



# Twitter Profiles Report

for @javieflats

May 01, 2016 - May 31, 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



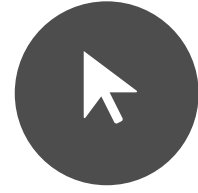
3,877

ORGANIC IMPRESSIONS



46

TOTAL ENGAGEMENTS

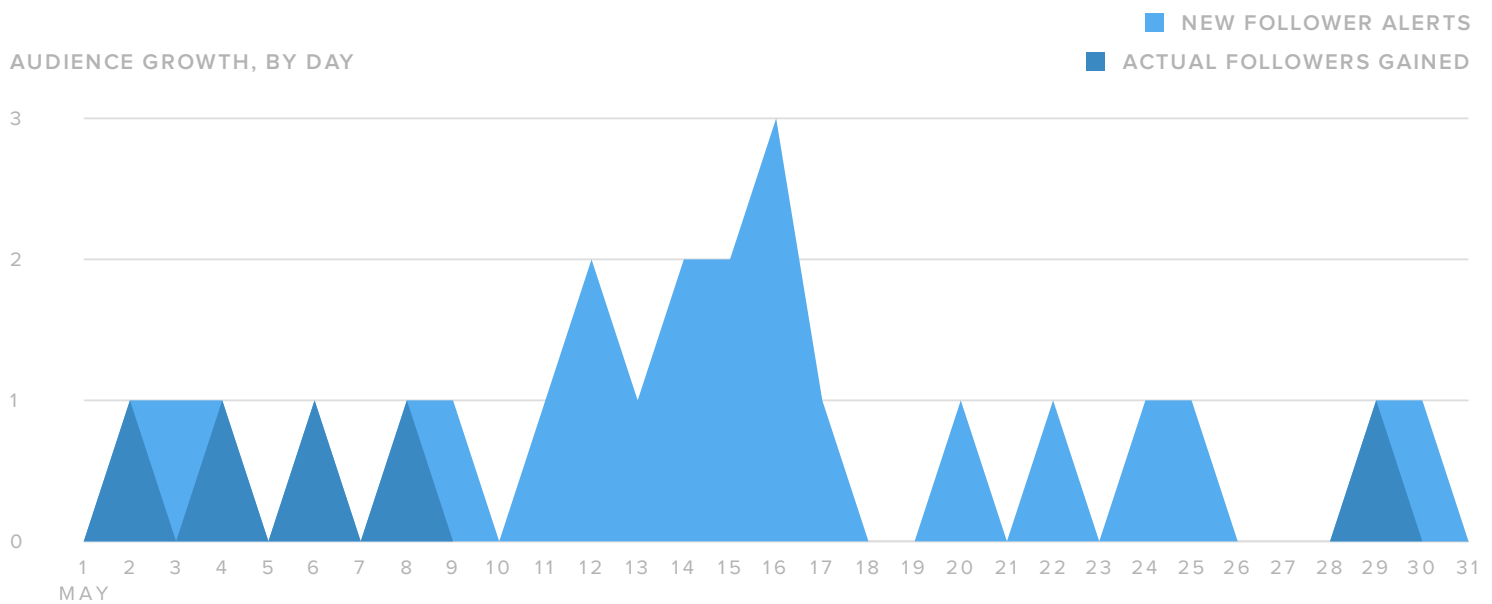


2

LINK CLICKS

## Audience Growth

AUDIENCE GROWTH, BY DAY



### FOLLOWER METRICS

### TOTALS

<b>Total Followers</b>	<b>447</b>
New Follower alerts	23
Actual Followers gained	-3
People that you followed	1

Your new followers decreased by

▼ **110.0%**

since previous month

# Posts & Conversations

MESSAGES PER DAY



SENT/RECEIVED METRICS

TOTALS

Tweets sent	24
Direct Messages sent	-
<b>Total Sent</b>	<b>24</b>
Mentions received	2
Direct Messages received	-
<b>Total Received</b>	<b>2</b>

The number of messages you sent increased by

▲ 4.3%

since previous month

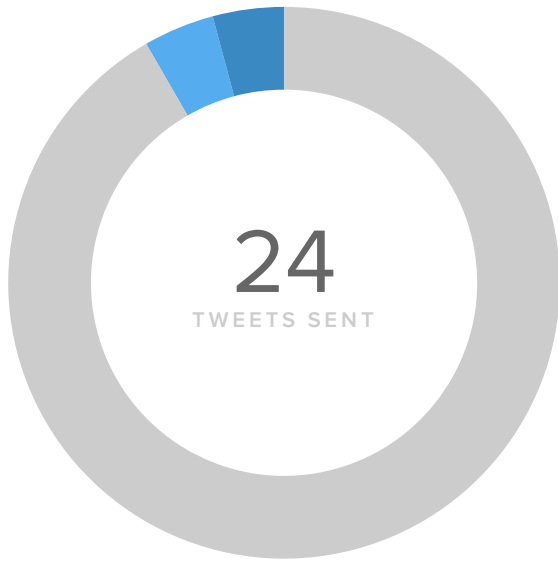
The number of messages you received decreased by

