

# Twitter Analytics Report

📅 January 1-31, 2021

@TXSTPACE

Following

👍 8.1

AVERAGE  
**LIKES**  
PER TWEET

↻ 1.7

AVERAGE  
**RETWEETS**  
PER TWEET

👤 1960 Followers

✍️ 17 Tweets

💬 0.0

AVERAGE  
**REPLIES**  
PER TWEET

👥 1486.1


AVERAGE  
**IMPRESSIONS**  
PER TWEET

## Best Performing Tweet

We believe this tweet performed well because it had the second highest impression count (4,656). This tweet got 6 retweets and 17 likes making it the post with the largest engagement with the second highest impression count. This makes sense for this tweet because it was the start to a campaign followed by multiple tweets about various peer mentors in the following days.



# Instagram Analytics Report

 January 1-31, 2021

@TXSTPACE

Following



1108 Followers



6 Posts

 54.2

AVERAGE  
**LIKES**  
PER TWEET

 0.7

AVERAGE  
**SHARES**  
PER TWEET

 0.0

AVERAGE  
**COMMENTS**  
PER TWEET

 408.3

AVERAGE  
**REACH**  
PER TWEET

## Best Performing Post

We believe this post performed well because it was the first post after a month of inactivity, which allowed Instagram to notify their followers of a new post being made. This post had the most likes (78), 1 share, and a reach of 451 unique eyes. Out of all the posts in January 2021, this image was of the highest photographic quality, which also attributed to its success.

