



Twitter Profile Report: **Lisa Sicard**

June 28, 2020 - July 27, 2020



Report created by
Lisa Sicard of Inspire To Thrive



Audience insights

Measure your performance by analyzing your
Twitter Profile activity

June 28, 2020 - July 27, 2020



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Overview

Key performance metrics for the selected period.



 Followers

28,679

 -0.1 %

 Engagement

1,951

 19.3 %

 Brand awareness

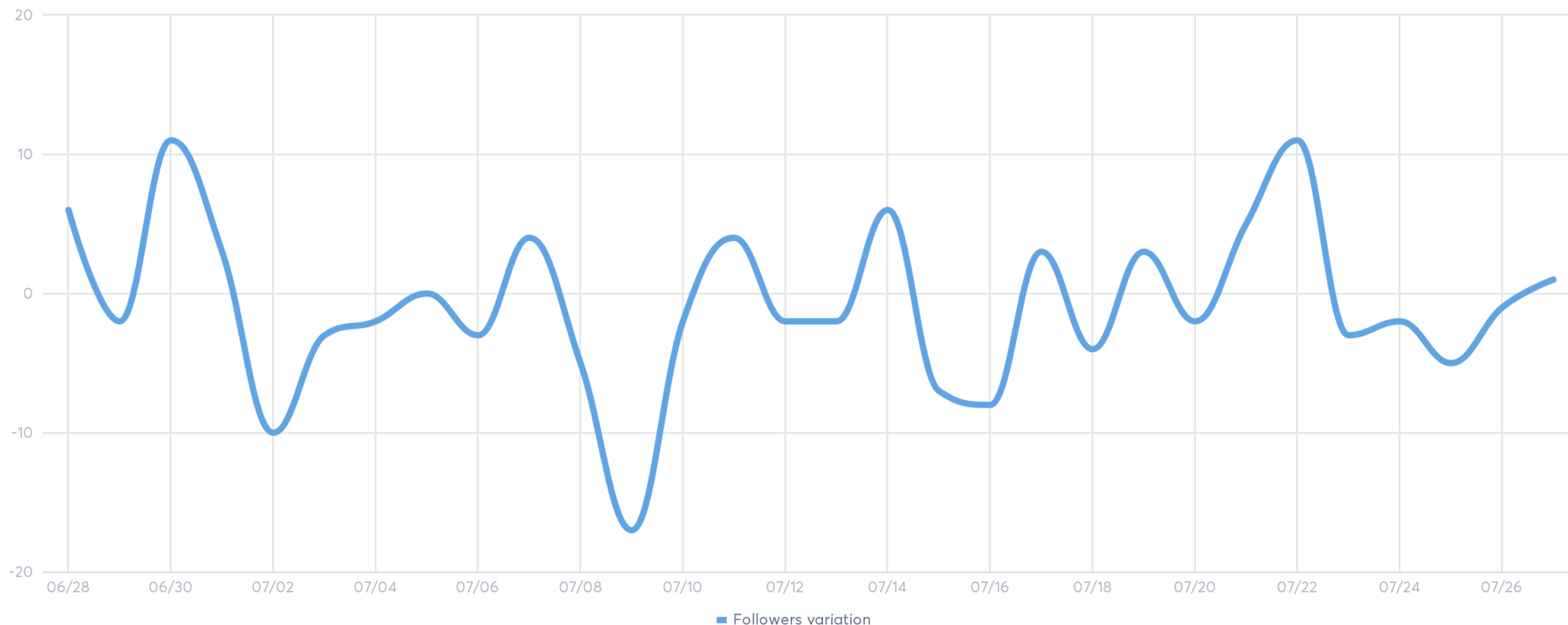
681

 66.1 %

Audience growth



Number of net followers gained during the selected period.



