

AIMS

UofA
DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System



Reporting Contacts for Twitter

Twitter has become an important tool for our programs and the contacts should be reported to show the reach achieved through our social media efforts.

Below are the basic steps for reporting contacts from Twitter, followed by how you can find the numbers to report.

How to report Twitter contacts:

-Log into AIMS and go to “My Reporting”

-Go to “Report” for the objective area that your posts relate to (e.g. IPM for PAT training announcements, Family Economics for Arkansas Saves information).

Program	<input type="button" value="Indicators"/> <input type="button" value="Impact"/>	<input type="button" value="Event"/>
Reports	<input type="button" value="Report"/> <input type="button" value="View Reports"/>	

-You will see a new section “Social Media & Website,” click “More...” to expand and report.

Month:	<input checked="" type="radio"/> August <input type="radio"/> September
Hours:	More...
Direct Contacts:	More...
InDirect Contacts:	More...
Social Media & Website:	More...
My Notes:	More...
Volunteers:	More...
Total Number of Internal Division of Agriculture Contacts <input type="text" value="0"/>	
<input type="button" value="Back"/>	Enter all data and press <input type="button" value="Submit"/>

-Along the “Twitter” row, you will enter in your contacts for Twitter.

-Direct Contacts include “favorites,” “retweets” and comments made by others on each post.

-Indirect Contacts include your total “impressions” for each post.

-“Total number of time the method is used” refers to the number of tweets you created for that reporting period (does not include retweets from another Extension source, as that original tweet should be reported by that person).

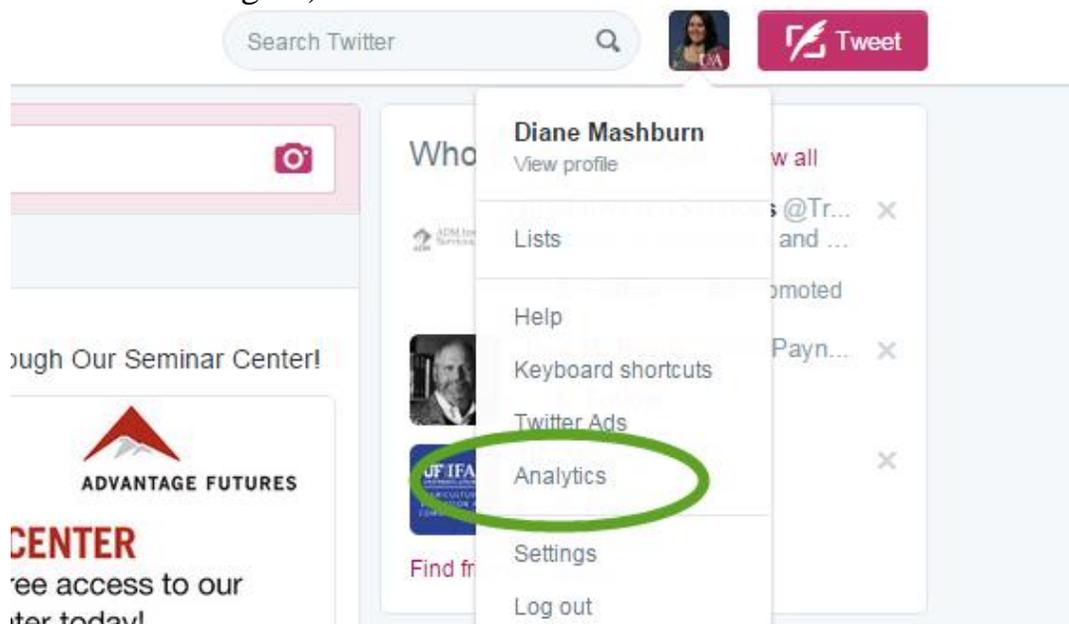
NOTE: If your “followers” are a mix of adults and youth, divide up the indirect contacts proportionally to the adult/youth breakdown. For example, if you have 100 followers, 80 are adults and 20 are youth, divide any contact counts 80% adult and 20% youth.

Method of Contact	Total # of Direct Contacts		Total # of Indirect Contacts		Total # of Times the Method is Used
	Adult	Youth	Adult	Youth	
Website Visitors	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Facebook	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Twitter	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Pinterest	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

