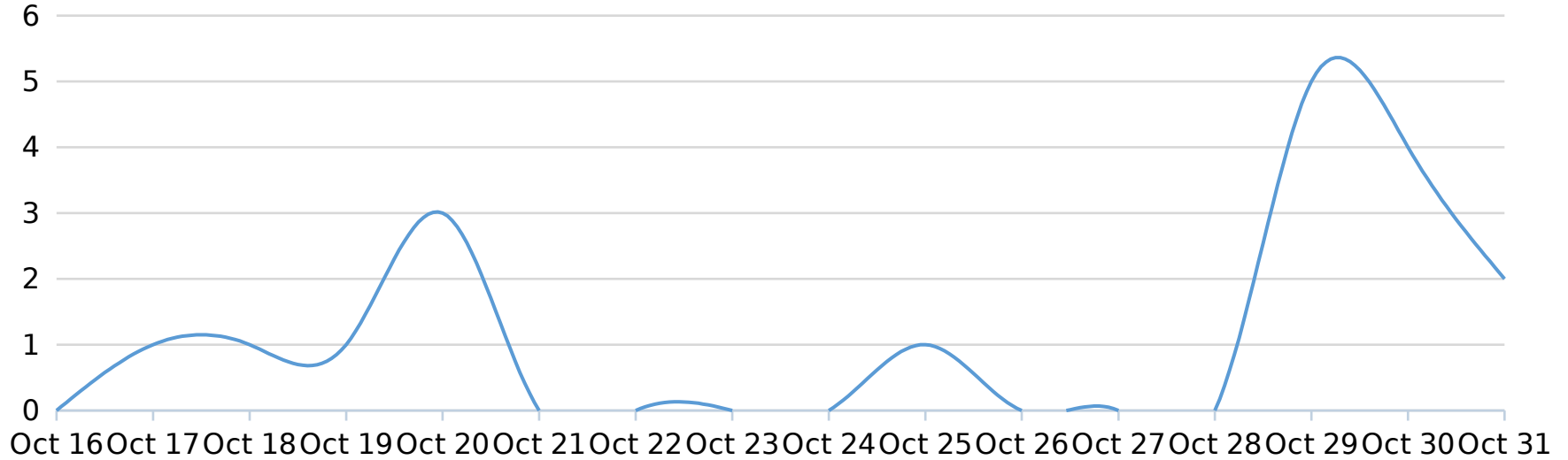
Oct 16 - Oct 31, 17

Social Networks



AspenWellbeing

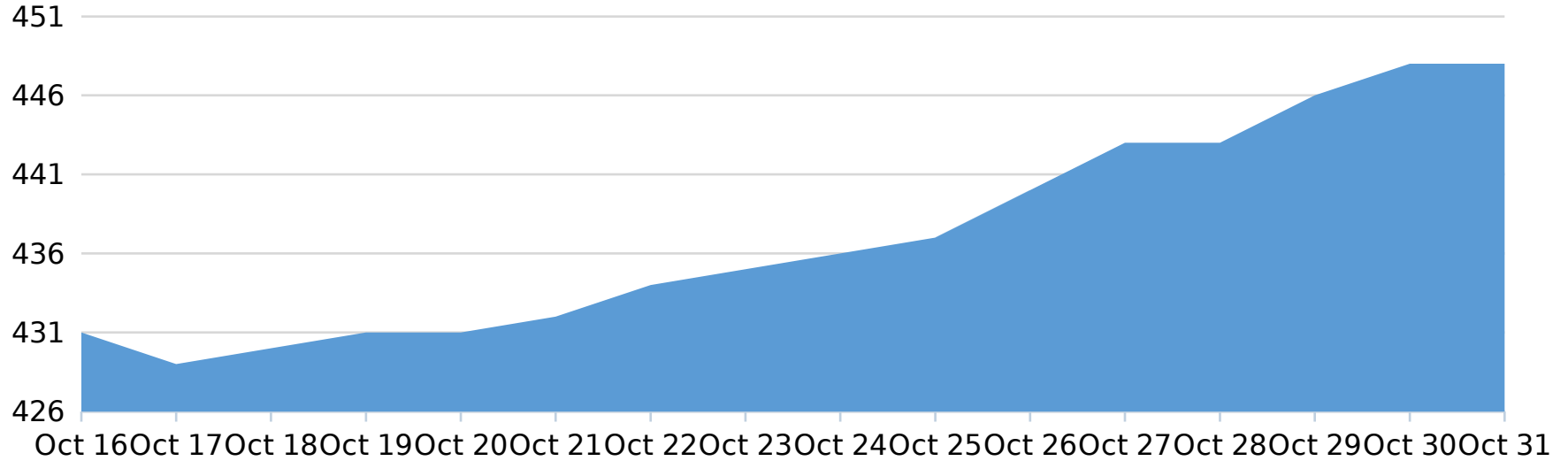
Tweets



The total number of tweets published from your Twitter accounts (includes replies as well)



