



Twitter Profiles Report

for @KootRocks

Jun 01, 2016 - Jun 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



114,656
ORGANIC IMPRESSIONS



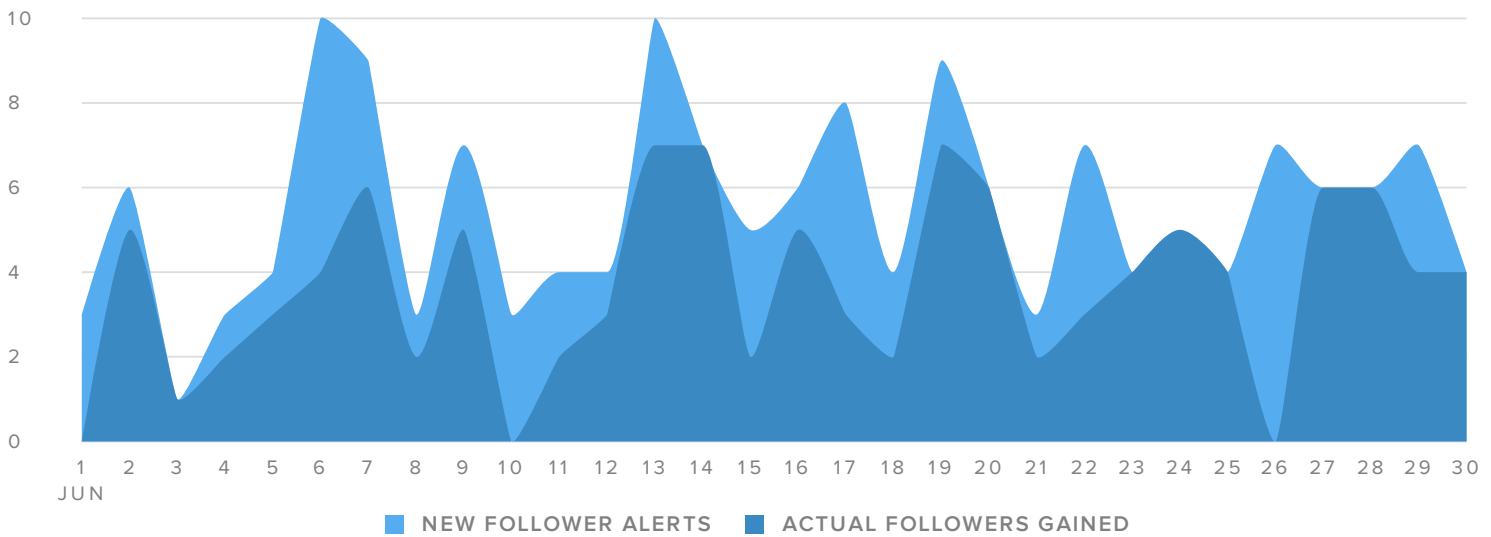
2,588
TOTAL ENGAGEMENTS



318
LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS

TOTALS

Total Followers	4,545
New Follower alerts	157
Actual Followers gained	108
People that you followed	112

