

WELCOME

Week 2.2-Big Social Twitter

Dublin 15 Disability Peer Support Group

presents

Online Savvy Classes

with Barbara Franzoni

Free course for people with disabilities

Every Tuesday in August 2-4pm

Blanchardstown Library





Log On to twitter.com

@BarbaraFranzon1

.....

Log in

☒ Remember me · [Forgot password?](#)

New to Twitter? Sign up

Full name

@BarbaraFranzon1

.....

Sign up for Twitter



Twitter Profile

Home Moments Notifications Messages



Search Twitter



Tweet



Tweets **8,813** Following 3,372 Followers 3,224 Likes 15.1K Lists 11 Moments 3

Edit profile

Barbara Franzoni

@BarbaraFranzon1

Creative Digital Media / Mammy / Kitchen Roll's biggest fan. Learning, laughing & baking. Please follow @D15ability :) #AbleHour #film #radio

Dublin Ireland

Tweets Tweets & replies Media

Pinned Tweet



Barbara Franzoni @BarbaraFranzon1 · Jul 27

Very excited to work with @D15ability again! Free computer networking course for #pwd Get #OnlineSavvy Tuesdays 2-4 #disability #AbleHour RT

Dublin 15 Disability Peer Support Group
presents

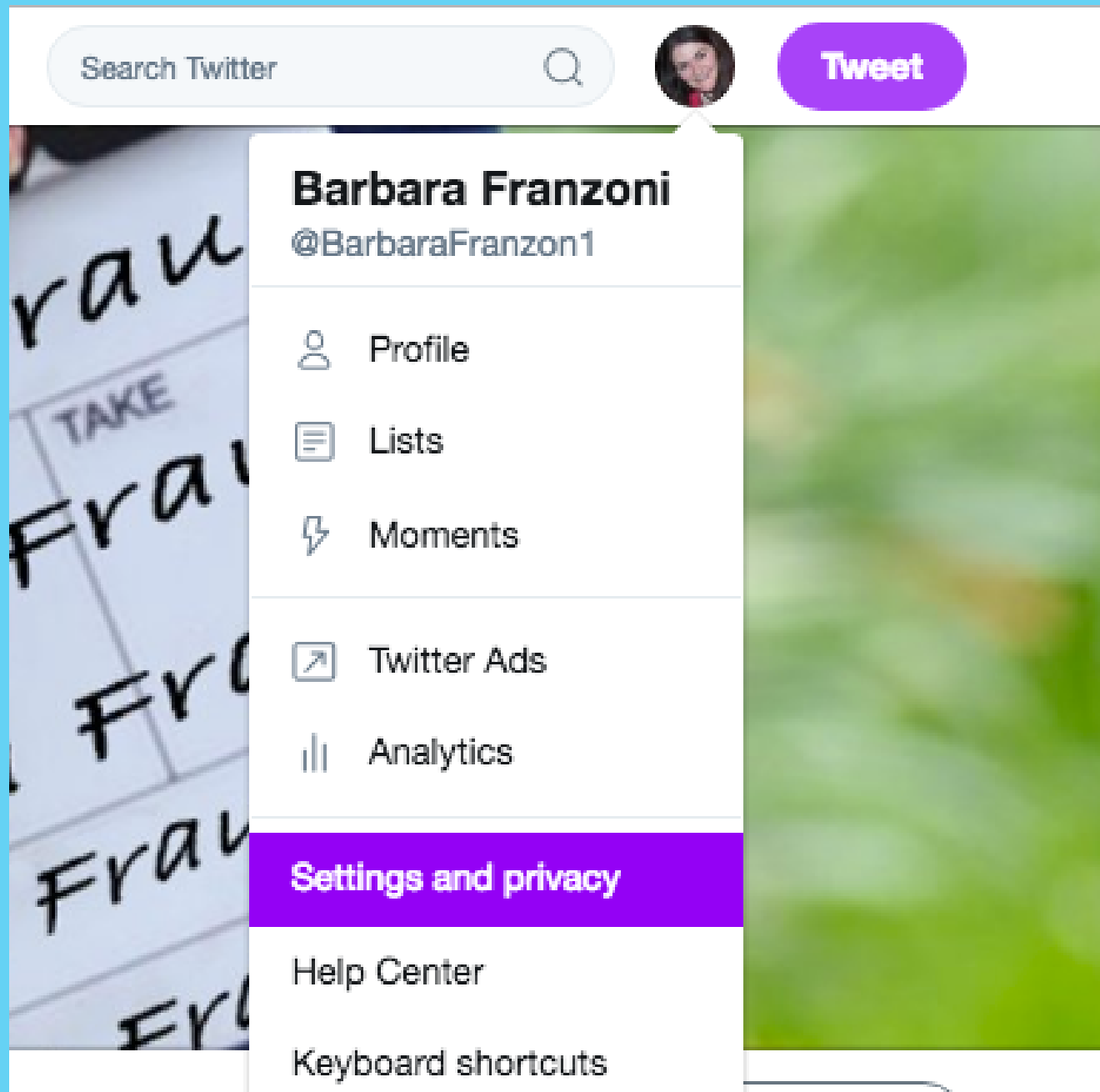
Your Tweet activity

Your Tweets earned **8,515 impressions** over the last **week**





Twitter Privacy?





Barbara Franzoni
@BarbaraFranzon1

Account >

Privacy and safety >

Password >

Mobile >

Email notifications >

Notifications >

Web notifications >

Find friends >

Muted accounts >

Muted words >

Blocked accounts >

Apps >

Account

Username

BarbaraFranzon1

<https://twitter.com/BarbaraFranzon1>

Email

bfranzoni3@gmail.com

Email will not be publicly displayed. [Learn more.](#)

Language

English

Interested in helping translate Twitter? Check out the [Translation Center](#)

Time zone

(GMT-07:00) Pacific Time (US

Security

Login verification

☐ Verify login requests

After you log in, Twitter will send a SMS message with a code that you need to access your account.

Password reset

☐ Require personal information to reset my password

