



Twitter Profiles Report

for @KootRock

Apr 01, 2014 - Mar 31, 2015

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



3,710,457
ORGANIC IMPRESSIONS



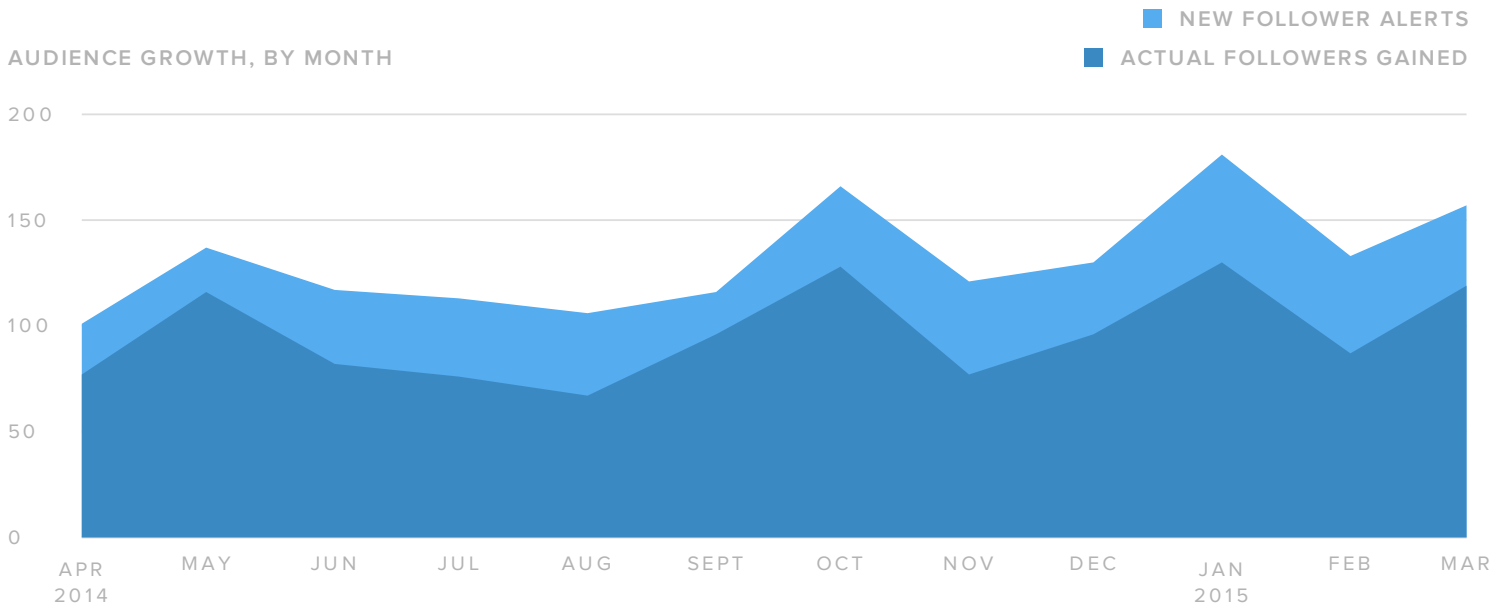
-
TOTAL ENGAGEMENTS



-
LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY MONTH



FOLLOWER METRICS

TOTALS

Total Followers	3,140
New Follower alerts	1,578
Actual Followers gained	1,111
People that you followed	529

