



Measuring Twitter



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There are Tons of Ways to Measure Twitter Specific Metrics

- Crowdbooster – mentions, replies & followers
- Hootsuite – mentions, replies & followers
- Twitter Counter - # of followers
- Rowfeeder - mentions

TOPSY BETA

Search

polar wildlife

87

tweets

TOP *5K

tweet

All 87

Influential 16

Happy Polar Bear Day! - National Wildlife Federation

 www.nwf.org/News-and-Magazines/National-Wildlife/Animals/Archives/ - [view page](#) - [cached](#)

Please fill out this form. We will email the link to this page to your friend right away. All fields marked are required.

See all **Top *5K** for nwf.org

Filter tweets



jeff_thedolphin: "RT @NWF: Polar Bear Day is today! Find out a few ways you can celebrate here <http://bit.ly/atRTEv> or share your favorite facts w/ [#polar](#) ..." 22 hours ago [view tweet](#) [retweet](#)

First Tweet: 4 days ago

Popular on nwf.org this month

 2009 Photo Contest Honorable Mentions - National Wildlife Federation

 It's time to get clean water back on the agenda. Take action with

 8 Simple Tips To Grow Active, Healthy Kids - National Wildlife Federation

But How Do You Tackle What Makes The Most Sense?

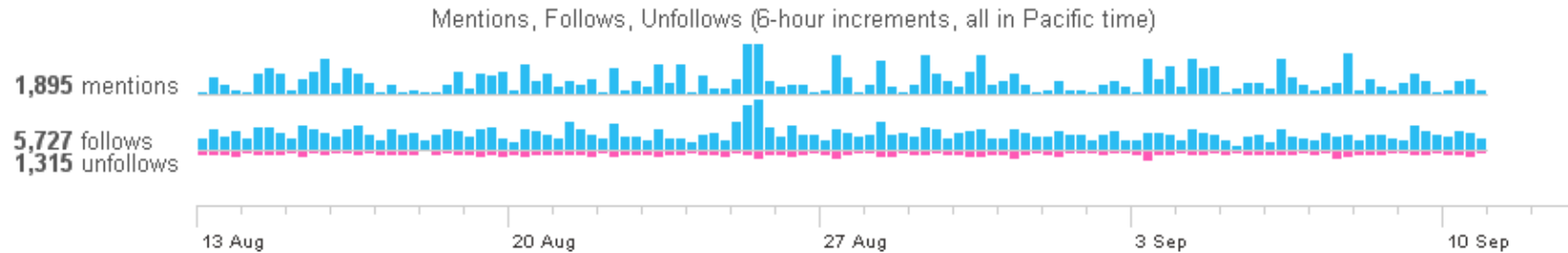


Howard Sheridan

In Our Quarterly Report We Look At...

- Website traffic referred by Twitter to the number of retweets the articles/tweets received.
- Noteworthy follows or lessons learned from Twitter
- Combining qualitative and quantitative information in a meaningful way

Compare Retweets to Web Traffic



RECENT TWEETS	SHOW: BEST GOOD ALL	★ FAVES	↻ RETWEETS	↩ REPLIES
Who wants to become a citizen naturalist or scientist? bit.ly/PmhrDG 437 clicks 27 Aug 2012, 3:50 AM Pacific time		14	32	0
Tell us why clean air is important to you. Pending fuel efficiency standards = 54.5 MPG #fuel4change bit.ly/MRgbqM 466 clicks 26 Aug 2012, 1:57 PM Pacific time Promoted on 26 Aug in 2 campaigns — 124198 and 208754. Promoted-only delivery		2	19	14
Tell us what you'll do with the savings from the pending fuel efficiency standards #fuel4change bit.ly/MRgbqM 466 clicks 26 Aug 2012, 1:56 PM Pacific time Promoted on 26 Aug in 2 campaigns — 124198 and 208754. Promoted-only delivery		0	2	2
@thelettersabove this is a decision made by the @whitehouse, EPA, and DOT after consumers asked for cleaner air and better MPG 26 Aug 2012, 12:42 PM Pacific time		0	0	0
@GregAmmons there are lots of other great benefits to the pending standards like more jobs, more savings, etc. bit.ly/99fIXx 1,993 clicks 26 Aug 2012, 12:37 PM Pacific time		0	1	0
What will you do with the savings that you'll get from @whitehouse pending fuel efficiency standards? #fuel4change bit.ly/MRgbqM 466 clicks 26 Aug 2012, 12:27 PM Pacific time Promoted-only delivery		0	0	0
Outdoor enthusiasts want strong, efficient vehicles that protect #wildlife - get behind #fuel4change bit.ly/99fIXx 1,993 clicks 25 Aug 2012 10:56 AM Pacific time		6	20	3

