



GETTING STARTED WITH THE

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# Twitter Keyword Report

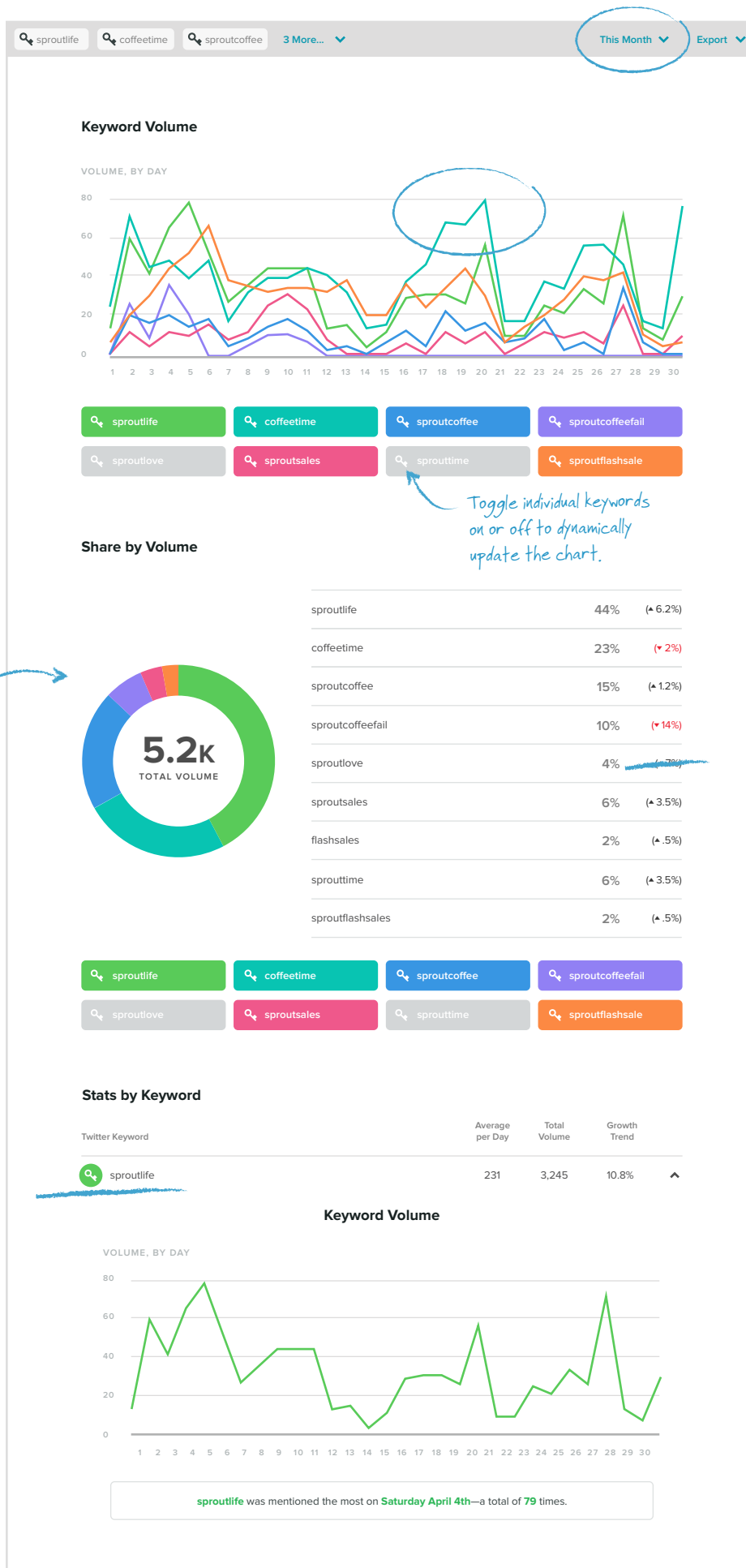
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This report uncovers trends in Twitter traffic for any  
keyword, hashtag or complex query.



**sprout**social

Add keywords for your brand, your products, hashtag campaigns and more.



Select a date range whether current or further back in time.

Analyze volume by day to determine peak usage or trends over time.






Understand how a collection of keywords perform relative to each other.




See if share increased or decreased during the report period with trend data.

Dig into individual stats per keyword and easily compare them all.

## Stats by Keyword, Continued

### Sample Peak Day Tweets

	<b>Darryl V. @themiddle</b> Best part of waking up is saying "hi" to everyone at my local Sprout Coffee #sproutlife April 4 at 10:32 am	468,934 Followers	306 Likes	214 Retweets
	<b>Tiffany B. @tiffany_sprout</b> Mocha white chocolate lattes from @MySproutCoffee are heavenly #sproutlife #myfav April 4 at 10:32 am	302,675 Followers	306 Likes	214 Retweets
	<b>Patrick C. @pcutty</b> Really into the new @MySproutCoffee sandwiches. The BLT is the perfect companion for my afternoon coffee #sproutlife April 3 at 3:45 pm	2,973 Followers	14 Likes	3 Retweets
	<b>Kristin J. @khkristin</b> Can't decide if I should be proud or ashamed that everyone at my local @MySproutCoffee knows my name... #sproutlife April 2 at 9:03 am	205,680 Followers	26 Likes	36 Retweets
	<b>Patrick C. @pcutty</b> Pretty sure that I'm not fully alive until I've had my morning coffee #sproutlife April 1 at 8:55 am	556,500 Followers	109 Likes	87 Retweets

	coffeetime	34	1,005	2.1%	▼
	sproutcoffee	343	5,689	12.3%	▼
	sproutcoffeefail	3	56	.8%	▼
	sproutlove	700	10,876	14.2%	▼
	sproutsales	405	7,809	9.3%	▼
	sprouttime	700	10,876	14.2%	▼
	sproutflashsales	405	7,809	9.3%	▼

Get a quick glimpse into what people were Tweeting about with your keywords.

Click to expand for more in-depth stats of how keywords performed.