



Twitter Profiles Report

for @KootRocks

Aug 01, 2016 - Aug 31, 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.

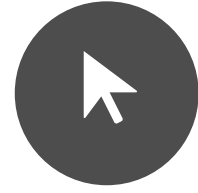
Twitter Activity Overview



85,507
ORGANIC IMPRESSIONS



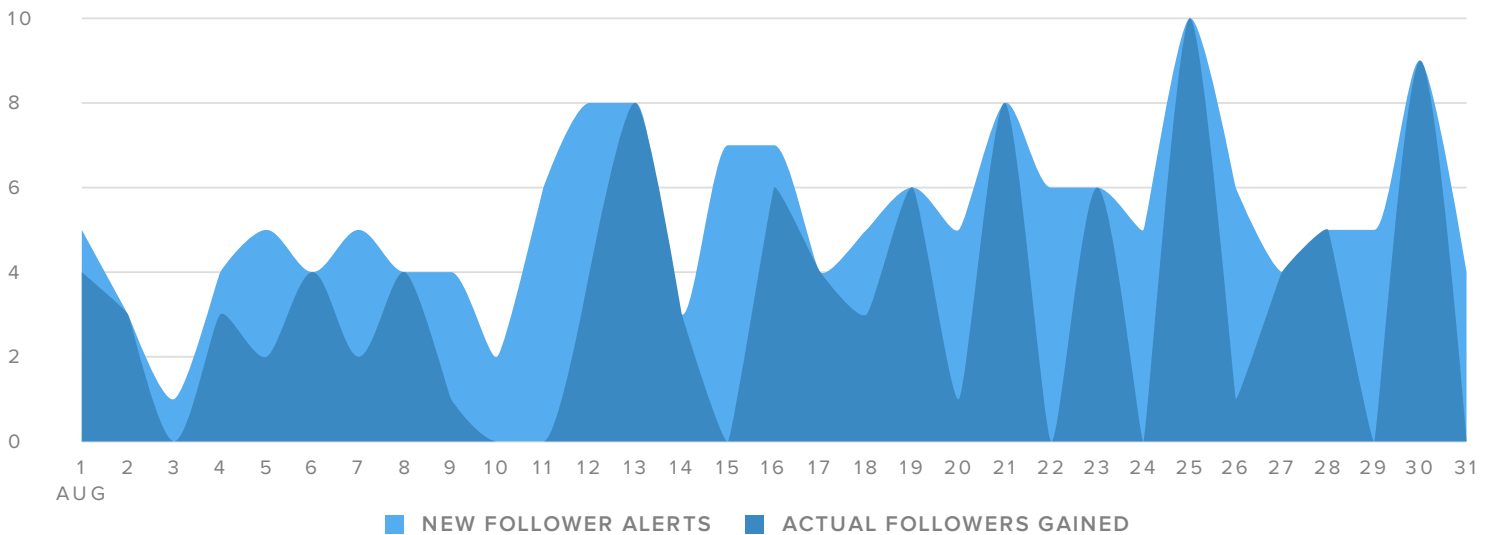
2,257
TOTAL ENGAGEMENTS



227
LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS

TOTALS

Total Followers	4,736
New Follower alerts	136
Actual Followers gained	90
People that you followed	95