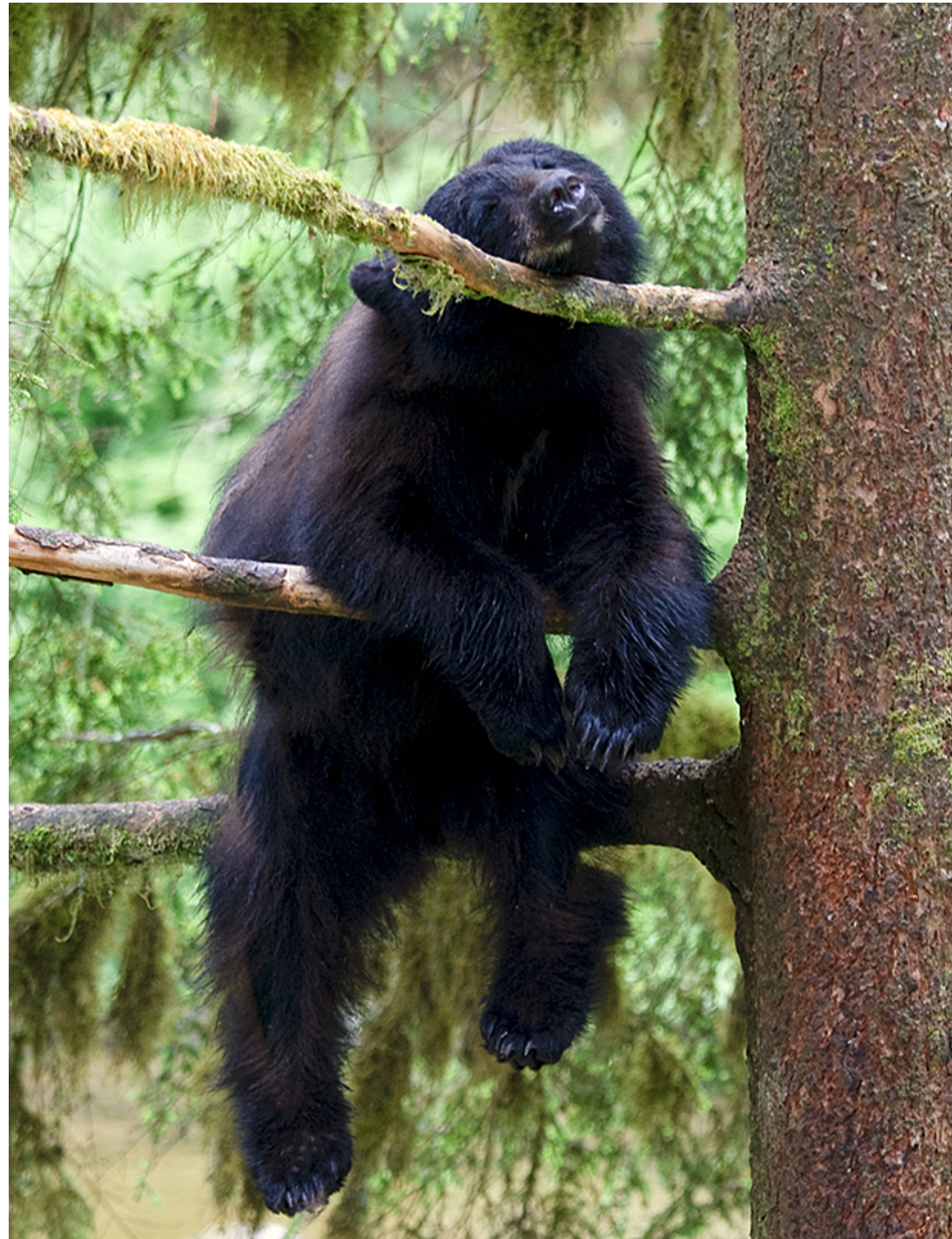
Picking the Right Management Tool

- Sprout Social
- Crowdbooster
- Tweetdeck
- Hootsuite
- Thrive



We Experiment!

Though it can
be uncomfortable...

