



Twitter Profiles Report

for KootRocks

Sep 01, 2016 - Sep 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



70,740
ORGANIC IMPRESSIONS



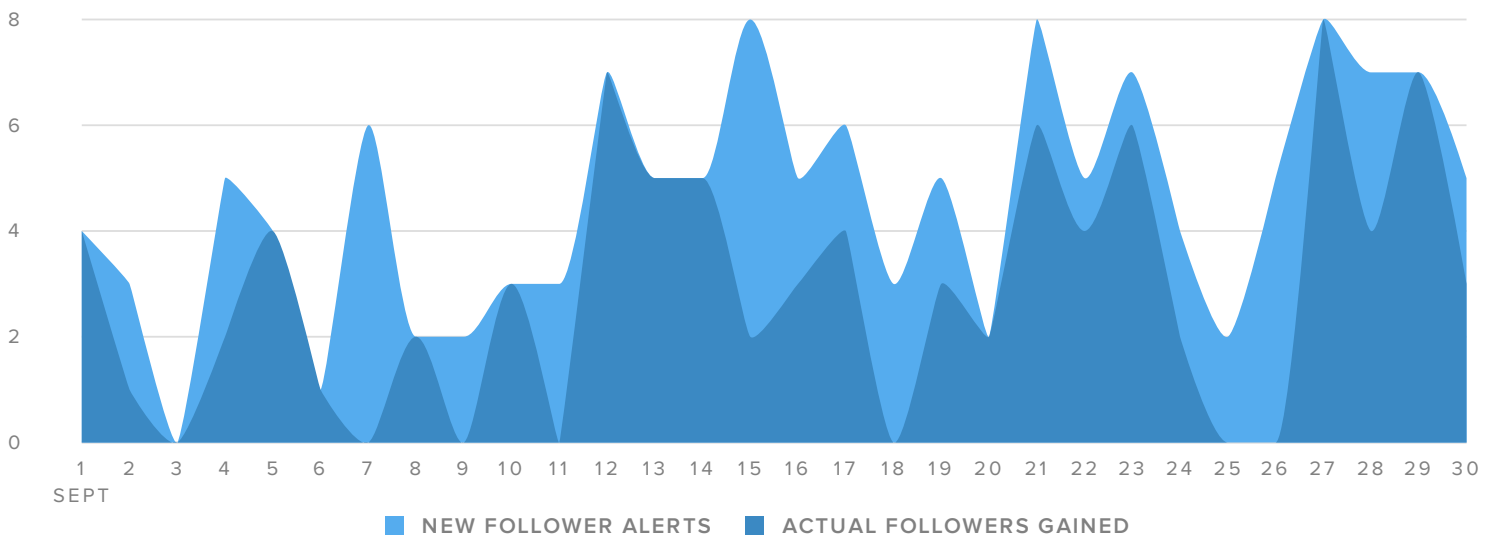
1,634
TOTAL ENGAGEMENTS



280
LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS

TOTALS

Total Followers	4,823
New Follower alerts	124
Actual Followers gained	87
People that you followed	73