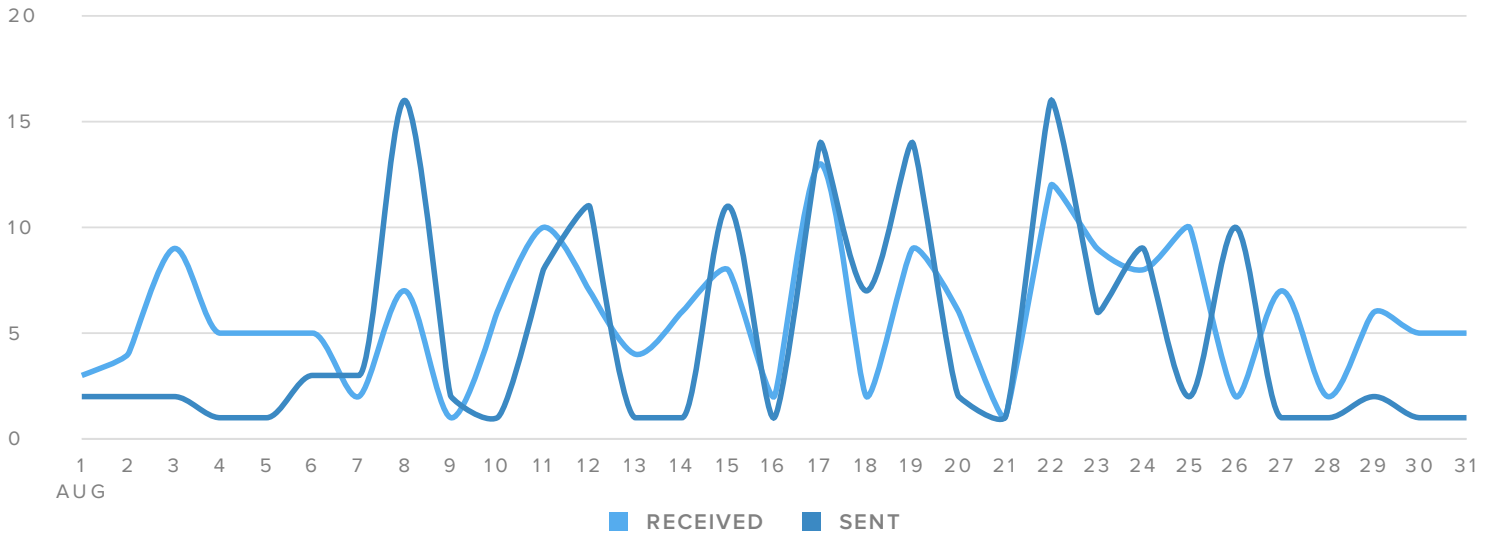
Total followers increased by

▲1.9%

since previous month

Posts & Conversations

MESSAGES PER DAY



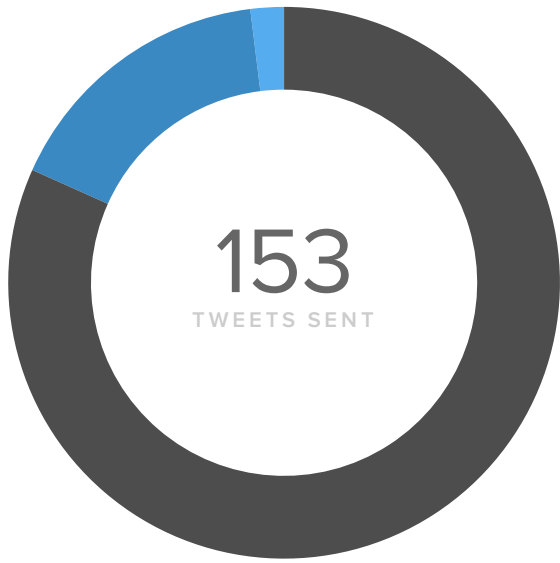
SENT/RECEIVED METRICS	TOTALS
Tweets sent	153
Direct Messages sent	-
Total Sent	153
Mentions received	176
Direct Messages received	5
Total Received	181

The number of messages you sent decreased by **55.5%** since previous month

The number of messages you received decreased by **10.8%** since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT

