

# Measuring Your Success on Twitter

CISION▶▶



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# The New Demographics of Twitter

## Twitter is bigger than ever

- 15% of online adults use Twitter (8% use it every day!)
- 80% of adults in the US are considered “online adults”

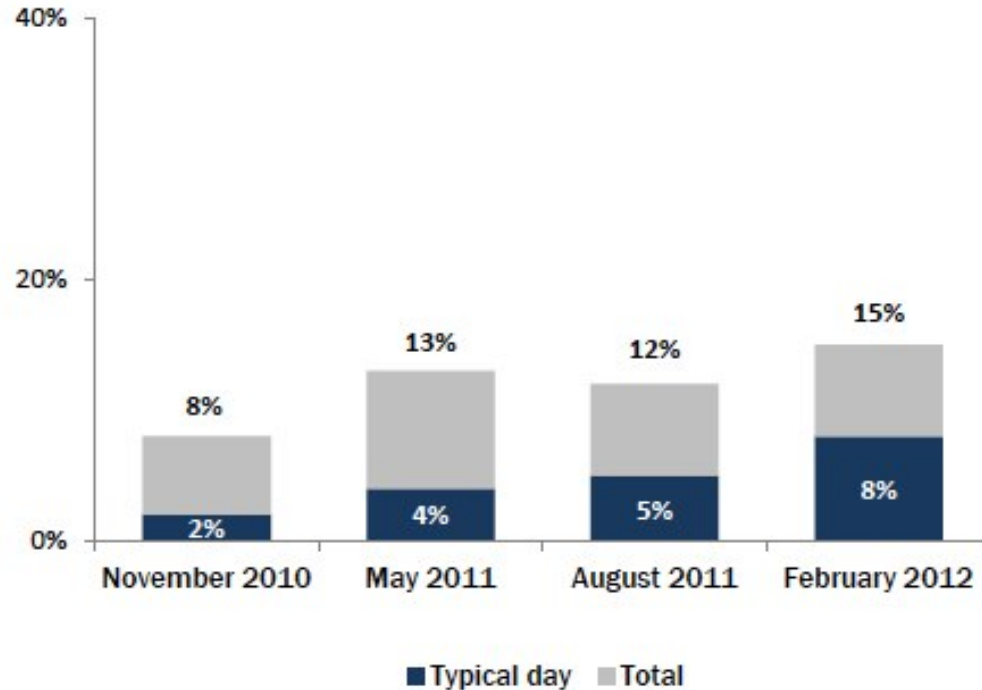
*That means* **11.7 million**  
*adults use Twitter and*  
**6.2 million** *use it every day.*

Source: Pew Internet & American Life Project

# And it's growing... *QUICKLY*

## Twitter usage over time

*% of internet users who use Twitter*



Source: Pew Research Center's Internet & American Life Project Winter 2012 Tracking Survey, January 20-February 19, 2012. N=2,253 adults age 18 and older, including 901 cell phone interviews. Interviews conducted in English and Spanish. Margin of error is +/-2.7 percentage points for internet users (n=1,729).

Source: Pew Internet & American Life Project

# The Fastest-Growing Groups



- **African-Americans:**  
28% of online African-Americans use Twitter, compared with 15% of the entire population.
- **Urban/Suburban Users:**  
19% of Urban & 14% of Suburban residents use Twitter, compared with 8% of Rural residents.
- **Young Adults:**  
26% of ages 18-29 use Twitter, nearly double the rate for ages 30-49. 31% of ages 18-24 are Twitter users.
- **Smartphone Owners:**  
20% of smartphone owners use Twitter, compared with 15% of the entire population.

