




# 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




182.2k

Organic Impressions



3,326

Total Engagements

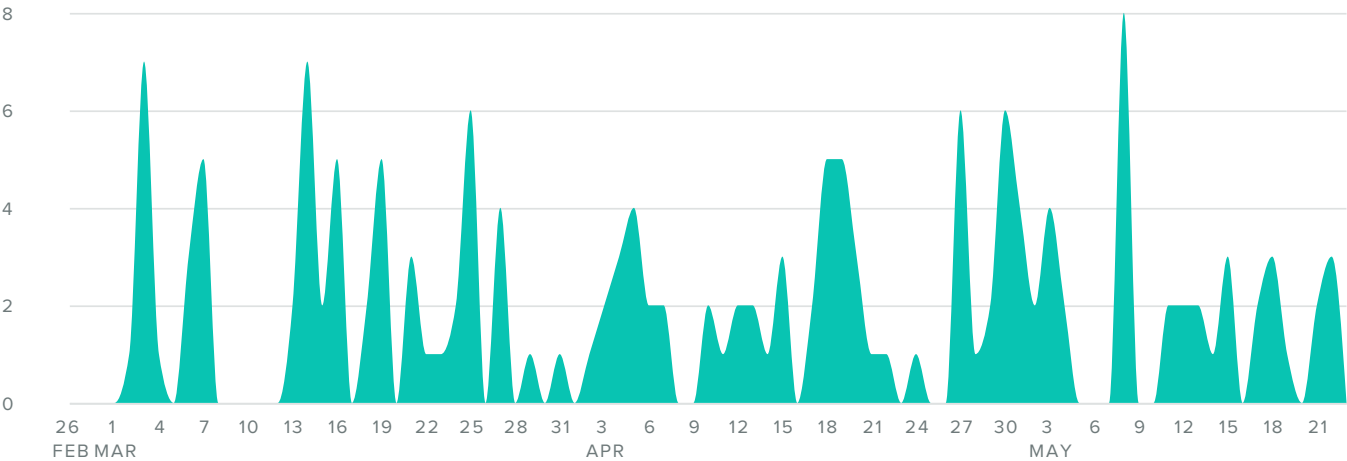


497

Link Clicks

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

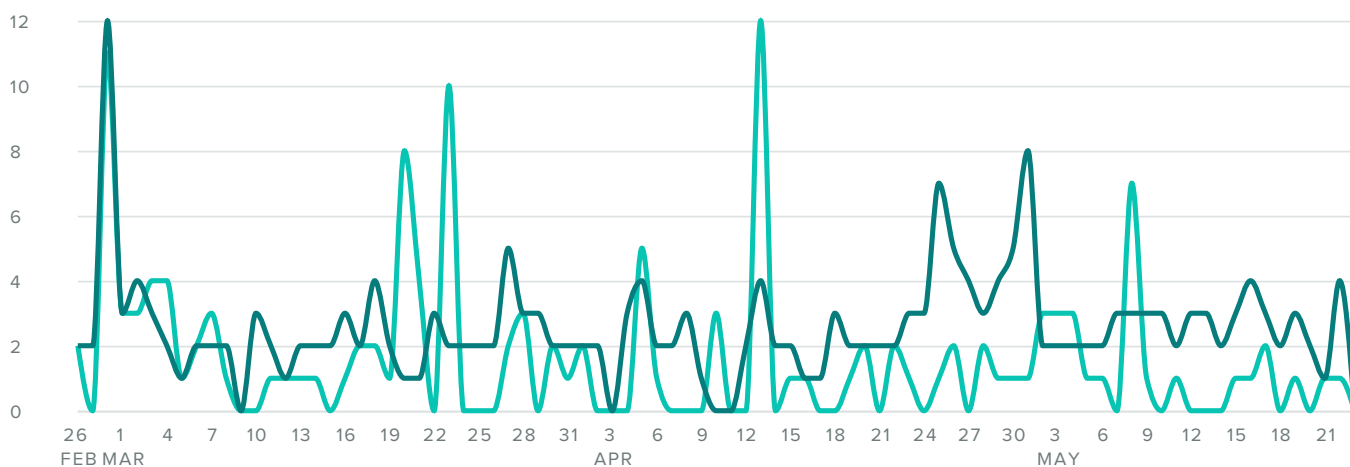
▲

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%

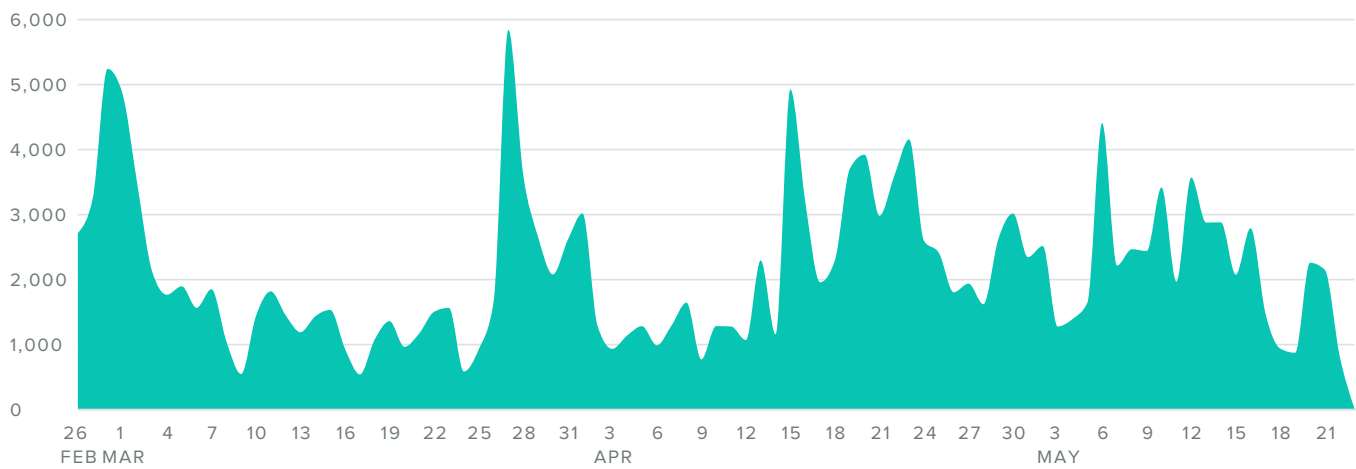
since previous date range

## Twitter Top Posts, by Responses

Tweet	Potential Reach	Responses	Clicks	Retweets
 <p><b>DevonSevernIFCA</b> Where's your nearest <b>#beachclean</b>? Have a look here to get involved with an organised beach clean near you with <b>@mcsuk</b> <a href="https://t.co/wGSPu0jtlU">https://t.co/wGSPu0jtlU</a> <b>#Devon #OurBluePlanet @Team4Nature300</b> <a href="https://t.co/qSD85Lh6ft">https://t.co/qSD85Lh6ft</a> (Tweet) by <a href="#">Alison H.</a> April 15, 2018 8:16 pm</p>	161.4k	24	40	24
 <p><b>DevonSevernIFCA</b> Recent patrol in <b>#Plymouth</b>. 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: <a href="mailto:office@devonandsevernifca.gov.uk">office@devonandsevernifca.gov.uk</a> <b>#devon</b> <a href="https://t.co/8ylxMYqEtg">https://t.co/8ylxMYqEtg</a> (Tweet) by <a href="#">Alison H.</a> May 12, 2018 1:47 pm</p>	12.2k	13	0	13
