Tweeting Live From #NHsmc

Tweets from this Semester

Over this past semester, I have tweeted at least 4 times each week. Below are my favorites as well as the tweets that received the most engagement determined by Twitter Analytics.

https://twitter.com/KatherineAngst/status/643492300010729472

This tweet was sent during class when the class was discussing voice and social media. It was a direct quote that still speaks to me because of the accuracy -- Mercedes would never say "bae" in a tweet. I was able to gain 3 retweets and 5 likes, 452 impressions and 20 engagements.

https://twitter.com/KatherineAngst/status/646047686735564800

In September we were asked to create a media post. I decided to do just that by taking two old photos of mine that I photoshopped over this summer. I gained 4 likes, as well as 361 impressions and 23 total engagements. These are two of my photos and it was my top media tweet of September.

https://twitter.com/KatherineAngst/status/646721074986618880

Never in my life have I made a GIF before this tweet. So I decided to download a GIF making app, saved it to my phone and uploaded it to Twitter. I was inspired in Bird Library when it was a bright sunny day and a tad early (even at 12:20pm). My 5 likes appears to show I did a pretty good job for my first time by creating engagement from all aspects of Twitter and breaking out of my comfort zone.

https://twitter.com/KatherineAngst/status/648360895026987008

As one of the first native videos that I have created using the in-app video, I was able to mix up my tweets with a video. I was once again inspired by a late night at Bird and decided to take a video of freedom. I gained 4 likes, probably because it is so relevant today -- as I sit in Bird now writing this blog post.

https://twitter.com/KatherineAngst/status/649292507445075968

This was one of the most exciting things that happened to me. I was able to receive a follow back

from Adweek after I sent out this tweet. I had been tweeting previously with Adweek about their articles and one day during their Adweek Chat, I decided to ask for a follow -- and got it! I received a total of 551 impressions, and 7 likes. The fact that I was able to gain an Adweek still has me in shock. Adweek is also one of my Top Followers

https://twitter.com/KatherineAngst/status/650863444556709888

Breaking 60 on my Klout scores was one of my favorite things that happened as a result of COM 427. I was able to raise my Klout score a total of 12.8 points this semester. On this tweet I was able to gain 3 likes to date, 29 engagements and 297 impressions.

https://twitter.com/KatherineAngst/status/654172573505339392

Despite the fact I sent this tweet at 1:51am, I was actually impressed that I gained 4 likes and 2 reply tweets. I still need to use this hashtag since I find it increasingly clever and I don't remember how I came up with it. Maybe it will be something I pick up when I'm abroad in London.

https://twitter.com/KatherineAngst/status/659755429573079041

I'd like to thank the alumni of Syracuse for this engagement as the tweet was directed to them. This tweet to date gained 2 retweets, one from Professor Grygiel and the other from the NewhouseSU account. I was also able to generate 5 likes. According to Twitter Analytics it created 16 profile clicks, 9 hashtag clicks, generated 2,463 impressions and was my top tweet of October.

https://twitter.com/KatherineAngst/status/661613342260371456

Shortly after Twitter released their new feature of Twitter polls, Twitter then changed the option to favorite a tweet to liking a tweet. Using emojis and the new features, I decided to take it to people of Twitter for how they felt. I was able to gain 1 retweet and 10 votes. I think this showcases the importance of staying relevant.

https://twitter.com/KatherineAngst/status/666349765278474240

This tweet was inspired by the class discussion of becoming an activist. I tweeted out to the Food Bank of CNY and generated 2 retweets and likes to date. It has 401 impressions to date, and

created 9 engagements. This was also my top tweet of November as seen by Twitter Analytics.

Over this semester I tried new things and tweeted using new methods. At the end of the day -- I have to say I'm impressed with the work and engagement I have created.