



Twitter Profiles Report

for @craft_art

Feb 01, 2016 - Feb 29, 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



2,962

ORGANIC IMPRESSIONS



32

TOTAL ENGAGEMENTS

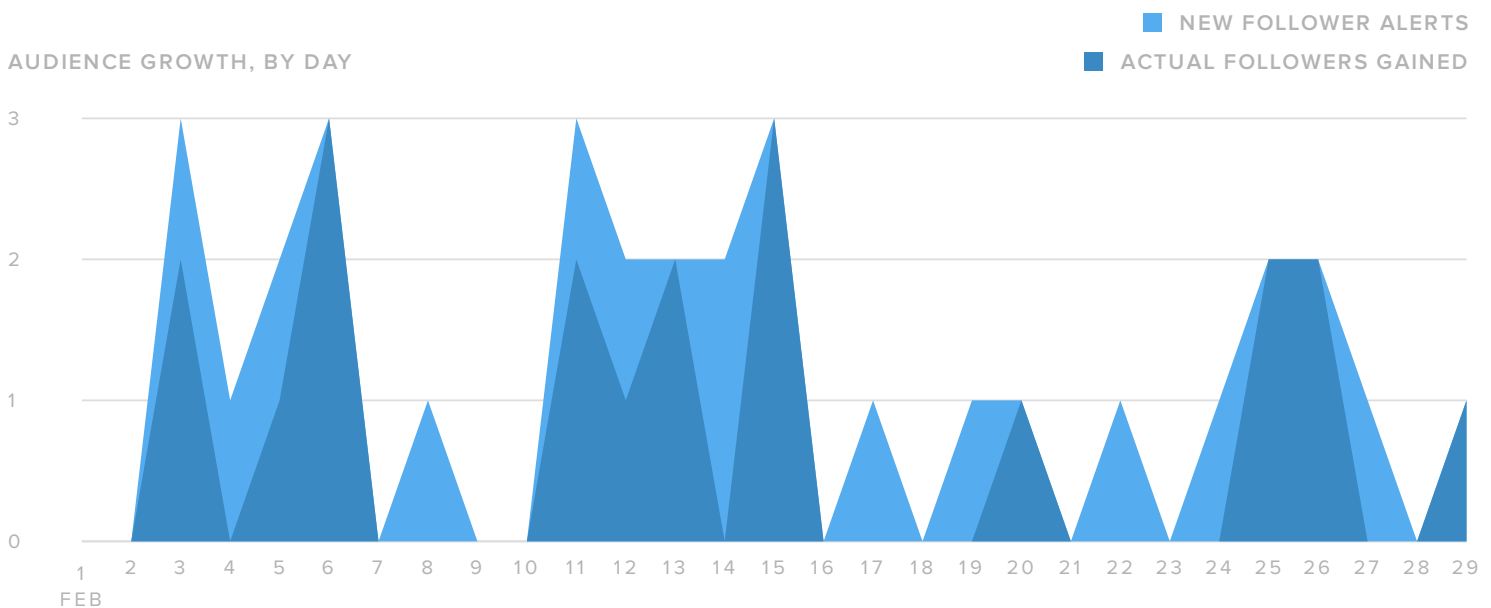


2

LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS

TOTALS

Total Followers	461
New Follower alerts	29
Actual Followers gained	6
People that you followed	596

Your new followers increased by

—
since previous month

Posts & Conversations

MESSAGES PER DAY



SENT/RECEIVED METRICS

TOTALS

Tweets sent	39
Direct Messages sent	–
Total Sent	39
Mentions received	2
Direct Messages received	–
Total Received	2

