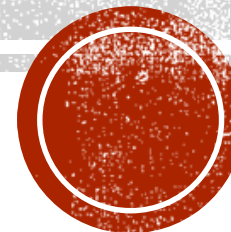


# WORLD TB DAY: SOCIAL MEDIA STATS

**STOP TB PARTNERSHIP**

MARCH 2015

Sources: Twitter analytics and TweetReach Pro (paid service)

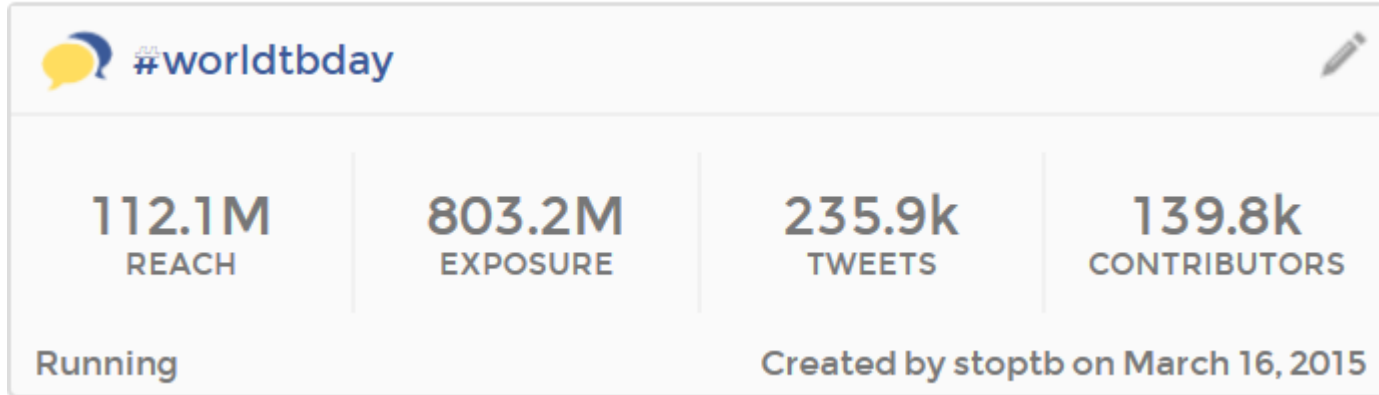


# TWITTER METRICS 101

- REACH
- EXPOSURE
- IMPRESSIONS



# #WORLDTB DAY

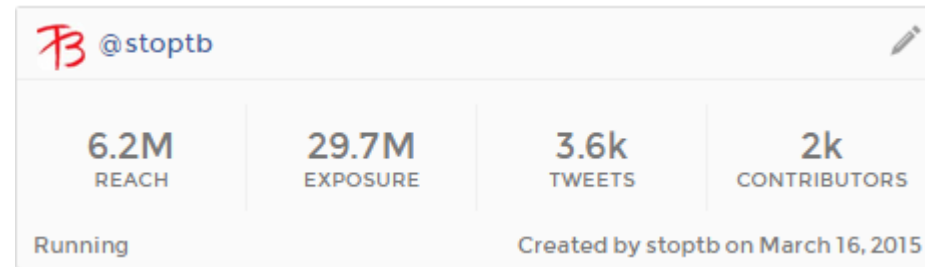


Source of data: TweetReachPro during March 16-26 2015

2014



# @STOPTB



Source of data: TweetReachPro during March16-26 2015



# REACH

- **Total number** of estimated unique Twitter **users** that tweets **about the search term** were delivered to.
- Think of reach as the size of your **maximum unique potential audience**.
- Reach provides an understanding of the **overall impact of your message or campaign**.
- A **high reach** indicates that a **broad base of different users** found your message interesting and spread it to their followers. It often means that multiple unrelated people found out about your campaign from sources outside of Twitter.
- A **lower reach** means that your message is likely only being shared among a **smaller group of people** who may be more interrelated (e.g. people in the same geographic area).



