



Twitter Profiles for **Devon & Severn IFCA**

Feb 26, 2018 - May 23, 2018

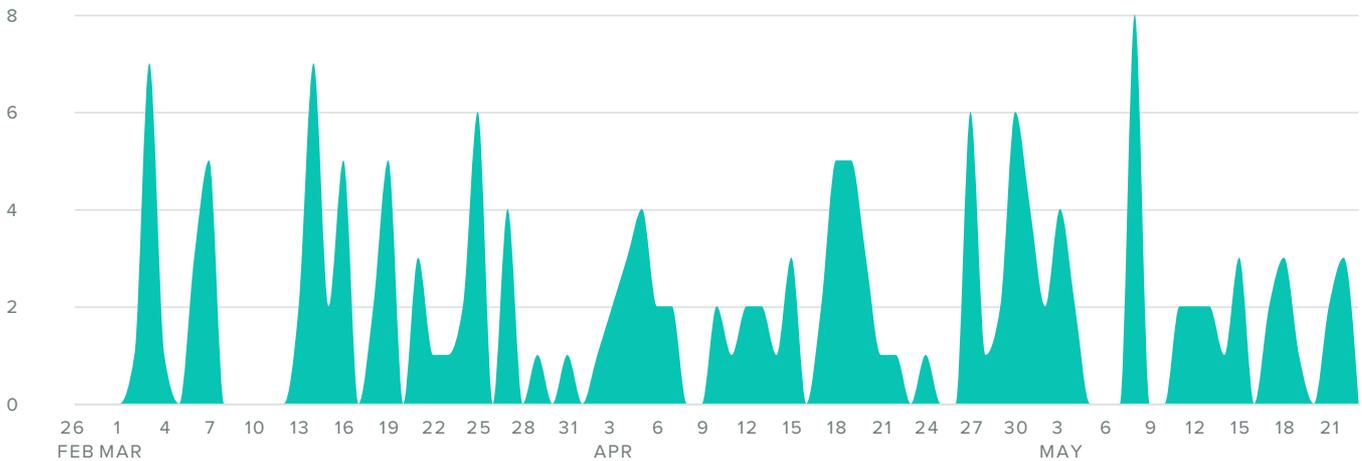
Track profile performance to determine the impact of Twitter content

Twitter Activity Overview



Twitter Audience Growth

AUDIENCE GROWTH, BY DAY



■ NET FOLLOWERS GAINED

Follower Metrics	Totals
Total Followers	2,530
Net Followers gained	130
People that you followed	159

