**Links to help**

* Calculate sentiment score: <https://developer.twitter.com/en/docs/tutorials/how-to-analyze-the-sentiment-of-your-own-tweets>
* Twitter ad analytics: <https://developer.twitter.com/en/docs/twitter-ads-api/analytics/overview>
* Twitter premium post engagement: <https://developer.twitter.com/en/docs/twitter-api/enterprise/engagement-api/overview>
* Twitter post insights engagement: <https://developer.twitter.com/en/docs/twitter-api/enterprise/engagement-api/api-reference/post-insights-engagement>