

Content Insights for **SumAll**

Week of 9/22/14



TWITTER REPORT

SA **SumAll**
@sumall

Twitter Content Guidelines

Based on your last 2 weeks of data, we put together a list of metrics that have historically had the most resonance with your community.

Best Performing Times

TIME OF DAY

3-4pm

DAY OF WEEK

Wednesday

Best Performing Format

CONTENT TYPE

Image

NUMBER OF HASHTAGS

2 Hashtags

LENGTH OF TWEET

120-140 Characters

Best Performing Content

MOST ENGAGING HASHTAG

#newyork

MOST ENGAGING LINK

<http://nytimes/r/3580>

MOST ENGAGING KEYWORD

metrics

Best Performing Time to Tweet

Know what the best times to tweet are for your specific audience. Make your most important tweets count.

8-9pm

TIME OF DAY LAST 3 MONTHS YOU HAD THE HIGHEST ENAGEMENT PER TWEET

3-4pm

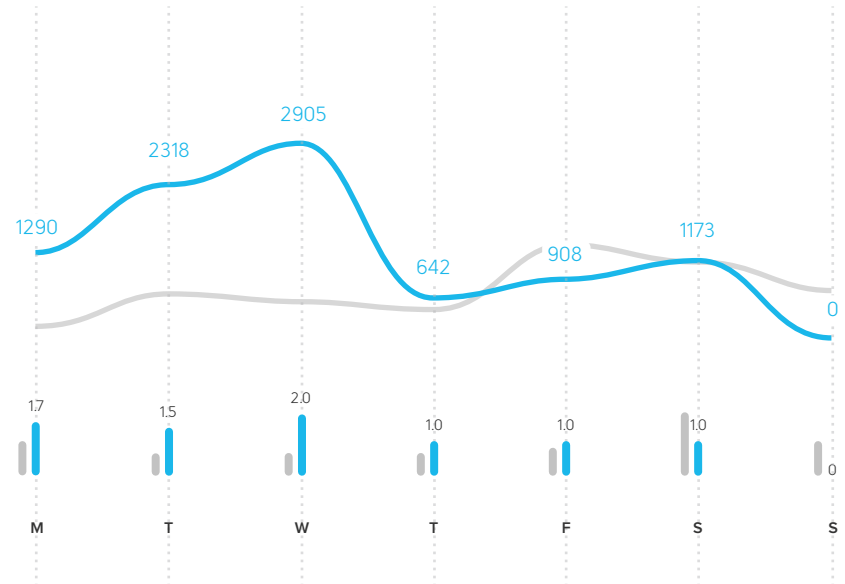
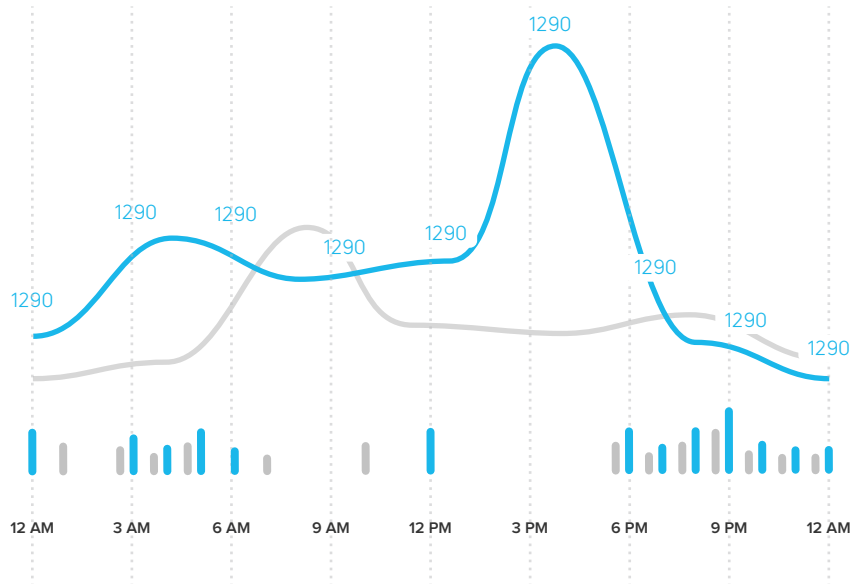
TIME OF DAY THIS PERIOD YOU HAD THE HIGHEST ENAGEMENT PER TWEET

Fri

DAY OF WEEK LAST 3 MONTHS YOU HAD THE HIGHEST ENAGEMENT PER TWEET

Wed

DAY OF WEEK THIS PERIOD YOU HAD THE HIGHEST ENAGEMENT PER TWEET



How to read:

- THIS PERIOD
- 3 MONTH ROLLING AVG

AVERAGE TWEETS PER PERIOD
Number of tweets you posted on average in each time period.

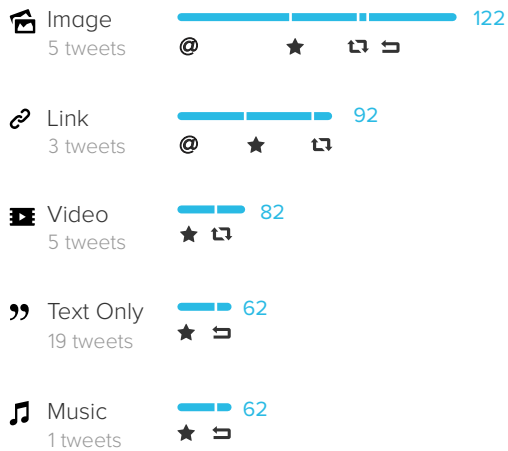
ENGAGEMENT PER TWEET
Average of favorites, retweets, replies and mentions.

