



In our first infographic, we analyzed **1,000,000,000 mentions** delivered to **200,000** companies and found that 66.7% of them came from Twitter.

[Check the previous infographic](#)

We crunched the data again, this time from 23,079 company alerts resulting in 35,736,105 mentions on Twitter. Then we asked leading social media experts their opinion on each point.

Here is what we found.

5 Surprising Figures You Need To Know To Improve Your Twitter Strategy

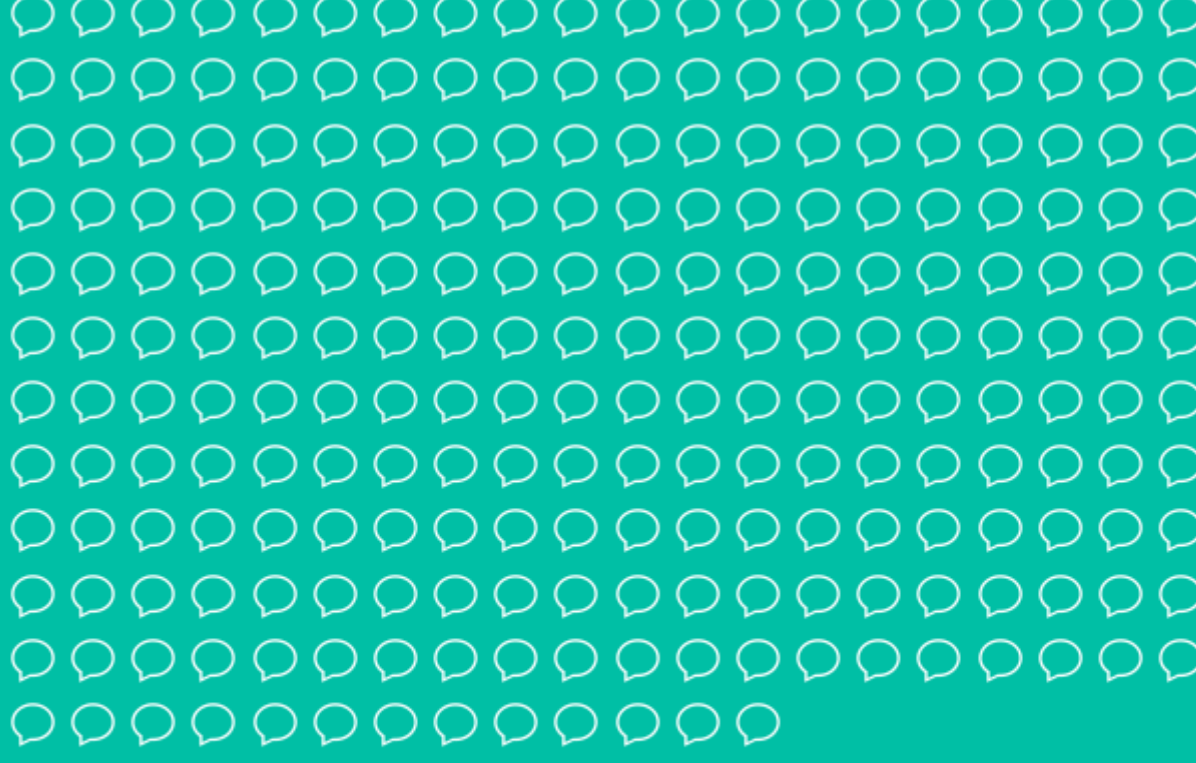


On average, company names are mentioned in **39 tweets / day** and **273 tweets / week** [Tweet](#)

39 tweets / day



273 tweets / week



TO DO

- ✓ Listen to what people are saying about your company on Twitter
- ✓ Integrate your support and community teams

“The quantity of interactions on Twitter may now rival many businesses’ interactions through their customer service teams.” [Tweet](#)



Rand Fishkin
founder of **Moz**
[@randfish](#)

30.72% of tweets containing company names don't include their Twitter handle [Tweet](#)



Aaron Lee
Chief Marketer at **Post Planner**
[@AskAaronLee](#)

“Businesses that don't monitor mentions without the @ risk missing out on over 30% of negative and positive feedback, along with leads.” [Tweet](#)

TO DO

- ✓ Use a media monitoring tool that monitors “@” mentions and keywords
- ✓ Track all variations of your brand name

Only **9.16%** of tweets mentioning companies start with the @ [Tweet](#)



Brian Honigman
writer for **NYT, Forbes**
[@brianhonigman](#)

“In other words, 90.84% of people are talking *about* your company, rather than *to* your company.” [Tweet](#)



TO DO

- ✓ Look beyond direct mentions to keep a pulse on your reputation
- ✓ Engage in conversations, even when tweets are not directed to you
- ✓ Be helpful, friendly, and answer all questions and concerns

60.20% of tweets mentioning companies **don't get retweeted** [Tweet](#)

“Don't be scared that the entire Internet is going to see a negative tweet or that it will go viral and hurt your brand.” [Tweet](#)



Jason Keath
CEO of **SocialFresh**
[@jasonkeath](#)

TO DO

- ✓ Focus on meaningful one-on-one conversations; always be honest, always be human
- ✓ Share positive mentions with your followers



60% of company mentions are posted when you're not at the office [Tweet](#)



Rodolphe Dutel
from **Buffer**
[@rdutel](#)

“Understand the best times to engage with your audience and schedule your content and activities accordingly.” [Tweet](#)

TO DO

- ✓ Hire evening and weekend heroes
- ✓ Schedule content to be published during your off-time



Sharing is caring. [Tweet this infographic.](#)

Check out [Mention](#) for your media monitoring needs.