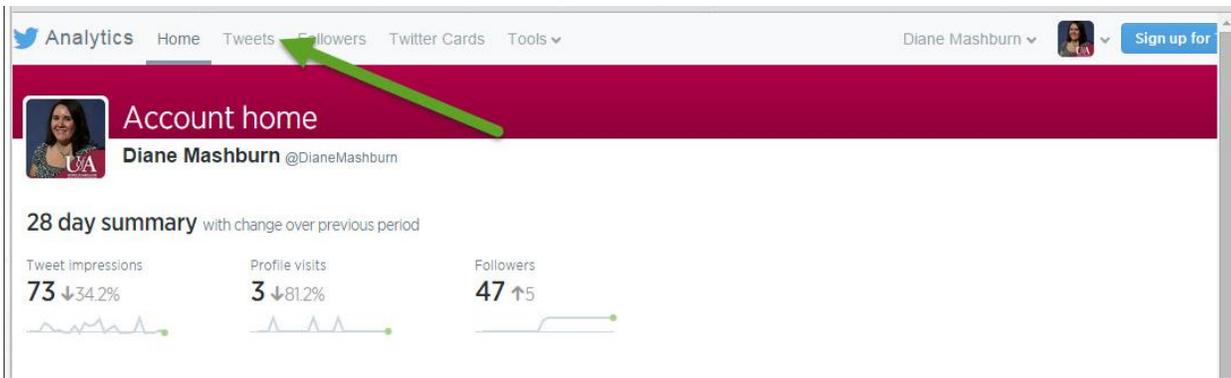
Finding Your Contact Numbers in Twitter

-Log into your Twitter Account and then click upon your profile picture.

-Select “Analytics” in the drop down menu. (If you do not have this option, go to analytics.twitter.com and log in.)



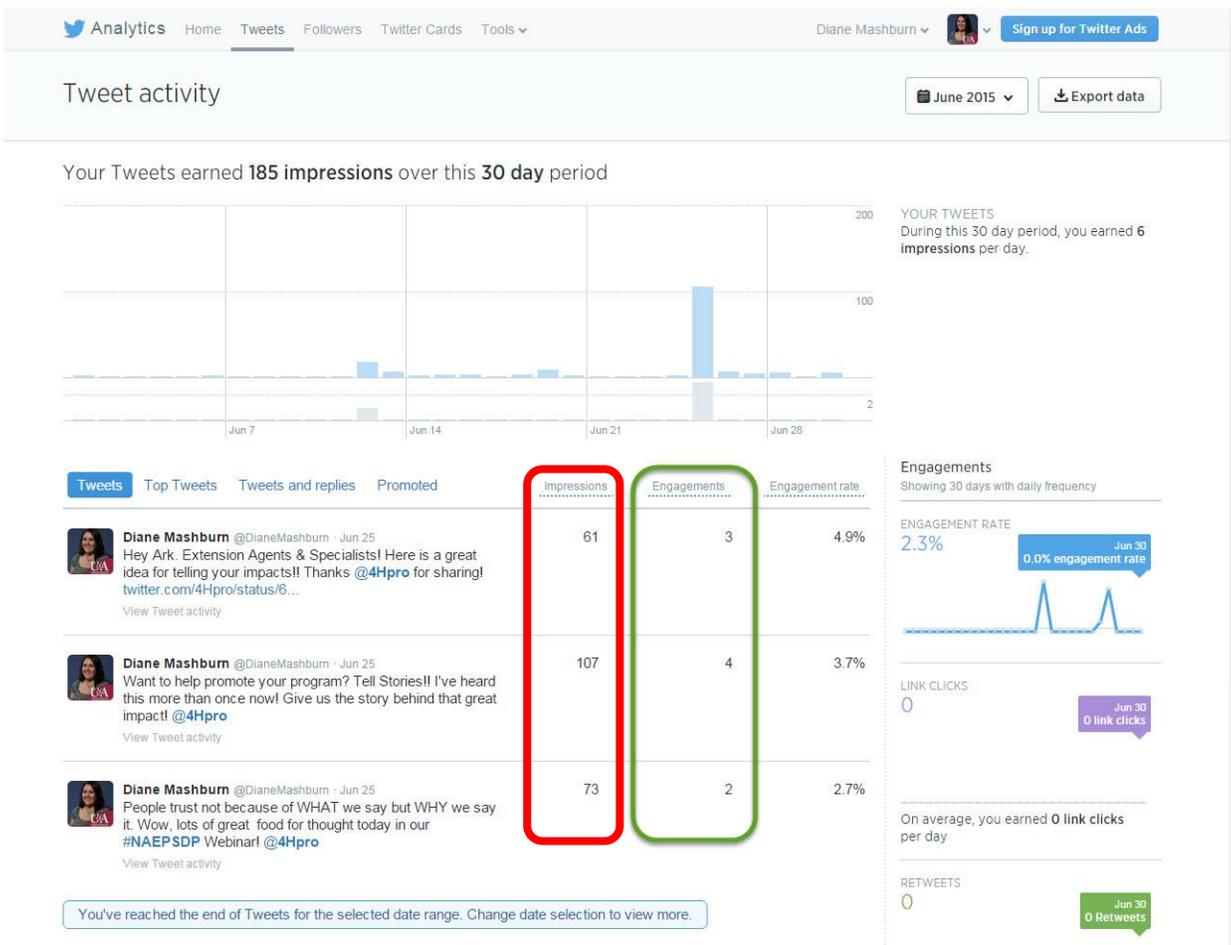
-Along the top menu bar, click “Tweets” to get to detail information on each of your tweets.



Both your direct and indirect contacts will be listed in the table, as seen below.

-The “impressions” numbers (circled in red) are your indirect contacts.

-The “engagements” numbers (circled in green) are your direct contacts.



If you have any questions about reporting your social media contacts, you can call or email Diane Mashburn, 501-671-2351 or dmashburn@uaex.edu.