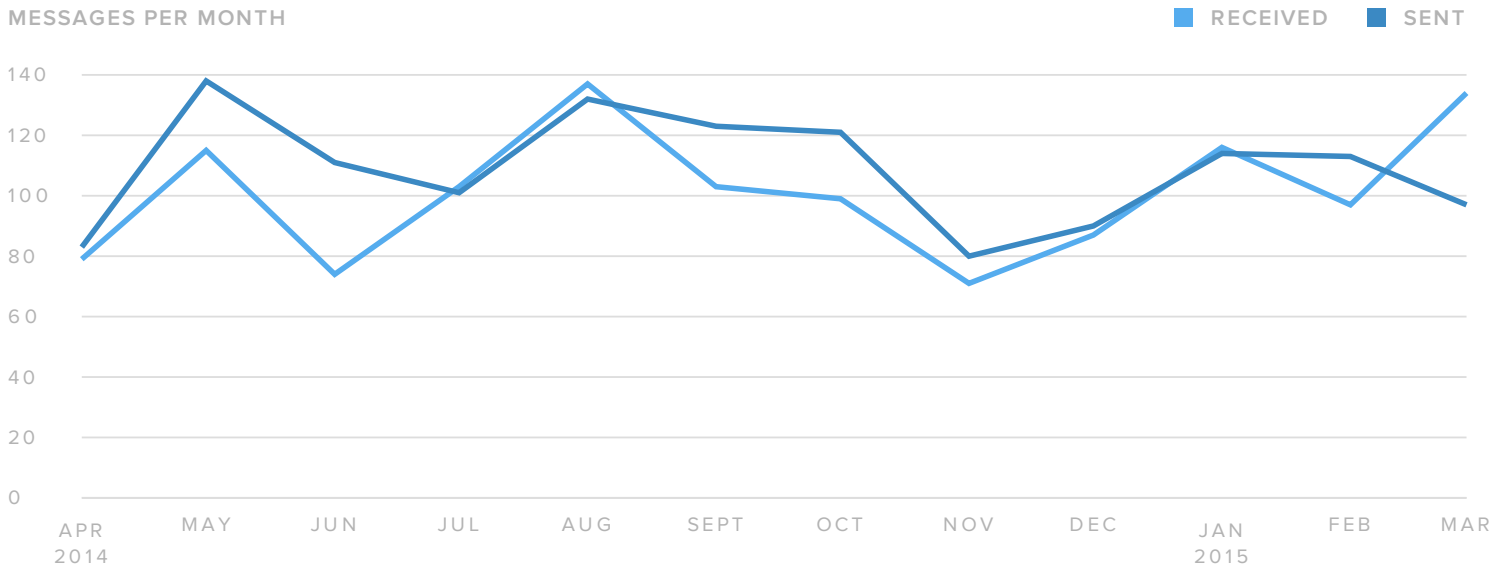
Your new followers increased by

▲ 8.8%

since previous date range

Posts & Conversations

MESSAGES PER MONTH



SENT/RECEIVED METRICS

TOTALS

Tweets sent	1,303
Direct Messages sent	—
Total Sent	1,303
Mentions received	1,193
Direct Messages received	22
Total Received	1,215

The number of messages you sent decreased by

▼ **15.9%**

since previous date range

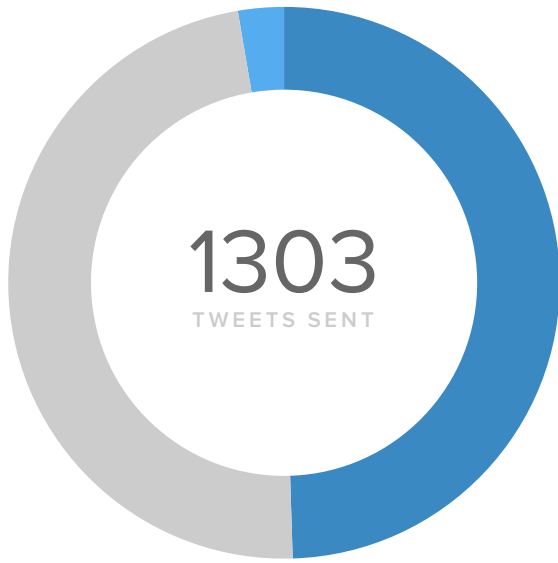
The number of messages you received decreased by