# EXPOSURE

- The total **number of times** tweets about the **search term** were delivered to Twitter streams, or the number of overall potential impressions generated.



# IMPRESSIONS

- When we say "impression", we mean that a tweet has been delivered to the Twitter stream of a particular account.
- Not everyone who receives a tweet will read it, so you should consider this a measure of potential impressions.
- Actual impressions will likely be between 1% and 20% of your potential impressions.



# REACH, EXPOSURE, IMPRESSIONS

## Two users tweet

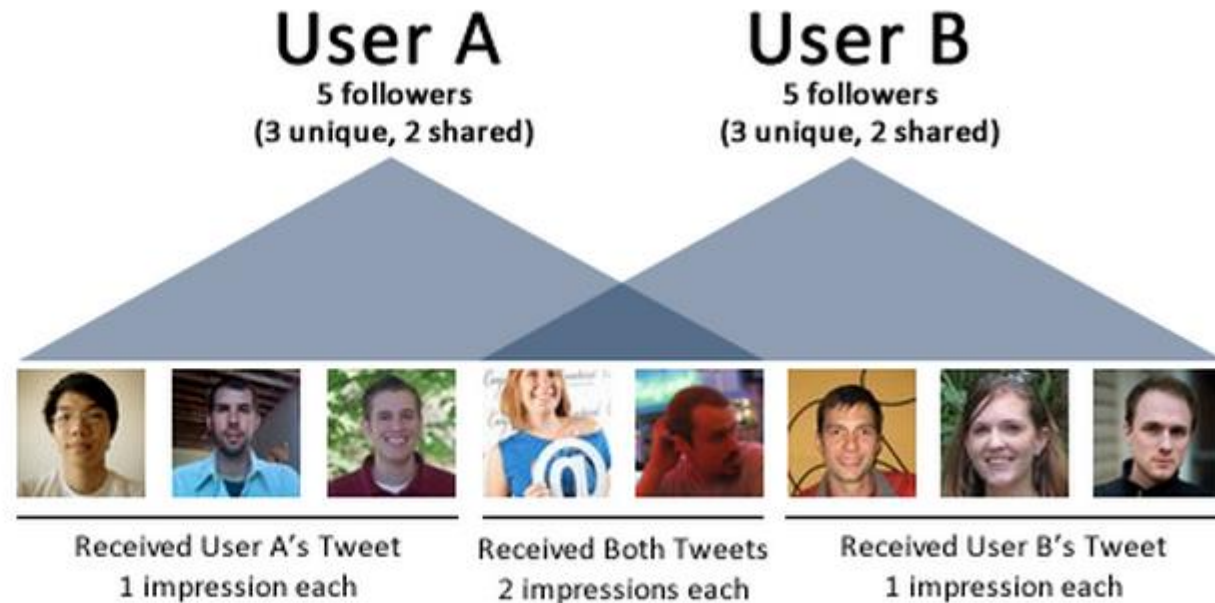
User A and User B each send out a tweet to their followers about a particular topic.

