

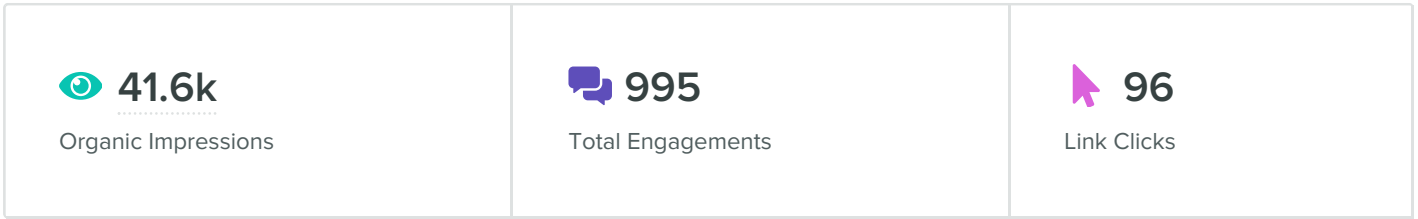


Twitter Profiles for **10YFP**

Jul 09, 2018 - Jul 18, 2018


Track profile performance to determine the impact of Twitter content

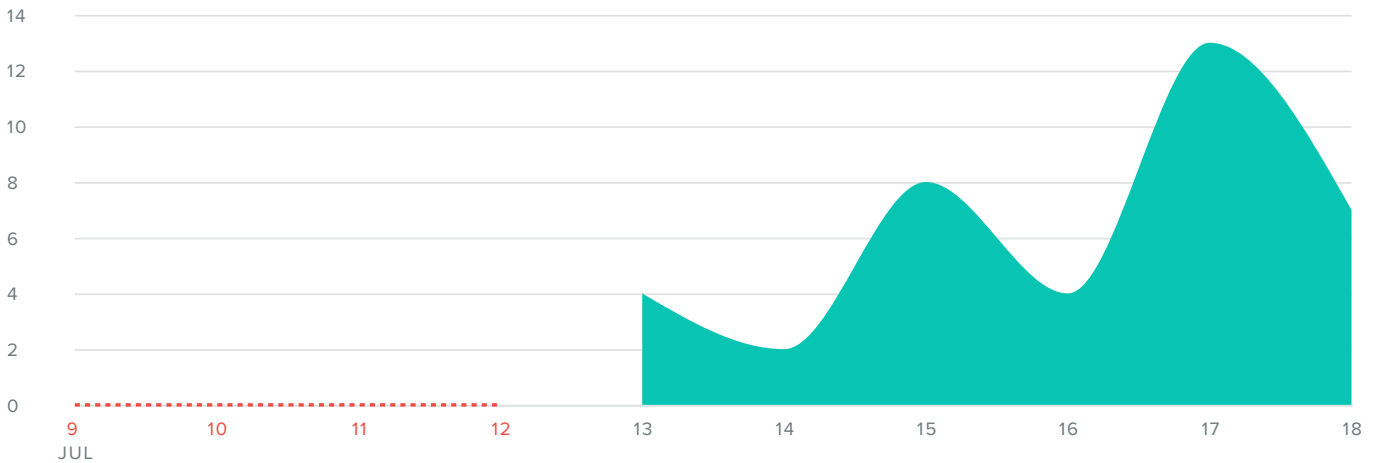
Twitter Activity Overview



Twitter Audience Growth

AUDIENCE GROWTH, BY DAY

 We are unable to retrieve all of your data at this time.



NET FOLLOWERS GAINED

Follower Metrics	Totals
Total Followers	2,287
Net Followers gained	38
People that you followed	91