Best Performing Format

What kind of tweets is your audience engaging with the most? Find out how to tailor your tweets to your audience and optimize for performance.

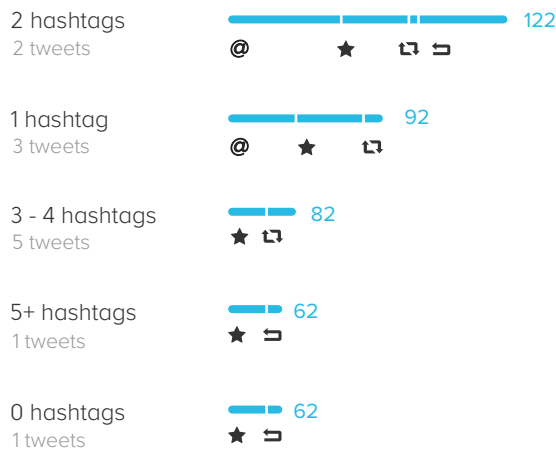
Image

MOST ENGAGING CONTENT TYPE



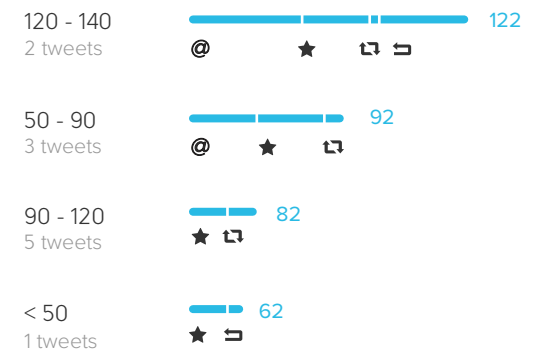
2 Hashtags

NUMBER OF HASHTAGS WITH MOST ENGAGEMENT

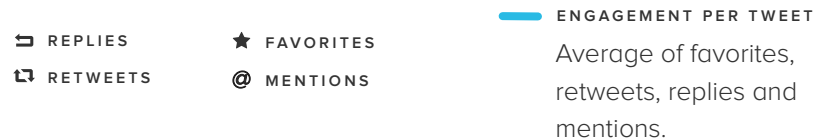


120-140 Characters

MOST ENGAGING TWEET LENGTH



How to read:

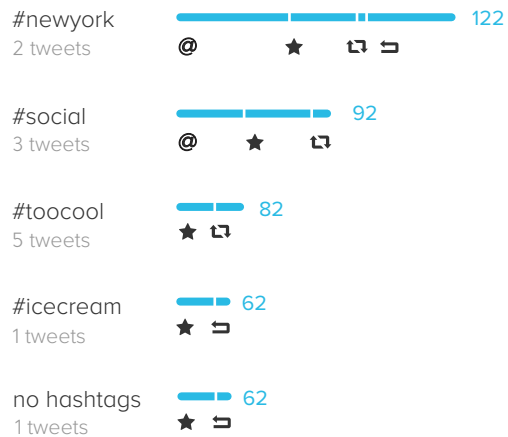


Best Performing Content

What topics and links are the most important to your users? Use hashtags to track topics and post what you know will get engagement.

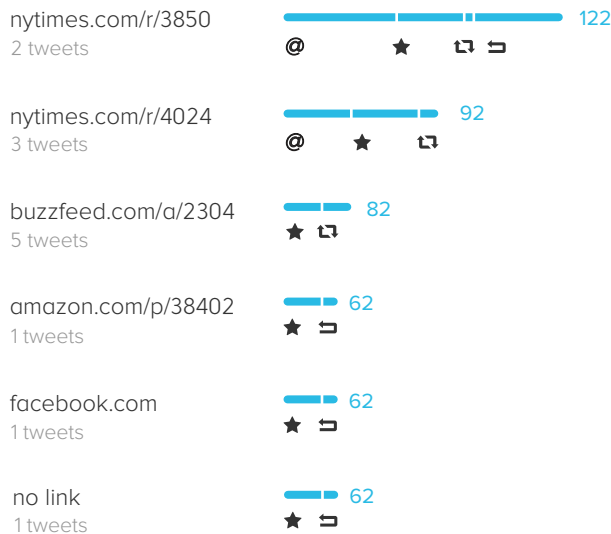
#peas

MOST ENGAGING HASHTAG



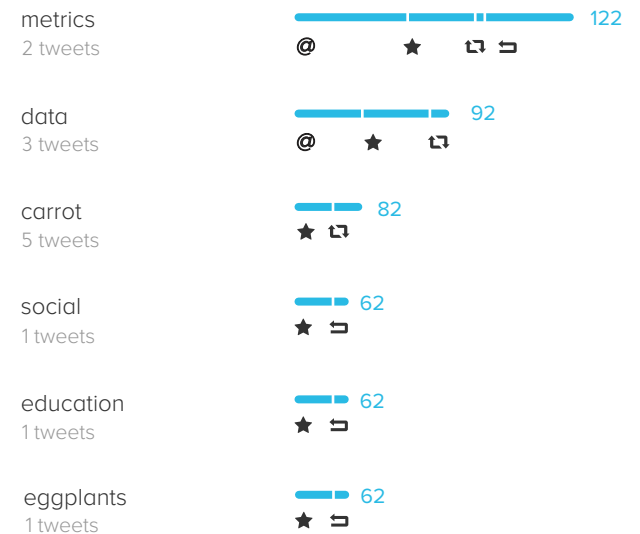
http://nytimes.com/r/3850

MOST ENGAGING LINKS



metrics

MOST ENGAGING KEYWORDS



How to read:

REPLIES
 RETWEETS

FAVORITES
 MENTIONS

ENGAGEMENT PER TWEET
Average of favorites, retweets, replies and mentions.