When you check this box, you will be required to verify additional information before you can request a password reset with just your @username. If you have a phone number on your account, you will be asked to verify that phone number before you can request a password reset with just your address.



Barbara Franzoni
@BarbaraFranzon1

- Account >
- Privacy and safety** >
- Password >
- Mobile >
- Email notifications >
- Notifications >
- Web notifications >
- Find friends >
- Muted accounts >
- Muted words >
- Blocked accounts >

Privacy

Tweet privacy

☐ Protect my Tweets

If selected, only those you approve will receive your Tweets. Your future Tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places. [Learn more](#).

Tweet location

☐ Add a location to my Tweets

When you tweet with a location, Twitter stores that location. You can switch location on/off before each Tweet. [Learn more](#)

[Delete location information](#)

This will delete location labels you have added to your Tweets. This may take up to 30 minutes.

Photo tagging

- ☒ Allow anyone to tag me in photos
- ☐ Only allow people I follow to tag me in photos
- ☐ Do not allow anyone to tag me in photos

Discoverability

- ☒ Let others find me by my email address
- ☐ Let others find me by my phone number

This setting will take effect once you add a phone number. [Add now](#)
[Learn more](#) about how this data is used to connect you with people.



Edit Profile



Change your header photo

Tweets 8,813 Following 3,372 Followers 3,224 Likes 15.1K Lists 11 Moments 3

Cancel

Save changes

Barbara Franzoni

@BarbaraFranzon1

Creative Digital Media / Mammy / Kitchen Roll's biggest fan. Learning, laughing & baking. Please follow @D15ability :) #AbleHour #film #radio 😊

Dublin Ireland

www.barbarafranzoni.com

Theme color

Birthday

Tweets Tweets & replies Media



Pinned Tweet



Barbara Franzoni @BarbaraFranzon1 · Jul 27

Very excited to work with @D15ability again! Free computer networking course for #pwd Get #OnlineSavvy Tuesdays 2-4 #disability #AbleHour RT

