

Introduction

The NY Times recently reported what regular users of Twitter already know. Follower counts are an indicator of influence but not a very good one. And yes, followers can be and are gamed frequently with the assistance of shady web services.

Here are a few more critical Twitter influence indicators.

by David Armano on Mar 28, 2011

<https://www.socialfresh.com/7-critical-twitter-influence-indicators/>

Vanessa Doctor February 4, 2014

<https://www.hashtags.org/featured/4-key-performance-indicators-to-measuring-hashtag-success/>

Indicators of Twitter Influence

1. Lists

Being included on lists gives us two clues. 1. Being included on thousands or more signals that you are visible. 2. The categories people use to classify you tells you something about the topics you have influence in:

This is known as "topical influence" and it's really what counts in influence.

2. Retweets

These tell you something about how willing people are to amplify your messages and help them spread. A retweet essentially says "this is something I want my network to see". It's Twitter's version of viral loops.

3. @Replies

These signal how much others want to talk to you or intentionally tag you, and also serves as an indicator for how willing you are to engage and tag others. Less replies signals less social interactions and more broadcast.

4. Follower Ratio

Generally, if a user on Twitter follows a disproportionate amount of users than follow them, it signals their desire to accumulate followers. Not always, but often. A 50/50 ratio translates to someone following back anyone who follows them, which includes spammers. Twitter users who follow significantly less than are followed indicate some selection process.

5. Tweet volume

This simply indicates how prolific a user is. Those with high volumes who retain high levels of engagement, list counts, retweets, and a healthy ratio are likely providing some type of value. High volume Twitter accounts with suspect ratios, low engagement, etc may have a high noise to signal ratio

6. Favorites

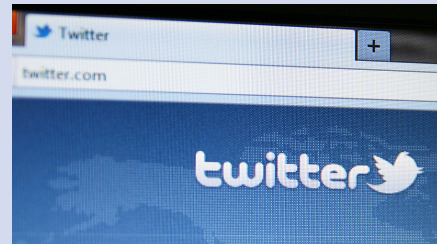
Getting favorited frequently does mean something, though because Twitter users leverage Favorites so differently, it's nearly impossible to discern exactly what, other than you triggered a behavior (the action to Favorite) for some reason.

Indicators of Twitter Influence (cont)

7. Quality of connections

The most difficult to quantify and probably THE most important indicator is the quality and RELEVANCE of who follows you on Twitter and who you follow back. Targeting the right audience and earning their attention (and Trust) is ultimately the best (and softest metric).

Twitter



4 KPI for Measuring Hashtag Success

When you engage with Twitter users, you will notice a number of things happening on your account. There are indicators which will determine whether or not your hashtag is doing quite well. These factors should be properly managed through the use of features and apps to bring in more customers and increase brand awareness. You can observe how people engage with your tweets and respond, thereby bringing you added business and a solid reputation online.

1. Retweets

When people find your posts and tweets interesting, they will most likely retweet these, thereby allowing their own followers to view the same message and the source. You can view the total retweets on the social media site by looking under the retweet link on Twitter or searching via the Twitter search box for RT @(type in the user name) or retweet @(type in the user name). You can check the retweets for every thousand or hundred followers.

2. Replies to @(username on Twitter)

Many Twitter followers use the @reply to forward their responses to your tweets. Similar to retweets, they can start a conversation with you through @reply. You can read and check both positive and negative replies to your tweets. You can then use the information to either improve the quality of your content or answer questions. Replies are effective in providing customer support and providing quick relief to minor problems. Know the number of @replies through ARPM or At Replies Per 1000 visitors or %AR. There are third party apps to measure this.



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Page 1 of 2.

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3. Tweet link visits

These are the actual visits that you generate from clicks on links you include in tweets and will require a specific third-party tool or plug-in to measure on your website. User engagement increases significantly when you post links to tweets. You can determine how much more traffic you are getting based on the reliability and accuracy of the link. Many Twitter users find it helpful to read articles and blogs and include these in their posts to put more detail to the 140-character limit set on Twitter. The KPI is % Visit Rate to know the total visits for every 100 followers. To maximize the 140-character limit and leave more space to type information in, you can also shorten the links..

4. Total hashtags

You can also determine the success of your hashtag based on the total number of people joining the conversation and other related hashtags created based on it. You can generate more loyal customers by identifying key users and having them make related hashtags or provide new information to share in the conversation. Manage and maintain the conversation properly. Determine the growth of followers before and after each hashtag campaign.



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Page 2 of 2.

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