▼ **11.6%**

since previous date range

Your Content & Engagement Habits

SENT MESSAGE CONTENT



35

PLAIN TEXT

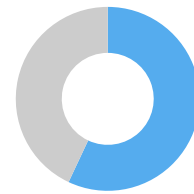
645

PAGE LINKS

623

PHOTO LINKS

YOUR TWEETING BEHAVIOR

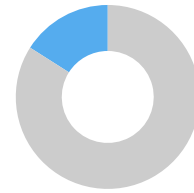


57%

CONVERSATION

43%

UPDATES



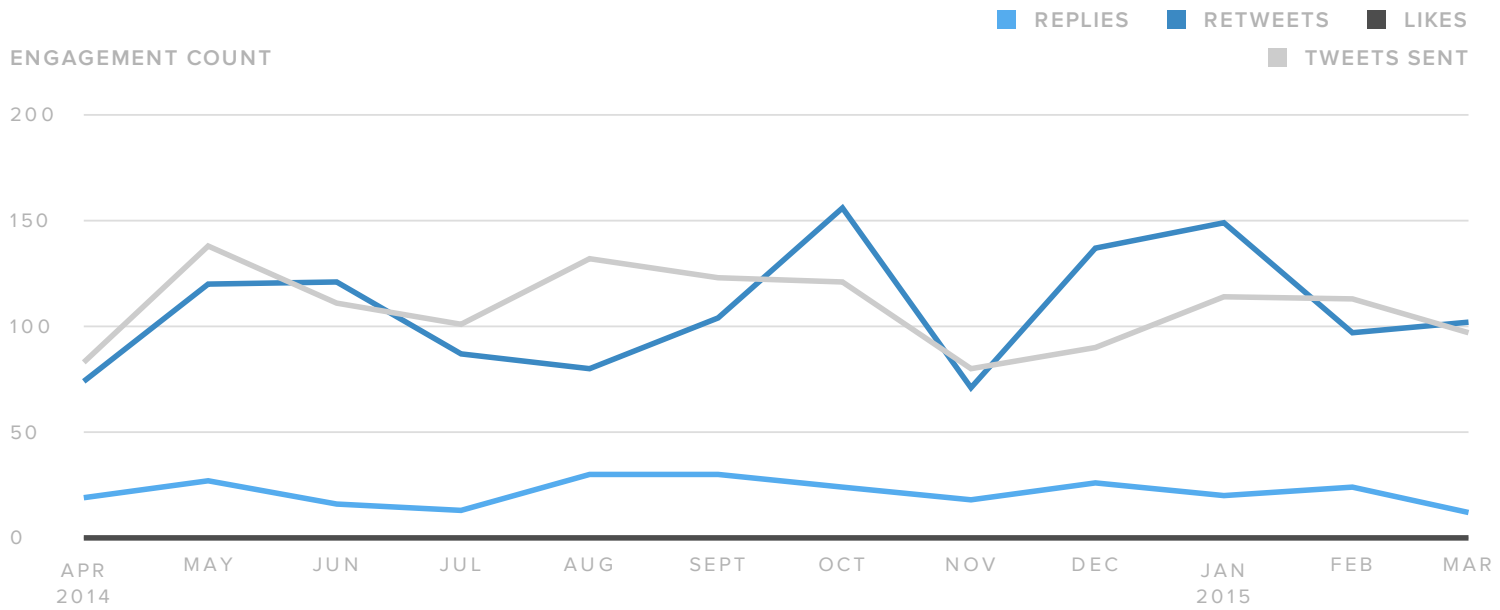
16%

NEW CONTACTS

84%

EXISTING CONTACTS

Audience Engagement



ENGAGEMENT METRICS	TOTALS
Replies	259
Retweets	1,298
Retweets with Comments	—
Likes	—
Engagements per Follower	—
Impressions per Follower	1,181.7
Engagements per Tweet	—
Impressions per Tweet	2,847.6
Engagements per Impression	—

The number of engagements increased by

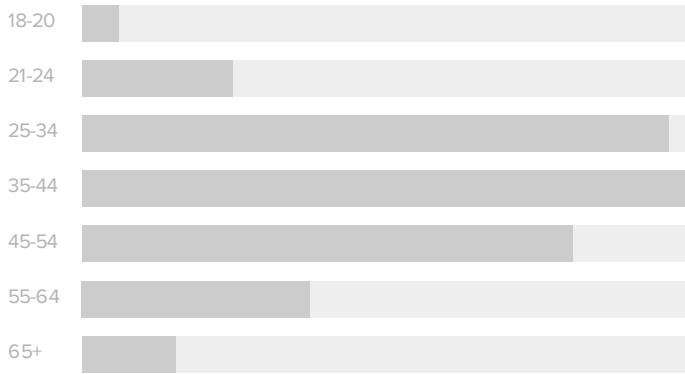


The number of impressions per Tweet increased by

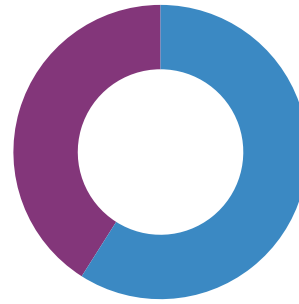


Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



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	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @KootRock	3,140	54.8%	3,710,457	1,181.67	–	–	1,298	–