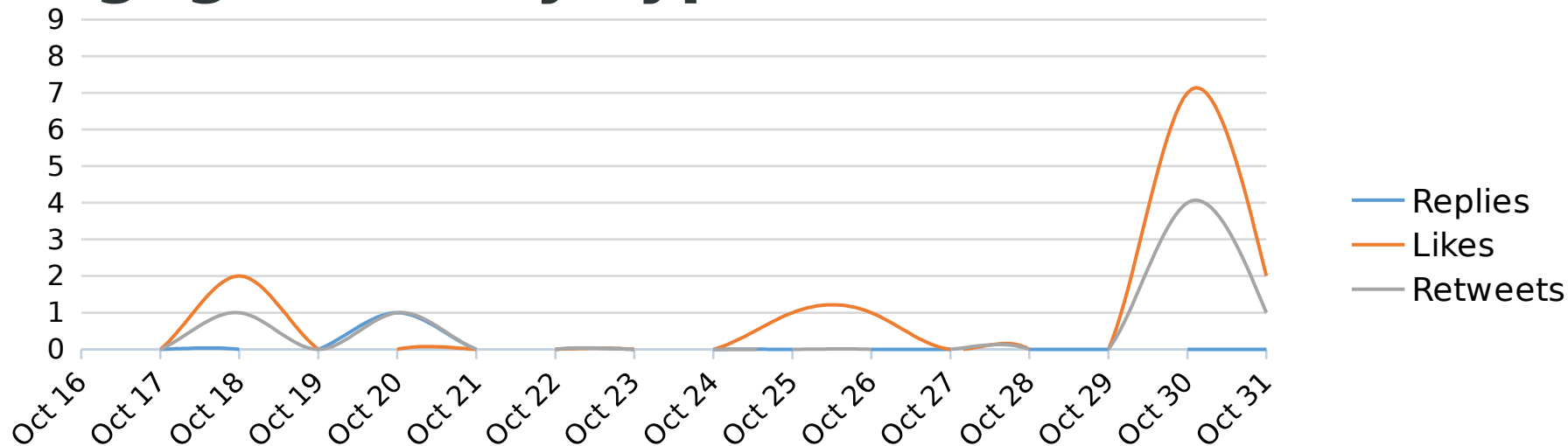
Followers



The number of people who are following your Twitter accounts



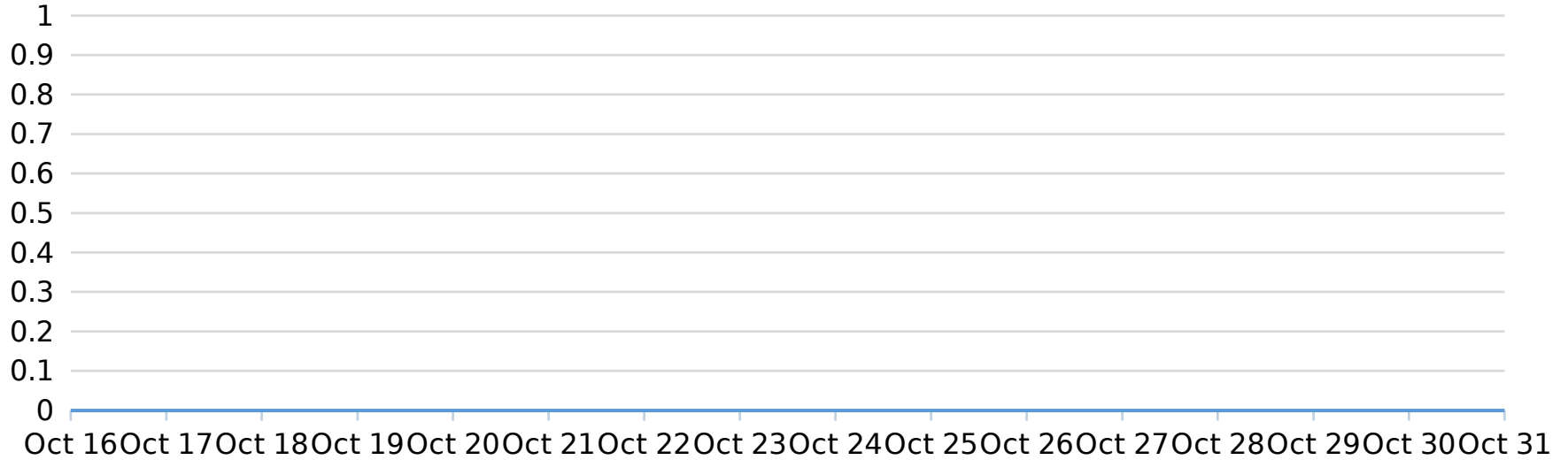
Engagement by Type



The number of interactions received for all your tweets, broken down by retweets, replies, quotes and likes



