

## Twitter Growth of @\_abigailwells from 1/20-4/20 (90 days)

### Part 1: Influence

January 20, 2017

**Followers:** 0

**Klout:** 0

April 20, 2017

**Followers:** 63 (70% growth)

**Klout:** 28 (31% growth)

My followers increased much more than I thought they would during this time. I noticed spikes in followers during times when I would tweet content that contained trending hashtags, or successfully engaged with a company or influencer in social media. My Klout score also showed improvement throughout the course. Once I learned more how to be more of an engaging presence on social media, I could curate my tweets to be more influential with media such as photo and video or easily searchable content. Another thing I noticed was the timing of my tweeting did matter. If I tweeted too early in the morning, my posts received less engagement and impressions. Even if I am a morning bird, it is a better idea for social presence to tweet during the late afternoon or evening.

### Part 2: Execution

1.

When [@johnkrasinski](#) [@jennafischer](#) [@mindykaling](#) AND [@SteveCarell](#) all make references to The Office on Twitter [#NHsmc pic.twitter.com/2qRCW1TwHs](https://pic.twitter.com/2qRCW1TwHs)

— Abby Wells (@\_abigailwells) [February 9, 2017](#)

This tweet received my high number of impressions and engagement. Tagging three well-

known accounts and using a photo for media attracted viewers. Another benefit was my timing, as they had just been tweeting at each other moments before I tweeted and I happened to notice.

2.

Yesterday marked the [#FirstDayOfSpring](#) and for me, that meant free [@RitasItalianIce!](#) What's your favorite flavor? [#NHsmc](#)

— Abby Wells (@\_abigailwells) [March 21, 2017](#)

My poll tweet was another one of my most successful tweets. The poll received 41 votes as well as a reply from Rita's Italian Ice's Twitter account. People love to vote on polls they see when scrolling through Twitter. Even I vote in polls from people I do not necessarily know very well, just because it is nice to voice my opinion, no matter how minor. Polls are a great way to get engagement through Twitter.

3.

When all your roommates need their nightly ice cream fix. Thanks, [@HaloTopCreamery!](#) [#NHsmc pic.twitter.com/4F17ggQ89T](#)

— Abby Wells (@\_abigailwells) [February 8, 2017](#)

My Gif tweet received engagement from Halo Top Ice Cream, the account I had been tweeting about. This is more proof that if you find new and creative ways to incorporate media into your posts, you will receive more engagement from social media users.

4.

I had a whole day planned but then I started [#ThisIsUs](#) and I had to plan a new day [#NHsmc #Voice pic.twitter.com/jViKgmhyzK](#)

— Abby Wells (@\_abigailwells) [February 1, 2017](#)

This tweet was one of my earliest, but still a highlight of my semester. This Is Us is my favorite currently running show on television. I created this list myself and tweeted it out and the This Is Us Twitter page responded to me. I believe that creating the list from scratch provided creative content that made the show's account more apt to respond.

5.

When it's [#TravelTuesday](#) and you miss seeing this view every weekend while you explore the world [#NHsmcpic.twitter.com/AIE4jxa911](#)

— Abby Wells (@\_abigailwells) [April 12, 2017](#)

This tweet was one of my most recent. Travel Tuesday was a trending hashtag on that day, so more people were able to view my tweet. The photo was one I had taken abroad, and people seemed to like the picture and want to like it.

6.

65 and sunny one day and 10 and snowing the next- I guess I'm lucky to go to a school that gets all four seasons in one week [#Cuse #NHsmc pic.twitter.com/os3S9yRjV5](#)

— Abby Wells (@\_abigailwells) [March 8, 2017](#)

I think that this tweet engaged more with the Syracuse audience. By using #Cuse I was more likely to receive engagement from the community. The University is a big part of the Syracuse community culture, and everyone likes a little "Syracuse weather" humor.

7.

[#ICYM!](#) watch this incredibly powerful ad and remember love is love (and maybe shed a tear or two) [#NHsmc https://t.co/GXC93l6uOI](#)

— Abby Wells (@\_abigailwells) [February 20, 2017](#)

This was one of my favorite ads so far in 2017. As an ad major, I wanted to make sure some of my tweets remained relevant to my area of practice. Being able to share this tweet and seeing the engagement it received was encouraging for my future of utilizing social media for advertising purposes.

8.

Congrats, newly admitted [@NewhouseSU](#) students! Get ready for it to become your favorite building to get lost in (even as senior) [#NHsmc](#)

— Abby Wells (@\_abigailwells) [April 3, 2017](#)

This is another example of engaging with a smaller community. I believe targeting a more niche audience creates more impressions because targeting increases the likelihood of that specific audience seeing and engaging with your content.

9.

When you're really excited for [@Stranger Things](#) then realize you have to wait until Halloween [#NHsmc pic.twitter.com/z9UE5QzN0n](#)

— Abby Wells (@\_abigailwells) [February 7, 2017](#)

My tweets involving specifically created photo and video seem to have done the best this semester. This was a series of videos I created after the Superbowl, when the Stranger Things trailer had just been released. It was one of the most talked about ads of the Superbowl, so it was relevantly timed and incorporated unique media content.

10.

The best way to start the day is to take time to appreciate the people in your life you can

count on. Thanks for everything, mom! [#NHsmc pic.twitter.com/xwhRUxxQzM](#)

— Abby Wells (@\_abigailwells) [March 27, 2017](#)

I was pleasantly surprised when this tweet did well. It confirms the idea we learned in class that happy tweets do receive more engagement. This tweet was just meant to be a nice, early morning feel-good tweet and an appreciation post for my mom, but it did receive a lot of impressions and some of the highest number of likes from my friends and followers.