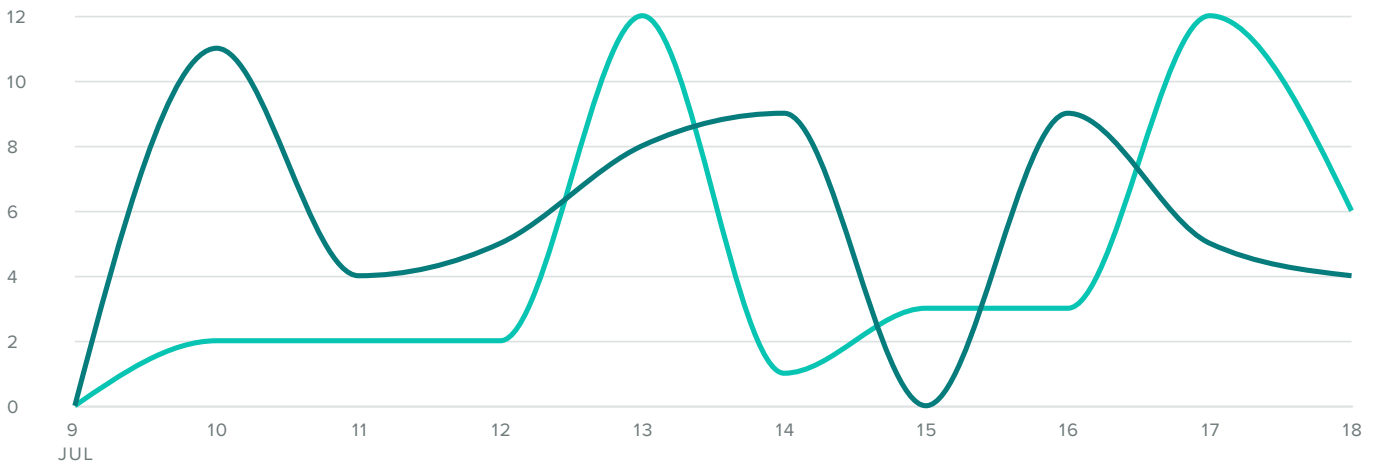
Total followers increased by

▲100%

since previous date range

Twitter Posts & Conversations

MESSAGES PER DAY



■ RECEIVED ■ SENT

Sent/Received Metrics	Totals
Tweets sent	55
Direct Messages sent	0
Total Sent	55
Mentions received	43
Direct Messages received	0
Total Received	43