New followers (net) -23

Total followers 29K



The total audience is

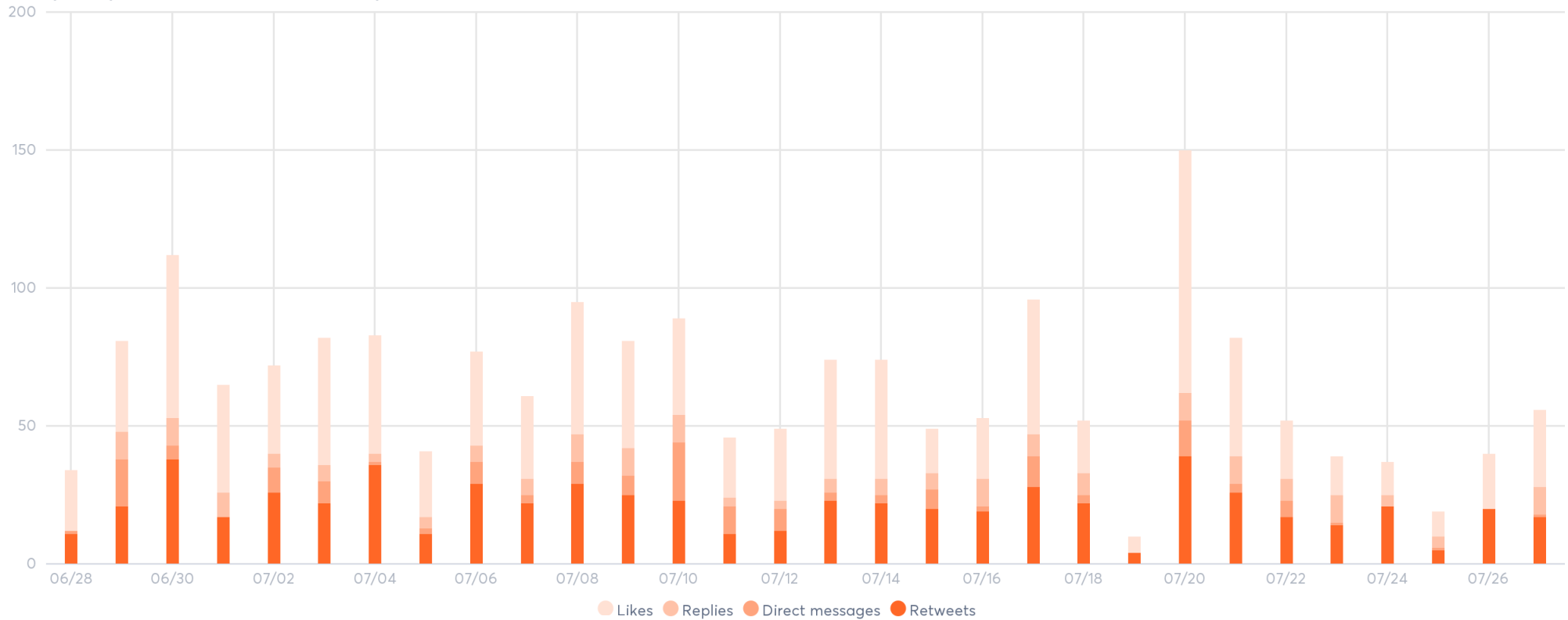
28,679 followers

representing a variation of **-0.1%**
compared to **May. 29 2020 - Jun. 27 2020**

Engagement



Number of followers' interactions (likes, replies and retweets) with your profile for the selected period.