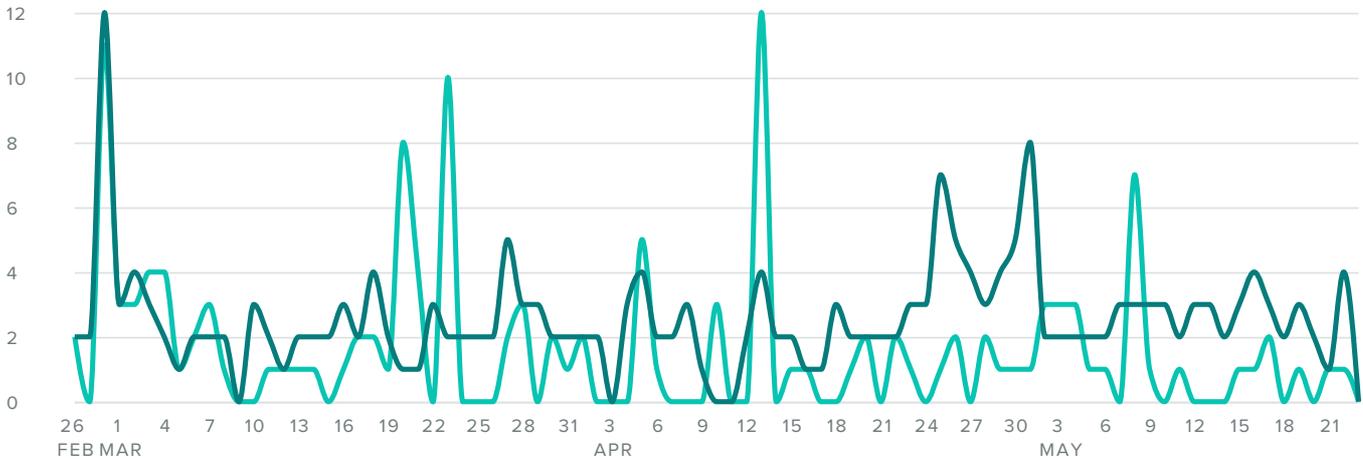
Total followers increased by

▲ 5.4%

since previous date range

Twitter Posts & Conversations

MESSAGES PER DAY



■ RECEIVED ■ SENT

Sent/Received Metrics	Totals
Tweets sent	209
Direct Messages sent	15
Total Sent	224
Mentions received	122
Direct Messages received	18
Total Received	140