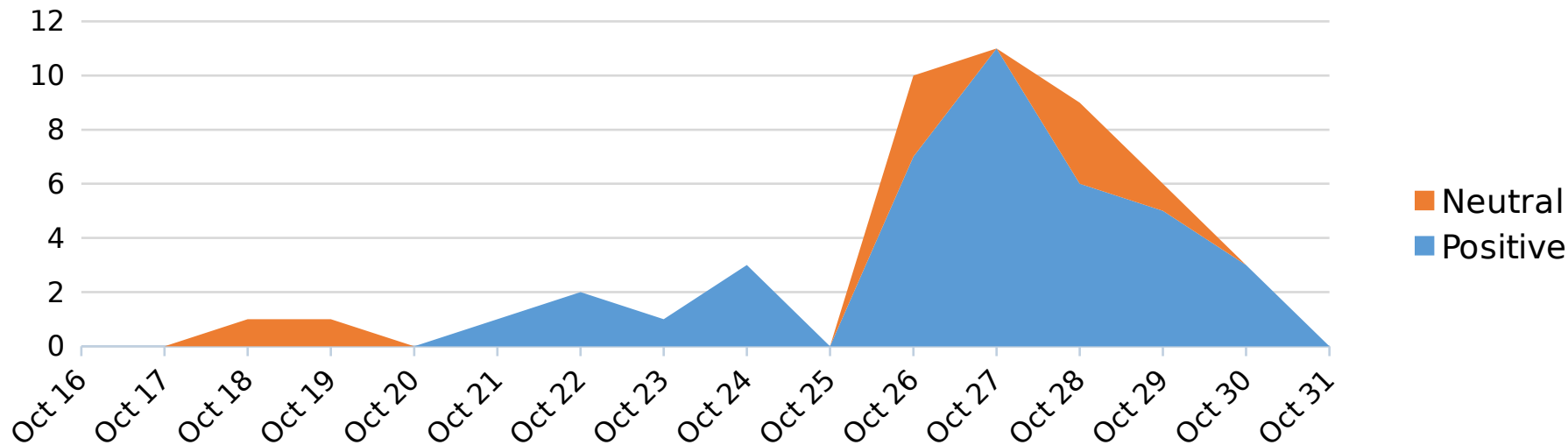
Traffic



Total clicks on all the Ow.ly links you've posted



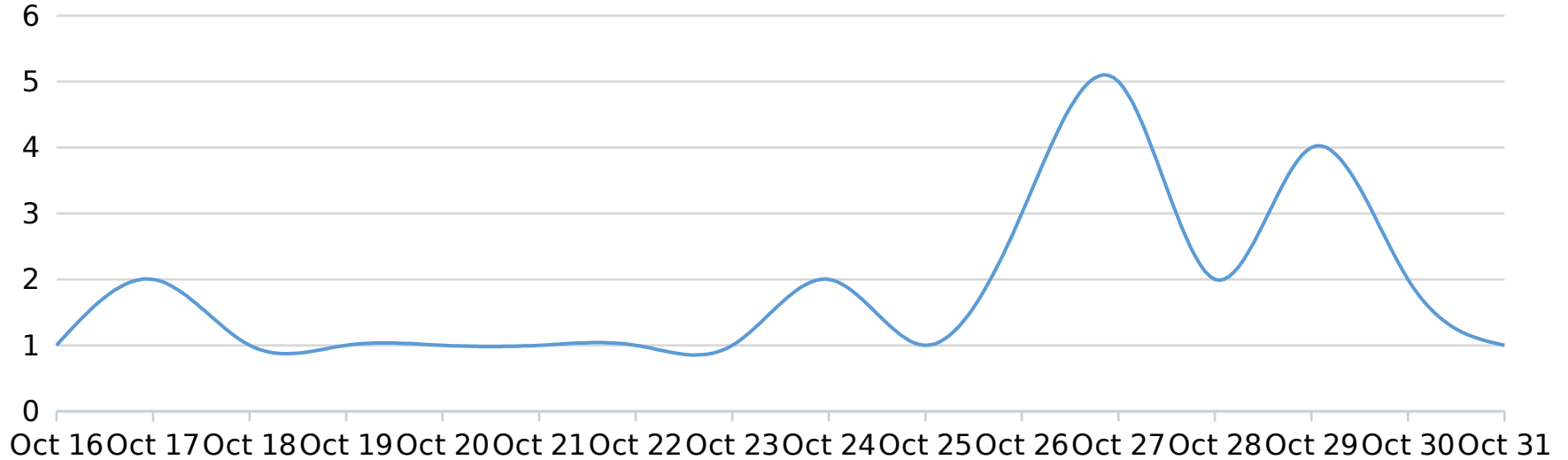
Inbound Messages by Sentiment



The breakdown by sentiment of the inbound messages (mentions, DMs and quotes) received by your Twitter accounts



New Followers



The number of people who started following your Twitter accounts