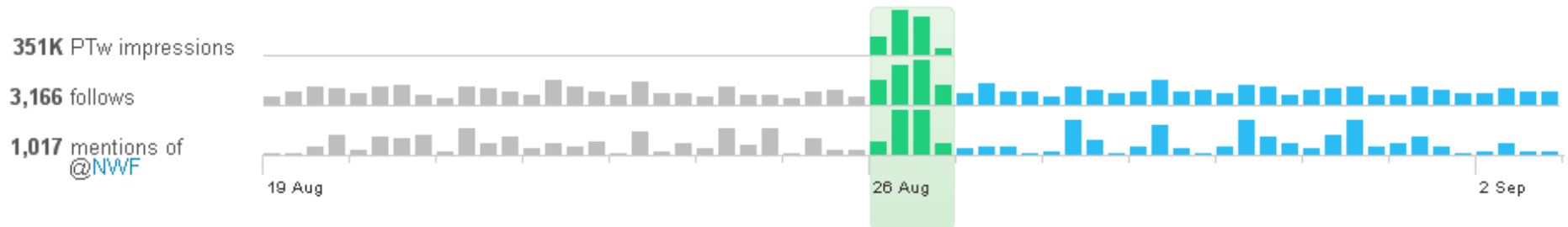


Promoted Trends

Campaign "[@NWF - Promoted Trend - 8/26/12 - United States](#)"

Ran from 26 Aug 2012, 12 AM to 27 Aug 2012, 12 AM Pacific time

PTw impressions, follows, mentions of [@NWF](#) (6-hour increments)



All dates and times in Pacific time

27 Aug, 12:00 AM Campaign "[@NWF - Promoted Trend - 8/26/12 - United States](#)" ended

2x normal account mentions **2x** normal follows

47.1M trend impressions **35.8K** tweet impressions

5.75% engagement rate

8 tweets displayed [View all tweet-level metrics](#)

- 26 Aug, 5:58 PM Reached **2x normal** follows for the day
- 5:07 PM Reached **2x normal** [@NWF](#) mentions for the day
- 5:00 PM **12x normal** [@NWF](#) mentions for the last 2 hours
- 1:57 PM Added promoted tweets:

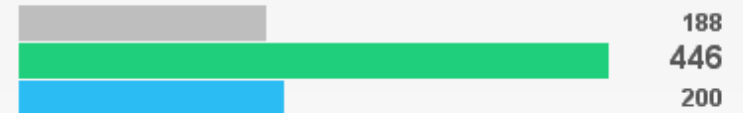
Tell us why clean air is important to you. Pending fuel efficiency standards = 54.5 MPG [#fuel4change](#) [bit.ly/MRgbqM](#)

26 Aug, 1:57 PM **Impressions: 690** **Engagement rate: 3.77%**

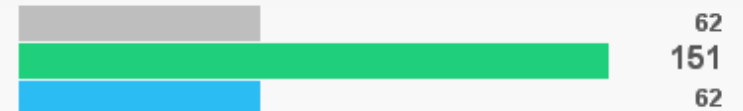
Compare metrics

- Daily average for the 7 days before the trend
- Day of trend
- Daily average for the 7 days after the trend

