



Twitter Profiles Report

for @KootRocks

Apr 01, 2016 - Apr 30, 2016

The Twitter Profiles Report gives you insight on all social activity across your Twitter accounts using a blend of Twitter's metrics and proprietary metrics of our own.

Twitter Activity Overview



135,196
ORGANIC IMPRESSIONS



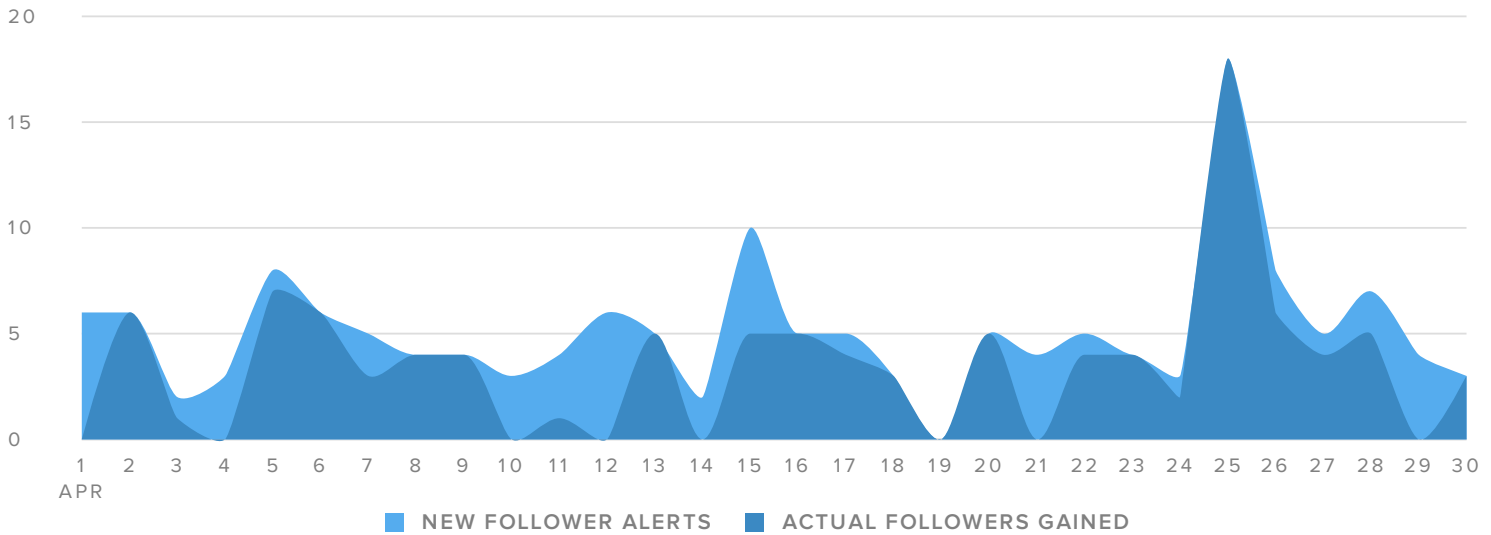
2,332
TOTAL ENGAGEMENTS



478
LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS

TOTALS

Total Followers	4,332
New Follower alerts	133
Actual Followers gained	93
People that you followed	38

