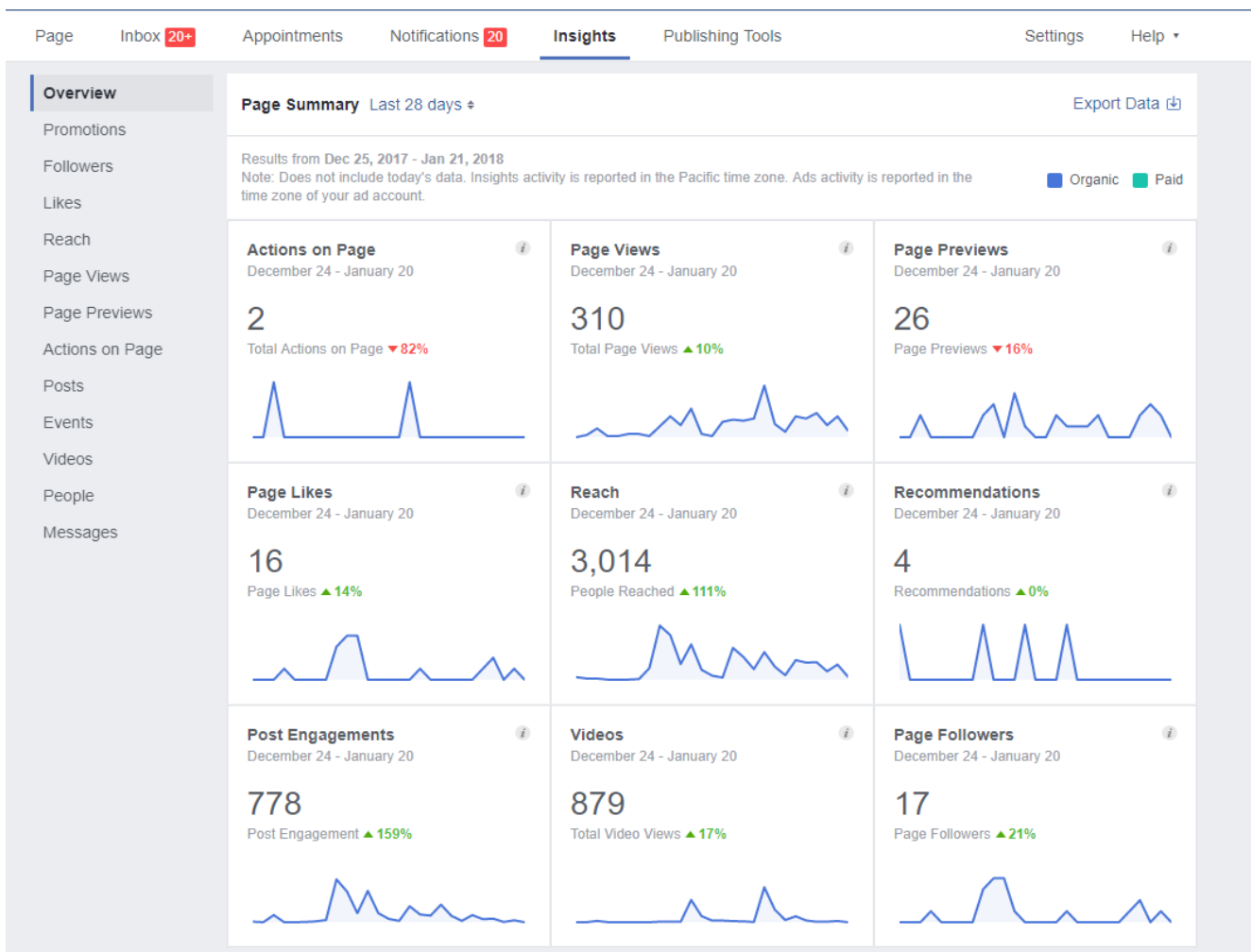




Facebook

Figure 3.1: Facebook Dashboard provides an example of a Facebook Insights Dashboard. It offers some basic information about your web pages, including Page Views, Likes, Followers, Reach and Post Engagements. In the top right corner of the Page Summary there is an option for you to “Export Data.”





Twitter

Twitter's Dashboards offer similar insights. **Figure 3.2: Tweet Level Analytics Dashboard** and **Figure 3.3: Twitter Overview Dashboard** below display examples of Tweet Activity and (audience) Overview analytics. The Tweet Activity insights allow you to see trends about your posts such as rate of engagement, link clicks, retweets, likes and replies for a chosen timeframe. It also lists impressions, engagements, and engagement rate for Top Tweets. Like Facebook, Twitter allows you to "Export" data into a spreadsheet. The Overview analytics example shows how you can follow key demographics for your audience such as age, gender and the topics that interest them. Twitter also allows you to purchase add-ons that track additional audience demographics, if there are specific audience trends you want to monitor.

