



# Twitter Profiles Report

for @KootRock

Apr 01, 2015 - Mar 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.

**sproutsocial**

## Twitter Activity Overview



879,650

ORGANIC IMPRESSIONS



15,606

TOTAL ENGAGEMENTS

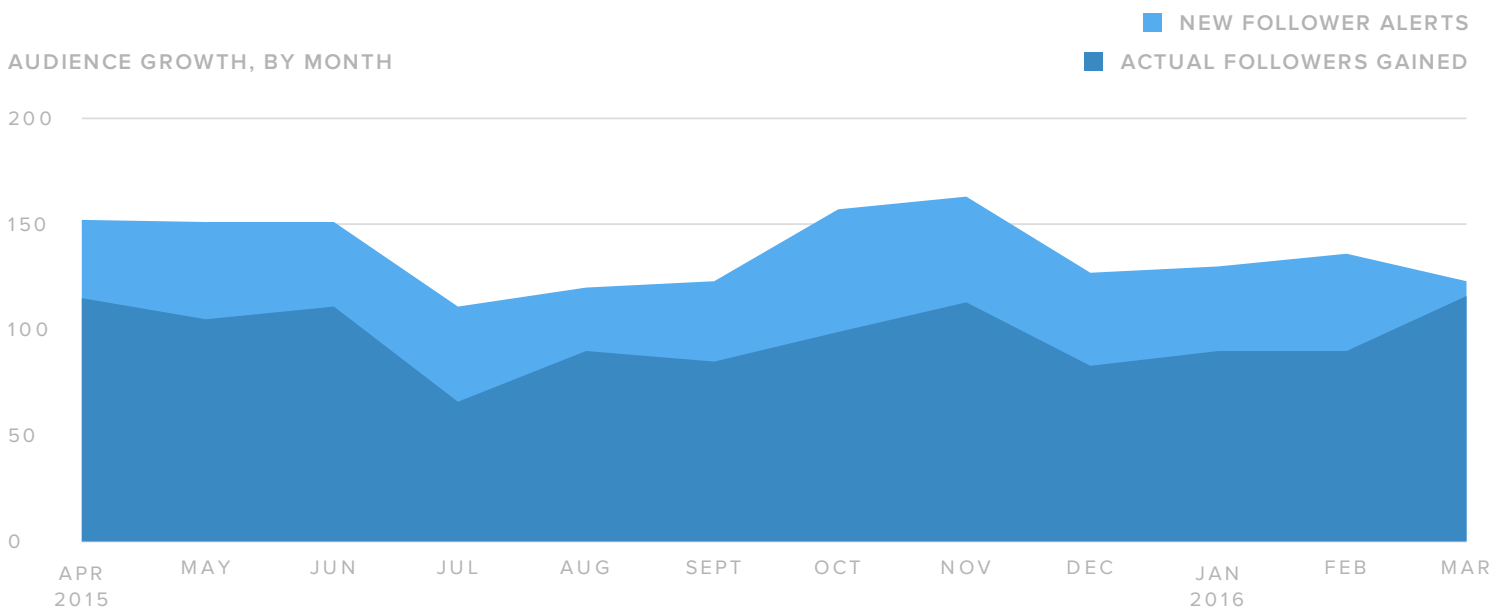


3,265

LINK CLICKS

## Audience Growth

AUDIENCE GROWTH, BY MONTH



### FOLLOWER METRICS

### TOTALS

<b>Total Followers</b>	<b>4,243</b>
New Follower alerts	1,644
Actual Followers gained	1,102
People that you followed	255