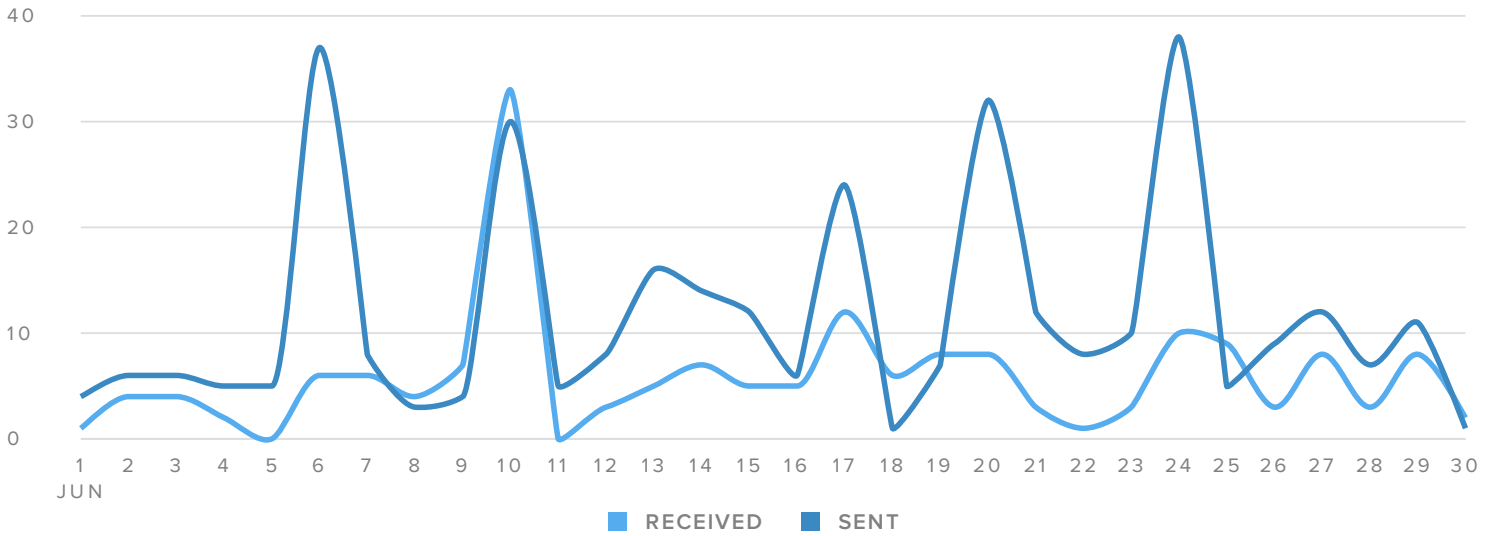
Total followers increased by

▲ 2.4%

since previous date range

Posts & Conversations

MESSAGES PER DAY



SENT/RECEIVED METRICS	TOTALS
Tweets sent	346
Direct Messages sent	-
Total Sent	346
Mentions received	172
Direct Messages received	4
Total Received	176

The number of messages you sent increased by

▲ 106.0%

since previous date range

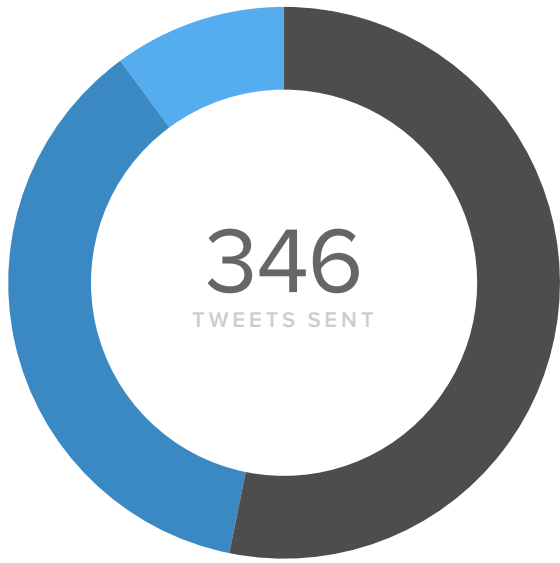
The number of messages you received increased by

