

## Audience participation

Look at your engagement: Likes, Retweets, Clicks and Replies. Interacting with your target audience makes them like you and your brand as they recognize you are there for them. Taking time to thank loyal followers for their Retweet or Like helps win them over.

When analysing the metrics, don't just count the number of Replies. Examine what people are saying. Is there mention of your brand? Are you receiving positive or negative comments? Numbers do matter when it comes to Clicks. Driving traffic is one of the goals for using social media for marketing. A click means you received engagement with a link you put into a Tweet.

If your audit reveals you have an auto DM,, it is best practice to send a personalised message. Successful brands make the potential client or established customer feel important. Messages from robots don't convey that feeling.

## Managing social presence

Gather data from your Tweets. As you do, keep in mind why you are using Twitter, what your goals are and who is included in your target audience.

From twitter analytics download the spreadsheet that tells you:

Reach, Impressions, Clicks, Retweets, Likes, Replies

Then analyse: Are you posting a minimum of three times per day?

Are responses handled in a timely manner?

Do you have lists? People feel important when they are placed on a list. It acknowledges that what they post is relevant to you. Provide your online community with lists that contain worthwhile material. Doing this also allows for segmentation. Individuals know where to go to quickly scan Tweets with information relevant specifically for them. Brands that want to earn loyal followers do so by being relevant.

## Viral campaigns

Have you gone viral before?

If not, ask why? Compare and contrast the findings regarding your Tweets to see what is working best:

Do Tweets with videos, images or links perform well?

Are you asking questions within the text Tweets?

Are you including hashtags? How many and how often?

How frequently are you updating hashtags? Do new ones perform better?

Do you mention specific accounts or include influencers?

Are you conducting media sweeps to stay updated with hot topics in your industry? Locate your top brand advocates and find out if you have any influencers following you. Tools such as Traacker or Klout can help you identify how many Followers one of your Followers has. Engaging with influencers will help you grow your marketing efforts. It's important to keep on top of their social media activity and try to get their audience to also recognize you.

## Customer feedback

During your audit, make sure to find:

Are your customers following you? If not, have you promoted your account enough, is the content enticing enough for your customers to want to follow?

What your Followers Tweet about. What day and time your Followers are most active.

What are our sales topic trends twitter needs to focus on to answer the questions your customers and prospects are asking?