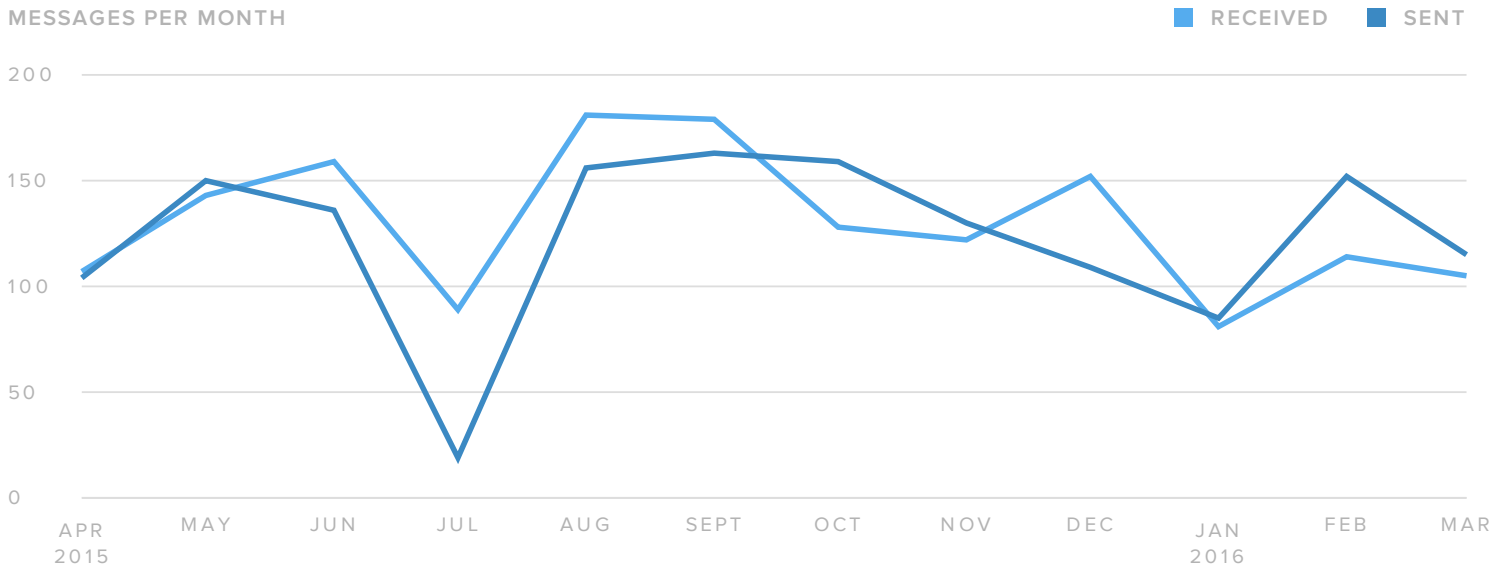
Your new followers decreased by

▼ 0.8%

since previous date range

## Posts & Conversations

### MESSAGES PER MONTH



### SENT/RECEIVED METRICS

### TOTALS

Tweets sent 1,477

Direct Messages sent 1

**Total Sent 1,478**

Mentions received 1,534

Direct Messages received 26

**Total Received 1,560**

The number of messages you sent increased by

▲ **13.4%**

since previous date range

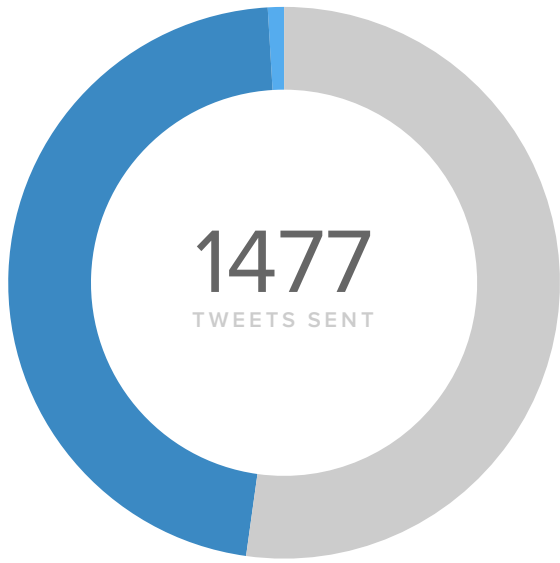
The number of messages you received increased by

