



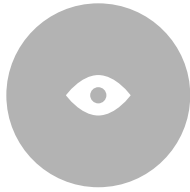
Twitter Profiles Report

for @javieflats

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



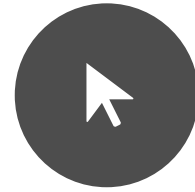
2,736

ORGANIC IMPRESSIONS



37

TOTAL ENGAGEMENTS

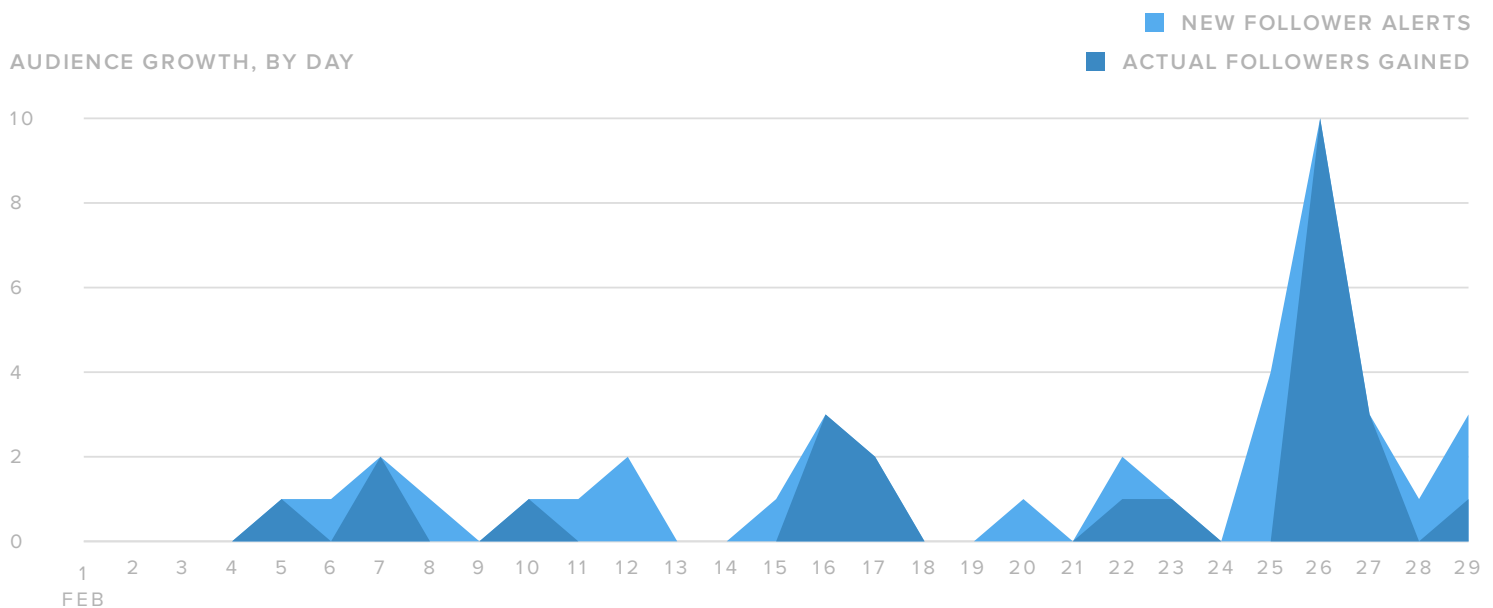


2

LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS

TOTALS

Total Followers

423

New Follower alerts

37

Actual Followers gained

-1

People that you followed

14

Your new followers decreased by

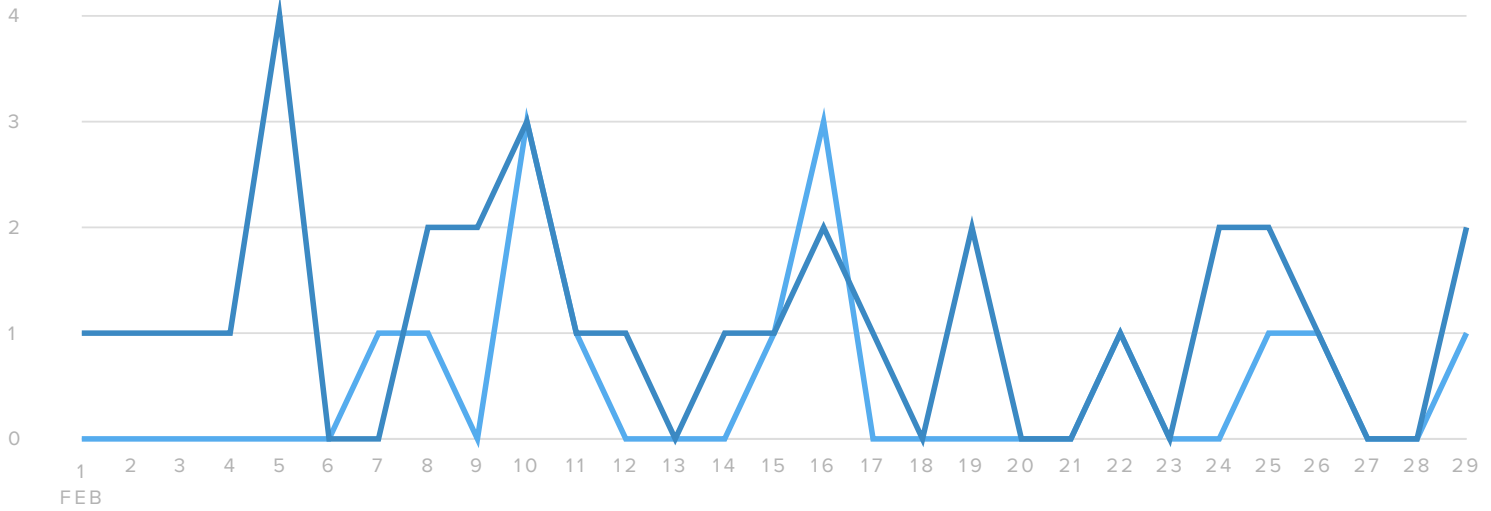
▼ 103.4%

since previous month

Posts & Conversations

MESSAGES PER DAY

RECEIVED SENT



SENT/RECEIVED METRICS

TOTALS

Tweets sent	30
Direct Messages sent	2
Total Sent	32
Mentions received	9
Direct Messages received	5
Total Received	14

