



Twitter Profiles Report

for @KootRock

Apr 01, 2013 - Mar 31, 2014

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.

sproutsocial

Twitter Activity Overview



ORGANIC IMPRESSIONS



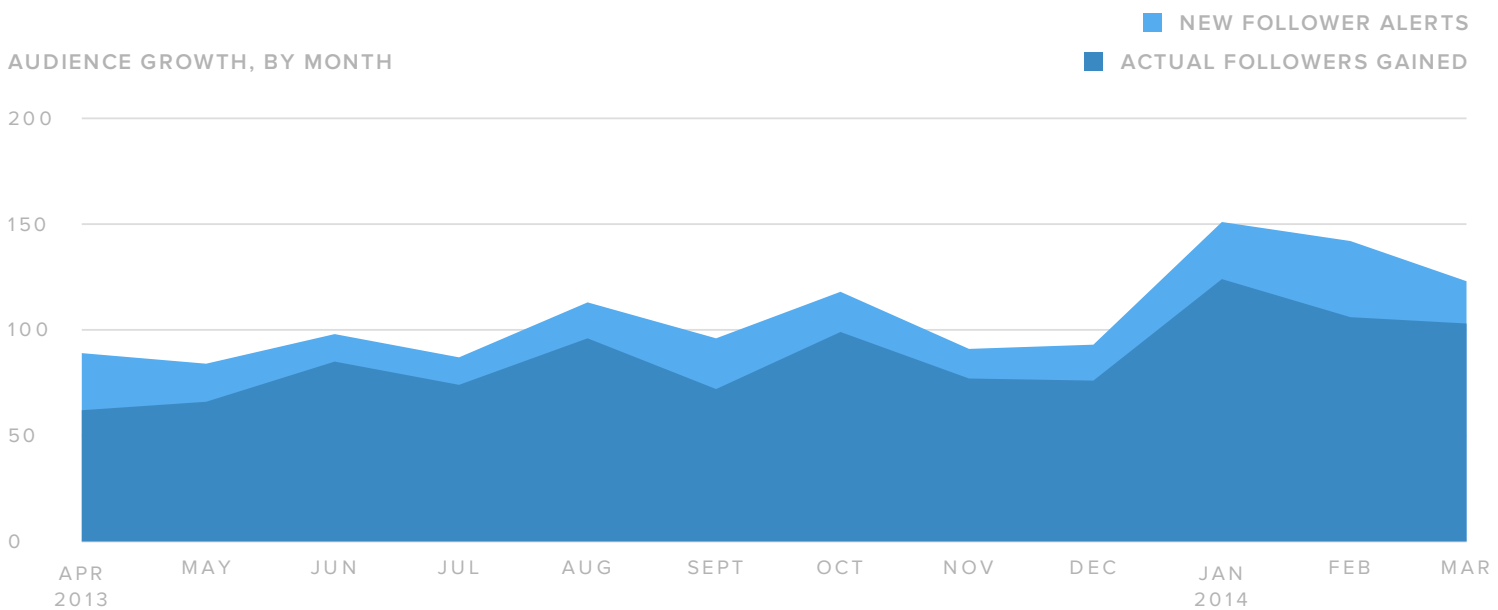
TOTAL ENGAGEMENTS



LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY MONTH



FOLLOWER METRICS

TOTALS

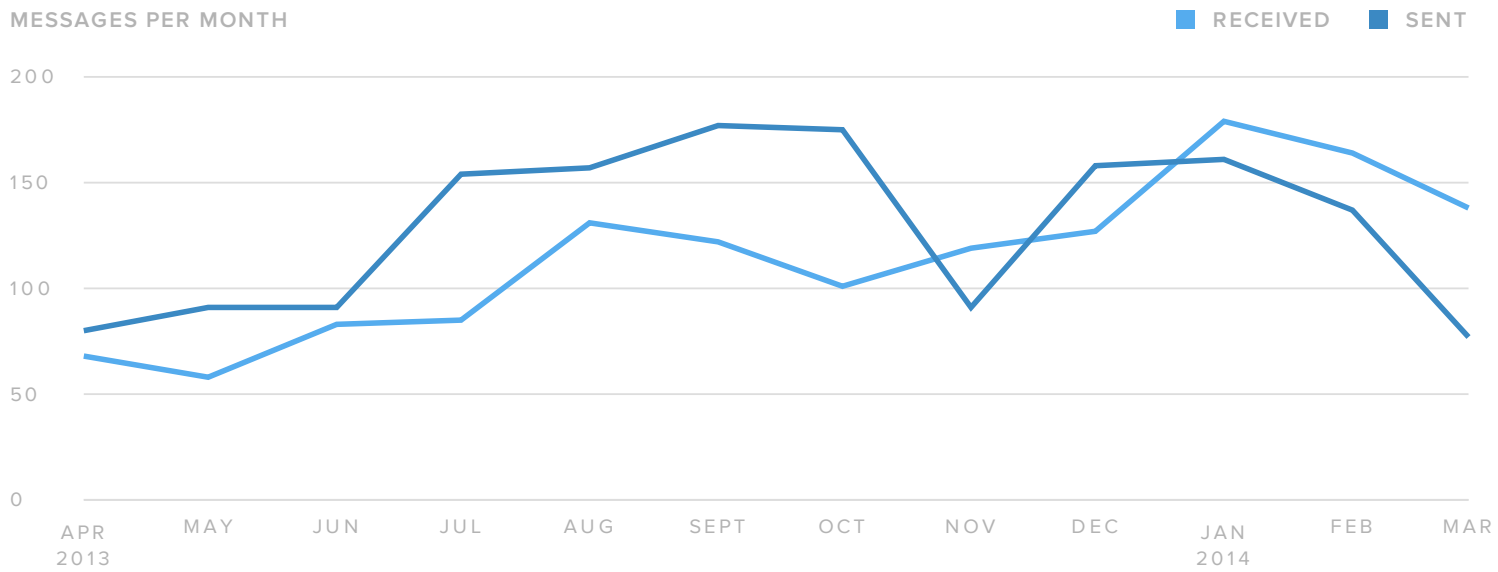
Total Followers	2,030
New Follower alerts	1,285
Actual Followers gained	1,021