▲ **28.4%**

since previous date range

## Your Content & Engagement Habits

### SENT MESSAGE CONTENT



14

PLAIN TEXT

692

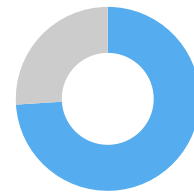
PAGE LINKS

771

PHOTO LINKS

1477  
TWEETS SENT

### YOUR TWEETING BEHAVIOR

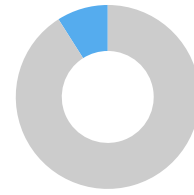


74%

CONVERSATION

26%

UPDATES



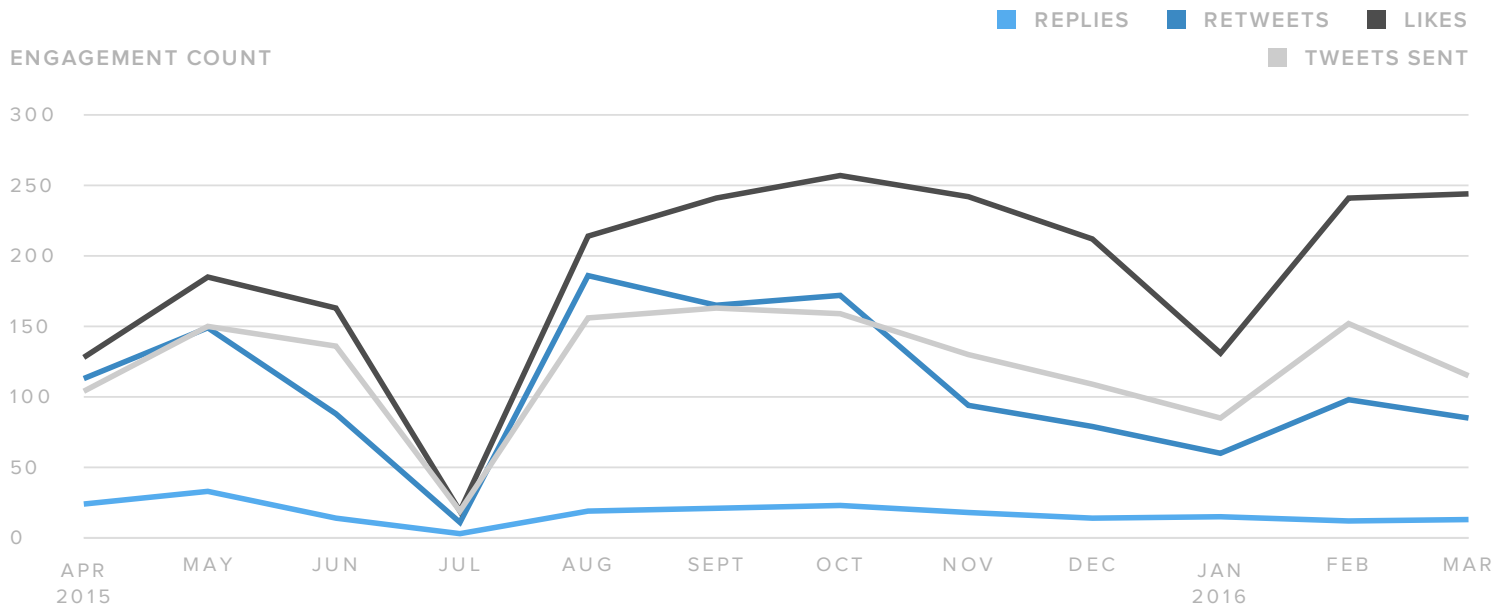
9%

NEW CONTACTS

91%

EXISTING CONTACTS

# Audience Engagement

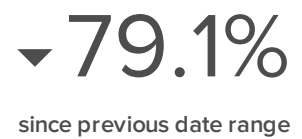


ENGAGEMENT METRICS	TOTALS
Replies	209
Retweets	1,300
Retweets with Comments	104
Likes	2,277
Engagements per Follower	3.7
Impressions per Follower	207.3
Engagements per Tweet	10.6
Impressions per Tweet	595.6
Engagements per Impression	1.8%

The number of engagements increased by

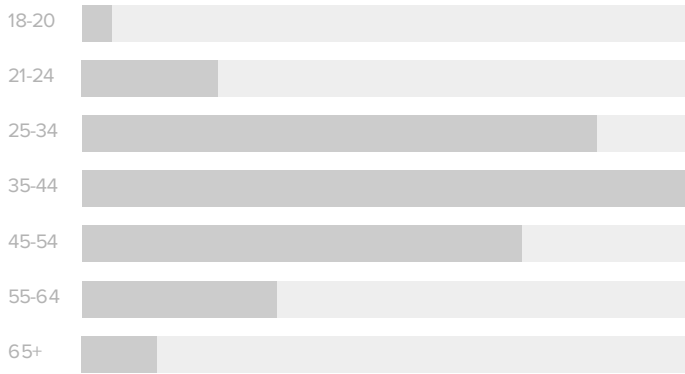


The number of impressions per Tweet decreased by

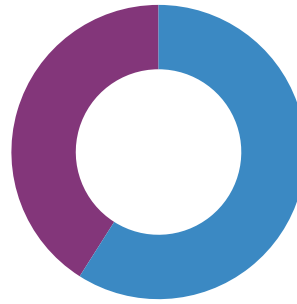


# Audience Demographics

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	4,243	35.1%	879,650	207.32	15,606	3.68	1,300	3,265