## Reach: 8 unique users

Eight different users received at least one tweet from Users A & B

## Exposure: 10 impressions

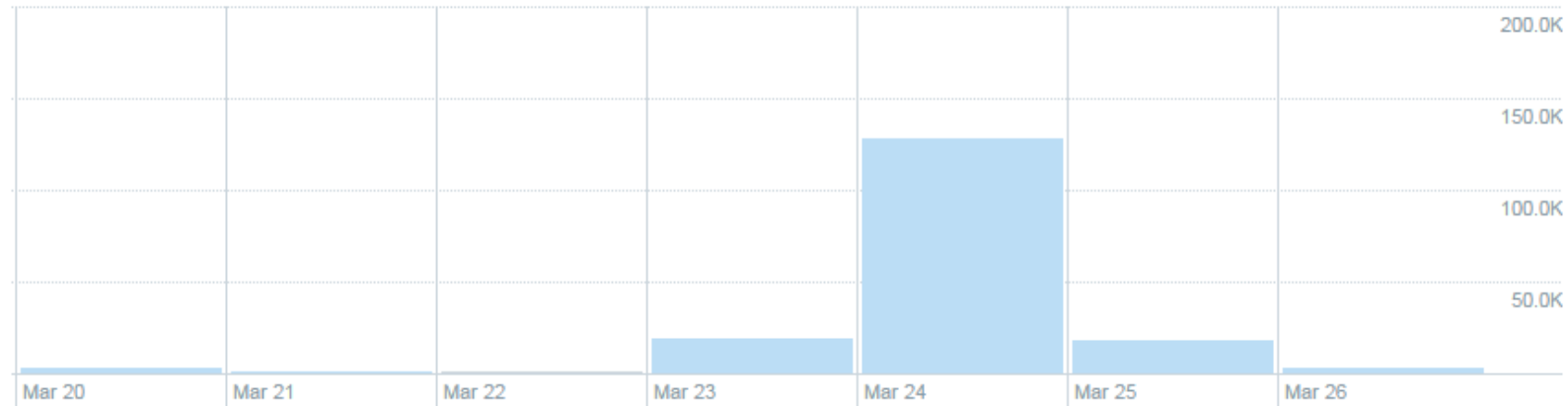
Six users received one impression each. Two users received 2 impressions each.





# @STOP TB ON WORLD TB DAY

Your Tweets earned 170.4K impressions over this 7 day period



**YOUR TWEETS**  
During this 7 day period, you earned  
**24.5K impressions per day.**



# STOPTB SNAPSHOT

## TWEETREACH SNAPSHOT FOR **@stoptb**

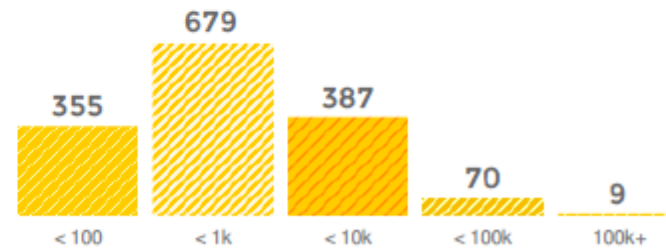
### ESTIMATED REACH

**2,712,372**

ACCOUNTS REACHED

### EXPOSURE

**4,910,556** IMPRESSIONS



Bars show number of tweets sent by users with that many followers



# @STOP TB ON #WORLDTB DAY

TWEETS	AVG TWEETS/DAY	AVG TWEETS/CONTRIBUTOR	AMPLIFICATION
101.9k 109.1k 25k	21,443	1.7	7.16x

StopTB Impressions on  
#worldtbdays  
1.2M

WHO Impressions on  
#worldtbdays  
41M

## TOP CONTRIBUTORS

	IMPRESSIONS
WHO	41,755,678
UN	34,677,560
timesofindia	28,247,164
guardian	17,016,946
gatesfoundation	12,843,218



