

INFOGRAPHIC

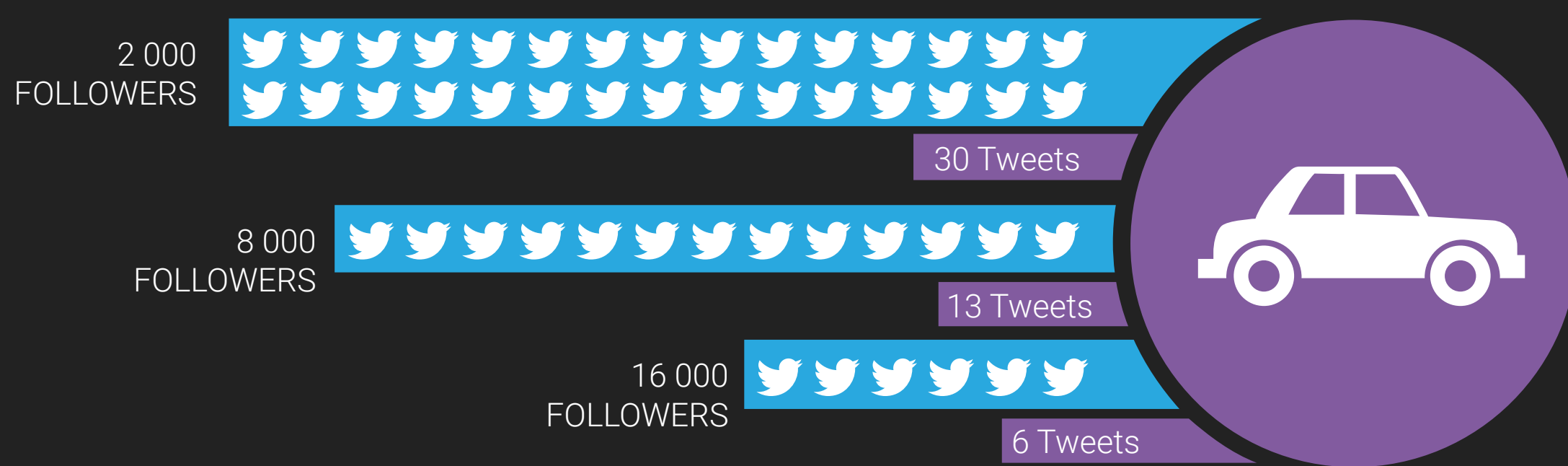
HOW MUCH IS THAT TWEET REALLY WORTH?

Brands across the globe are looking to contract social influencers to share their stories. As the prospect of sharing your audience becomes more of a reality, it's time to start considering the value of your own social channels. If we measure our social value in the same currency we measure our day to day lives in, then we really can estimate just how much each Tweet is worth.

Below are four expenses the average person will incur every month. We have used the Webfluential Tweet Estimator to calculate how many Tweets you will need to pay for these, depending on your influence.

