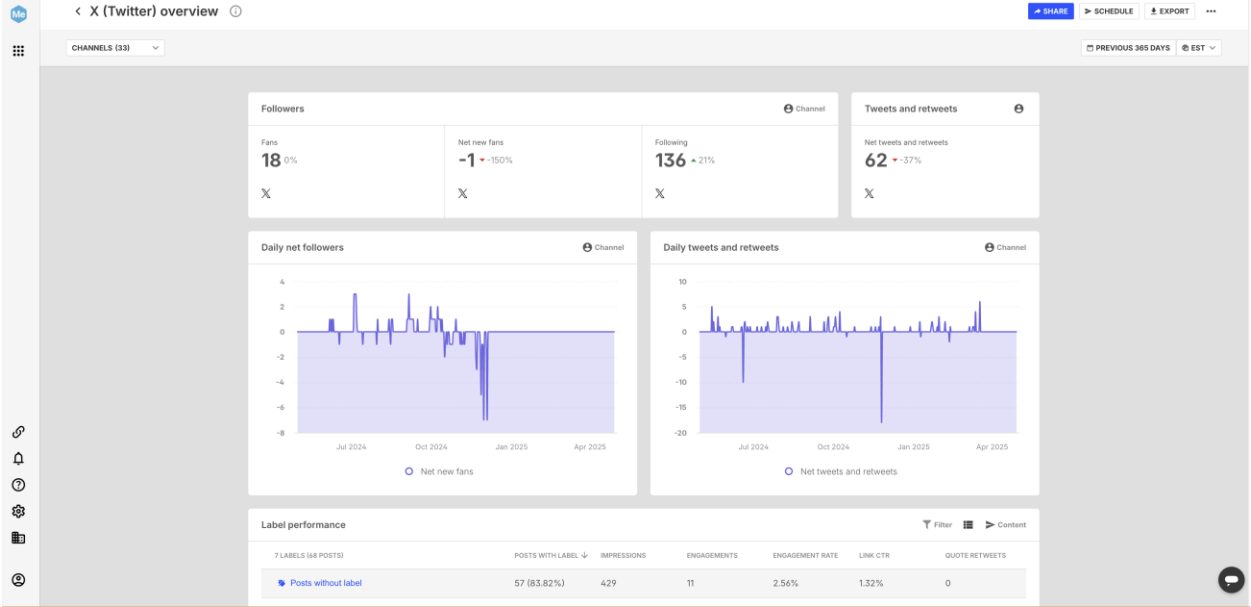


X (Twitter) Overview Dashboard Template

X (Twitter) does not offer as many [channel metrics](#) as other networks, so the **X (Twitter) overview dashboard template** features a relatively limited selection of channel widgets. However, it also features a wide range of content metrics, with a particular emphasis on paid vs organic data. Use this template to build a broad summary of your X (Twitter) channel and content performance.

Widget Name	Widget Type	Metrics
Performance by channel	Channel comparison	Fans, net new fans, net tweets and retweets, net listed
Organic tweets performance	Content performance	Organic impressions, organic engagements, organic engagement rate, organic link CTR, organic user profile clicks, quote retweet
Paid tweets performance	Content performance	Paid impressions, paid video views (ads), paid engagements, paid user profile clicks, paid engagement rate, paid link CTR
Tweets performance	Content performance	Impressions, engagements, engagement rate, link CTR, profile visits, video views
Video performance	Content performance	Video start, video views, video views (25%), video views (50%), video views (75%), video views (100%)
Followers	Key metrics	Fans, net new fans, following
Tweets and retweets	Key metrics	Net tweets and retweets
Label performance	Label performance	Impressions, engagements, engagement rate, link CTR, quote retweets
Daily net followers	Time series	Net new fans

Widget Name	Widget Type	Metrics
Daily tweets and retweets	Time series	Net tweets and retweets



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- ⚙️
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