 <p><b>DevonSevernIFCA</b> Increased patrol capabilities with the arrival of a new boat for our Enforcement Team <a href="https://t.co/0Esri1V1qW">https://t.co/0Esri1V1qW</a> <b>#Devon #Severn</b> <a href="https://t.co/uAbErzkOJE">https://t.co/uAbErzkOJE</a> (Tweet) by <a href="#">Alison H.</a> April 18, 2018 7:03 pm</p>	29.7k	13	56	12
 <p><b>DevonSevernIFCA</b> The fisherman who wrote about this <b>@RNLI</b> training describes it as 'the biggest wake-up call of his life' <b>#respectthewater #fishing #devon</b> Please RT <a href="https://t.co/XxHPo6mwQT">https://t.co/XxHPo6mwQT</a> (Tweet) by <a href="#">Alison H.</a> March 31, 2018 7:12 am</p>	10.3k	12	0	11
 <p><b>DevonSevernIFCA</b> A recent visit to <b>#WestonSuperMare</b> 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&amp;S District please report directly to us, anonymously on 07740 175479 <b>#Devon</b> <a href="https://t.co/j4Jzxeeign">https://t.co/j4Jzxeeign</a> (Tweet) by <a href="#">Alison H.</a> 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

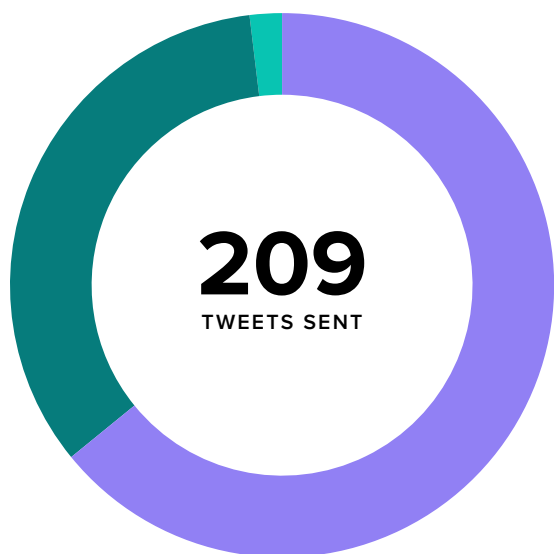
Organic Impressions decreased  
by

-17.1%

since previous date range

## Twitter Publishing Behavior

### SENT MESSAGE CONTENT

**4**

PLAIN TEXT

**71**

PAGE LINKS

**134**

PHOTO LINKS

### CONVERSATION BEHAVIOR

(LAST 100 TWEETS)

