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X (Twitter) Metrics

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X (Twitter) mentions have a variety of metrics associated with them. The metrics we store and report alongside X (Twitter) mentions are as follows:

Metric	Description
Likes	The number of times the tweet has been liked.
Retweets	The number of times the tweet has been retweeted.
Replies	The number of times the tweet has been replied to.
Tweets	The number of tweets posted by the user.
Following	The number of people the tweeter follows.

Followers	The number of people following the tweeter.
Impressions	The number of times a post appears on a screen.
User Role	The role of the mention author "**Owner**" indicates the author owns the X (Twitter)channel. "**Audience**" indicates that the author is a user who has engaged with a channel.
Verified	The verification status of the author's account. Options are **"Verified"** or **"Unverified"**
Account Type	The account type of the author inferred by the author's Twitter bio Use "**Organizational**" to filter by organizations. Use "**Individual**" to filter by singular authors.
Gender	The gender of the author. Filter by either gender to see just authors of that type or filter by both to remove any users that do not have gender information available.
Profession	Profession is calculated from specific keywords and phrases in the Twitter bio of individuals (not organizations). There are 12 categories; artist, executive, student, politician, scientist & researcher, journalist, legal, health practitioner, software developer & IT, sportspersons & trainer, sales/marketing/PR, teacher & lecturer.
Interest	Interest categories are assigned according to rules which analyze the user's X (Twitter) bio for appropriate information. There are 22 categories; animals & pets, automotive, beauty/health & fitness, books, business, environment, family & parenting, fashion, fine arts, food & drinks, games,

home & garden, movies, music, photo & video, politics science, shopping, sports, technology, travel, TV.

Note: *X (Twitter) likes are aggregated over a one-hour window, due to the volume of data.*

X (Twitter) metrics are visible in the **Mention List Component**. To view these metrics, enable the columns within the X (Twitter) category by clicking on the "**Columns**" drop-down at the top of the component.
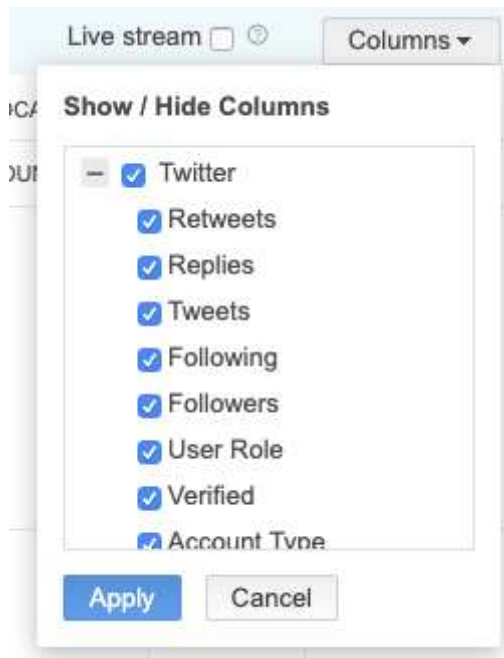
X (Twitter) metrics are also visible in the **Top Tweeters Component** as well as in the filter controls in any component.

As these metrics can change significantly over time, it's important to be aware of the difference between these metrics when applied to tweets vs. tweeters. X (Twitter) metrics applied to mentions relate to the value of that metric at the time the tweet was sent. When applied to X (Twitter) users, the metrics relate to the X (Twitter) user themselves and will be the most recent values we have.

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