



Twitter Profiles Report

for @SeasideTC

Aug 01, 2016 - Aug 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



948

ORGANIC IMPRESSIONS



15

TOTAL ENGAGEMENTS

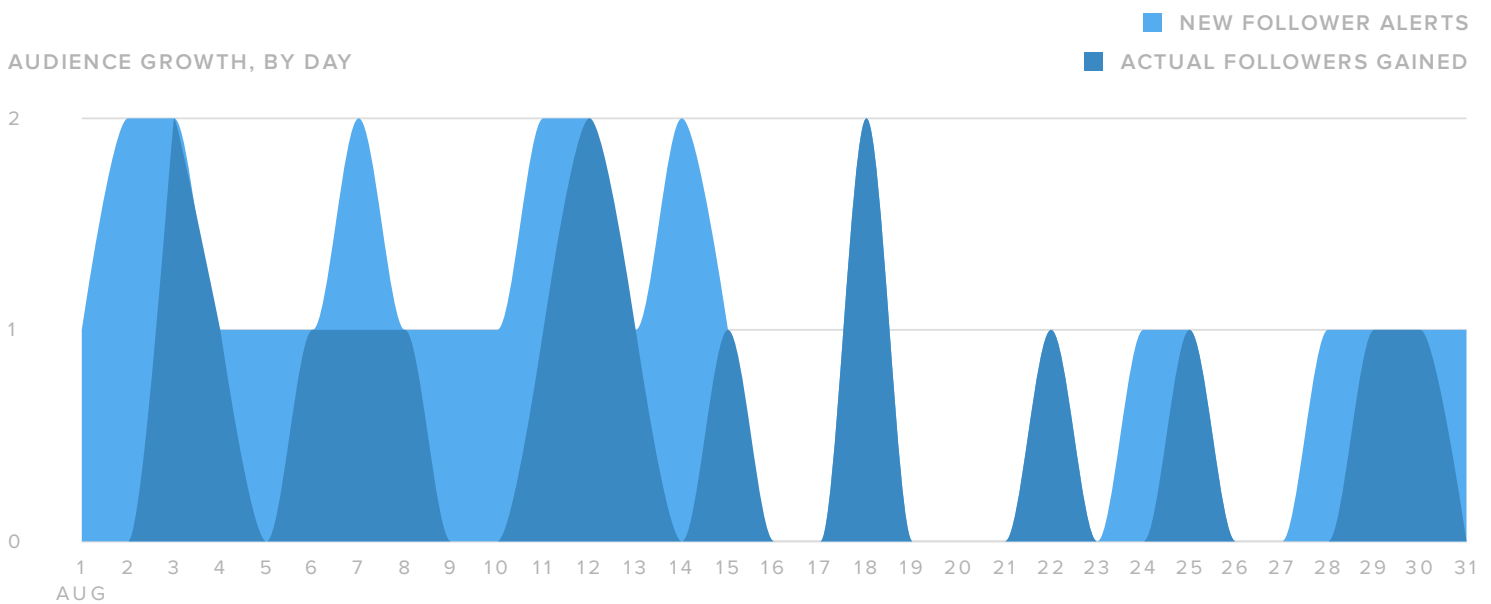


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LINK CLICKS

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWER METRICS

TOTALS

Total Followers

47

New Follower alerts

20

Actual Followers gained

9

People that you followed

3