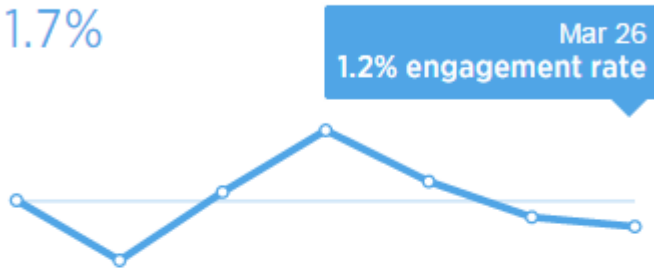
# ENGAGEMENT RATE: RETWEETS AND REPLIES, AVERAGE RETWEETS RATE

## Engagements

Showing 7 days with daily frequency

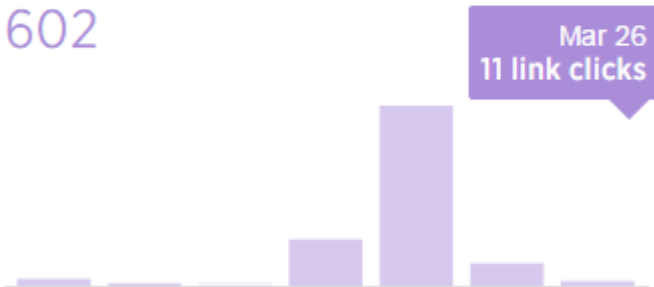
### ENGAGEMENT RATE

1.7%



### LINK CLICKS

602



On average, you earned **86 link clicks** per day

### RETWEETS

966



On average, you earned **138 Retweets** per day

### FAVORITES

327



On average, you earned **47 favorites** per day

### REPLIES

57



On average, you earned **8 replies** per day



# CONTRIBUTORS / FOLLOWERS

- Such as contributors who have engaged the most with your content and generated the highest exposure.

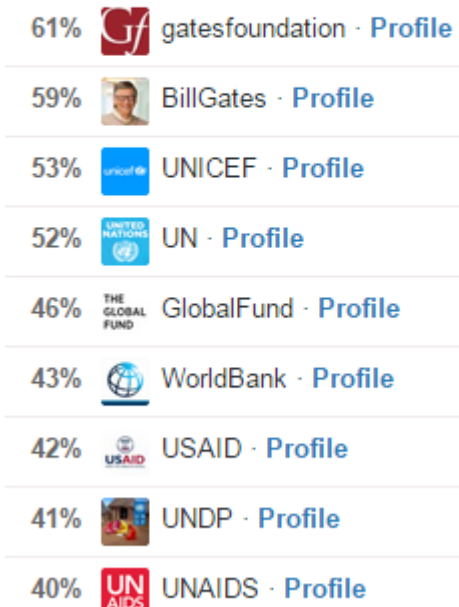
## TOP CONTRIBUTORS



## Gender



## Your followers also follow



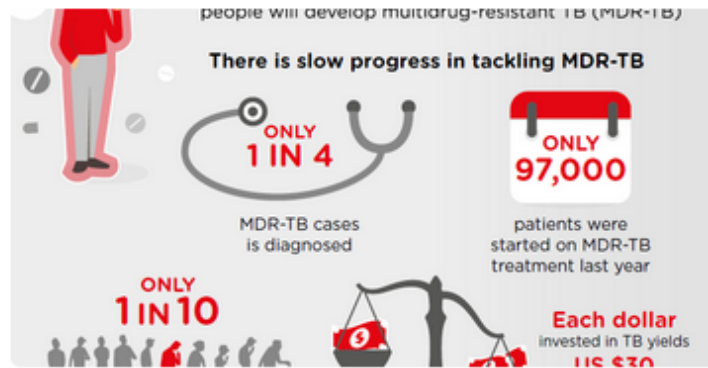
# TOP TWEETS

**Top Tweet** earned 74.4K impressions

Only 1 in 10 people living with multi-drug resistant TB successfully treated.

[#WorldTBDay](#) [tinyurl.com/oaew7zd](https://tinyurl.com/oaew7zd)

[pic.twitter.com/Xak2kmbs0T](https://pic.twitter.com/Xak2kmbs0T)



👤 4 🔄 176 ⭐ 54

[View Tweet details](#)

[View all Tweet activity](#)

**Top mention** earned 1,537 engagements



**United Nations**

@UN · Mar 23

Reach. Treat. Cure everyone. Tuesday is [#WorldTBDay](#). New [@StopTB](#) infographic:

[tinyurl.com/k9cghjp](https://tinyurl.com/k9cghjp)

[pic.twitter.com/kHbzdYu4s0](https://pic.twitter.com/kHbzdYu4s0)

👤 12 🔄 274 ⭐ 120

[View Tweet](#)

**Top media Tweet** earned 10.2K impressions


Check out a new infographic on TB

[tinyurl.com/oaew7zd](https://tinyurl.com/oaew7zd) [#WorldTBDay](#)

[pic.twitter.com/AHMF16BAnb](https://pic.twitter.com/AHMF16BAnb)



