

Personal Influence Growth and Analysis/Top 10 Tweets

These last 90 days have provided a new way in thinking about generating content for social media. Primarily, authenticity is the most important. It's not enough to post about walking to class. People go online to find distractions by entertaining or educating themselves is what I have learned. When strategically creating content I thought of this. My most influential post targeted this audience. Whenever I posted content outside of these parameters a number of impressions and engagement I received dwindled. Strategically thinking using my personality and my thoughts in my posts gave me optimal impressions and engagement and I will continue to use this and hashtags to grow my influence.

<https://twitter.com/RukayatOloko/status/843227845501554688>

For this post, I made sure to tag MAC cosmetics and use a hashtag related to makeup artists. This post did not generate as many impressions as it could have. To generate more impressions and engagement using more hashtags related to cosmetics. This post was done when the news was trending which helped boost the post.

Impressions 275

Media views 43

Total	14
engagements	
Media	7
engage	
ments	
Detail e	4
xpands	
Replies	2

<https://twitter.com/RukayatOloko/status/852468990211497985>

Impressions 490

This post earned more impressions than I expected. The hashtag I used has a very large following when it comes to the subject of poverty. I could use a GIF to make this post better and create a larger impression.

<https://twitter.com/RukayatOloko/status/851867671863988224>

Impressions 2,375

Total engagement s	15
Detail expans ions	6
Retwe ets	4
Profile clicks	3
Likes	1

Total engagement
s 15

This post is the definition of how when your personality is used on social media people like it. This post generated not only my largest amount of impressions but retweets. I spoke my mind and it worked well.

<https://twitter.com/RukayatOloko/status/846868597649653761>

Impressions 526

Media views 110

Total engagements
Media engagement
s 51
Detail expands
16

Total engagements	51
Likes	4
Replies	1
Retweets	1

This was to engage with someone I respected in my industry. She works for Cosmopolitan magazine and I thought the best way to engage her was to post something stylish and cute and it worked. I realized in engaging people you need to say something complimenting.

<https://twitter.com/RukayatOloko/status/836682398771245057>

Impressions 2,020

Total engagements	28
Media engagements	15
Details	7
Profile clicks	3
Likes	2

Total engagements	28
Retweets	1

This was another high engagement and impression post. I used a trending hashtag and a GIF to drive the post. The hashtag was the most important thing about this post without this hashtag I do not think it would have been so successful.

<https://twitter.com/RukayatOloko/status/839727137158541312>

Impressions 496

Total engagements	71
Details expanded	34
Profile clicks	32
Retweets	3
Likes	1

Bootbae was a topic of conversation for a while on social media. It has the highest amount of engagement of all my posts. I wrote about what people were thinking and used my own voice and it was very successful.

<https://twitter.com/RukayatOloko/status/827054656866156544>

Impressions 343

Total engagements	9
Details	3
Profile clicks	2
Replies	1
Retweets	1
Likes	1

This post is about Snapchat because I am obsessed with Snapchat. It was a headline tweet. This allowed me to play with voice and tone in a post. This didn't give the largest impression but it earned decent amount. It taught me how to create a voice.

<https://twitter.com/RukayatOloko/status/848344853553573888>

Impressions 269

Media views 60

Total en 18
gageme
nts
Me 16
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<https://twitter.com/RukayatOloko/status/848335888849547264>

Impressions 217

Media views 23

Total engagements 7
Media engagements 6

This post helped me gained more follower on Snapchat. I earned at least 10 more Snapchat followers. Although I didn't gain a huge impression on Twitter it reflected well on my Snapchat to earn me new followers.

<https://twitter.com/RukayatOloko/status/830831268837339136>

Impressions 1,123

Media views 42

Total engagements 22
Detailed analytics
Media engagement
Likes 2
Hashtags 2

I loved this tweet because it was not only about my birthday but it allowed me to create a GIF of myself. It used all the components of a great tweet. This post used 3 key things that led to a great impression and engagement success. It was visually strong in relation to the subject of the tweet.

All these posts helped drive up my Klout score increasing it by 20 points. My consistency in posts and strategy allowed for not only growth but consistent growth.