TWITTER REPORT

Second Annual Medicare Advantage Summit

Tweets 2,529  Following 813  Followers 9,035  Likes 735  Lists 0  Moments 0
OVERVIEW ON GROWTH

May 2018

- TWEETS: 289
- MENTIONS: 60
- NEW FOLLOWERS: 64
- PROFILE VISITS: 3,609
FOLLOWERS

Gender:
- 57% Male
- 43% Female

Top Incomes:
- 13% - $75,000-$99,999
- 11% - $60,000-$74,999
- 11% - $100,000-$124,999

Top occupation:
- 31% homemakers
- 27% Professional/technical
- 20% Self-employed

Other occupations:
- 16% Health Related
- 16% Retired
FOLLOWERS

United States: 90%

Demographics:
- 12% California
- 7% Florida
- 7% New York
- 6% Texas
- 4% Pennsylvania
- 4% Virginia
- 4% District of Columbia
- 4% Illinios

Organic Followers:
- 28% Maryland
- 23% Virginia
- 13% District of Columbia
NEW FOLLOWERS

Last week
20

NEW FOLLOWERS

May 2018
Top New Followers

- Epstein Beeker Green
- Thomas P. Riley - CEO, Senior Link
- Senior Housing News
- U-M IHPI
- Aneesh Chopra - President, CareJourney
- Lindsay Resnick
Top New Followers - fields

Healthcare Leaders
Law firm practicing in healthcare
Healthcare nonprofits
Healthcare news
Health Research
Elderly Care
MA SUMMIT - LIVE TWEETING

Tweet count: 253
MA SUMMIT - TOP ORGANIC TWEET

BMA @BMAlliance
Thank you to our Star Ratings panelist: Paul Cotton from @NCQA, @JohnGorman18 from @gormanhealth, @Mark20004DC from @Humana, Paul Wimer from @TivityHealth and moderator @SusanDentzer from @NEHI_News #MASummit pic.twitter.com/iQPkLDyIku

Impressions: 1,127
Total engagements: 27
- Detail expands: 12
- Likes: 5
- Retweets: 4
- Media engagements: 2
- Profile clicks: 2
- Link clicks: 1
- Hashtag clicks: 1

Promote your Tweet
Your Tweet has 1,126 total impressions so far. Get more impressions on this Tweet!
Your Tweets earned **114.1K impressions** over this **7 day** period.
MA SUMMIT - IMPRESSIONS

Wednesday 16
Organic Impressions - 11,853
Tweets - 15

Thursday 17
Organic Impressions - 20,078
Tweets - 186

Friday 17
Organic Impressions - 17,180
Tweets - 52
MA SUMMIT - ENGAGEMENT WITH #MASUMMIT

Over 30 tweets with #MASummit in relevance to the conference