The number of messages you sent increased by

▲100%

since previous date range

The number of messages you received increased by

▲290.9%

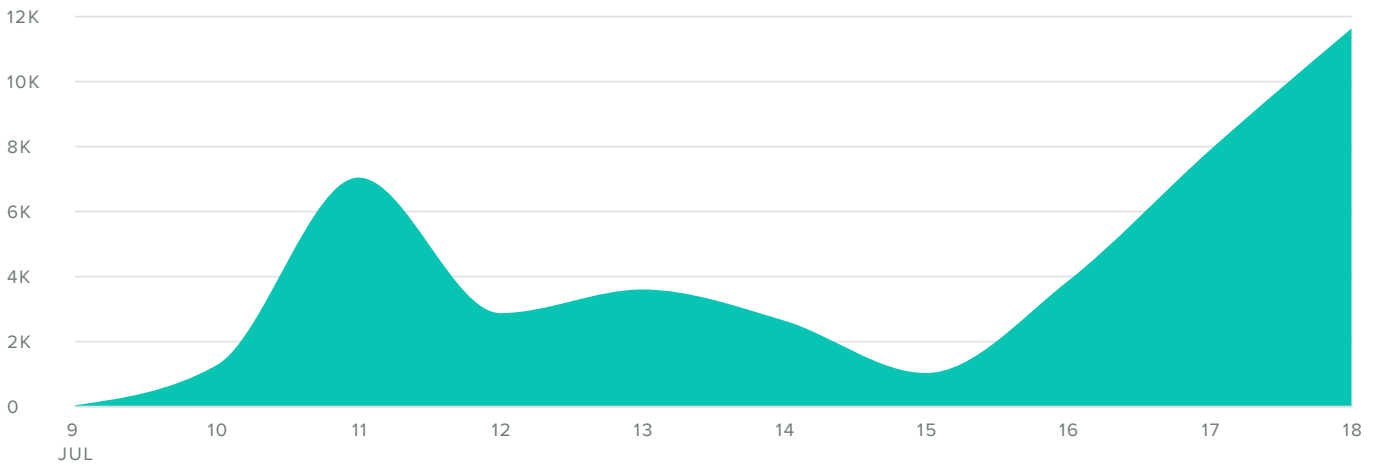
since previous date range

Twitter Top Posts, by Responses

Tweet	Potential Reach	Responses ▼	Clicks	Retweets
<p>10YFP #SDG12 is the MOST under-funded of all #SDGs, @UNEnvironment, @FAO, @UNHABITAT, @UNOPS & @UNWTO have come together to design a financial instrument to implement #SCP in a more cohesive way w/support from the UN Multi-Partner Trust Fund Office! More: https://t.co/W2YFBKanb6 https://t.co/NivPL6BwS0</p> <p>(Tweet) July 18, 2018 10:20 am</p>	157.9k	20	30	20
<p>10YFP #HLPF2018 offered an opportunity for governments across the globe, UN Agencies and multinational companies to come together to discuss our collective strategy for implementing #SDG12. Huge thanks to @GermanyUN for hosting, @UNDESA for moderating and @ErikSolheim for opening! https://t.co/U0Fw5c6CEO</p> <p>(Tweet) July 17, 2018 2:12 pm</p>	116.3k	9	0	8
<p>10YFP #camponeplanet is all about making #sustainability accessible and fun while we build a community. Our most sincere thanks to @ErikSolheim and @eddafdz from the #mexico delegation for making us a part of your day! @UNDESA @UNEP @SustDev #SDG12 Come see us before Wednesday! https://t.co/Ux0qXhgqOU</p> <p>(Tweet) July 16, 2018 2:55 pm</p>	75k	7	0	7
<p>10YFP Final words: "#SDG12 is the least funded & that is probably in part because we don't know how to monitor all the efforts we are making in SCP. This is why the 'Indicators of Success' from the One Planet network are so important." -Birgitte Bryld, @SustDev https://t.co/uueE56QKAQ https://t.co/WCa4Cfcw1b</p> <p>(Tweet) July 10, 2018 5:20 pm</p>	5,236	6	7	6
<p>10YFP OFFICIALLY LAUNCHED! One Plan for One Planet Strategy 2018-2022 is available online! Join the global movement with #oneplanetnetwork & help Implement #SDG12! https://t.co/uAfeAJEujW https://t.co/SltOH5xACY</p> <p>(Tweet) July 10, 2018 4:56 pm</p>	5,195	6	13	6

Twitter Impressions

ORGANIC IMPRESSIONS, BY DAY



■ ORGANIC IMPRESSIONS

Impressions Metrics

Totals

Average Organic Impressions per Day

4,164

Total Organic Impressions

41.6k

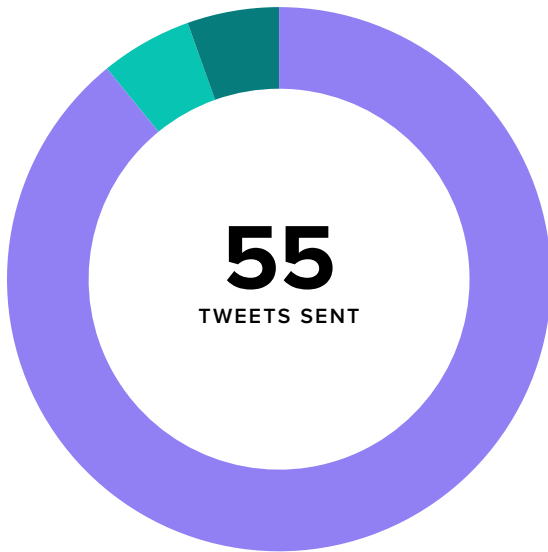
Organic Impressions increased by

▲ 30,519%

since previous date range

Twitter Publishing Behavior

SENT MESSAGE CONTENT

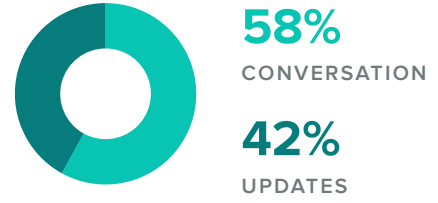


3
PLAIN TEXT

3
PAGE LINKS

49
PHOTO LINKS

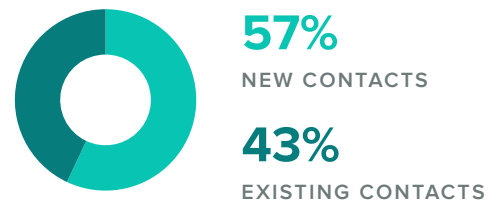
CONVERSATION BEHAVIOR (LAST 100 TWEETS)



58%
CONVERSATION

42%
UPDATES

CONTACT BEHAVIOR (ALL TWEETS)