People that you followed	573

Your new followers increased by

—
since previous date range

Posts & Conversations

MESSAGES PER MONTH



SENT/RECEIVED METRICS

TOTALS

Tweets sent 1,547

Direct Messages sent 2

Total Sent 1,549

Mentions received 1,332

Direct Messages received 43

Total Received 1,375

The number of messages you sent increased by

▲ **45.6%**

since previous date range

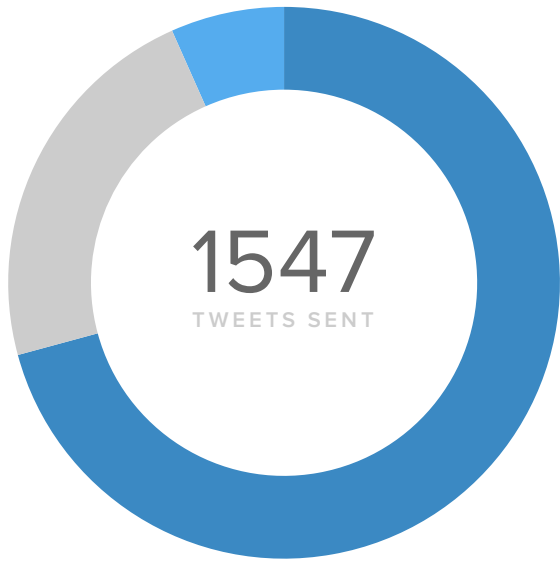
The number of messages you received increased by

