






Twitter Profiles
for **Devon & Severn IFCA**

May 22, 2018 - Aug 21, 2018

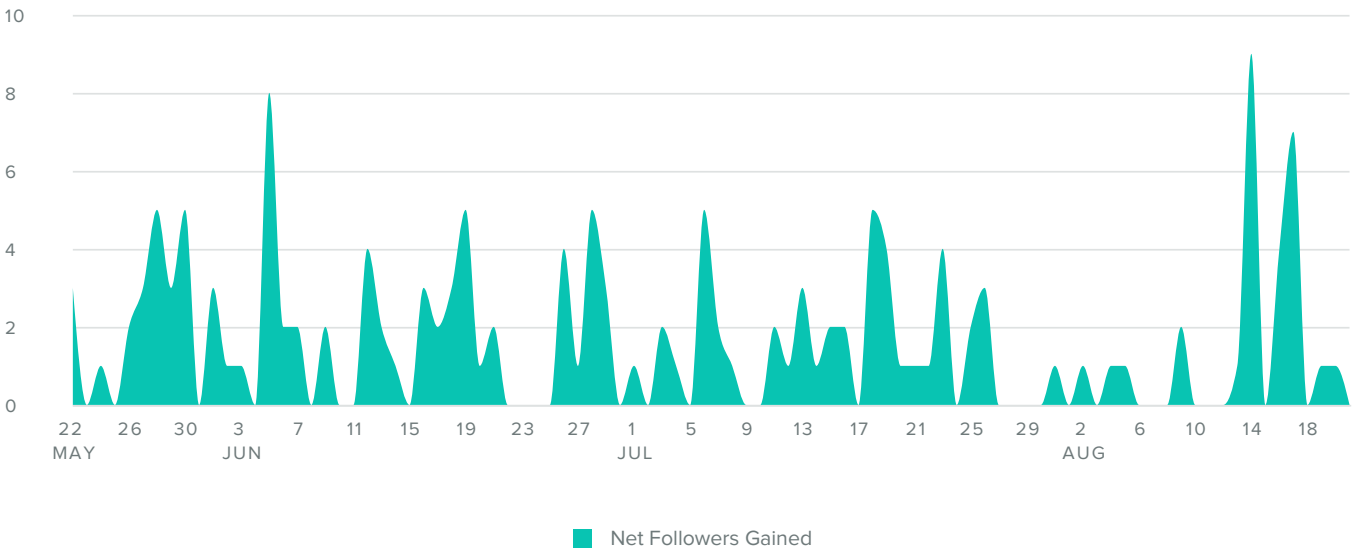
Track profile performance to determine the impact of Twitter content

Twitter Activity Overview

 240.1k Organic Impressions	 4,422 Total Engagements	 510 Link Clicks
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Twitter Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
Total Followers	2,631
Net Followers gained	104
People that you followed	-4

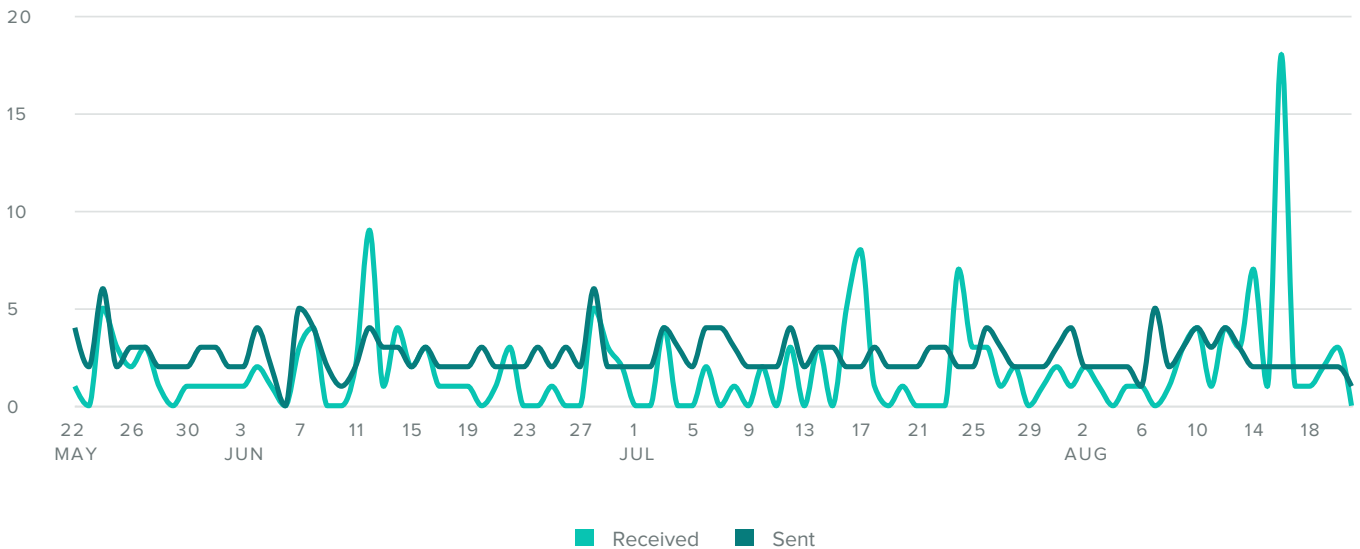
Total followers increased by

▲4.1%

since previous date range

Twitter Posts & Conversations

MESSAGES PER DAY



Sent/Received Metrics	Totals
Tweets sent	233
Direct Messages sent	6
Total Sent	239
Mentions received	168
Direct Messages received	5
Total Received	173