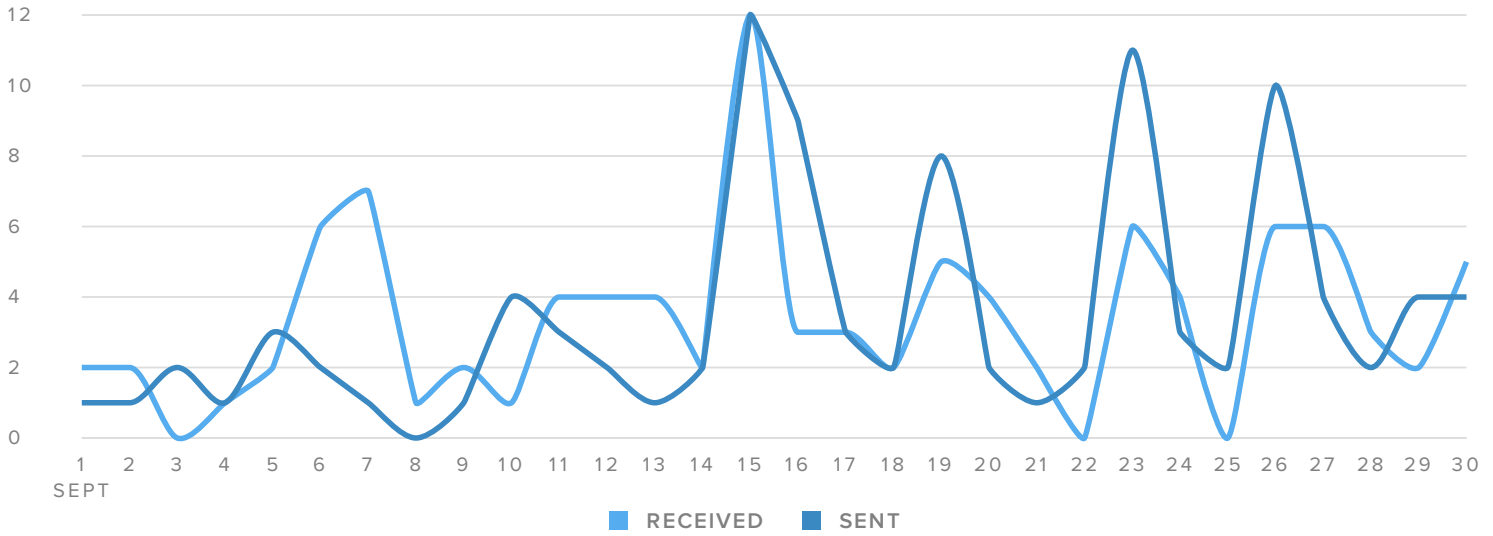
Total followers increased by

▲ 1.8%

since previous month

Posts & Conversations

MESSAGES PER DAY



SENT/RECEIVED METRICS

TOTALS

Tweets sent	103
Direct Messages sent	-
Total Sent	103

The number of messages you sent decreased by

▼ **31.8%**

since previous month

Mentions received	96
Direct Messages received	5
Total Received	101

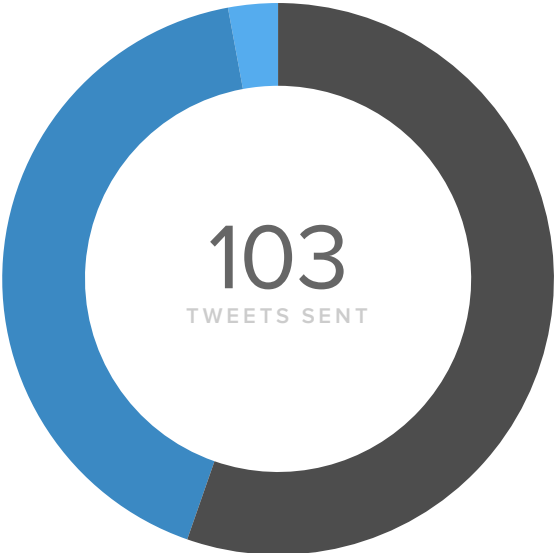
The number of messages you received decreased by