Likes	965
Replies	194
Direct messages	162
Retweets	630
Total interactions	2K

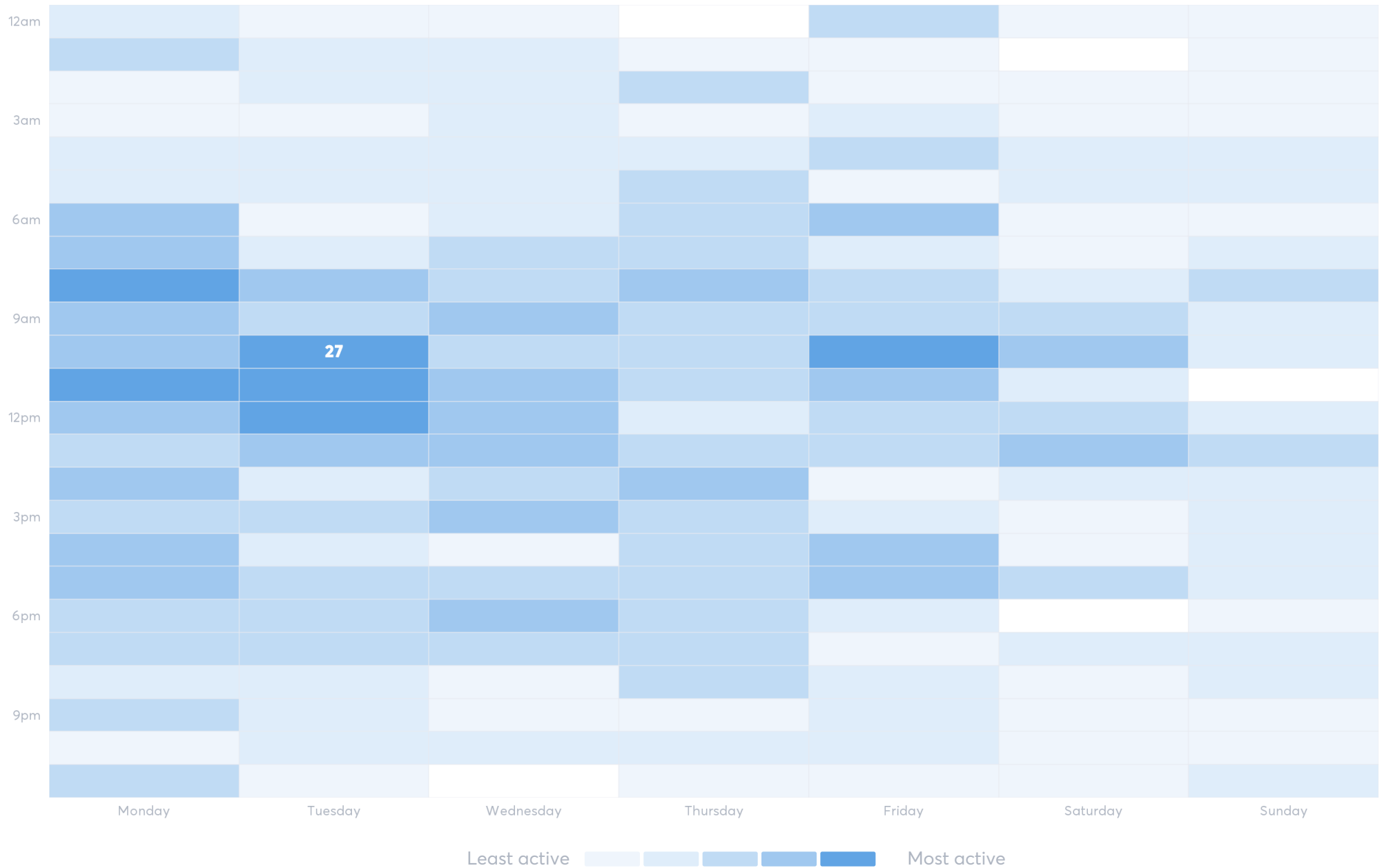


The total engagement is
1,951 interactions
representing a variation of **+19.3 %**
compared to **May. 29 2020 - Jun. 27 2020**