▲ **182.3%**

since previous date range

Your Content & Engagement Habits

SENT MESSAGE CONTENT



103

PLAIN TEXT

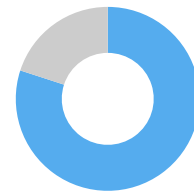
1095

PAGE LINKS

349

PHOTO LINKS

YOUR TWEETING BEHAVIOR

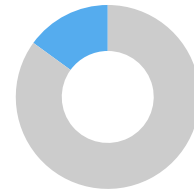


80%

CONVERSATION

20%

UPDATES



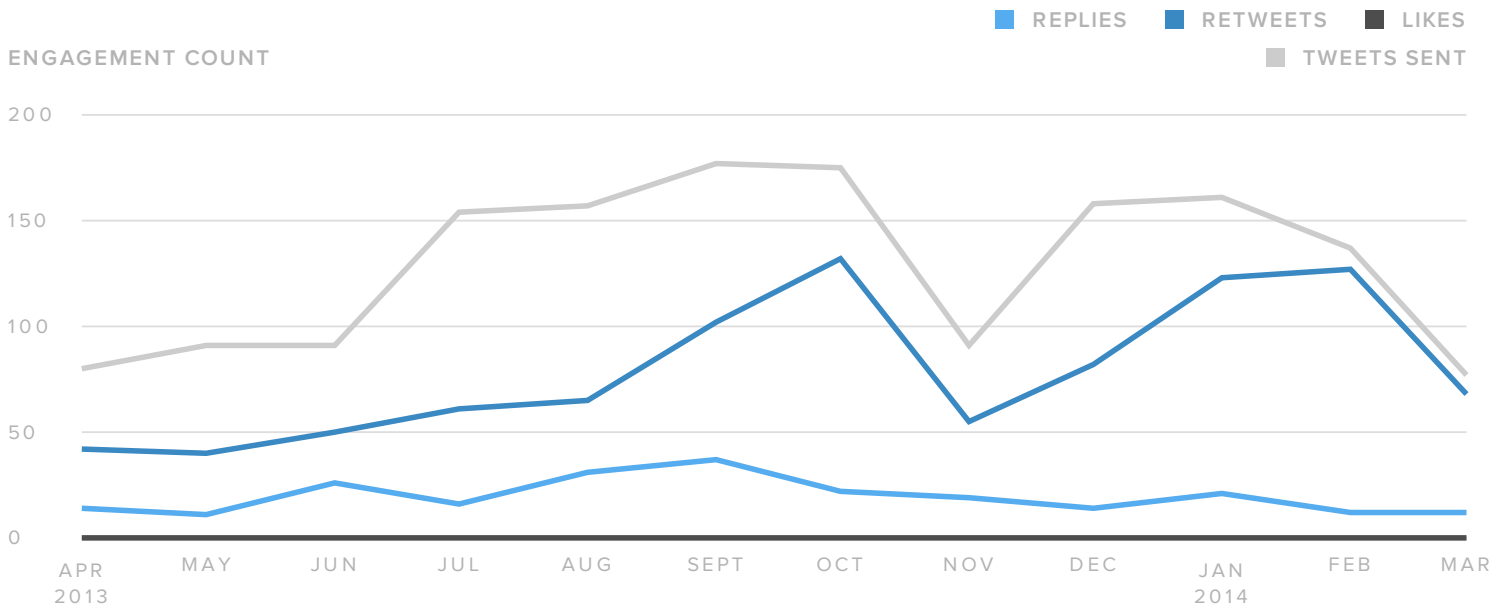
15%

NEW CONTACTS

85%

EXISTING CONTACTS

Audience Engagement



ENGAGEMENT METRICS	TOTALS
Replies	235
Retweets	947
Retweets with Comments	—
Likes	—
Engagements per Follower	—
Impressions per Follower	—
Engagements per Tweet	—
Impressions per Tweet	—
Engagements per Impression	—

The number of engagements increased by

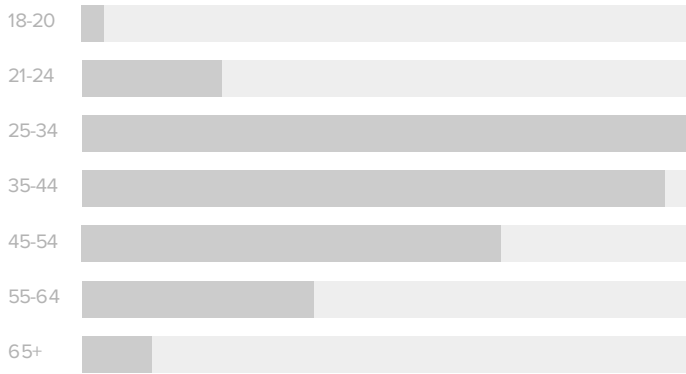


The number of impressions per Tweet increased by

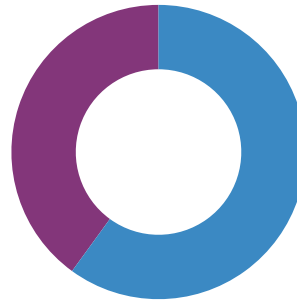


Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



40%


FEMALE FOLLOWERS

60%

MALE FOLLOWERS

Men between ages of 25-34 appear to be the leading force among your recent followers.

Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Increase	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @KootRock	2,030	101.2%	–	–	–	–	947	–