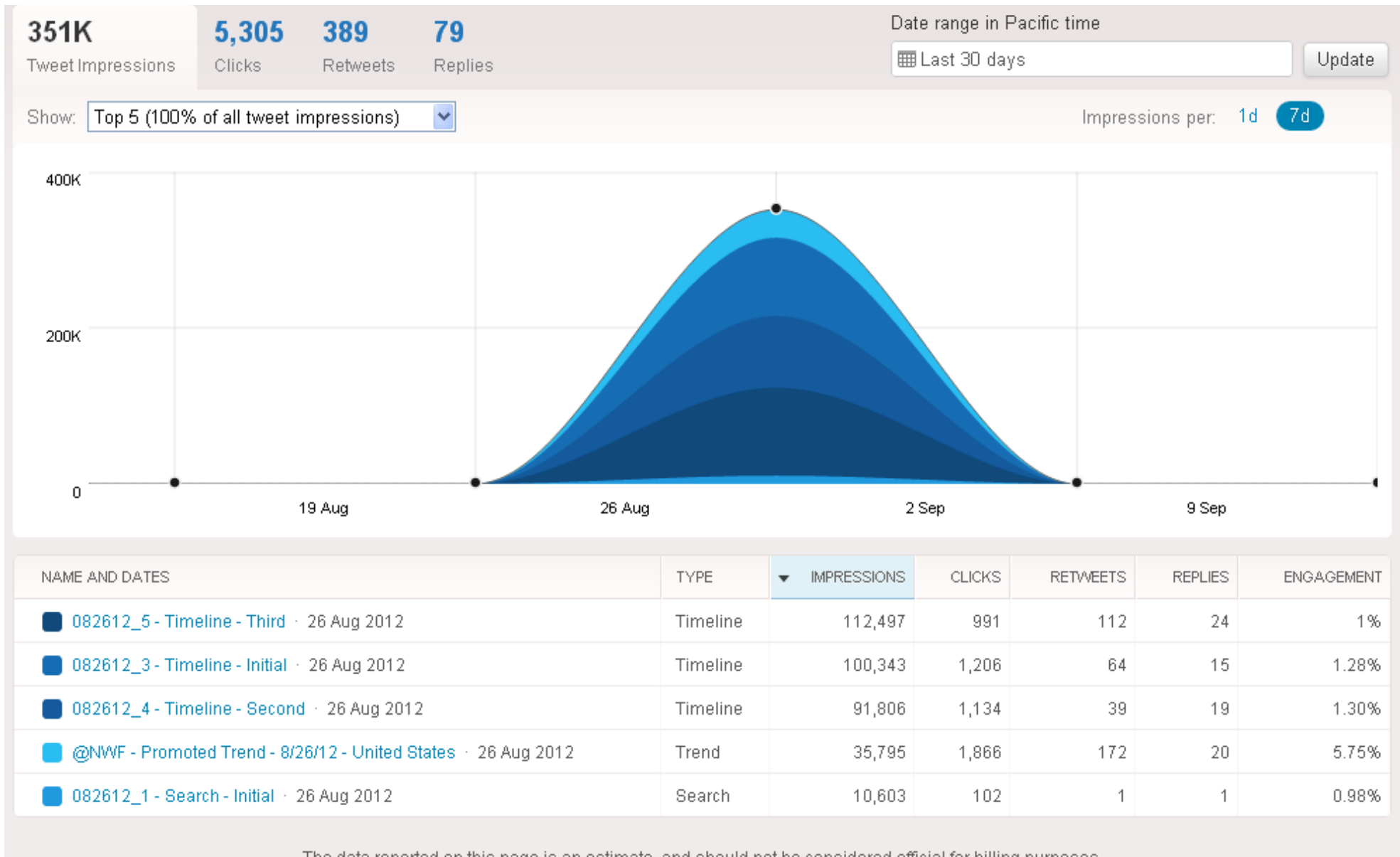
Follows



Mentions of [@NWF](#)




Promoted Tweets




Understand the Influence of Your Followers

Tweets


1 new tweet


 **55 TouchArcade** @toucharcade 1m
'Plants vs. Zombies' Gets I, Zombie In Update toucharca.de/sXv7ZG

 **55 TouchArcade** @to ← Reply ↻ Retweet ★ Favorite · Open
'English Country Tune' Review - A Boldly Inflexible Puzzling Challenge toucharca.de/swaoGY

Klout Chrome Extension

Get to Know Loyal Twitter Followers

C Crowdbuster [Dashboard](#) [Invites](#) [Upgrade](#) [Settings](#) [New Tweet](#)  NWF

 **National Wildlife**
@NWF

Impressions

Follower Growth

Influential Followers

Top Retweeters


103,186 +85 Followers

12,171 +3 Tweets













23,841 +87 Mentions

31,688 - Retweets

Daily changes (on the right)

 **WHO ARE MY FOLLOWERS?**

[Week](#) [Month](#) **All** [Cus](#)


User	Retweets	Impressions
 Robert Rossachacj	778	42,606
 Debbie K	514	155,523
 Kelly Stacknick	267	11,173
 Heather Zaiger	216	3,396
 Shawn Cline	193	43,126
 IpswichRiver.org	191	15,544
 Dr Lorin Witta	172	5,003
 The Back Ten Feet	150	19,370
 Keith Teeter	138	13,539
 joly2u	137	36,770
 DMV Philanthropy	136	1,992,397
 Gretchen	136	35,275


Find New Ways to Make Your Conversations Meaningful


eration Thrive
Need help?


Inbox ✉


All | Replies Mentions Retweets Messages | Starred Flagged Positive Negative | Twitter Facebook | CRM-VIP Inbox

 **MilesGrant** Expired_Kids_Pubs_Subscriber RT @nwf: RT if you think #climate should be center stage this election! <http://t.co/SUv6zZba>
mention from twitter about 8 hours ago

 **letsbewild** A great egret takes flight over J.N. "Ding" Darling National #Wildlife Refuge on #Sanibel Island, #Florida @NWF <http://t.co/VayZLAVy>
mention from twitter about 8 hours ago

 **Michelle_888** RT @NWF: Learn how @animalplanet will match any donation to our adopt-a-wildlife-acre campaign! <http://t.co/T4gvdSeh>
retweet from twitter about 8 hours ago

 **Adelheid16** RT @NWF: RT if you think the climate question should be the center stage this election! <http://t.co/vZChjGgl>
retweet from twitter about 8 hours ago

 **SierraActivist** RT @NWF Toad Hunting with Grandpa <http://t.co/Hby9FBiv>

Remember!

Twitter is About Relationships



Tips for Twitter Measurement

- Monitor relevant keywords
- Track specifics and trends
- Report back
- Integrate Twitter when possible
- Constantly experiment
- Focus on what matters!



Any Questions?



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