▲ 12.8%

since previous date range

Your Content & Engagement Habits

SENT MESSAGE CONTENT

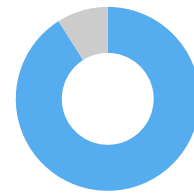


35
PLAIN TEXT

127
PAGE LINKS

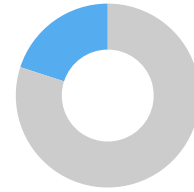
184
PHOTO LINKS

YOUR TWEETING BEHAVIOR



91%
CONVERSATION

9%
UPDATES

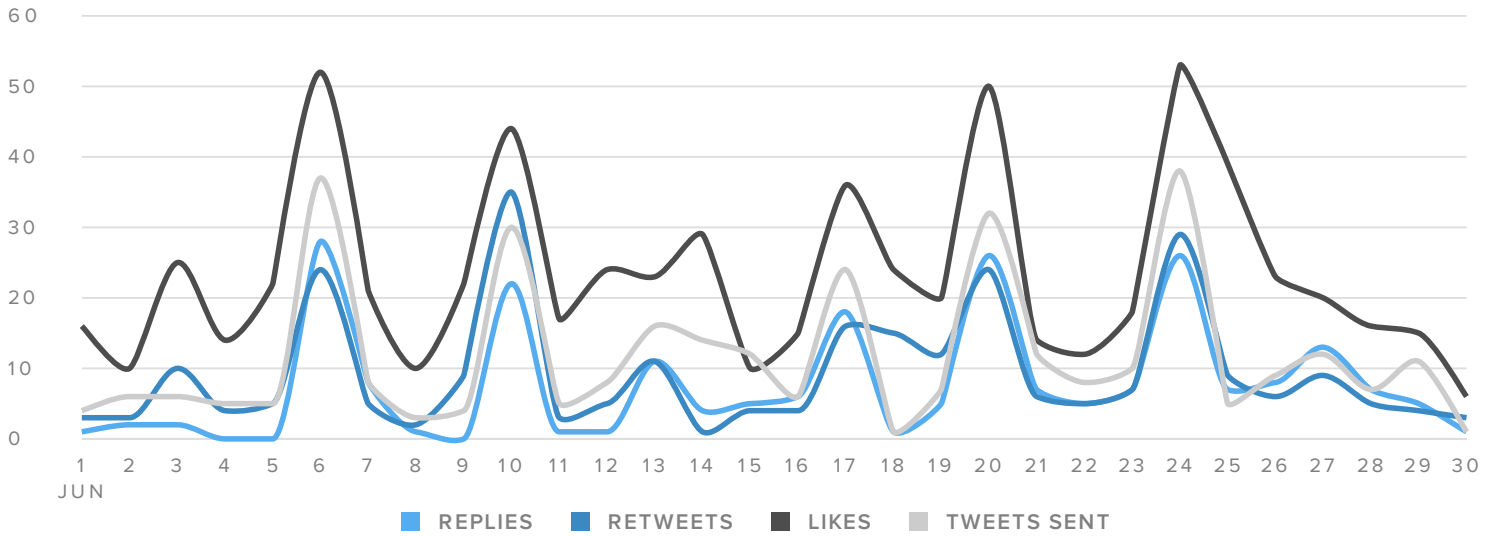


20%
NEW CONTACTS

80%
EXISTING CONTACTS

Audience Engagement

ENGAGEMENT COUNT



ENGAGEMENT METRICS

TOTALS

Replies	228
Retweets	278
Retweets with Comments	22
Likes	700
Engagements per Follower	0.6
Impressions per Follower	25.2
Engagements per Tweet	7.5
Impressions per Tweet	331.4
Engagements per Impression	2.3%

The number of engagements decreased by

▼ **13.5%**

since previous date range

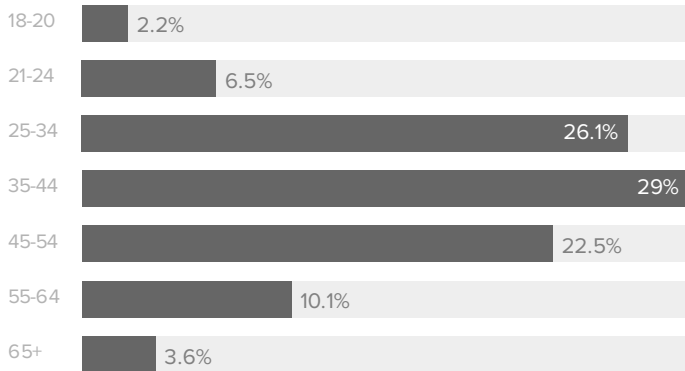
The number of impressions per Tweet decreased by

▼ **67.1%**

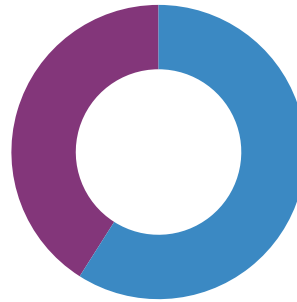
since previous date range

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	4,545	2.4%	346	114,656	25.23	2,588	0.57	278	318