

# Report for **Jason Hare**

02/16/2015 — 02/22/2015



TWITTER REPORT



**Jason Hare**  
@jasonmhare



# Twitter Overview

02/16/2015 — 02/22/2015

## TWEETS

159



94

Number of tweets you posted.

## ENGAGEMENT

186

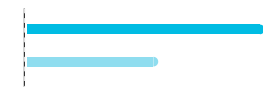


88

Number of favorites, retweets, replies, and mentions you received.

## REACH

176.2K



96.5K

Number of users who potentially saw your tweets, retweets, replies, or mentions.

## FOLLOWERS

+41



+36

Number of followers you gained.

## TOP TWEETS

9



12

Engagement for your top tweet.

How to read:



THIS WEEK



LAST WEEK



# Twitter Reach

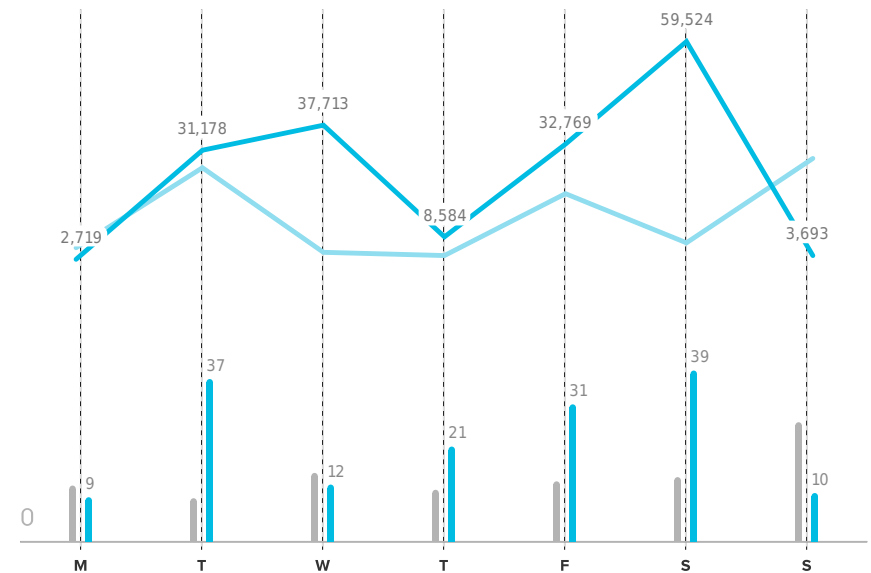
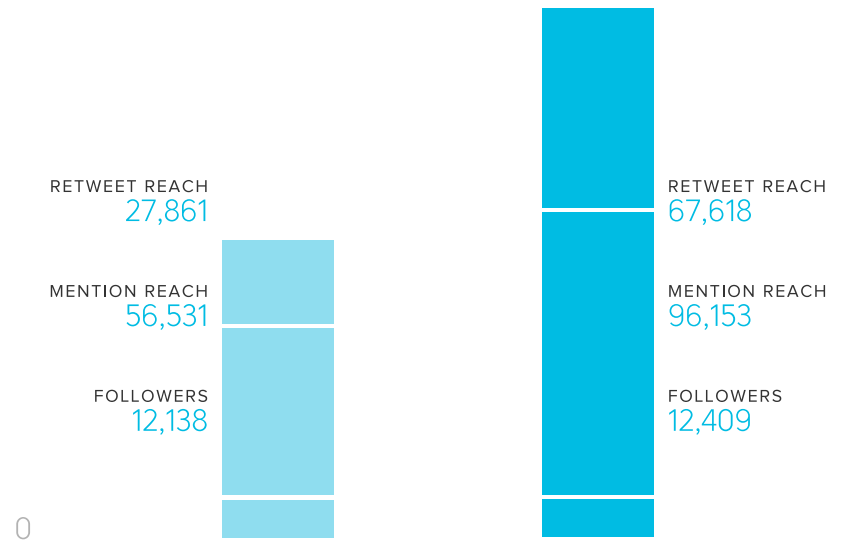
How many users potentially saw my tweets?

96.5K

TOTAL REACH LAST WEEK

176.2K

TOTAL REACH THIS WEEK



How to read:



Reports Powered by SumAll

TWEETS

Number of tweets you posted.

REACH

Number of users who potentially saw your tweets, retweets, replies, or mentions.



# Twitter Engagement

How often did users engage with my content?

