

Twitter Analytics Overview

Jun 02 - Jun 28, 19

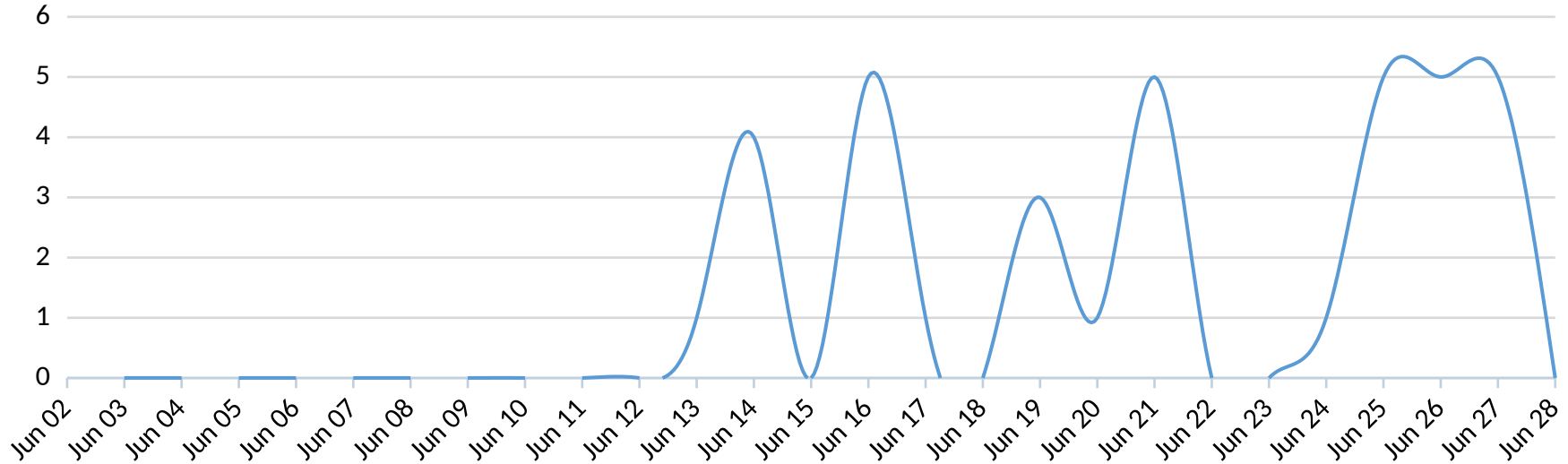
Social Networks



@edgeryders



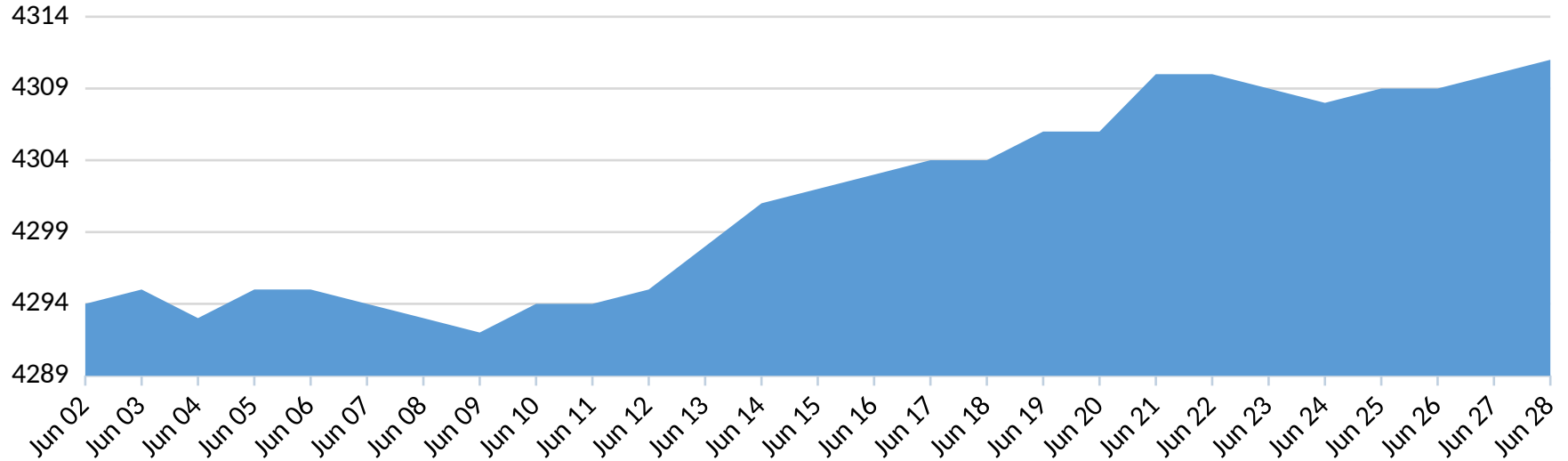
Tweets



The number of tweets published from your Twitter accounts (including your replies)