The number of messages you sent decreased by

-12.2%

since previous date range

The number of messages you received increased by

+47.4%

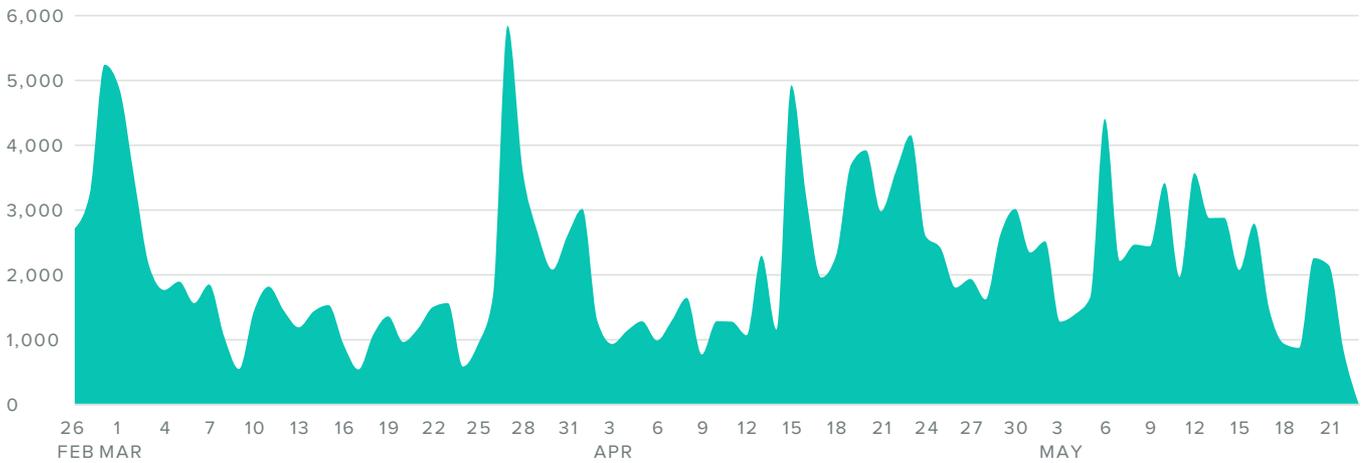
since previous date range

Twitter Top Posts, by Responses

Tweet	Potential Reach	Responses	Clicks	Retweets
<p>DevonSevernIFCA</p>  <p>Where's your nearest #beachclean? Have a look here to get involved with an organised beach clean near you with @mcsuk https://t.co/wGSPu0jtIU #Devon #OurBluePlanet @Team4Nature300 https://t.co/qSD85Lh6ft</p> <p>(Tweet) by Alison H. April 15, 2018 8:16 pm</p>	161.4k	24	40	24
<p>DevonSevernIFCA</p>  <p>Recent patrol in #Plymouth. If you suspect illegal or suspicious fishing, please report this as we actively investigate all information received. This can be reported anonymously on 01803 854648, out of hours: 07740 175479, email: office@devonandsevernifca.gov.uk #devon https://t.co/8yIxMYqEtg</p> <p>(Tweet) by Alison H. May 12, 2018 1:47 pm</p>	12.2k	13	0	13
<p>DevonSevernIFCA</p>  <p>Increased patrol capabilities with the arrival of a new boat for our Enforcement Team https://t.co/0Esri1V1qW #Devon #Severn https://t.co/uAbErzkOJE</p> <p>(Tweet) by Alison H. April 18, 2018 7:03 pm</p>	29.7k	13	56	12
<p>DevonSevernIFCA</p>  <p>The fisherman who wrote about this @RNLI training describes it as 'the biggest wake-up call of his life' #respectthewater #fishing #devon Please RT https://t.co/XxHPo6mwQT</p> <p>(Tweet) by Alison H. March 31, 2018 7:12 am</p>	10.3k	12	0	11
<p>DevonSevernIFCA</p>  <p>A recent visit to #WestonSuperMare where our Enforcement Officers removed an illegal stake net, despite the challenging mud conditions. If you suspect suspicious or illegal permit activity within the D&S District please report directly to us, anonymously on 07740 175479 #Devon https://t.co/j4Jzxeeign</p> <p>(Tweet) by Alison H. April 29, 2018 7:40 am</p>	8,676	11	0	10

Twitter Impressions

ORGANIC IMPRESSIONS, BY DAY



■ ORGANIC IMPRESSIONS

Impressions Metrics

Totals

Average Organic Impressions per Day

2,094

Total Organic Impressions

182.2k

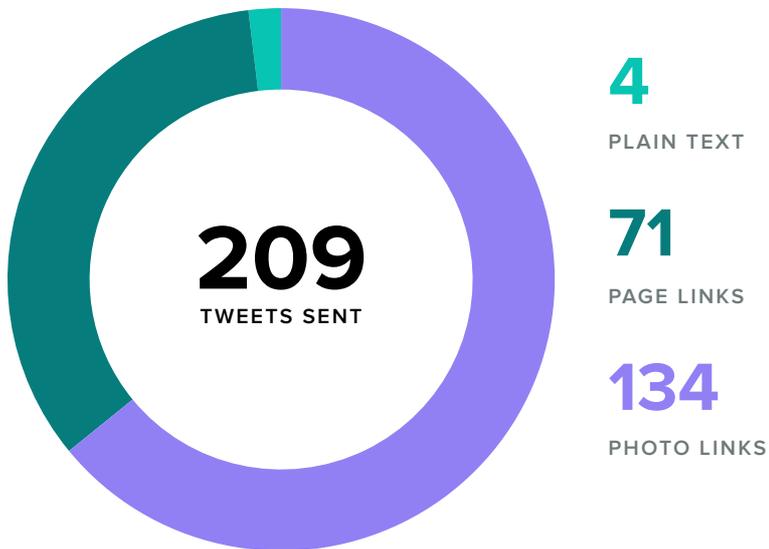
Organic Impressions decreased by

-17.1%

since previous date range

Twitter Publishing Behavior

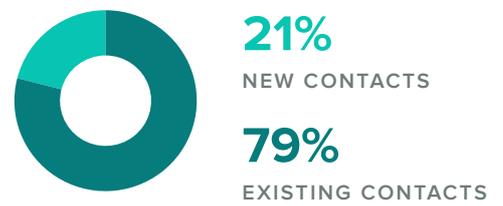
SENT MESSAGE CONTENT



CONVERSATION BEHAVIOR (LAST 100 TWEETS)

