

**X (Twitter) Channel Metrics in Measure**

[Channel metrics](#) measure the performance of your entire channel during the selected date range, including any new activity on posts published before the selected date range.

X (Twitter) offers channel metrics natively in the Overview section of its Analytics tool. Many of these metrics are also available in Measure.

In this article, learn more about X (Twitter) channel metrics and why Measure's results may differ from X (Twitter)'s native reporting.

**Network rules**

How much historical data is available for X (Twitter) channel metrics?

[X \(Twitter\) channel metrics will only be available moving forward in time](#) from the moment your first connect your channel.

How often are X (Twitter) channel metrics refreshed?

X (Twitter) channel metrics receive a [data refresh](#) once every 24 hours at 7AM UTC.

Do X (Twitter) channel metrics include paid data?

X (Twitter) channel metrics are always organic.

---

**Metrics rules**

Metric	Definition	Widgets
Fans	The number of people who followed your channel as of the selected end date.	Key Metrics, Chann Comparison, Time Series, Network Comparison
Following	The number of people your channel followed as of the selected end date.	Key Metrics, Chann Comparison, Time Series, Network Comparison

Metric	Definition	Widgets
Listed	The number of public lists your channel was included in as of the selected end date.	Key Metrics, Channel Comparison, Time Series, Network Comparison
Net listed	The difference between the number of public lists your channel was added to and the number of public lists it was removed from during the selected date range.	Key Metrics, Channel Comparison, Time Series, Network Comparison
Net new fans	<p>The difference fans lost and fans gained during the selected date range.</p> <p>This metric will be a negative number if you lost more fans than you gained.</p>	Key Metrics, Channel Comparison, Time Series, Network Comparison
Net posts and reposts (retweets)	The difference between the number of posts published and posts deleted by your channel during the selected date range. This includes reposts (retweets) and unreposts (unretweets).	Key Metrics, Channel Comparison, Time Series, Network Comparison
Posts and reposts (retweets)	The number of posts and reposts (retweets) published by your channel during the selected date range.	Key Metrics, Channel Comparison, Time Series, Network Comparison