Source: Pew Internet & American Life Project

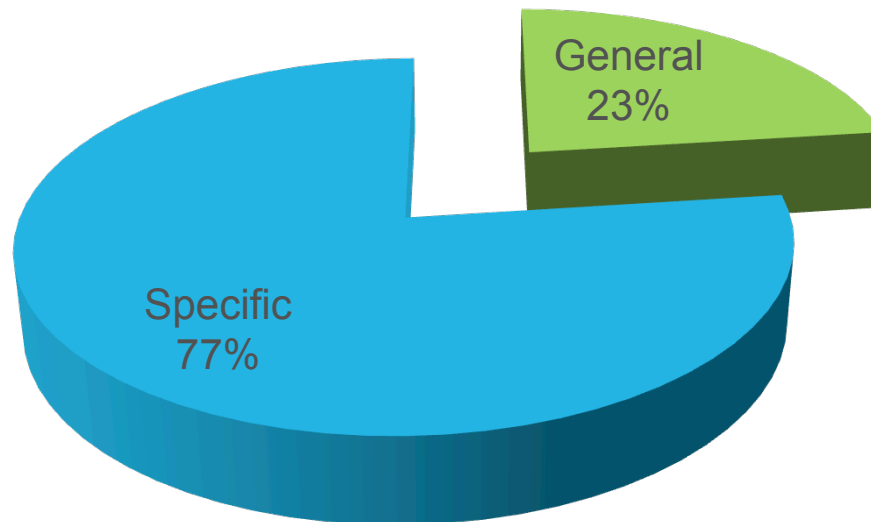


# Setting Benchmarks & Objectives

# The devil is in the details

- About one-quarter of bloggers tracked in Cision’s media database cover one of 26 “first tier” general topics. The rest cover more specific topics.

- + Agriculture & Farming
- + Arts & Entertainment
- + Automotive
- + Building & Construction
- + Business & Finance
- + Education
  - + Education Policy
  - + Education Standards & Testing
  - + Education Teaching & Curriculum
  - + Education Technology
  - + Schools & Institutions
  - + Students
  - + Teachers
- + Energy & Environment
- + Fashion & Beauty
- + Food & Beverages



Source: Cision Media Research

# Niche Topics Bubble Below the Surface

- Determine your share of voice against similar organizations or competitors, not against the whole social web



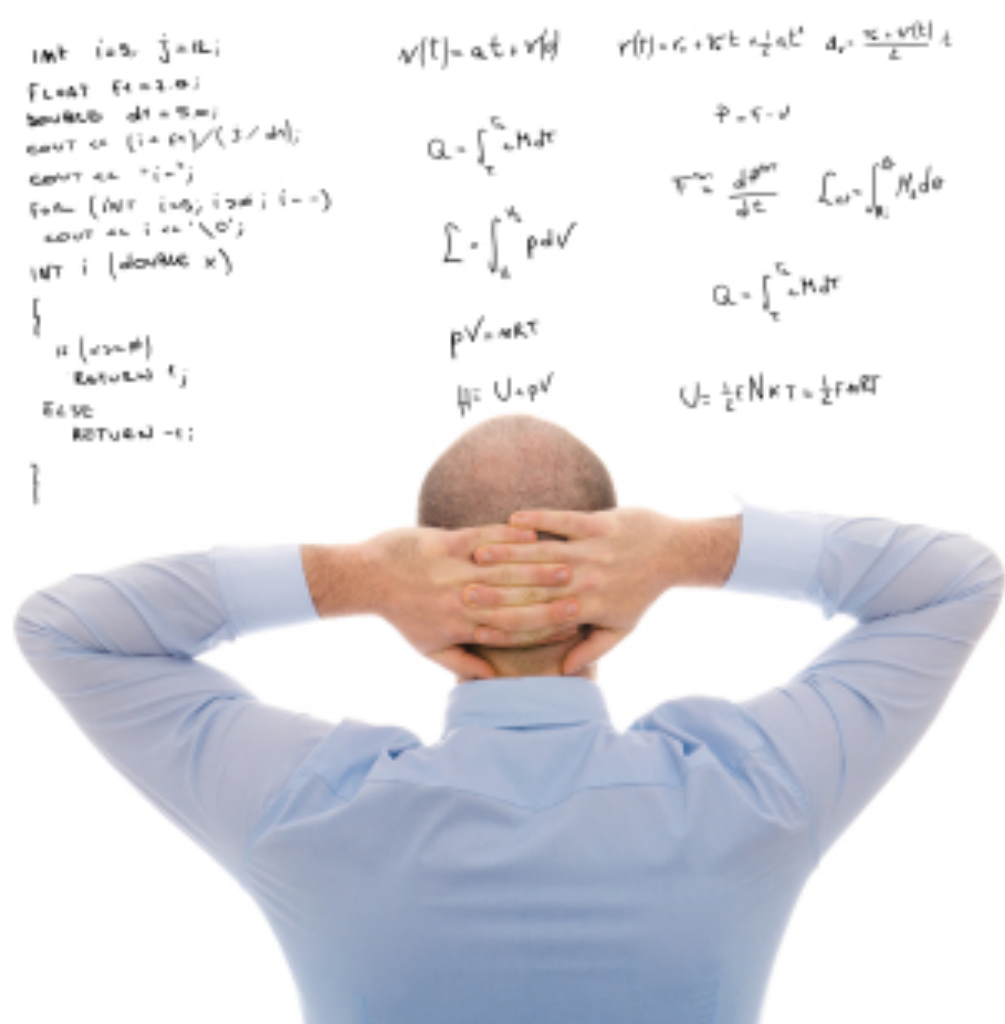
# Set Tangible & Measurable Goals with Benchmarks

