

Twitter reach

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The last couple of days have seen ideas developed for this blog being published in Twitter thread format again.

I admit that since the takeover of Twitter I was not sure that this would work: I felt that my tweets were not getting the reach that they had. I have, as a consequence, been focussing my efforts on the blog.

I think I have been proven wrong about Twitter. The [thread from two days ago](#) has now reached more than a million people, and [yesterday's](#) is fast heading for 900,000. These are the number of impressions they have enjoyed, which means a person has at least looked at the tweet for long enough to read it.

That made me curious as I recently looked at a report from an NGO with a three-person media team that boasted of a million impressions a year on social media. I realised I had no idea how to find out what my total was (except for the blog, which had 3.2 million reads last year and is now running at an annual rate of at least 5 million a year).

A Google research quickly showed me how to find my Twitter stats. When summarised on a spreadsheet, I discovered that my tweets had enjoyed 456 million impressions on Twitter in the last year, and I had 87,000 new followers.

The data revealed my own lack of attention to the medium this year, but it looks like I should pay it more attention again. It's a bit odd to ignore an audience that big.