The number of messages you sent decreased by

-1.6%

since previous date range

The number of messages you received increased by





+13.8%

since previous date range

Twitter Top Posts, by Responses

Tweet	Potential Reach	Responses	Clicks	Retweets
<p>DevonSevernIFCA</p> <p>Please remember, if you're sea #fishing, #Bass is catch and release only this year for recreational fishers and any caught must be returned to the water immediately. This measure is part of an EU package to rebuild the fishery. https://t.co/uRQ69yrNBv</p> <p>(Tweet) by Alison H. June 11, 2018 7:22 am</p>	839.3k	90	0	82

Twitter Top Posts, by Responses

Tweet	Potential Reach	Responses ▼	Clicks	Retweets
<p>DevonSevernIFCA</p>  <p>Please remember, if you're sea #fishing, #Bass is catch and release only this year for recreational fishers and any caught must be returned to the water immediately. This measure is part of an EU package to rebuild the fishery. https://t.co/YfuVN6vP2M</p> <p>(Tweet) by Alison H. August 16, 2018 7:37 am</p>	28.9k	28	0	25
<p>DevonSevernIFCA</p>  <p>If you're lucky enough to spot a basking #shark off the #Devon or #Cornwall coast, please remember they are protected species and should not be disturbed https://t.co/GK8RBpu3mN</p> <p>(Tweet) by Alison H. August 11, 2018 1:09 pm</p>	44.6k	25	0	23
<p>DevonSevernIFCA</p>  <p>Please remember, if you're sea #fishing, #Bass is catch and release only this year for recreational fishers and any caught must be returned to the water immediately. This measure is part of an EU package to rebuild the fishery. https://t.co/Z76rABvubN</p> <p>(Tweet) by Alison H. July 23, 2018 7:37 pm</p>	22.5k	21	0	16
<p>DevonSevernIFCA</p>  <p>Have your say! @DefraGovUK are conducting a survey on how well IFCA's have worked to meet their duties in the last 4 years - all views welcome here: https://t.co/zYOzMiCdyk Survey closes 4th September. Feedback welcomed, thanks #fisheries #fishing #marine #conservation https://t.co/7yFxGehEwq</p> <p>(Tweet) by Alison H. August 11, 2018 7:09 pm</p>	29.1k	13	21	12

Twitter Impressions

ORGANIC IMPRESSIONS, BY DAY



Organic Impressions

Impressions Metrics	Totals
Average Organic Impressions per Day	2,609
Total Organic Impressions	240.1k

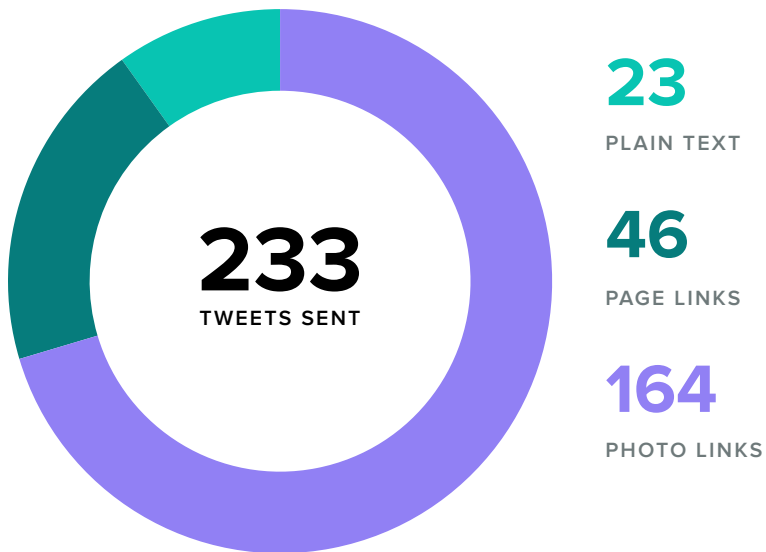
Organic Impressions increased by

-17.2%

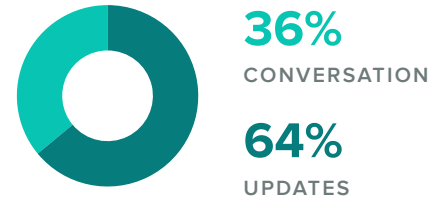
since previous date range

Twitter Publishing Behavior

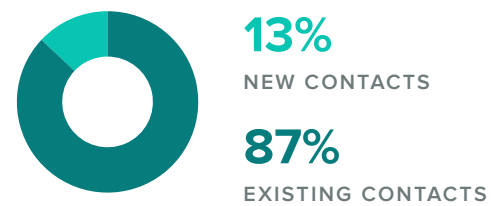
SENT MESSAGE CONTENT



CONVERSATION BEHAVIOR (LAST 100 TWEETS)