Users' activity



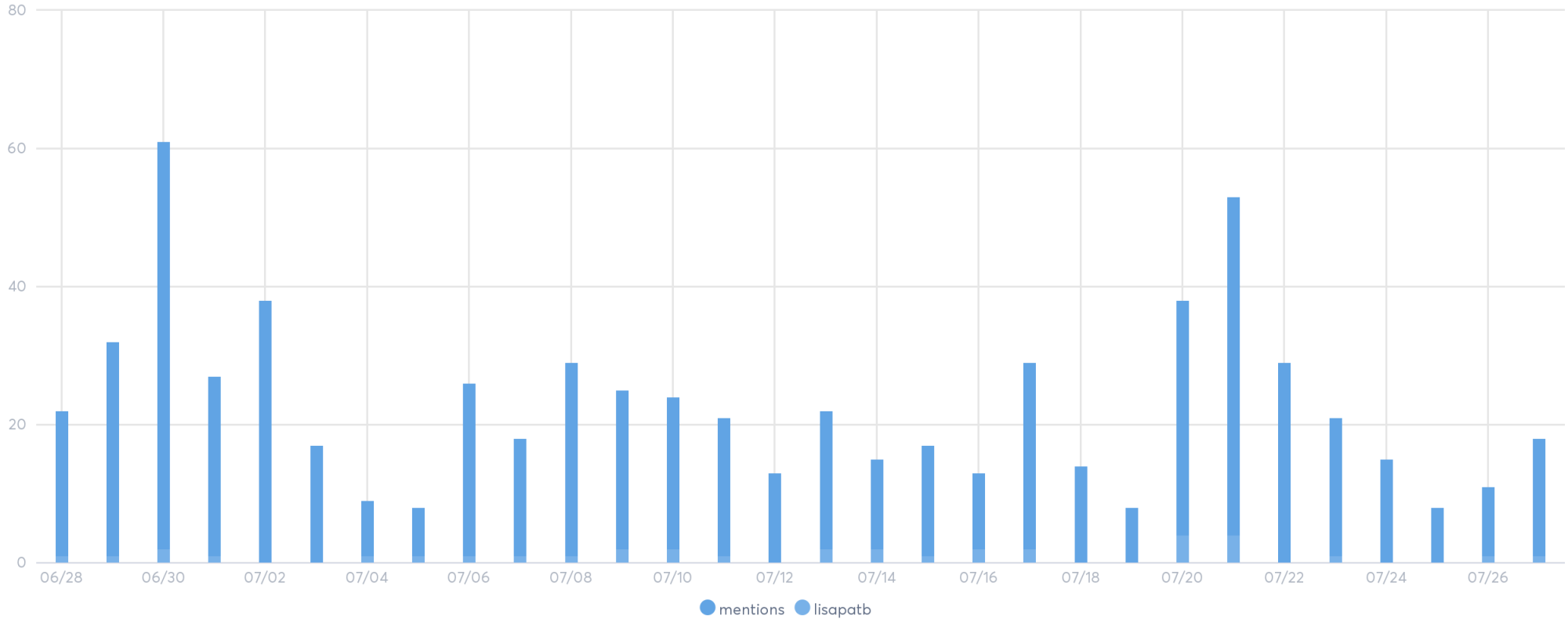
Average day and hour users interacted the most with the profile's content.
Based on inbox activities (mentions and direct messages).



Brand awareness score



Number of mentions of your brand account and listening searches containing your brand name and links to your website.



Mentions	646
#lisapatb	35
Total brand awareness	681



The brand awareness score is

681

representing a variation of **+66.0 %**
compared to **May. 29 2020 - Jun. 27 2020**



Hashtags & interactions

Number of interactions generated by hashtags used in your tweets.

#bloggingtips

97 interactions

#inspiretothrive

58 interactions

#bloggers

32 interactions

#bloggingtip

31 interactions

#blogging

29 interactions

#vcbuzz

28 interactions

#happy4thofjuly

26 interactions

#writers

23 interactions

#socialmedia

18 interactions

#bloggingtools

17 interactions

#onlinebusiness

15 interactions

#workingfromhome

14 interactions

#seo

14 interactions

#contentmarketing

10 interactions

#affiliate

8 interactions

#summertime

7 interactions

#july1st

7 interactions

#monthofjuly

7 interactions

#thunderstorms

7 interactions

#socialselling

7 interactions

#july

7 interactions

#fi...

7 interactions

#peekingatjuly

7 interactions

#july2020

7 interactions

#2020goeson

7 interactions

#facebook

6 interactions

#onlinebiz

6 interactions

#socialmediamanagers

6 interactions

#independenceday

6 interactions

#facebookpages

6 interactions

#writing

5 interactions

#mondaymorning

5 interactions

#digitalmarketing

5 interactions

#verizon

5 interactions

#socialmediamarketing

5 interactions

#smallbiz

5 interactions

#blogging101

4 interactions

#smm

4 interactions

#smallbusinessowners

4 interactions

#video

4 interactions



Content summary

**Evaluate the lifetime performance of
published tweets on your Twitter profile**

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Overview

Lifetime metrics of content published during the selected period.