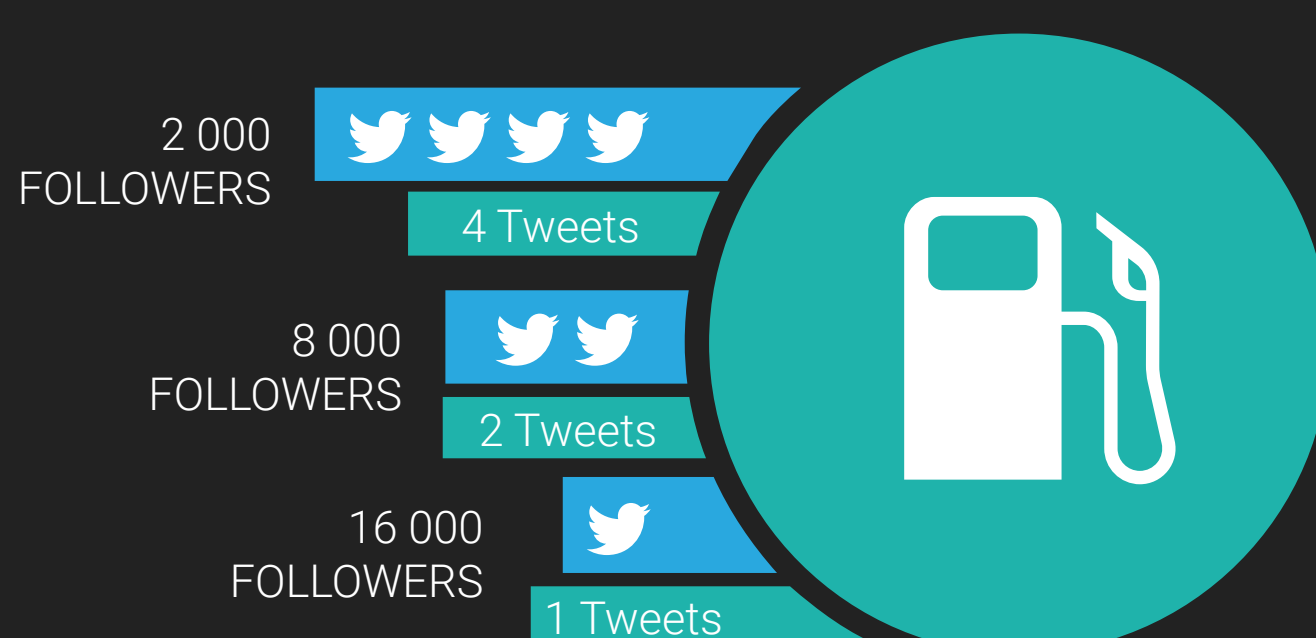
THE AVERAGE MONTHLY CAR PAYMENT IN THE USA IS AROUND \$450 PER MONTH

Number of Tweets you'd have to publish to make your car payment would equate to:



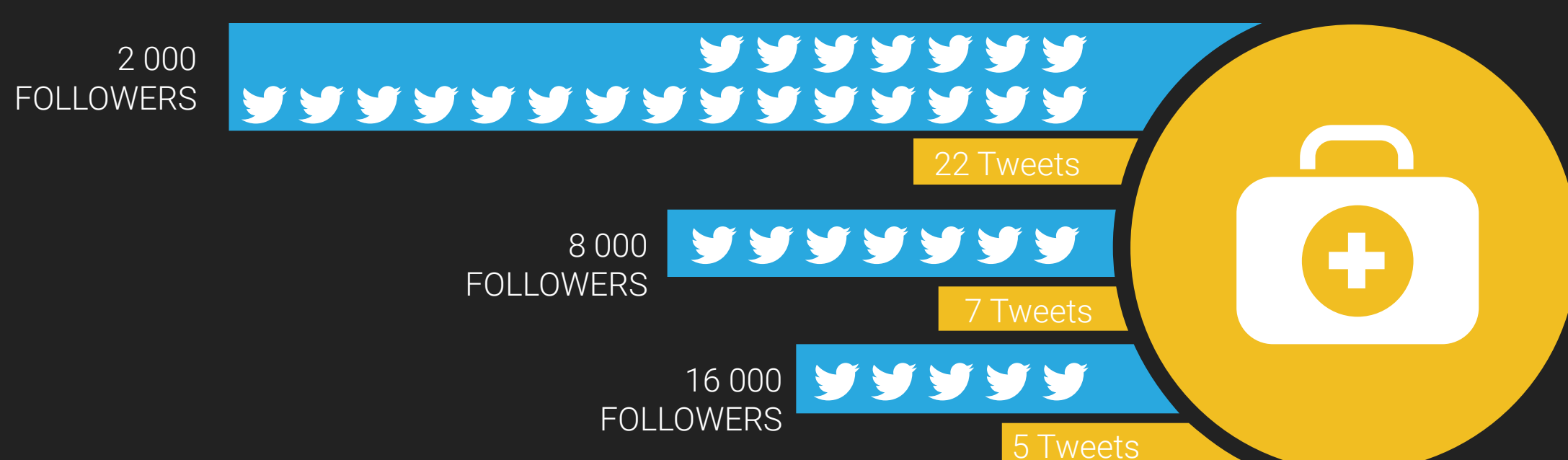
THE AVERAGE TANK OF GAS IN THE USA COSTS AROUND \$50

Number of Tweets you'd have to publish to fill up your tank would equate to:



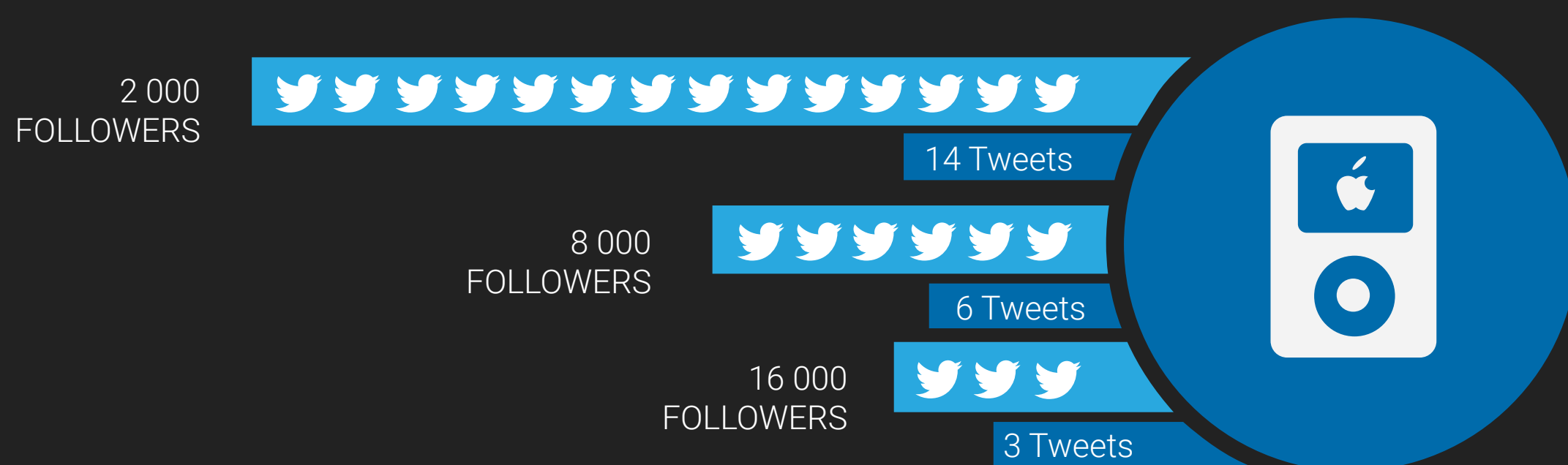
THE AVERAGE COST OF HEALTHCARE IN THE USA IS AROUND \$328 PER MONTH

Number of Tweets you'd have to publish to make your healthcare payment would equate to:



A 16 GB APPLE IPOD TOUCH IN THE USA COSTS \$199

Number of Tweets you'd have to publish to buy a 16GB iPod Touch would equate to:



Please note:

Webfluential calculates influence based on three metrics - reach, resonance and relevance. The above comparison is only an indicator of one of those metrics (reach), so should only be used as a guideline.

APPLY TO BE AN INFLUENCER

Join the smartest influencer marketing platform and get paid to work with leading brands.

DISCLAIMER

This infographic is in no way endorsed by Twitter.

REFERENCES:

Monthly car payment: <http://www.nydailynews.com/autos/average-u-s-vehicle-price-hits-record-high-article-1.1447926>

Tank of gas: <http://20somethingfinance.com/monthly-budget-2/>

Cost of healthcare: <http://www.reuters.com/article/2013/09/25/us-usa-healthcare-exchanges-idUSBRE98003P20130925>

16GB Apple iPod touch: <http://www.apple.com/shop/buy-ipod/ipod-touch>