88

TOTAL ENGAGEMENT LAST WEEK

186

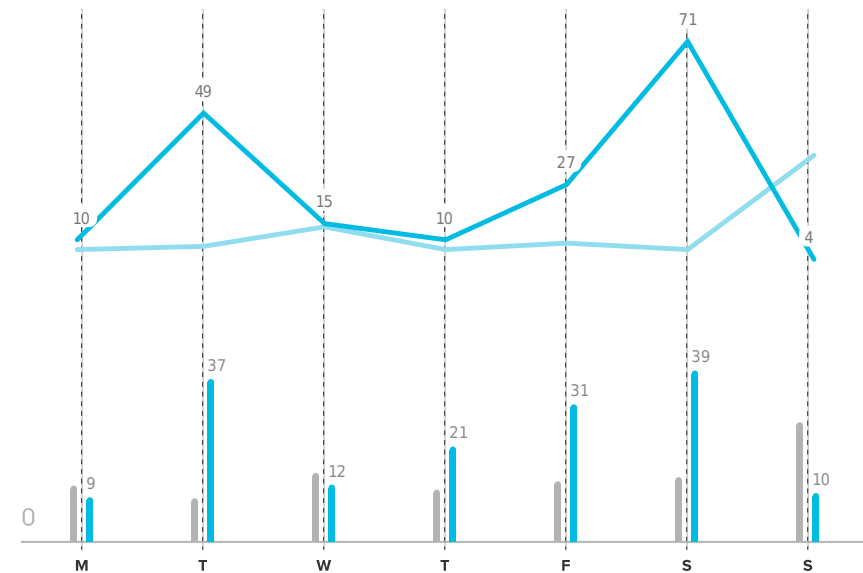
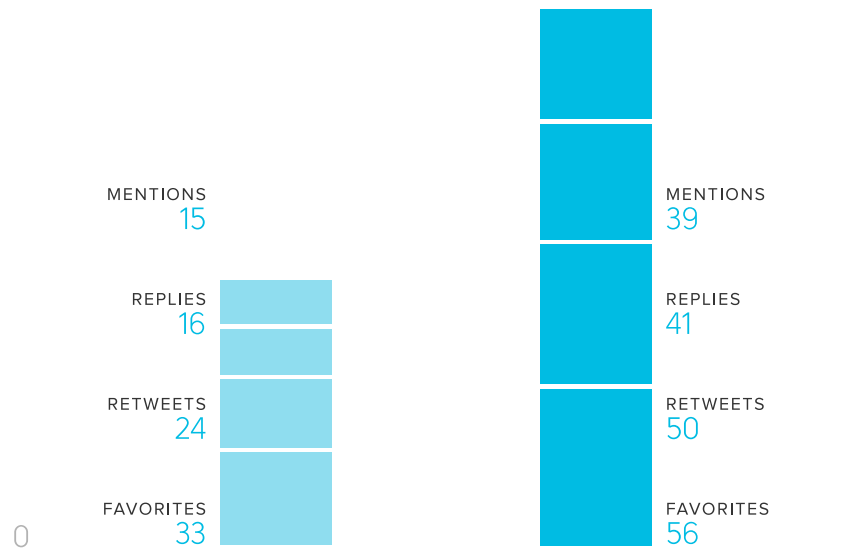
TOTAL ENGAGEMENT THIS WEEK

0.94

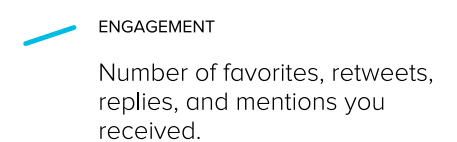
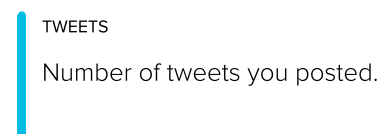
AVERAGE ENGAGEMENT PER TWEET LAST WEEK

1.17

AVERAGE ENGAGEMENT PER TWEET THIS WEEK



How to read:





# Twitter Community

How many followers did I gain?

1.7K

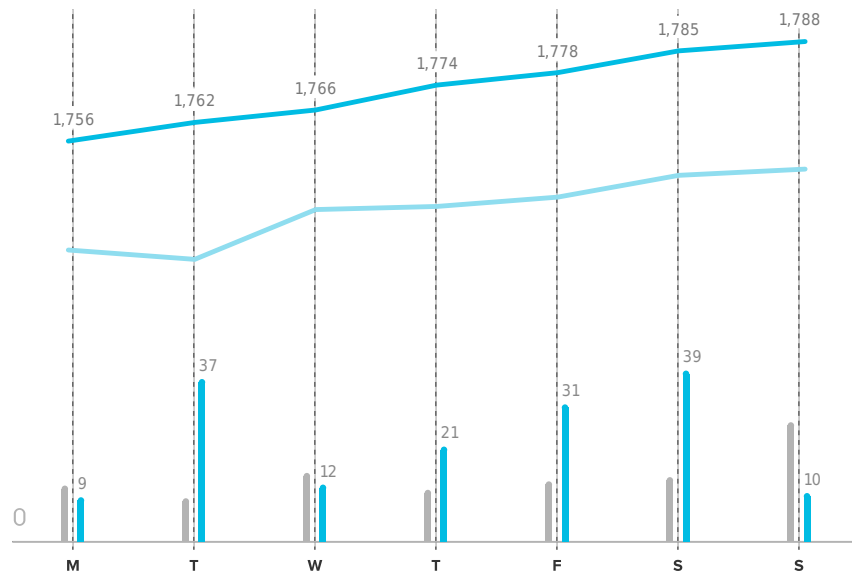
+36

TOTAL FOLLOWERS LAST WEEK

1.8K

+41

TOTAL FOLLOWERS THIS WEEK



How to read:



TWEETS

Number of tweets you posted.