 Tweets published

959

 17.7 %

 Likes

902

 19.9 %

 Retweets

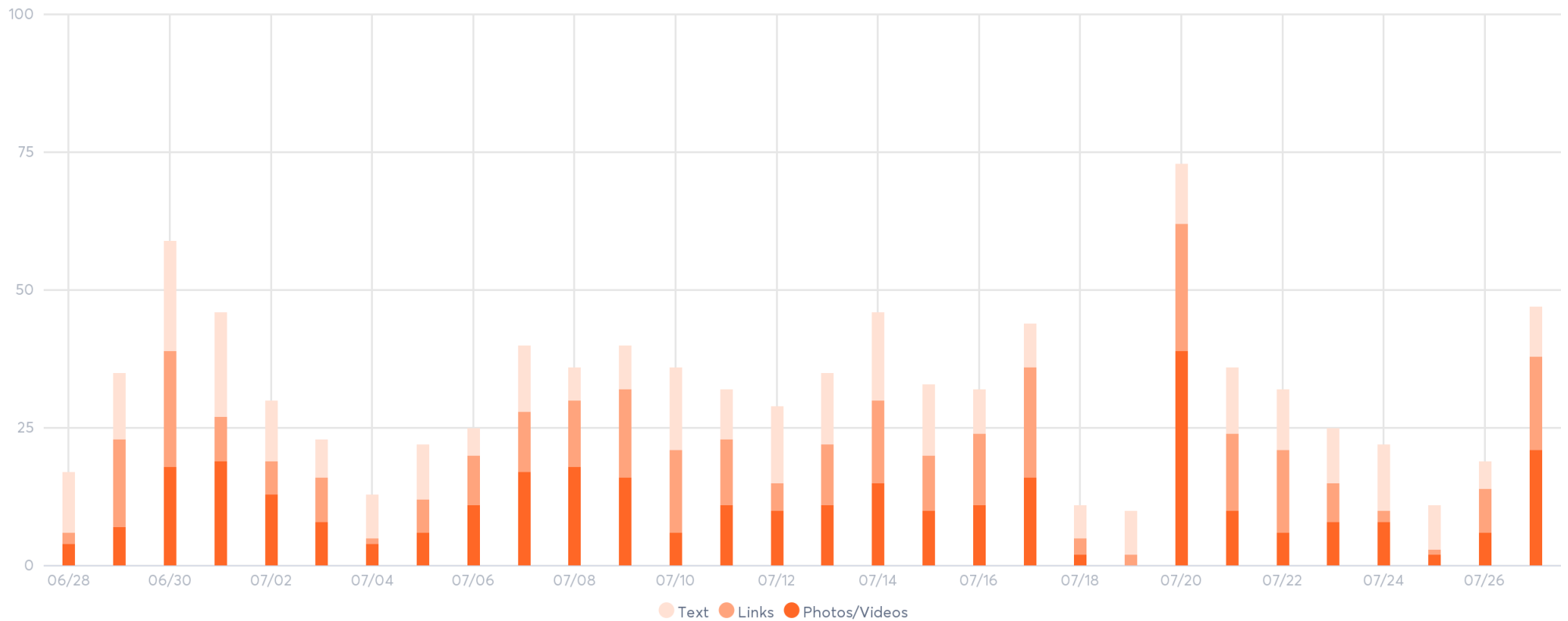
620

 28.6 %

Publishing



Number of Tweets published during the selected period- with breakdown by type.



Text	317
Links	309
Photos/Videos	333
Total tweets published	959



The total number of Tweets published is

959

representing a variation of **+20.3 %**
compared to **May. 29 2020 - Jun. 27 2020**

Top content

Best performing content published during the selected period. Based on engagement.



Jul. 3 2020

How to Become a Top Notch Blogger in 2020 with The...

❤ Likes	15
🔄 Retweets	11
📊 Engagement	26



Jul. 4 2020

Happy 4th of July @RightInRI @RyanBiddulph @S...

❤ Likes	14
🔄 Retweets	6
📊 Engagement	20



Jul. 18 2020

"You should always be collecting email addresses t...

❤ Likes	10
🔄 Retweets	9
📊 Engagement	19

Top content



Best performing content published during the selected period. Based on engagement.

This post had no picture linked.

“

Jul. 14 2020

Quote of the Day: "People are trapped in history a...

❤ Likes	16
↻ Retweets	3
📊 Engagement	19

This post had no picture linked.

“

Jul. 4 2020

Quote of the Day: "What then is freedom? The power...