▼ 93.8%

since previous month

## Your Content & Engagement Habits

### SENT MESSAGE CONTENT

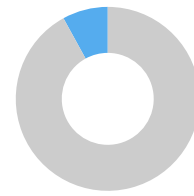


1  
PLAIN TEXT

1  
PAGE LINKS

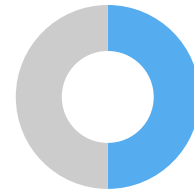
22  
PHOTO LINKS

### YOUR TWEETING BEHAVIOR



8%  
CONVERSATION

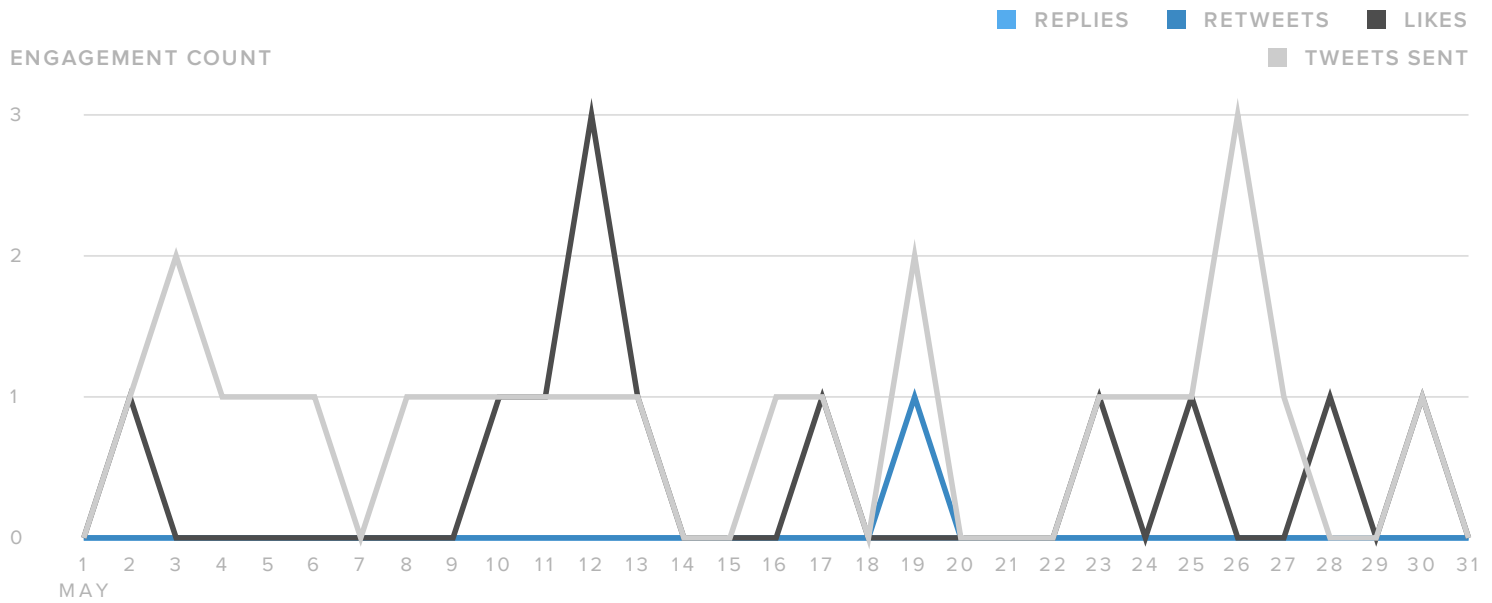
92%  
UPDATES



50%  
NEW CONTACTS

50%  
EXISTING CONTACTS

# Audience Engagement



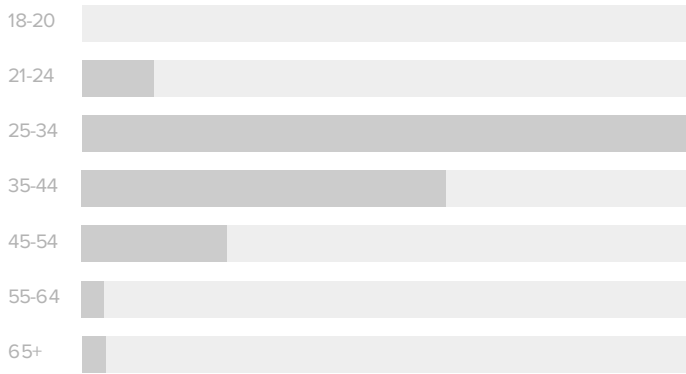
ENGAGEMENT METRICS	TOTALS
Replies	–
Retweets	1
Retweets with Comments	–
Likes	12
Engagements per Follower	0.1
Impressions per Follower	8.7
Engagements per Tweet	1.9
Impressions per Tweet	161.5
Engagements per Impression	1.2%

The number of engagements decreased by **28.1%** since previous month

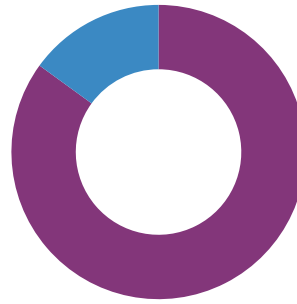
The number of impressions per Tweet decreased by **33.3%** since previous month

# Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



85%


FEMALE FOLLOWERS

15%

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	447	-1%	3,877	8.67	46	0.10	1	2