Dublin 15 Disability Peer Support Group
presents

Online Savvy Classes
with Barbara Franzoni

Free course for people with disabilities
Every Tuesday in August 2-4pm

Your Tweet activity

Your Tweets earned 8,515 impressions over the last week



View your top Tweets

Who to follow · Refresh · View all



Gary O'Meara #Meath @... x

Follow



What's a Tweet



Barbara Franzoni

@BarbaraFranzon1



Looking forward to delivering another
#OnlineSavvy class today in
#Blanchardstown for **@D15ability** Let's get
social **#pwd** **#AbleHour**



3:22 AM - 8 Aug 2017

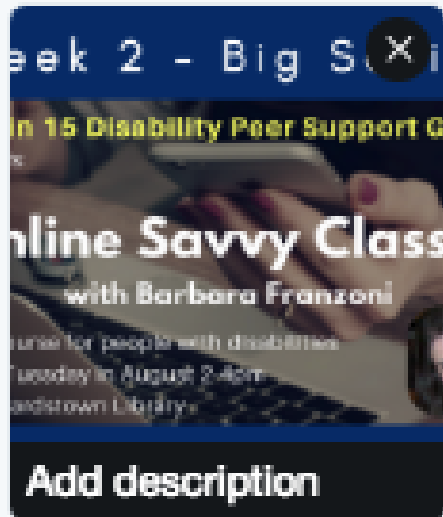


VIRAL!

Compose new Tweet



Looking forward to delivering another [#OnlineSavvy](#) class today in [#Blanchardstown](#) for [@D15ability](#) Let's get social [#pwd](#) [#AbleHour](#)



Who's in this photo?