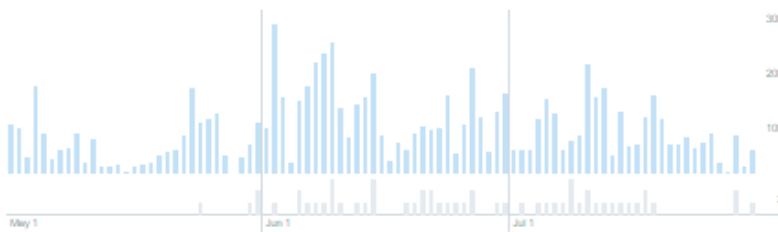


Analytics Home **Tweets** Audiences Events More ▾

Tweet activity

▼ ★ ▼ [Sign up for Twitter Ads](#)
 May 1 – Jul 30, 2017 ▼ [Export data](#)

Your Tweets earned 7.4K impressions over this 91 day period



YOUR TWEETS
 During this 91 day period, you earned 81 impressions per day.

Tweets	Top Tweets	Tweets and replies	Impressions	Engagements	Engagement Rate
<p>Child Care Superstars @CCSTARSRock</p> <p>Jul 30 Licensed #childcare centers have met basic health & safety standards. Find the right provider for your family: childcares.org/findcare pic.twitter.com/2vs1187xWx View Tweet activity</p>			111	2	1.8%
<p>Child Care Superstars @CCSTARSRock</p> <p>Jul 28 Important upcoming event on Hot Car Safety Agencies Come Together to Save the Lives of Children. prlog.org/12655158 View Tweet activity</p>			106	0	0.0%
<p>Child Care Superstars @CCSTARSRock</p> <p>Jul 28 What if you use hand-held devices WITH your toddler to expand learning & language? ow.ly/7B8a30dXn13 #handhelddevices View Tweet activity</p>			96	1	1.0%
<p>Child Care Superstars @CCSTARSRock</p> <p>Jul 18 Early Childhood Mental Health #mentalhealth pic.twitter.com/KF7qARCoTL View Tweet activity</p>			142	2	1.4%

Engagements **July 30**
 Showing 91 days with daily frequency

Engagement rate
0% engagement



Link clicks
 33
0 link clicks



On average, you earned 0 link clicks per day

Retweets
 15
0 retweets



On average, you earned 0 Retweets per day

Likes
 47
0 likes



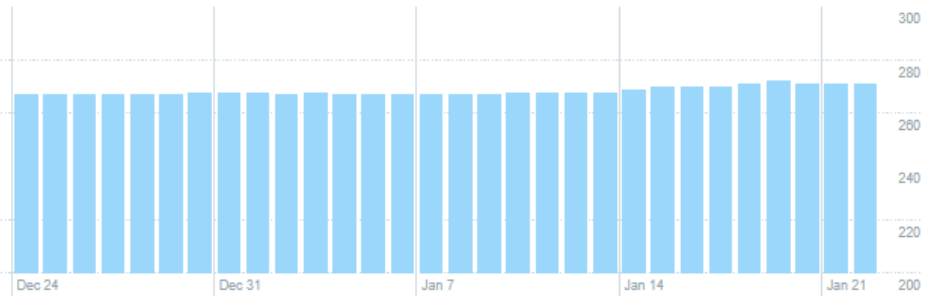
On average, you earned 1 likes per day

Replies
 2
0 replies





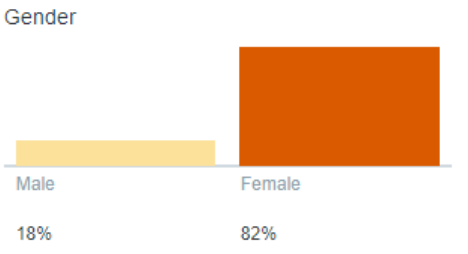
OVERVIEW
 Top interest
 Business and news



Your current follower audience size is 271
 That's 4 more than the same time 30 days ago. You've gained around 0 new followers per day

Age

Age category	% of audience
13 to 17	2%
18 to 24	9%
25 to 34	38%
35 to 44	25%
45 to 54	21%
55 to 64	3%
over 65	1%



Interests

Interest name	% of audience
Business and news	66%
Politics and current events	66%
Business news and general info	61%
Movie news and general info	51%
Nonprofit	46%