



Twitter Tracking

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
# of Tweets Posted							
# of RTs							
# FF Recos							
# @s							
# Interactions							
# Mentions							
# Brand Mentions							
# of Customer Service Questions Answered							
Interaction with Influencers							
Klout Score							
Link Clicks							
Signups with Social Media Code							
Conversions							
Traffic to Site							
Time on Site From Traffic							
Form Completion From Traffic							
Page Views From Traffic							
Traffic to FB From Twitter							
Reach of Twitter Account							



Key Learnings:

- Most popular posts
- What people responded to
- What was effective
- Feedback from customers