▼ **43.3%**

since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT



3
PLAIN TEXT

43
PAGE LINKS

57
PHOTO LINKS

YOUR TWEETING BEHAVIOR



65%
CONVERSATION

35%
UPDATES

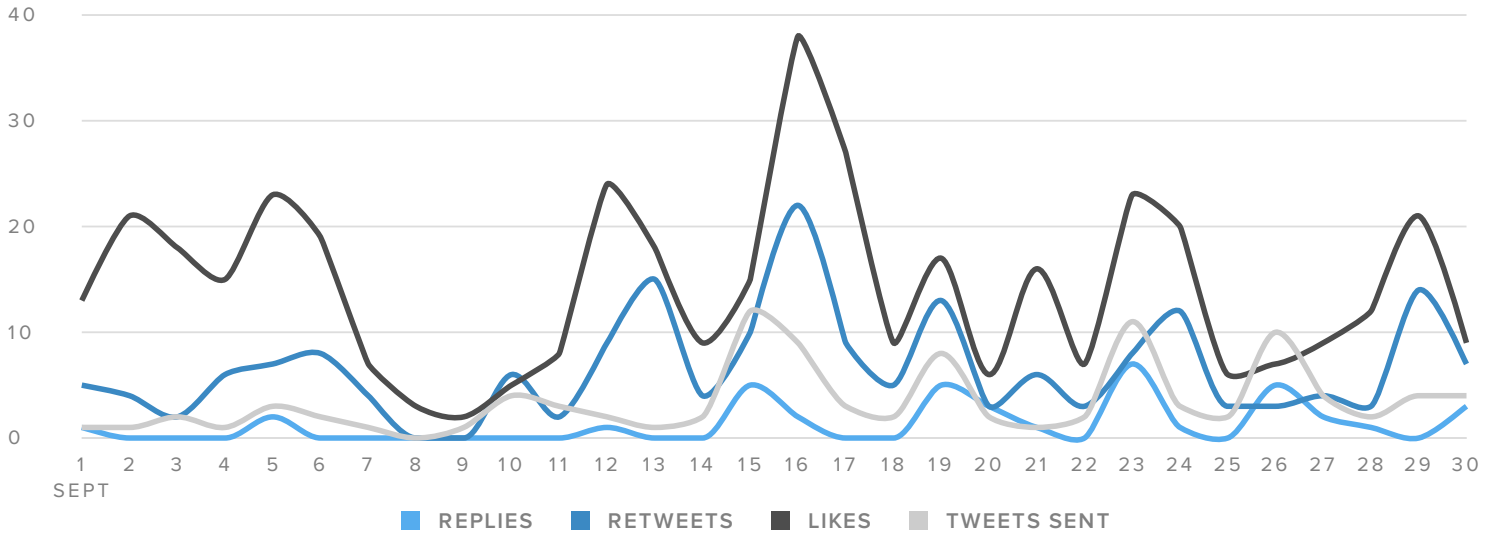


10%
NEW CONTACTS

90%
EXISTING CONTACTS

Audience Engagement

ENGAGEMENT COUNT



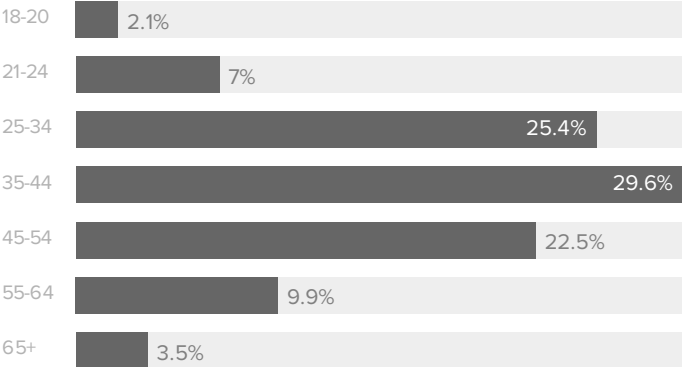
ENGAGEMENT METRICS	TOTALS
Replies	39
Retweets	197
Retweets with Comments	22
Likes	427
Engagements per Follower	0.3
Impressions per Follower	14.7
Engagements per Tweet	15.9
Impressions per Tweet	686.8
Engagements per Impression	2.3%

The number of engagements decreased by
▼ 25.1%
 since previous month

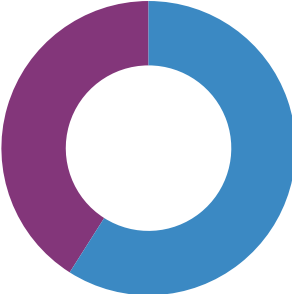
The number of impressions per Tweet increased by
▲ 25.6%
 since previous month

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	4,823	1.8%	103	70,740	14.67	1,634	0.34	197	280