The number of messages you sent increased by

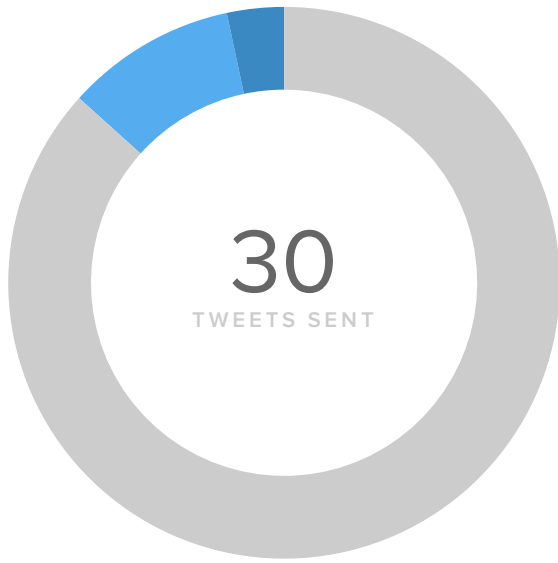
▲ 18.5%
since previous month

The number of messages you received decreased by

▼ 46.2%
since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT



3

PLAIN TEXT

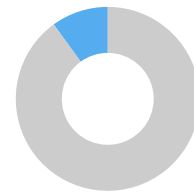
1

PAGE LINKS

26

PHOTO LINKS

YOUR TWEETING BEHAVIOR

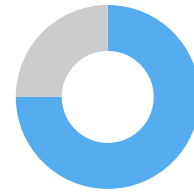


10%

CONVERSATION

90%

UPDATES



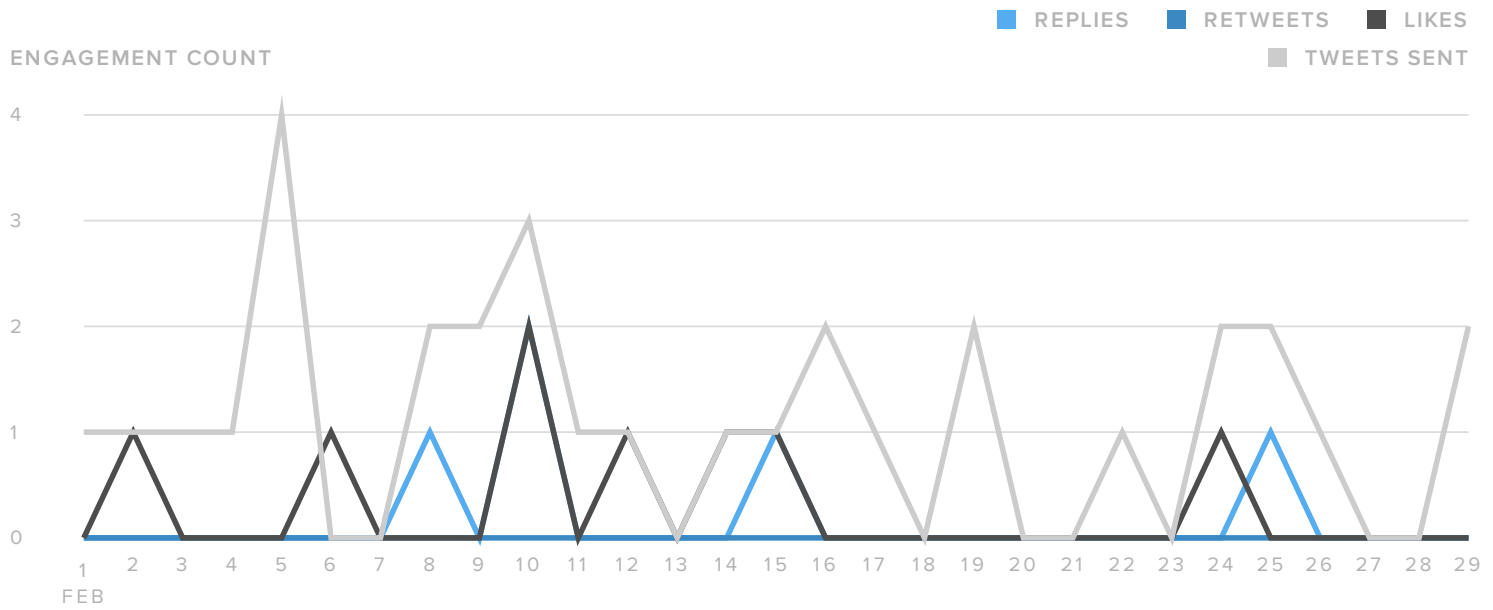
75%

NEW CONTACTS

25%

EXISTING CONTACTS

Audience Engagement



ENGAGEMENT METRICS	TOTALS
Replies	5
Retweets	–
Retweets with Comments	1