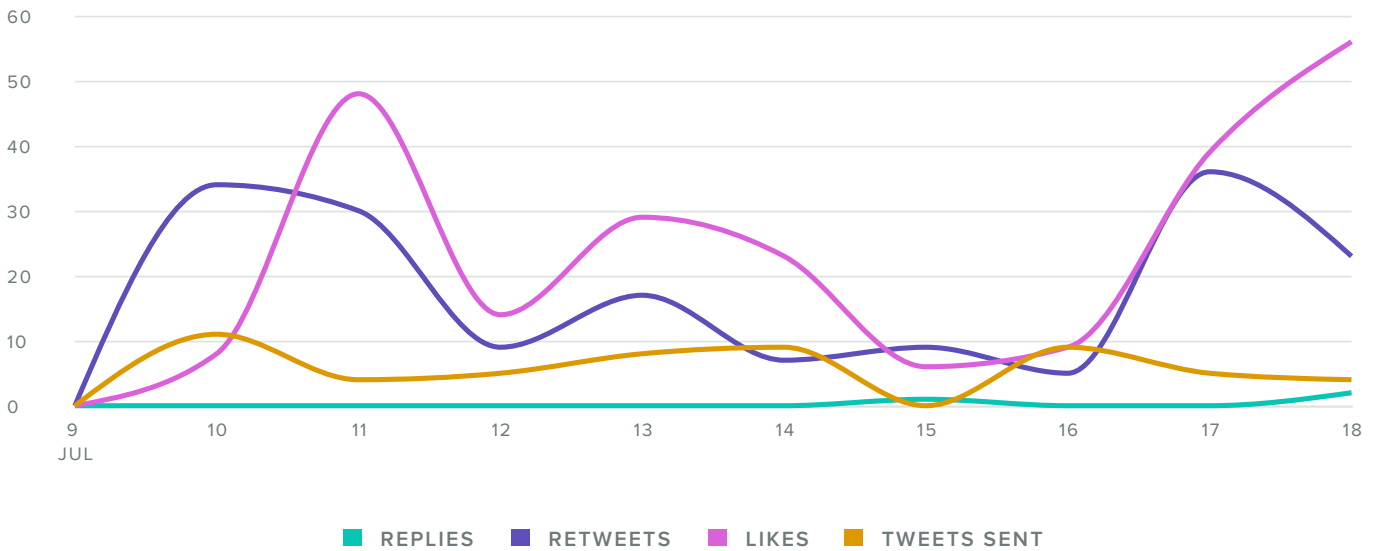


57%
NEW CONTACTS

43%
EXISTING CONTACTS

Twitter Engagement

ENGAGEMENT COUNT



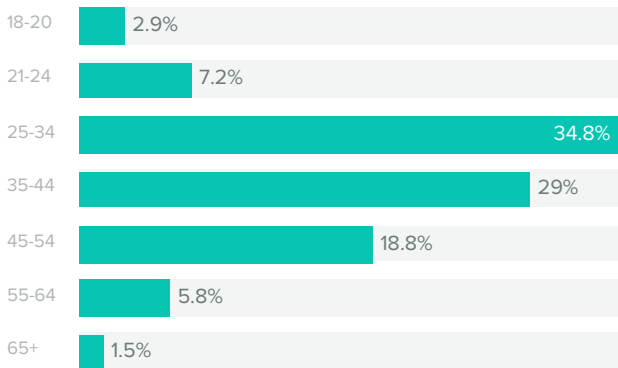
Engagement Metrics	Totals
Total Engagements	995
Replies	3
Retweets	170
Retweets with Comments	6
Likes	232
Engagements per Follower	0.44
Organic Impressions per Follower	18.21
Engagements per Tweet	18.09
Organic Impressions per Tweet	757.13
Engagements per Organic Impression	0.02

The number of engagements increased by **▲100%** since previous date range

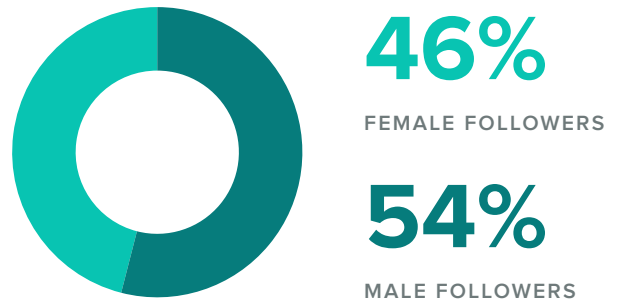
The number of organic impressions per Tweet increased by **▲100%** since previous date range

Twitter Audience Demographics

FOLLOWERS BY AGE




FOLLOWERS BY GENDER



Men and people between the ages of 25-34 appear to be the leading force among your followers.

Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Increase	Tweets Sent	Organic Impressions	Organic Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 10YFP	2,287	100%	55	41.6k	18.21	995	0.44	170	96