Twitter Impression Tracking: The Basics

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Why Social Media?

- Interact with partners
- Recruit new champions
- Identify and track trends
- Engage immediately to
  - Solicit feedback
  - Start or expand discussions
  - Share photos and videos
  - Communicate news
What is Twitter?

• A microblogging platform, where each message is limited to 140 characters
• An efficient way to disseminate messages
• Reaching and interacting with partners, subscribers, and followers where they get information
What are TwitterViews & TwitterChats?

• Conversations with public health leadership, agencies, organizations and individuals on Twitter
• Used to promote research, publications, activities, national observance days, etc.
• Posted to CDC NPIN Facebook Page www.facebook.com/cdcnpin
Measuring Outcomes

- Participants
- Number of tweets
- Messages/ Retweets
- Unique questions
- Shared resources
- Potential reach
- New connections
- Web site visits
Reach is an Assumption & Approximation

This metric is calculated under the broad assumption that a Twitter user will eventually look at any tweet posted by someone the user follows. This is technically untrue, because some Twitter users are completely inactive, but this assumption provides a reasonable approximation of the total number of views that any one tweet will receive.
Impressions can be Duplications

It’s important to realize that “impressions” means the number of times a person is sent that particular tweet. If the same person is sent your tweet four times, it equals four “impressions.”

User A
- 5 followers
- 3 unique, 2 shared

User B
- 5 followers
- 3 unique, 2 shared

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

Would your message 4 times?
There’s not one easy solution

Free Tools

• Glimpse the conversation volume around your topic
• Great for preliminary/ad hoc research without heavily investing resources
• They have their limitations
  – # of tweets
  – Timeframe/period
• Examples
  – Healthcare Hashtag Project
  – Tweet Reach
  – Hashtracking
There’s not one easy solution

Purchased Services

• Provide more robust keywording

• Allows conversation mining across blogs, forums, Twitter, and other user generated content sites

• Examples:
  – Radian 6
  – PeopleBrowsr
  – Lithium
Let’s examine a few screenshots!
#HIV analytics

Healthcare Social Media Analytics

From: Mon May 14 00:00:00 PDT 2012
To: Tue May 15 00:00:00 PDT 2012
change time period

Read the #HIV Transcript for this period

Explore the world of healthcare social media: Healthcare Conferences - Healthcare Tweet Chats - Disease Hashtags

Learn more about #HIV at The Healthcare Hashtag Project

Source: The Healthcare Hashtag Project
http://www.symplur.com/healthcare-hashtags/
This is an example, not an endorsement!
Showing the most recent 50 of 105 total tweets
Want more data? Get the full report.

TweetReach Report for
@CDCNPIN

reach

207,992
accounts reached

exposure

271,470 impressions
188,933
1 tweet
8,844 2-4 tweets
9,197 5-7 tweets
1,018 8+ tweets

activity

50 tweets
44 contributors
5 days

Source: Tweet Reach http://tweetreach.com/
This is an example, not an endorsement!
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#HEPAWARE HashTracking.com Report

33 tweets generated 110,208 impressions, reaching an audience of 30,052 followers within the past 24 hours

Calculated from up to about 1,500 tweets | Generated Tue May 15 2012 17:20:32 GMT-0400 (Eastern Daylight Time)

About 48 hours ago Today, more Americans are dying from viral hepatitis than #HIV/ #AIDS. Learn more in our latest blog post: http://t.co/x90foVz2 #HepAware

About 3 hours ago RT @CDCNPIN: @HHS_DrKoh & @CDC_DrFenton holding #HepAware TwitterChat on May 17, 12 PM EST. Spread the word. Use #HTDchat to submit Qs to @cdchepl!

Top 10 by number of impressions
1. cdchepl: 67,116
2. cdcpin: 32,865
3. hepbfoundation: 2,395
4. princessdelap: 1,396
5. alturam: 1,118
6. drpatfarrell: 1,093
7. aniz_inc: 1,020
8. echominnesota: 607
9. t_onate: 551
10. gadph: 483

Source: Hashtracking [http://www.hashtracking.com/]
This is an example, not an endorsement!
Excited? We are too!
Take Home Messages

• Every program, every brand, every campaign is different
• Find the metrics that make sense for your specific goals and be able to quantify the results with those
• There are tools out there, both free and paid, basic and advanced
• NPIN is available to provide technical assistance
Questions or suggestions?

Contact me:
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Also find CDCNPIN on

[Social media icons]