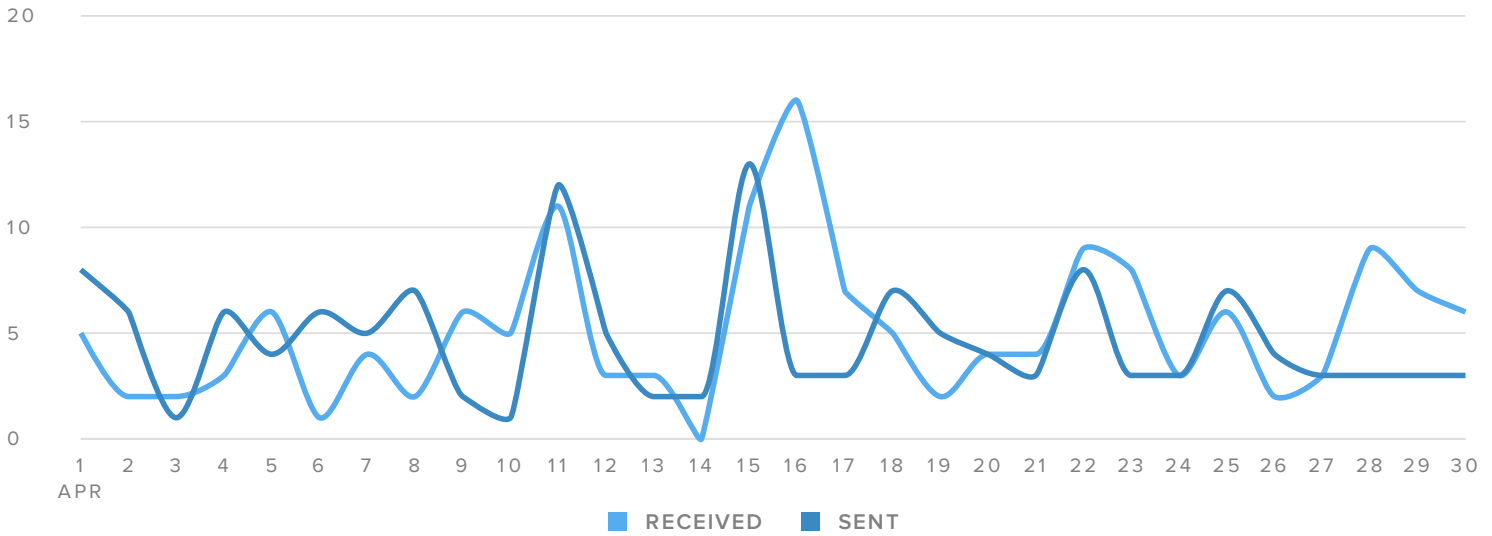
Total followers increased by

▲ 2.2%

since previous date range

Posts & Conversations

MESSAGES PER DAY



SENT/RECEIVED METRICS	TOTALS
Tweets sent	142
Direct Messages sent	-
Total Sent	142
Mentions received	149
Direct Messages received	6
Total Received	155

The number of messages you sent increased by

▲ 23.5%

since previous date range

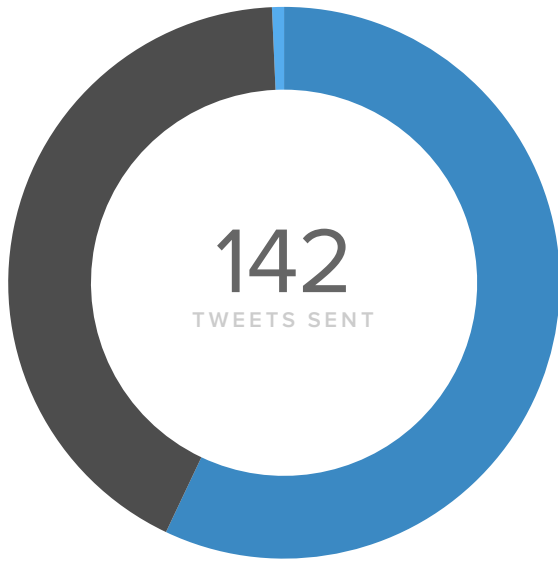
The number of messages you received increased by