11

Tweet

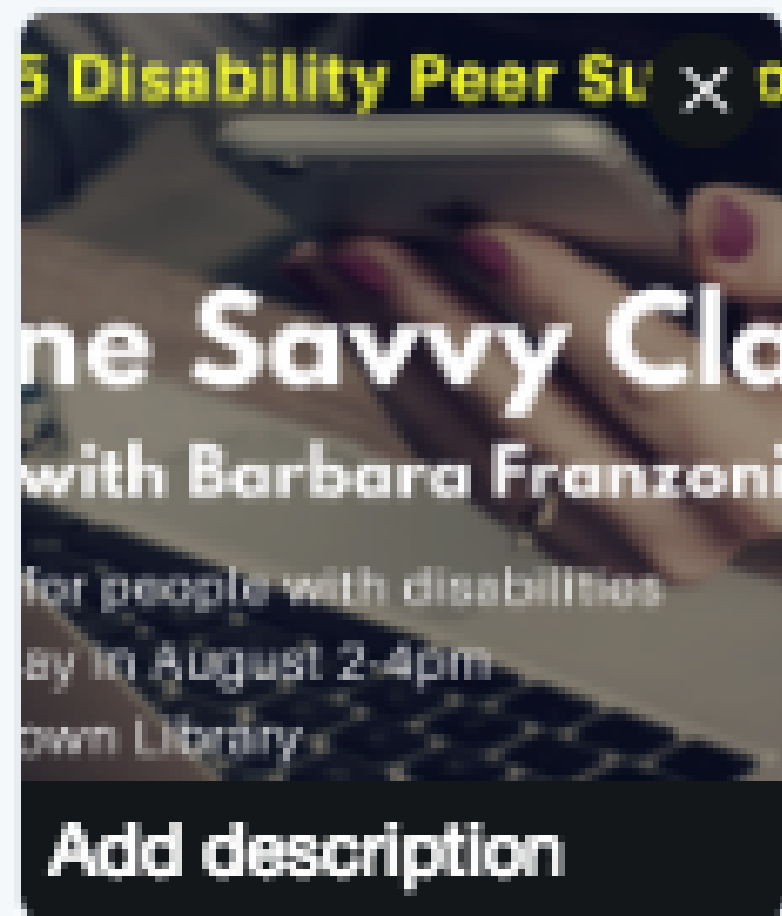
Tag