- **What are you trying to achieve?**

- Brand Awareness
- Lead Generation
- Thought Leadership
- Positive Sentiment
- Website Traffic

- **Set short-term goals along with your long-term goals...**

- What will I achieve this month/quarter?
- How will I track my progress?

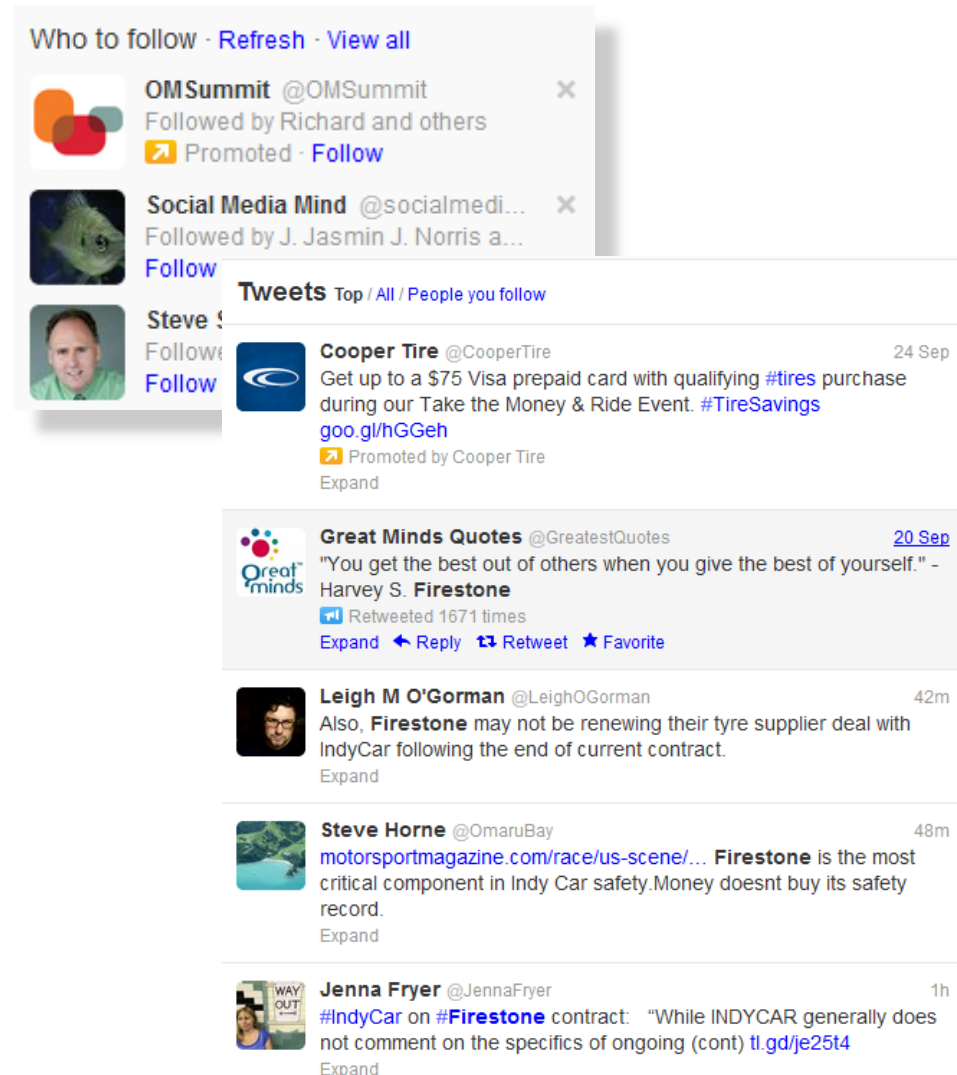




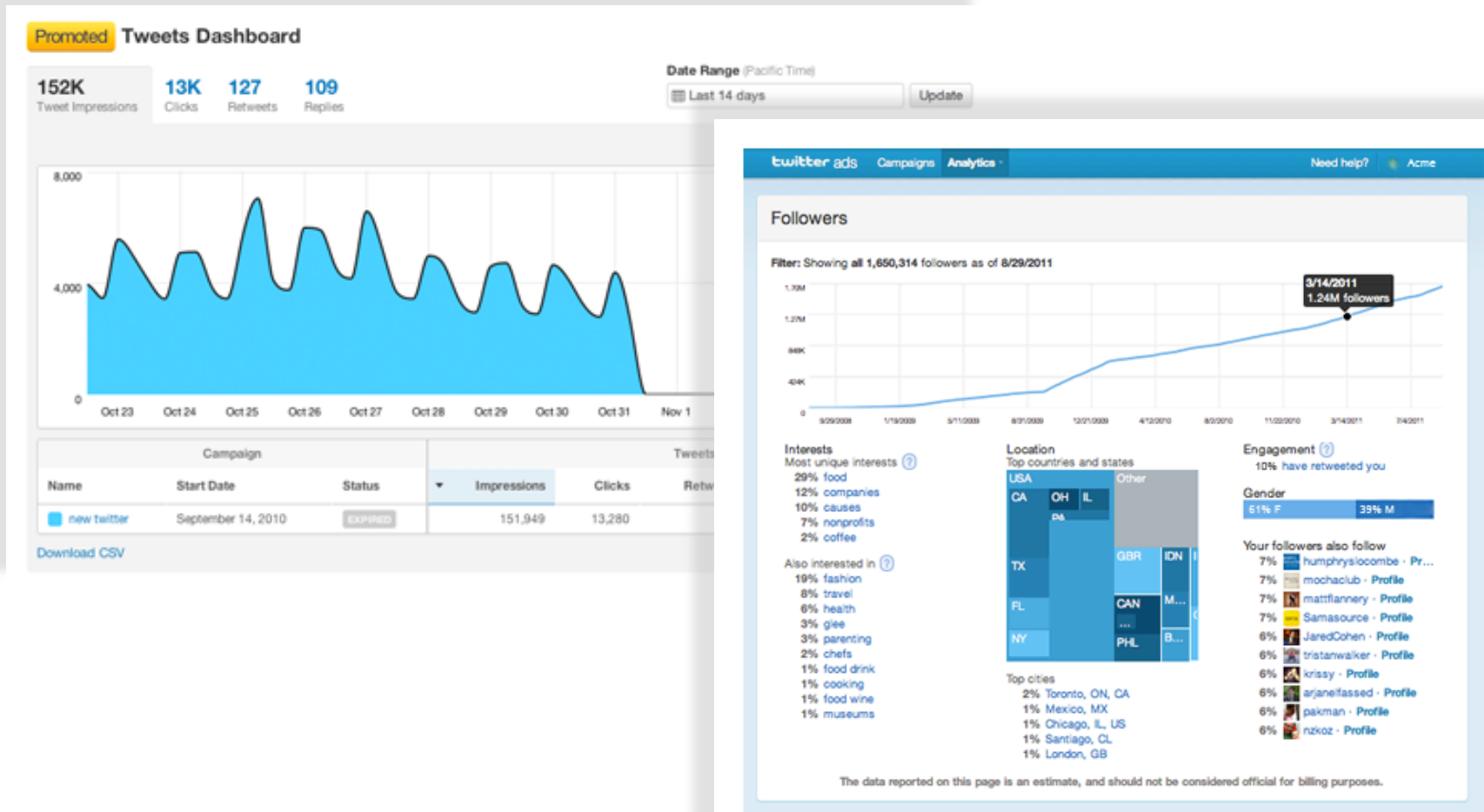
# Promoted Accounts & Tweets

# The Basics of Promoted Tweets & Accounts

- Twitter only charges advertisers for “User Actions or Engagement” like replies, favorites, follows or retweets.
- The ads with the most user engagement are rewarded with more visibility
- Promoted Accounts match your organization with the audiences most likely to find it interesting.



# Twitter Analytics Offers Advertisers ROI on Campaigns





# Takeaways

# As You Get Started...

- Look at the demographics of Twitter and your community on Twitter regularly.
- Set measurable goals and benchmarks for your brand or organization.
- Promoted Accounts and tweets can be a great way to give extra juice to your campaign if used effectively.