FOLLOWERS

Total number of followers.

## TOP RETWEETERS

02/18/2015



@alkags

13,476

02/18/2015



@katyperrypinky

6,294

02/21/2015



@opendatasoft

3,801

02/20/2015



@opendatasoft

3,801

02/17/2015



@ddmcd

2,202

## TOP MENTIONERS

02/20/2015



@opensourceway

22,520

02/21/2015



@carlosguadian

9,936

02/17/2015



@linkingtriangle

8,607

02/18/2015



@laurabaverman

6,813

02/21/2015



@vinales81

4,307



# Top Tweets

## What are my most engaging tweets?

RANK	DATE	TWEET	FAVORITES	RETWEETS	ENGAGEMENT
1	02/21/2015 01:31 PM	#TODD2015 @opendatasoft @thoumasd is showing what OpenDataSoft can do! Welcome to NC David! <a href="http://t.co/IDJZFZDgQq">http://t.co/IDJZFZDgQq</a>	5	4	9
2	02/20/2015 12:12 PM	We welcome OpenDataSoft to the Triangle Open Data community. Come on out to Triangle Open Data Day to meet my collea... <a href="https://t.co/tSFvb0gsNM">https://t.co/tSFvb0gsNM</a>	2	4	6
3	02/20/2015 02:28 PM	.@ODIHQ @UKODImembers ODI incubator, @opendatasoft, gets 1st US city via @TheODINC: <a href="http://t.co/nuUWLfbeE9">http://t.co/nuUWLfbeE9</a> @CityofDurhamNC @DurhamCounty	3	3	6
4	02/20/2015 11:48 AM	The @CityofDurhamNC and @DurhamCounty governments in North Carolina have chosen @opendatasoft for #opendata: <a href="http://t.co/Dc6qkrH25V">http://t.co/Dc6qkrH25V</a>	2	3	5
5	02/21/2015 09:39 AM	#TODD2015 how can open data solve social problems? - Greg Marrow <a href="http://t.co/crWlq6tm6s">http://t.co/crWlq6tm6s</a>	3	1	4
6	02/18/2015 08:45 AM	The clock is ticking for net neutrality—join the #InternetCountdown and help win this fight! <a href="https://t.co/6SwoJlsKUU">https://t.co/6SwoJlsKUU</a> <a href="https://t.co/zxUoRfeFK6">https://t.co/zxUoRfeFK6</a>	1	3	4
7	02/16/2015 12:23 AM	Eye witnesses on the police shooting death of Antonio Zambrano-Montes in Pasco, WA <a href="https://t.co/8KTtUNCL5U">https://t.co/8KTtUNCL5U</a> This has to stop. #PascoShooting	0	4	4
8	02/21/2015 07:27 PM	@JuliaGlidden @21cData @ODIHQ @OKFir! We do have a lot in common - let's collaborate and work together- t/world needs more companies like us	1	2	3
9	02/20/2015 02:09 PM	The City of Durham and Durham County Governments (N.C.) Choose Paris-Based OpenDataSoft to Power...   Business Wire <a href="http://t.co/lauzoKJLDq">http://t.co/lauzoKJLDq</a>	2	1	3
10	02/17/2015 02:56 PM	Durham is Opening Up Its Data, Woot!.   ExitEvent <a href="http://t.co/0YKP6ZEKzW">http://t.co/0YKP6ZEKzW</a>	1	2	3
					average engagement per post 1.17



# Appendix

These are the terms we get asked about the most.

## Engagement

Engagement tells you how many times users interacted with your social media content. When a user favorites your tweet, comments on your post, or shares your content with other users, they are engaging with your content.

**Facebook** Engagement is the number of likes, comments, and shares your posts received.

**Instagram** Engagement is the number of likes and comments your posts received.

**Twitter** Engagement is the number of favorites, retweets, and replies your tweets received, as well as the number of times your Twitter handle was mentioned.

## Reach

Reach tells you how many people saw your activity on social media. The method for measuring reach can be different for each social media platform, but it generally tells you the size of your potential audience for your social media content or activity.

**Facebook** provides its own metric for reach. It is the number of people who had your post show up in their News Feed.

**Instagram** does not provide a separate metric for reach. In this report, there isn't a separate section for your Instagram reach because it will be identical to the number of Instagram followers you have.

**Twitter** Reach is the sum of three metrics: Followers + Retweet Reach + Mention Reach. Twitter Reach tells you how many people potentially saw your tweets or your Twitter handle.

### TWITTER MENTION REACH

Mention Reach is the follower count of users who mention your Twitter handle.

### TWITTER RETWEET REACH

Retweet Reach is the follower count of users who retweet you.

## Top Mentioners

Your Top Mentioner is the Twitter user with the most followers among all the users who mentioned your Twitter handle.

## Top Retweeters

Your Top Retweeter is the Twitter user with the most followers among all the users who retweeted you.