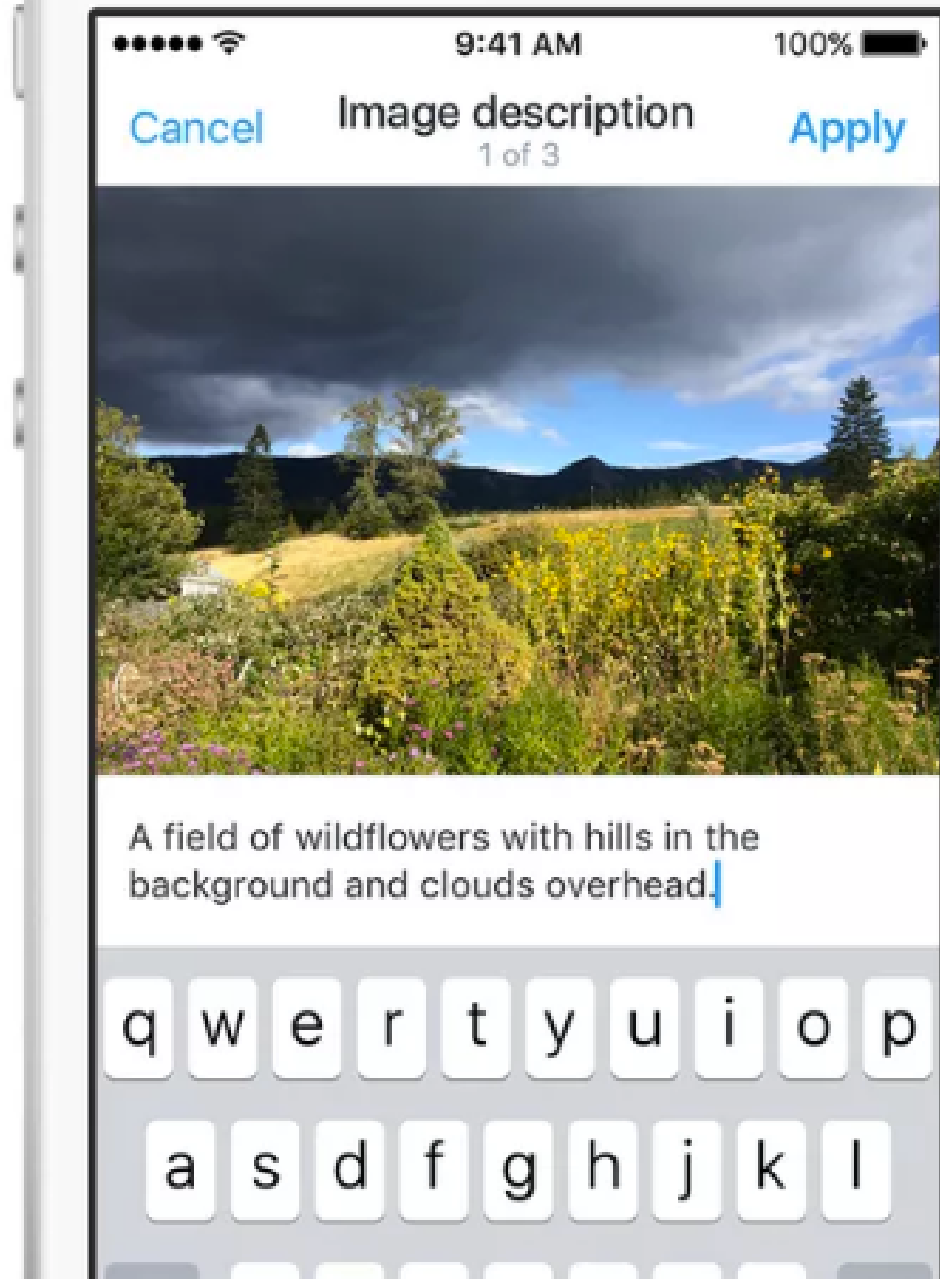
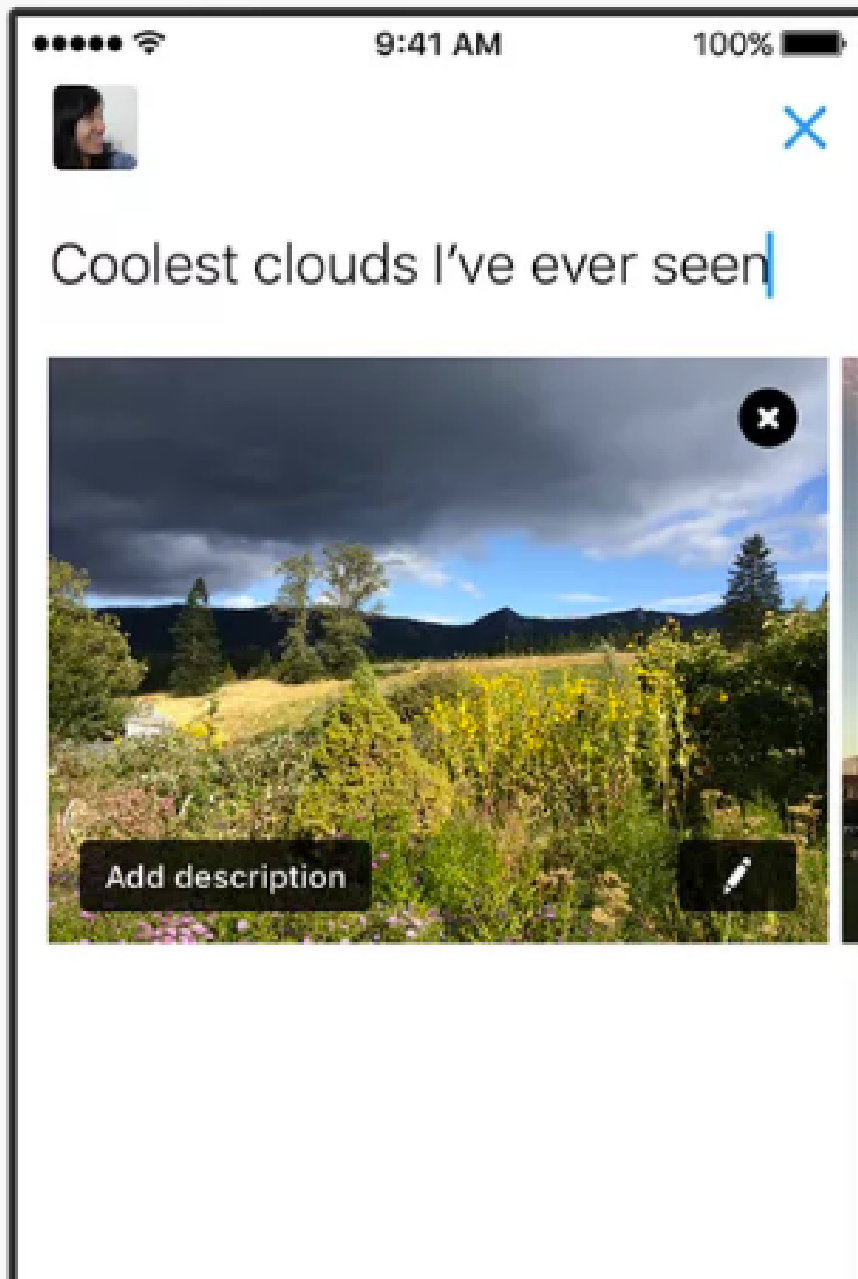


