



## Twitter Monitoring

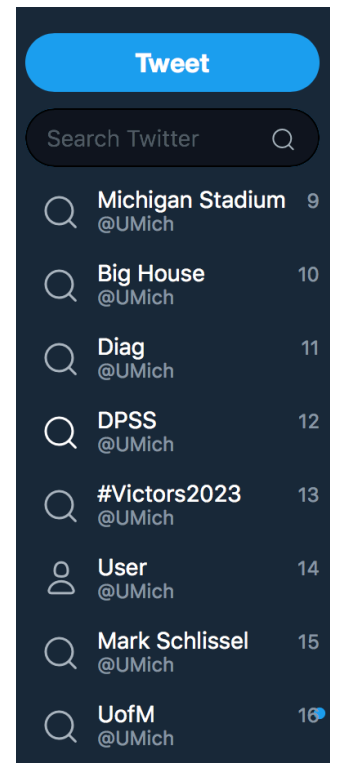
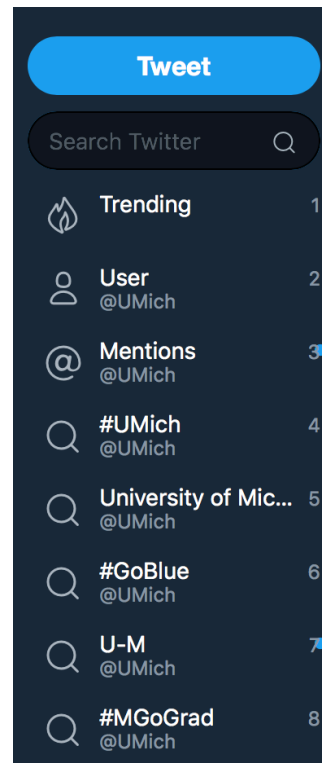
Monitoring Twitter in real time is crucial for any social media strategy, and will help you understand your audience, competitors, trends, and the important conversations in your industry. It's important to stay up to date with the online conversations that involve your institution, both positive and negative.

### Leveraging Monitoring Tools

Monitoring tools are one-stop-shop social media dashboards that can help manage multiple Twitter accounts, schedule content, and stay connected to the online conversation.

Creating a custom dashboard will help monitor the online conversations pertinent to your institution by following keywords, hashtags, accounts, and trending topics.

Using these monitoring tools, you can stay ahead of potential crises, monitor potential competitors or partners' feeds, reply to questions, comments, or concerns, and monitor what your digital audience is saying about your brand. Stay organized by creating columns that are relevant to your institution's values, messaging, and priorities.



### Community

Knowing your Twitter audience is important to help ensure your content appears in your followers' feed.

Get to know your audience by investing time in learning their interests, behaviors, and demographics, and post relevant content they find most appealing.

Publishing content that is pertinent to your audience will likely drive engagement through comments, likes, and retweets.





## Reporting

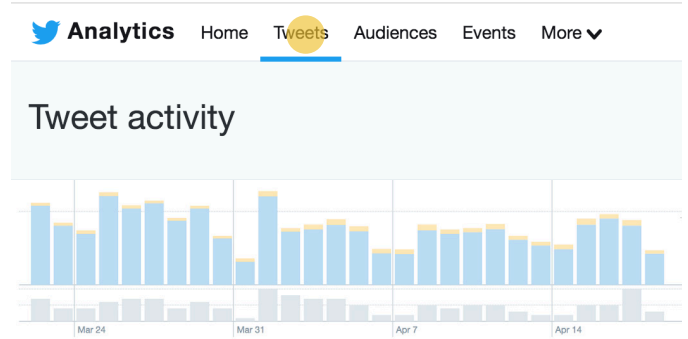
Understanding your tweet activity is an important factor when determining what content is performing the best.

There are several ways you can track your success and identify shortcomings. One of the best is to regularly review tweets sent during a set period of time, be it the course of a few days, weeks, or months. Seeing how well your content performs over a period of more than just a single day will allow you to better grasp how your post frequency and types of content are engaging your audience.

That said, you can also look at each individual tweet and document the analytics. Looking into each tweet's metrics will help understand the how your audience is interacting or engaging with your content.

Keeping track of tweet analytics like impressions, total engagements, likes, retweets, and link clicks is an important way of understanding what content is actually resonating with your followers.

Learning which of these analytics holds the most value to your brand or organization will help you determine which statistics you should be focused on when creating content and reporting Twitter successes. We recommend closely monitoring impressions, engagements, and engagement rate.



Tweet Activity

<b>University of Michigan @UMich</b> Every post and comment you make leaves a mark. Think twice about the legacy you're leaving online. <a href="http://socialintegrity.umich.edu">http://socialintegrity.umich.edu</a> #SMDay <a href="pic.twitter.com/DSQimQjMMb">pic.twitter.com/DSQimQjMMb</a>	Impressions	46,131
	Media views	12,832
	Total engagements	811
	Media engagements	333
	Likes	163
	Detail expands	138
	Link clicks	68
	Retweets	48
	Profile clicks	47
	Hashtag clicks	9
	Replies	3
Follows	2	

The total number of times a user has interacted with a tweet



Impressions are the number of times users saw the tweet on Twitter

The number of engagements divided by the total number of impressions