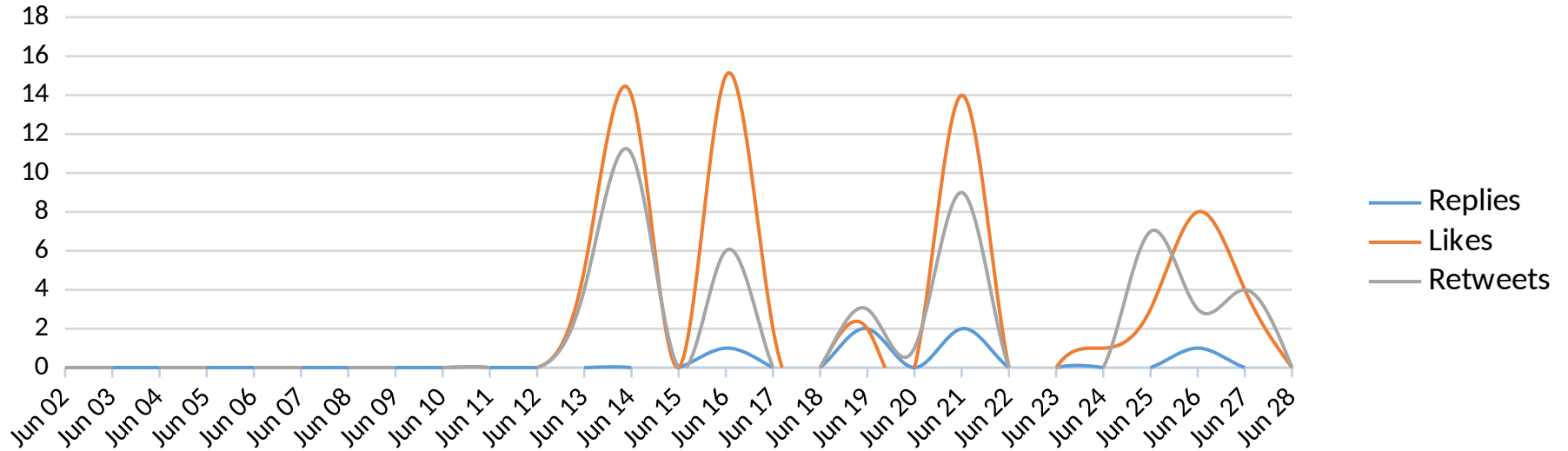
Followers



The number of people who are following your Twitter accounts



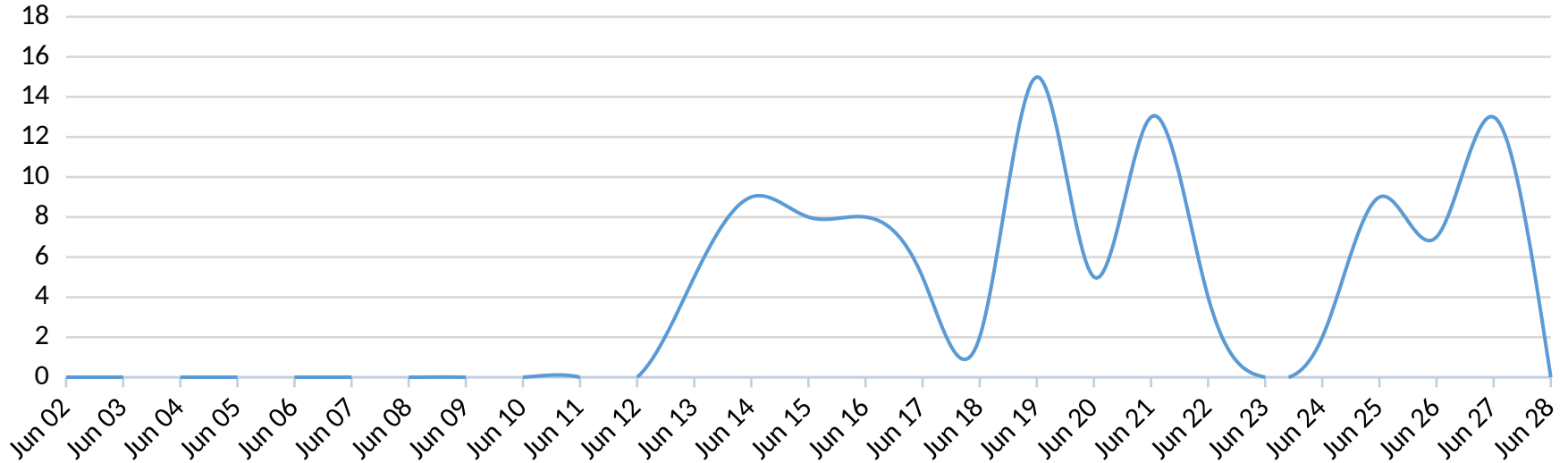
Engagement > Type



The sum of interactions received for the tweets published in the selected timeframe: retweets, replies and likes