Hashtag

Picture

#OnlineSavvy class 2 hou
#pwd #AbleHour





Hashtags

Categorise / Find / Track

Accessibility Caring Isolation PA Hours Transport etc

Let's talk about disability in Ireland

#AbleHour



Thursday 8pm - 9pm

Tweet with the hashtag [#AbleHour](#) to join in the chat

Worldwide Trends

Westminster

95K Tweets

#DiaMundialDelAgua

60K Tweets

Parliament

175K Tweets

#worldwaterday 🌍

307K Tweets

#Londres

7,651 Tweets

#FelizMiercoles

38.3K Tweets

#wednesdaywisdom

61.2K Tweets

Death Note

8,410 Tweets

House of Commons

13.3K Tweets

いちご100

34.3K Tweets

Ireland Trends · [Change](#)

Martin McGuinness

Martin McGuinness dies, aged 66

#WorldPoetryDay

Having fun with World Poetry Day

#InternationalDayOfHappiness

@DBpsychology, @AltWaysToHeal and 14 more are Tweeting about this

#CBLive

@traininglre, @ruairimckiernan and 2 more are Tweeting about this

#vinb

@Donal_OKeeffe is Tweeting about this

Ryan McBride

Football community pays tribute to Ryan McBride

#SpeakOut

@zeminarevent is Tweeting about this

Wales

27.5K Tweets

Roy Keane

Derry City

5,908 Tweets

What's everyone talking about

#Trends

#SocialListening

#FERGUSON

#JeSuisCharlie

#BlackLivesMatter

#LoveWins

Emma Watson @EmWatson · Oct 8
Twitter HQ painted our #HeForShe hashtag
on their wall:

#HeForShe

View more photos



NefariousBanana
@NefariousBanana

#StopGamerGate because I don't want to fear for my life if I
attend a feminist seminar.

2:08 AM - 15 Oct 2014

↩ 7 ❤ 3

A Story in hashtags

#MarRef

#HomeToVote

#YesEquality2015

#HomeToVote



Hozier ✓
@Hozier

Follow

Éire! Have some hrs free, flying in to vote tomorrow. It's the most important thing you'll do. Don't forget! #MarRef

10:32 AM - 21 May 2015



3,418



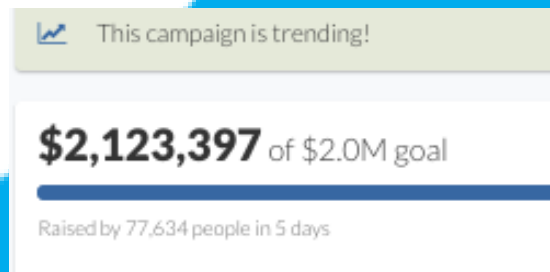
7,068

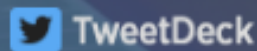
when hashtags go #bad



The Telegraph
asked people to
celebrate the
queen with
#ThankTheQueen

when hashtags go #good





Tweet like a pro.

The most powerful Twitter tool for real-time tracking, organizing, and engagement. Reach your audiences and discover the best of Twitter.

Log in with your Twitter account

Log in

New to Twitter? [Sign up now »](#)

#contentmarketing @bbe...



Steve Cartwright @FX_Digital now
Content Marketing Finding your own Unique Voice is.gd/YMX5LJ
[#contentmarketing](#)
[#contentmarketing](#)
pic.twitter.com/naxFIPIUSv

Find Your Voice



Details



Steve Cartwright @FX_Digital now
Strategies for Crafting Beefy Copy

10 #SocialMediaMarketin...



Greg Strandberg @gpstberg 21s
Facebook Piloting New Profile Search Feature On Profile Pages marketingland.com/facebook-pilot... via @Marketingland
[#socialmediamarketing](#)

Details



SocialSolutionsPlus @SocialSo... 28s
[#SocialMediaMarketing](#) Change the Rules! Why Employer-Employee Friendships Work. ow.ly/37WQxg

Details



Deea Mota @PoiseCatalyst 2m
How to Capture More Email Leads With Social Media Contents

11 #mediamonitoring @bber...