Total followers increased by

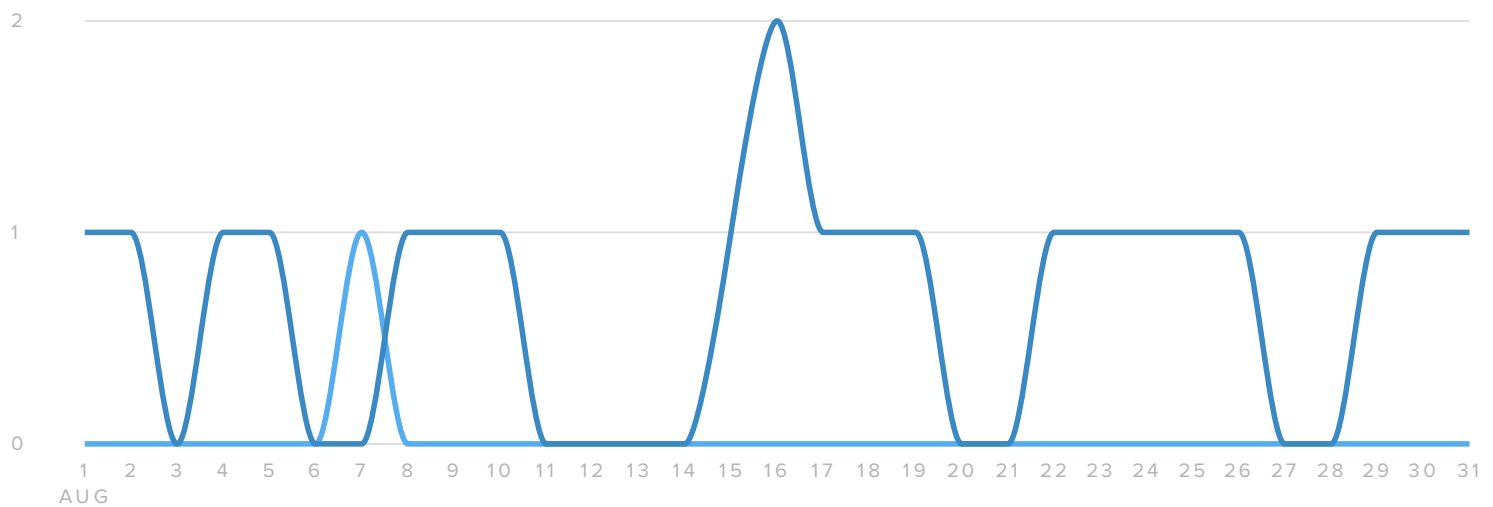
▲ 23.7%

since previous month

Posts & Conversations

MESSAGES PER DAY

■ RECEIVED ■ SENT



SENT/RECEIVED METRICS

TOTALS

Tweets sent

21

Direct Messages sent

–

Total Sent

21

Mentions received

1

Direct Messages received

–

Total Received

1

The number of messages you sent increased by

since previous month

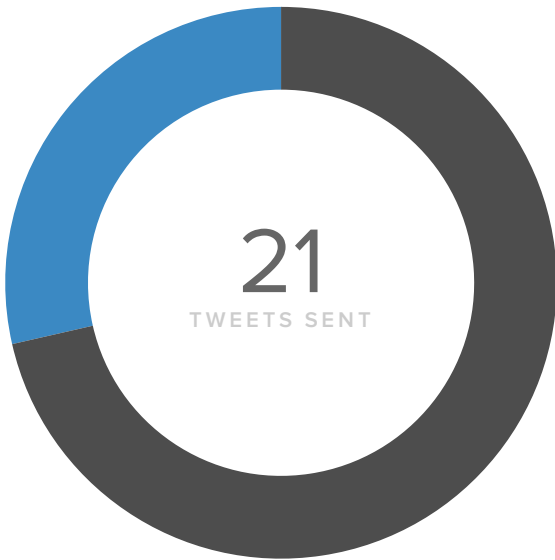
The number of messages you received decreased by

