

Appendix 2

Twitter engagement definitions provided in survey

“A reply is a response to another person’s Tweet, a Retweet is a re-posting of a Tweet, Likes are used to show appreciation for a Tweet, and you can Share a tweet via direct message, text message, or email.

What does reply, retweet, like, or share mean?

<https://help.twitter.com/en/using-twitter/retweet-faqs>”