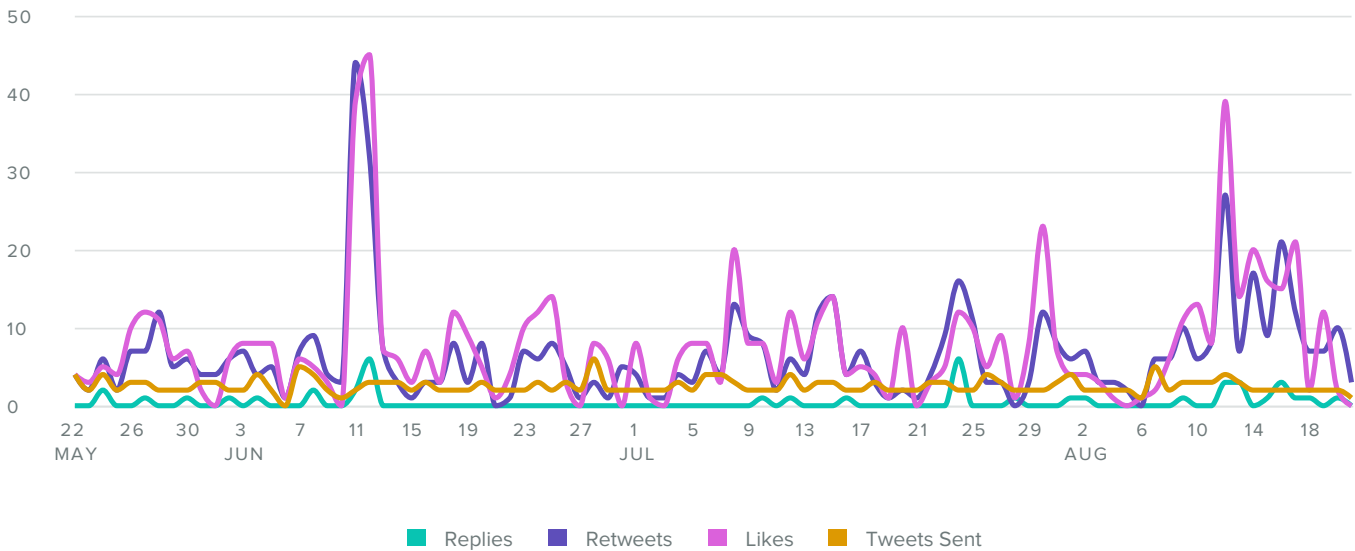


CONTACT BEHAVIOR (ALL TWEETS)



Twitter Engagement

ENGAGEMENT COUNT



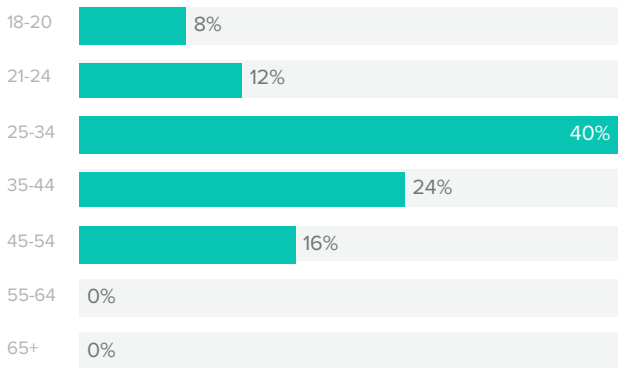
Engagement Metrics	Totals
Total Engagements	4,422
Replies	42
Retweets	610
Retweets with Comments	32
Likes	720
Engagements per Follower	1.68
Organic Impressions per Follower	91.24
Engagements per Tweet	18.98
Organic Impressions per Tweet	1,030
Engagements per Organic Impression	0.02

The number of engagements increased by **▲22.1%** since previous date range

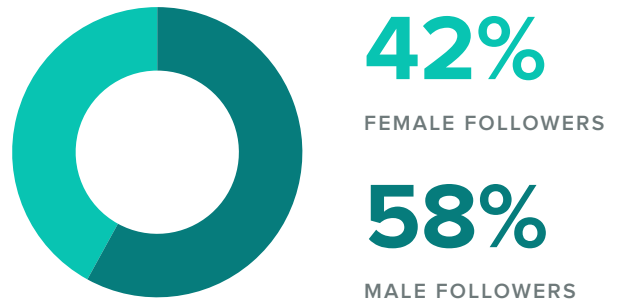
The number of organic impressions per Tweet increased by **▲14.2%** since previous date range

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
 Devon & Severn IFCA	2,631	4.1%	233	240.1k	91.24	4,422	1.68	610	510