Likes	8
Engagements per Follower	0.1
Impressions per Follower	6.5
Engagements per Tweet	1.2
Impressions per Tweet	91.2
Engagements per Impression	1.4%

The number of engagements decreased by

▼ **14.0%**

since previous month

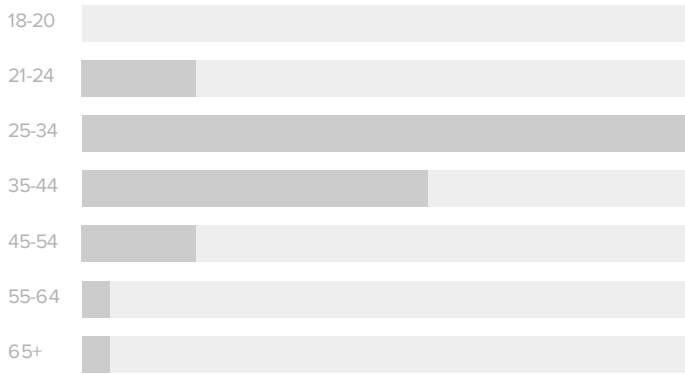
The number of impressions per Tweet decreased by

▼ **28.1%**

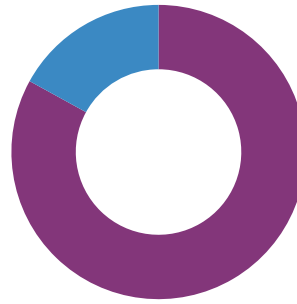
since previous month

Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



83%


FEMALE FOLLOWERS

17%

MALE FOLLOWERS

Women 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
 @javieflats	423	–	2,736	6.47	37	0.09	–	2