# WHAT EXCITES PEOPLE?

	<u>Impressions</u>	<u>Engagements</u>	<u>Engagement rate</u>
 <b>Stop TB Partnership</b> @StopTB · Mar 25 Human Rights for Those Affected by TB <a href="https://tinyurl.com/nn4l5aw">tinyurl.com/nn4l5aw</a> @GlobalFund <a href="https://pic.twitter.com/vvKzDcQ71E">pic.twitter.com/vvKzDcQ71E</a>	2,122	29	1.4%
<b>Stop TB Partnership</b> @StopTB · Mar 25 A photo essay: "Treating Multi-Drug Resistant Tuberculosis" by @UNITAID <a href="https://tinyurl.com/qcvr5hx">tinyurl.com/qcvr5hx</a> <a href="#">View Tweet details</a>	684	20	2.9%
<b>Stop TB Partnership</b> @StopTB · Mar 24 Dr. Sahu Suvanand from @StopTB speaking now at #WorldTBDay event in Geneva sharing result of our staff TB testing. <a href="https://pic.twitter.com/9XictgQ0qy">pic.twitter.com/9XictgQ0qy</a>	530	18	3.4%
<b>Stop TB Partnership</b> @StopTB · Mar 24 Leave no one behind this #worldtbd day. Access to #TB care is a right. #ReachTreatCureEveryone <a href="#">View Tweet details</a>	1,018	14	1.4%



# THE TONE OF THE TWEETS - STAIID INFORMATION ROCKS



	<u>Impressions</u>	<u>Engagements</u>	<u>Engagement rate</u>
<b>Stop TB Partnership</b> @StopTB · Mar 24 On <b>#WorldTBDay</b> <b>#GDF</b> reaffirms commitments to save lives, to strengthen national supply management systems & sustainable procurement capacity	475	16	3.4%
<b>Stop TB Partnership</b> @StopTB · Mar 24 Sand art from the coast of Eastern India on <b>#WorldTBDay</b> . Reputed Sand Artist Manas Kumar Sahoo <a href="http://manassand.com">manassand.com</a> <a href="https://pic.twitter.com/7A2zJYOesV">pic.twitter.com/7A2zJYOesV</a>	780	49	6.3%
<b>Stop TB Partnership</b> @StopTB · Mar 24 The Price of a Pandemic: Counting the cost of MDR-TB <b>@APPGTB</b> <a href="https://tinyurl.com/m3j4xgm">tinyurl.com/m3j4xgm</a> <a href="https://pic.twitter.com/U9Moh1amf0">pic.twitter.com/U9Moh1amf0</a>	2,406	59	2.5%
<b>Stop TB Partnership</b> @StopTB · Mar 24 Where are the Missed 3 Million? Check out our new factsheet for <b>#WorldTBDay</b> with an update on each region. <b>#TB</b> <a href="https://pic.twitter.com/7gzlmQLu9f">pic.twitter.com/7gzlmQLu9f</a>	8,611	222	2.6%





# KEY TAKEAWAYS



1. Infographics get maximum traction.
2. Link to influential contributors
3. Numbers are popular.
4. Aspirational tweets are great.
5. Photographs are popular.
6. Separate twitter handles/ hashtags for TB REACH & GDF?
- 7. Apologies on social media work**
- 8. Pays to be transparent and honest**

**Stop TB Partnership @StopTB · Mar 23**  
 Check out a new infographic on TB [tinyurl.com/oaew7zd](http://tinyurl.com/oaew7zd)  
[#WorldTBDay pic.twitter.com/AHMF16BAnb](https://pic.twitter.com/AHMF16BAnb)

**Stop TB Partnership @StopTB · Mar 24**  
 Our apologies! Pls use this updated link to disseminate our infographic [tinyurl.com/oaew7zd](http://tinyurl.com/oaew7zd) Rectified: 1 in 4 MDR-TB cases diagnosed

<u>Impressions</u>	<u>Engagements</u>	<u>Engagement rate</u>
10,594	267	2.5%
529	33	6.2%



# FACEBOOK: REAL-TIME CURATION



**THIS WEEK**

**284**  
Page Likes

**103,862**  
Post Reach