Logistiek Vandaag @LogistiekTo... 3m
Must read: Media monitoring is crucial for businesses to survive
[#contentanalysis](#) [#mediamonitoring](#)
bit.ly/1e3nNoS

Details



Tester News Today @TesterNew... 8m
Must read: Media monitoring is crucial for businesses to survive
[#contentanalysis](#) [#mediamonitoring](#)
bit.ly/1e3nNoS

Details



Oil & Gas Today @OilAndGas2day 21m
Must read: Media monitoring is crucial for businesses to survive

12 #sociallistening @bberg1010



Synthesio @Synthesio
Find out why we are a leader in the most recent Forrester Wave in [#SocialListening](#)
synthesio.com/Forrester [#GlobalData](#)

Details



TungstenBigData @TungstenBigD...
Marketing/Social Media A credit union interview with Sprout Social ift.tt/1WV11L1 [#SocialListening](#) [#BigData](#) [#Analytics](#) [#Tungsten](#)

Details



Dawn Tindle @dawntindle82
Social listening in practice brandwatch.com/guide-market

Search Twitter



Tweet

Settings

Barbara Franzoni

@BarbaraFranzon1



Profile



Lists



Moments



Twitter Ads



Analytics

Settings and privacy

Help Center

Keyboard shortcuts

Log out

view all

guardi... x


neHar... x

@p... x

Terms

Brand

ce



Account home

Barbara Franzoni @BarbaraFranzon1

Page updated daily

28 day summary

with change over previous period



Aug 2017 • 7 days so far...

TWEET HIGHLIGHTS

Top Tweet

earned 538 impressions

@artofsinging @MineralDoc
@WicklowHour @AbleHour
@WeeJackie78 Hi there :) hope you have a lovely catch-up with friends or family tonight #AbleHour

↩ 2

↻ 4

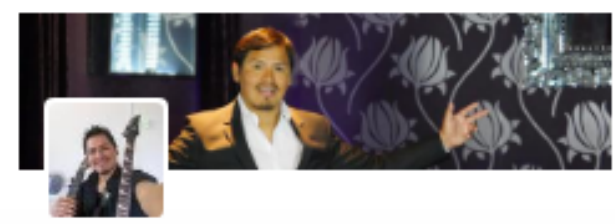
❤ 4

View Tweet activity

View all Tweet activity

Top Follower

followed by 170K people



Nelson Mamani

@NelsonMamani

FOLLOWS YOU

Top mention

earned 19 engagements

 MineralDoc
@MineralDoc · Aug 4

A #sizzletastic #FF @CoutureBeans
@MadebySteffieB @madmum661
@DitzyDottieSS @skin_elixir
@FabFudge_UK @stationeryfact
@BarbaraFranzon1
pic.twitter.com/SKuK7099c1