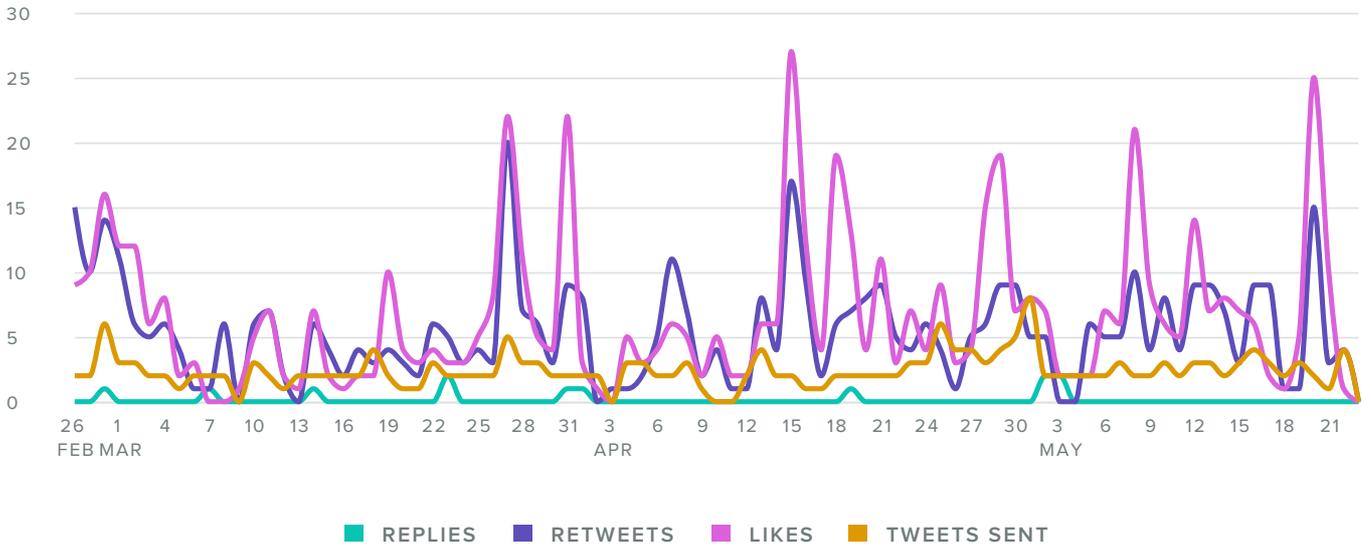


CONTACT BEHAVIOR (ALL TWEETS)



Twitter Engagement

ENGAGEMENT COUNT



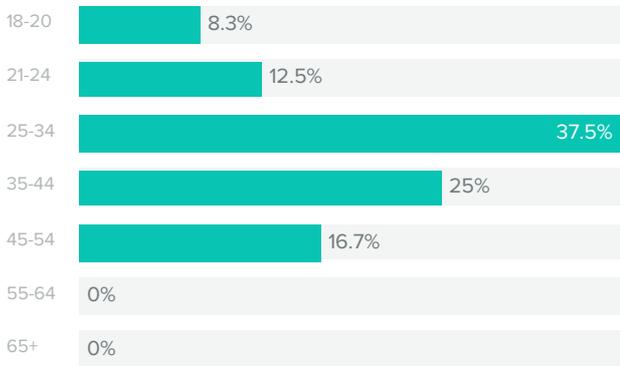
Engagement Metrics	Totals
Total Engagements	3,326
Replies	12
Retweets	472
Retweets with Comments	15
Likes	584
Engagements per Follower	1.31
Organic Impressions per Follower	72.01
Engagements per Tweet	15.91
Organic Impressions per Tweet	871.73
Engagements per Organic Impression	0.02

The number of engagements increased by **0.1%** since previous date range

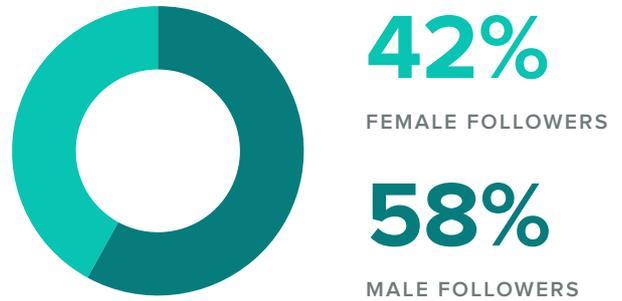
The number of organic impressions per Tweet decreased by **3.2%** since previous date range

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	2,530	5.4%	209	182.2k	72.01	3,326	1.31	472	497