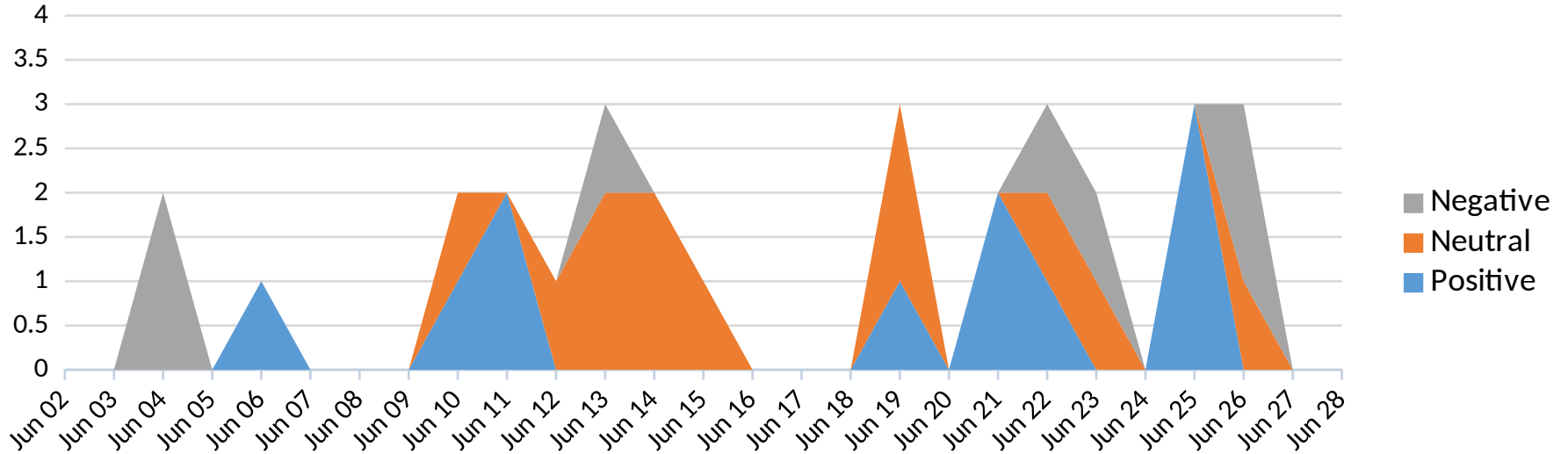
Traffic



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



Inbound Messages > Sentiment



The sum of inbound messages received by all your Twitter accounts: mentions and DMs