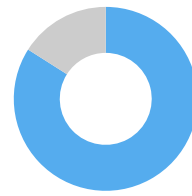


3
PLAIN TEXT

25
PAGE LINKS

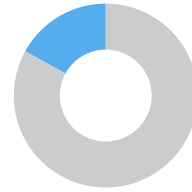
125
PHOTO LINKS

YOUR TWEETING BEHAVIOR



84%
CONVERSATION

16%
UPDATES

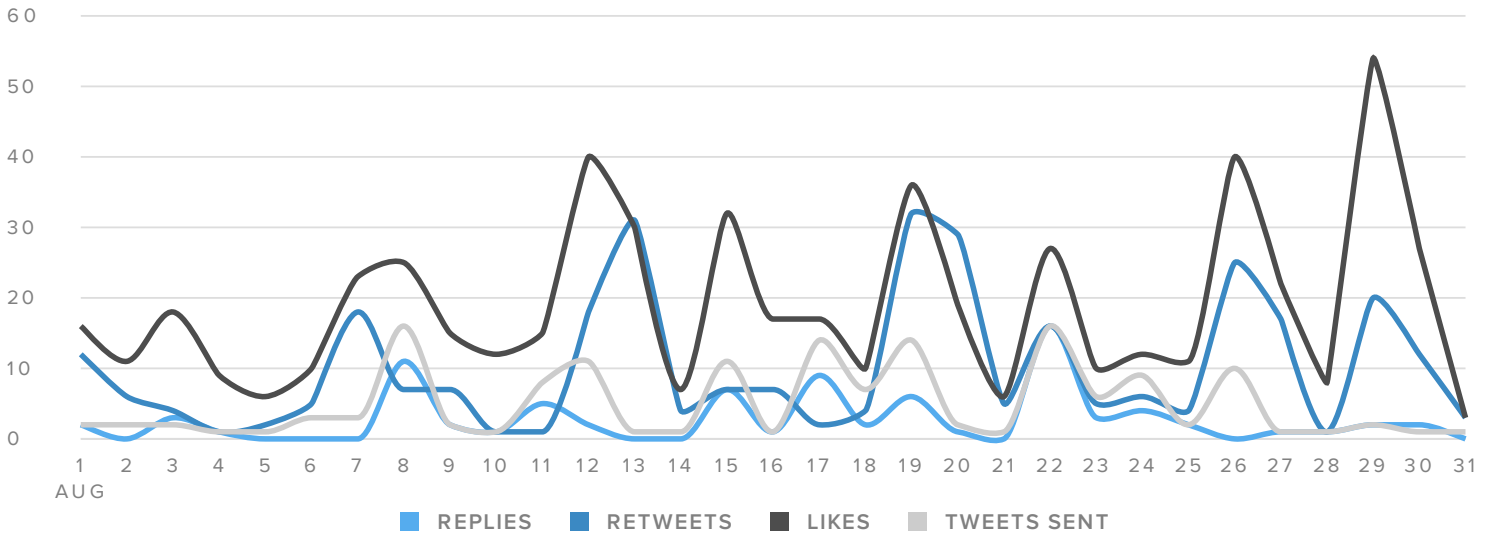


17%
NEW CONTACTS

83%
EXISTING CONTACTS

Audience Engagement

ENGAGEMENT COUNT



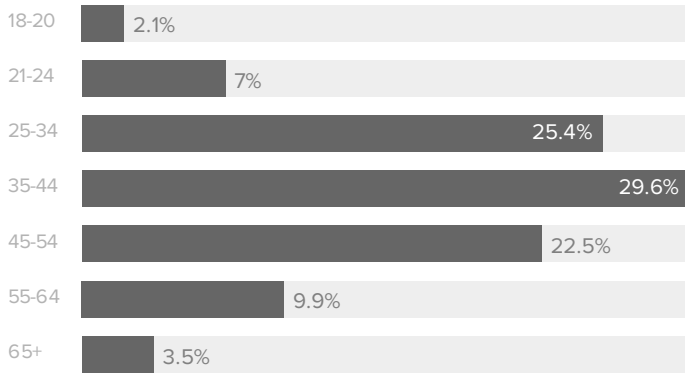
ENGAGEMENT METRICS	TOTALS
Replies	84
Retweets	312
Retweets with Comments	22
Likes	588
Engagements per Follower	0.5
Impressions per Follower	18.1
Engagements per Tweet	14.8
Impressions per Tweet	558.9
Engagements per Impression	2.6%

The number of engagements decreased by
▼ 25.6%
 since previous month

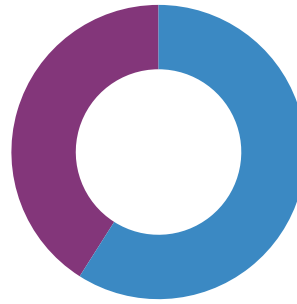
The number of impressions per Tweet increased by
▲ 41.9%
 since previous month

Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



41%


FEMALE FOLLOWERS

59%

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	4,736	1.9%	153	85,507	18.05	2,257	0.48	312	227