The number of messages you sent increased by

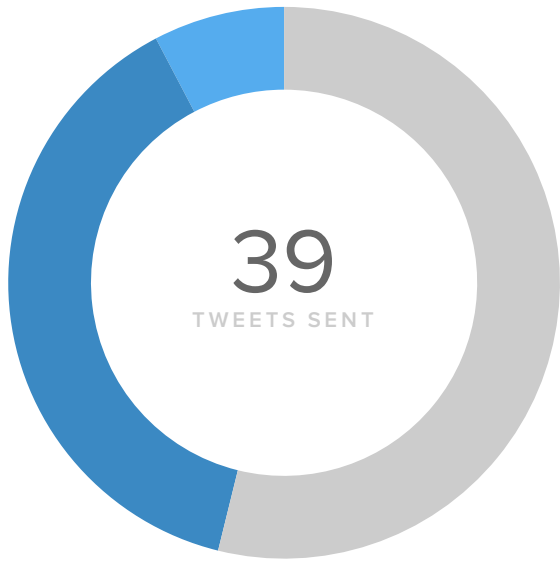
▲ **39.3%**
since previous month

The number of messages you received decreased by

▼ **60.0%**
since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT

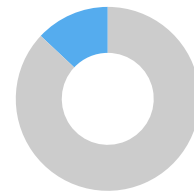


3
PLAIN TEXT

15
PAGE LINKS

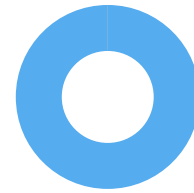
21
PHOTO LINKS

YOUR TWEETING BEHAVIOR



13%
CONVERSATION

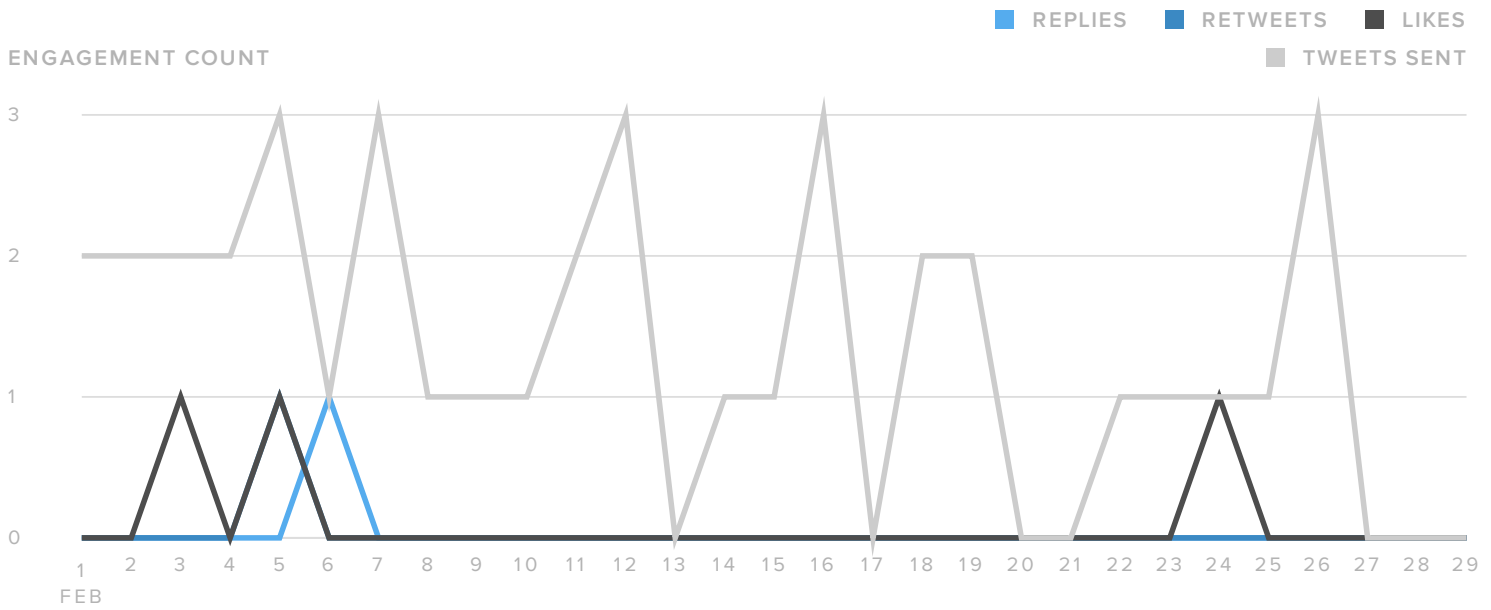
87%
UPDATES



100%
NEW CONTACTS

0%
EXISTING CONTACTS

Audience Engagement



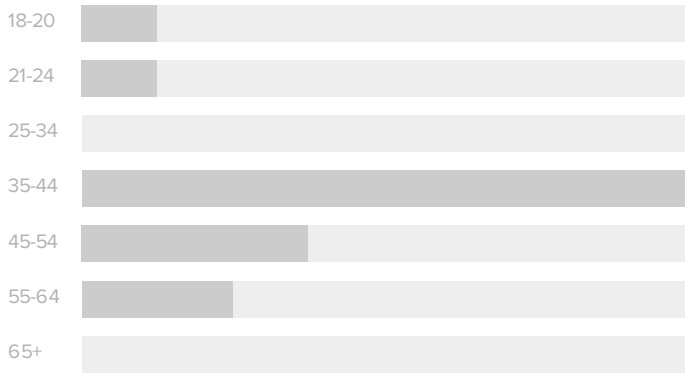
ENGAGEMENT METRICS	TOTALS
Replies	1
Retweets	1
Retweets with Comments	2
Likes	3
Engagements per Follower	0.1
Impressions per Follower	6.4
Engagements per Tweet	0.8
Impressions per Tweet	75.9
Engagements per Impression	1.1%

The number of engagements increased by **3,100.0%** since previous month

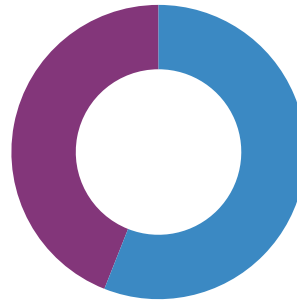
The number of impressions per Tweet increased by **171.6%** since previous month

Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



44%


FEMALE FOLLOWERS

56%

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
 @craft_art	461	1.3%	2,962	6.43	32	0.07	1	2