▼ **75.0%**

since previous month

Your Content & Engagement Habits

SENT MESSAGE CONTENT

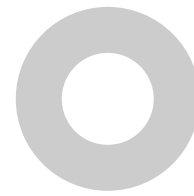


0
PLAIN TEXT

6
PAGE LINKS

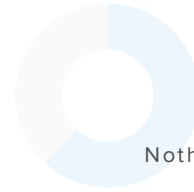
15
PHOTO LINKS

YOUR TWEETING BEHAVIOR



0%
CONVERSATION

100%
UPDATES



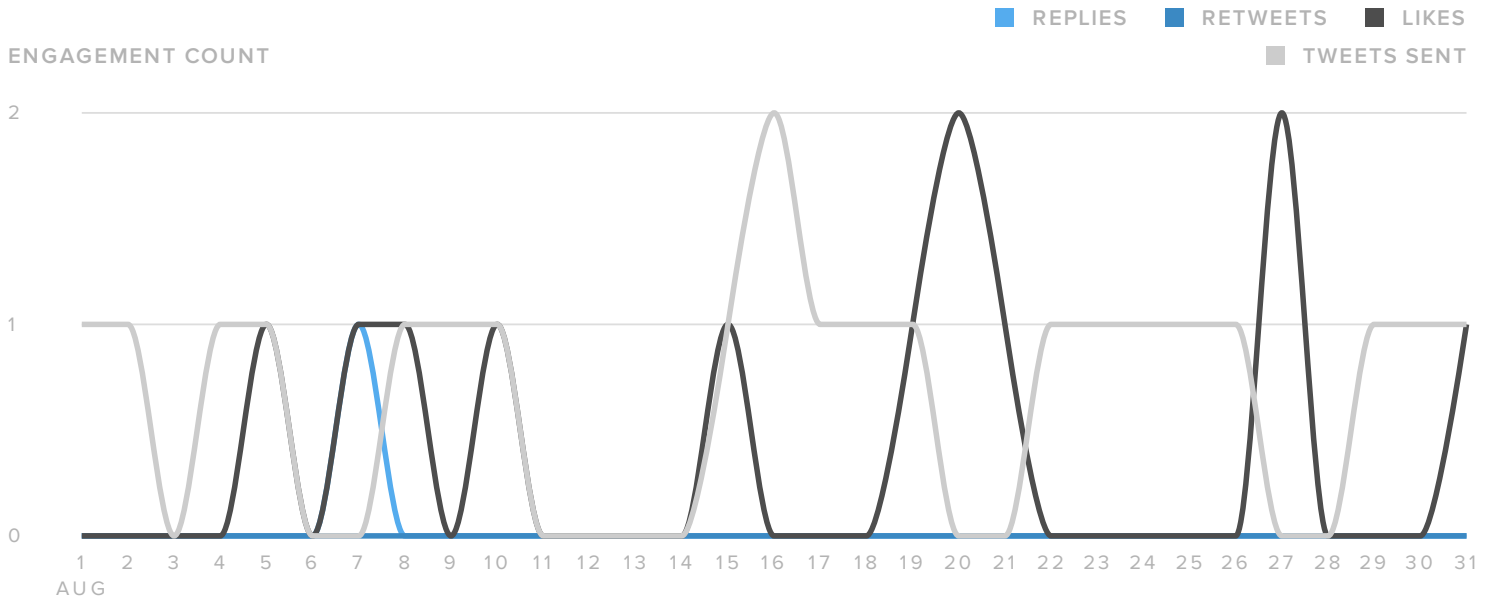
62%
NEW CONTACTS

NO DATA

Nothing to see here yet.

38%
EXISTING CONTACTS

Audience Engagement



ENGAGEMENT METRICS	TOTALS
Replies	1
Retweets	–
Retweets with Comments	–
Likes	12
Engagements per Follower	0.3
Impressions per Follower	20.2
Engagements per Tweet	0.7
Impressions per Tweet	45.1
Engagements per Impression	1.6%

The number of engagements decreased by

▼ **31.8%**

since previous month

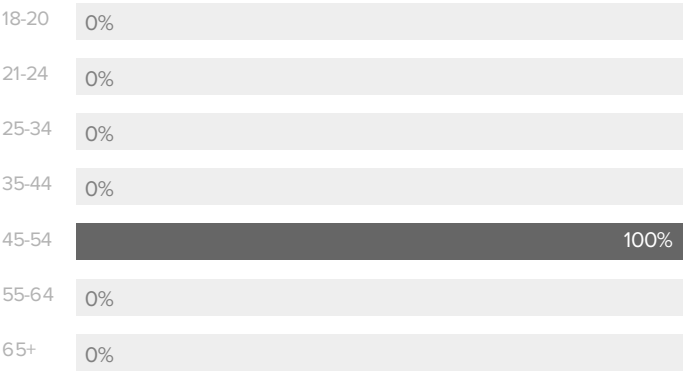
The number of impressions per Tweet decreased by

▼ **47.2%**

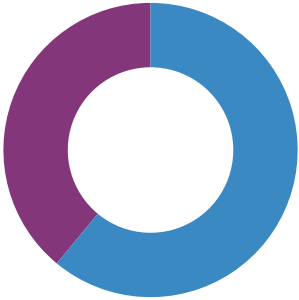
since previous month

Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



39%


FEMALE FOLLOWERS

61%

MALE FOLLOWERS

Men between ages of 45-54 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
 @SeasideTC	47	23.7%	21	948	20.17	15	0.32	–	–