▲ 39.6%

since previous date range

Your Content & Engagement Habits

SENT MESSAGE CONTENT



1
PLAIN TEXT

81
PAGE LINKS

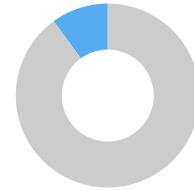
60
PHOTO LINKS

YOUR TWEETING BEHAVIOR



48%
CONVERSATION

52%
UPDATES

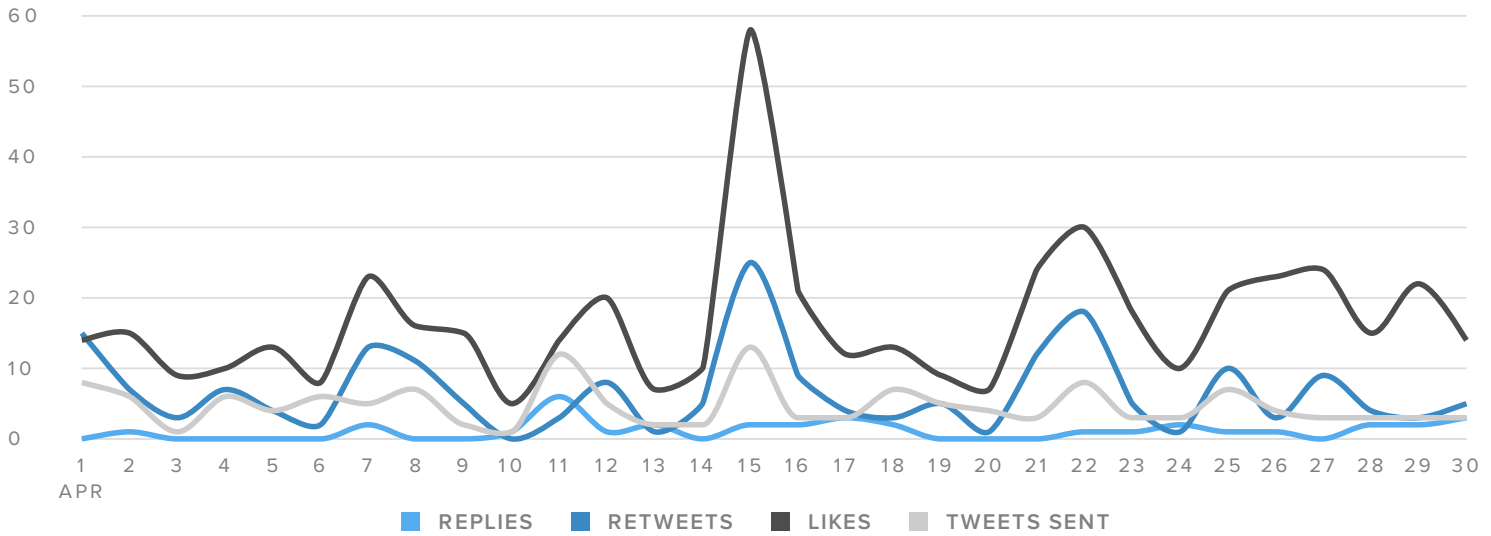


10%
NEW CONTACTS

90%
EXISTING CONTACTS

Audience Engagement

ENGAGEMENT COUNT



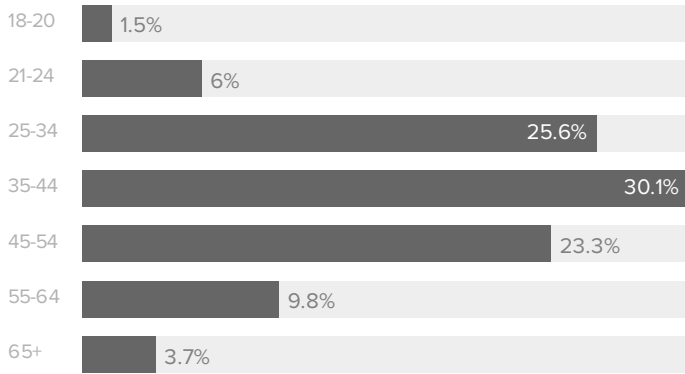
ENGAGEMENT METRICS	TOTALS
Replies	35
Retweets	201
Retweets with Comments	31
Likes	500
Engagements per Follower	0.5
Impressions per Follower	31.2
Engagements per Tweet	16.4
Impressions per Tweet	952.1
Engagements per Impression	1.7%

The number of engagements increased by **▲ 65.4%** since previous date range

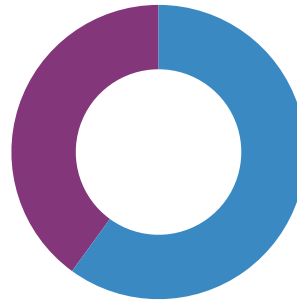
The number of impressions per Tweet increased by **▲ 38.8%** since previous date range

Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



40%


FEMALE FOLLOWERS

60%

MALE FOLLOWERS

Men between ages of 35-44 appear to be the leading force among your recent followers.

Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Increase	Tweets Sent	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @KootRocks	4,332	2.2%	142	135,196	31.21	2,332	0.54	201	478