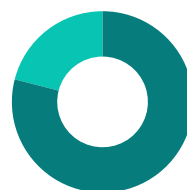
**0%**

CONVERSATION

**100%**

UPDATES

### CONTACT BEHAVIOR (ALL TWEETS)

**21%**

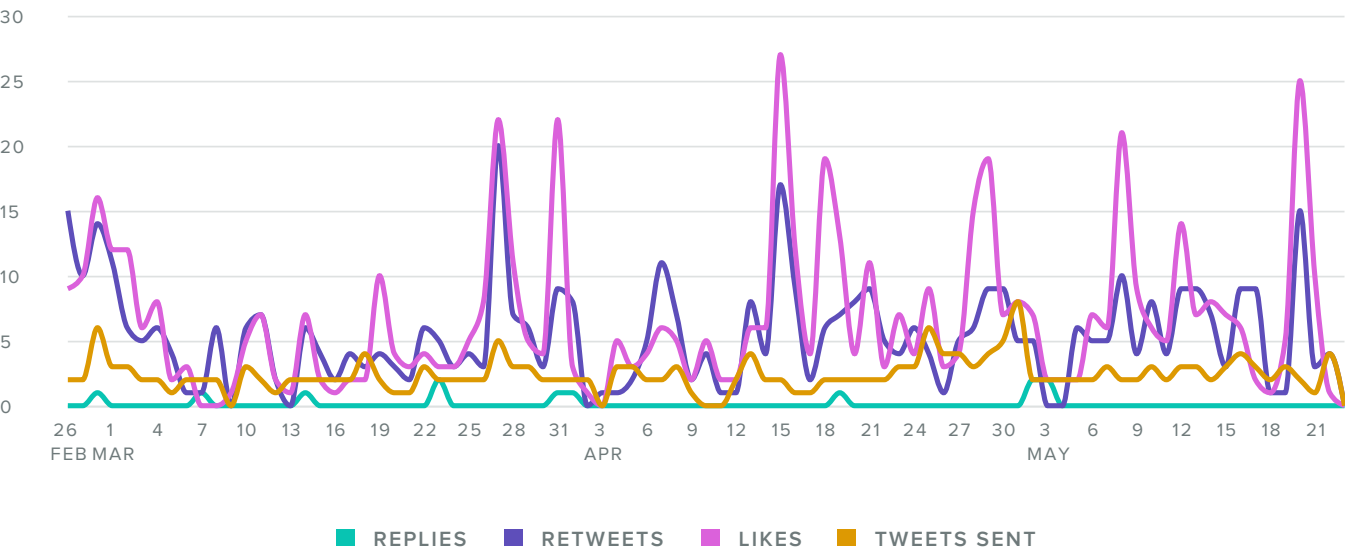
NEW CONTACTS

**79%**

EXISTING CONTACTS

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

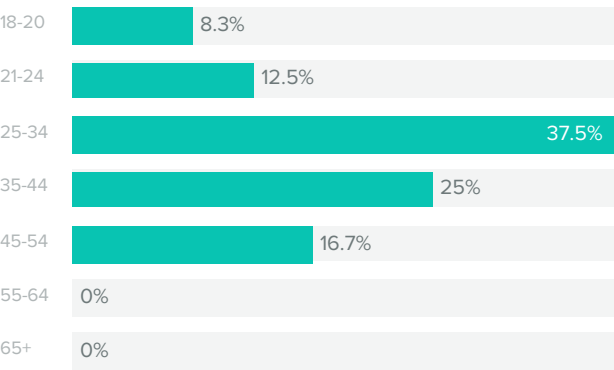
The number of organic impressions per Tweet decreased by

▼ 3.2%

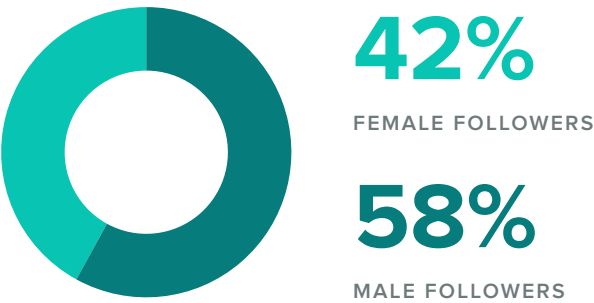
since previous date range

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