↩ 3

↻ 3

❤ 6

View Tweet

ADVERTISE ON TWITTER

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

Get started

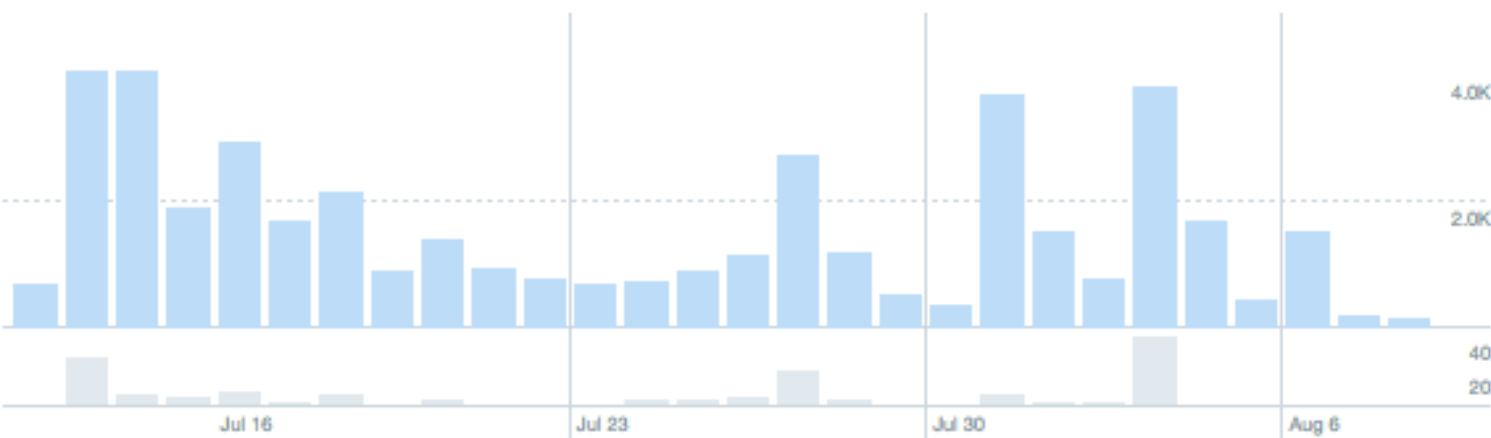
AUG 2017 SUMMARY

Tweets	Tweet impressions
46	10K
Profile visits	Mentions
80	102
New followers	
8	

Tweet activity




Last 28 Days Export data

Your Tweets earned 44.5K impressions over this 28 day period



YOUR TWEETS
During this 28 day period, you earned 1.6K impressions per day.

Tweets Top Tweets Tweets and replies Promoted Impressions Engagements Engagement rate

	Barbara Franzoni @BarbaraFranzon1 · Jul 31 BRILLIANT! twitter.com/cindygallo/st...	2,672	11	0.4%	Promote
View Tweet activity					
	Barbara Franzoni @BarbaraFranzon1 · Jul 13 #HappyBirthdayHelena Have a wonderful birthday @busybeaders2013 here's a lovely sparkly angel for a lovely sparkly angel xxx <3 pic.twitter.com/sGZRGkVYDk	2,408	44	1.8%	Promote
View Tweet activity					
	Barbara Franzoni @BarbaraFranzon1 · Jul 20 I just submitted "Nobody's Perfect" to @femmofilmfest via FilmFreeway.com written, directed, shot & cut by me :)	1,343	29	2.2%	Promote
View Tweet activity					

Engagements
Showing 28 days with daily frequency

Engagement rate
1.5%
Aug 8 1.3% engagement rate



Link clicks
12
Aug 8 0 link clicks



On average, you earned 0 link clicks per day



Audience insights

Barbara Franzoni @BarbaraFranzon1

Your followers



+Add comparison audience

OVERVIEW

Top interest
Technology

DEMOGRAPHICS

Top language
English

LIFESTYLE

Top lifestyle type
Online buyers

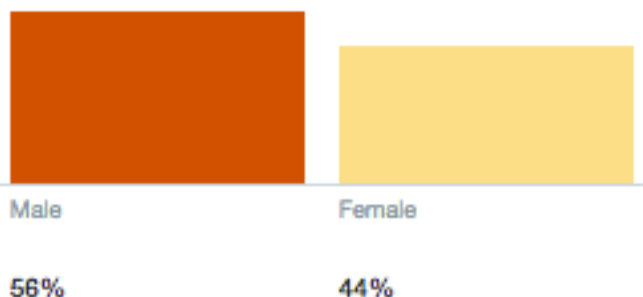
CONSUMER BEHAVIOR

Top buying style
Premium brands

MOBILE FOOTPRINT

Top wireless carrier
Vodafone

Gender



Household income categories

Income category	% of audience
\$250,000+	15%
\$175,000 - \$199,999	15%
\$150,000 - \$174,999	15%
\$200,000 - \$249,999	15%
\$150,000 - \$199,999	15%

Values based on 21.2% match rate from Twitter partners

Languages

Age

Age category	% of audience
13 to 17	3%
18 to 24	9%
25 to 34	39%
35 to 44	29%
45 to 54	15%
55 to 64	4%
over 65	1%

Occupation

Occupation type	% of audience
Professional/technical	36%
White collar worker	21%
Self-employed	20%
Homemaker	19%
Health services	18%

Free management



TweetDeck



hootsuite™



Statusbrew