❤ Likes	13
↻ Retweets	6
📊 Engagement	19

Jul. 13 2020

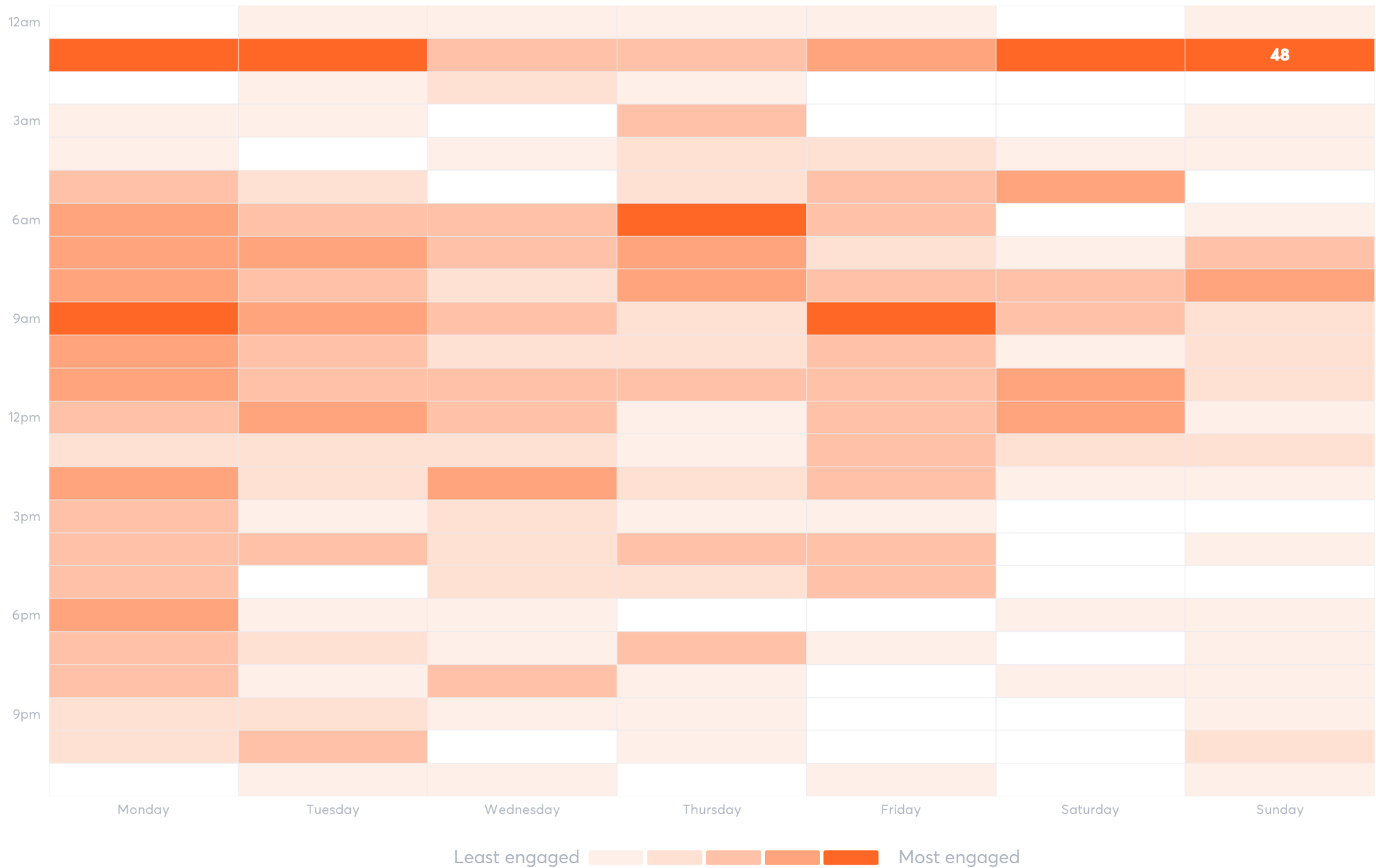
How to Become a Top Notch Blogger in 2020 with The...

❤ Likes	8
↻ Retweets	8
📊 Engagement	16

Best day and time to publish



Average day and hour followers are most likely to engage with published content.



Best post type to publish

Type of post followers are most likely to engage with.

