



GETTING STARTED WITH THE

Twitter Profiles Report

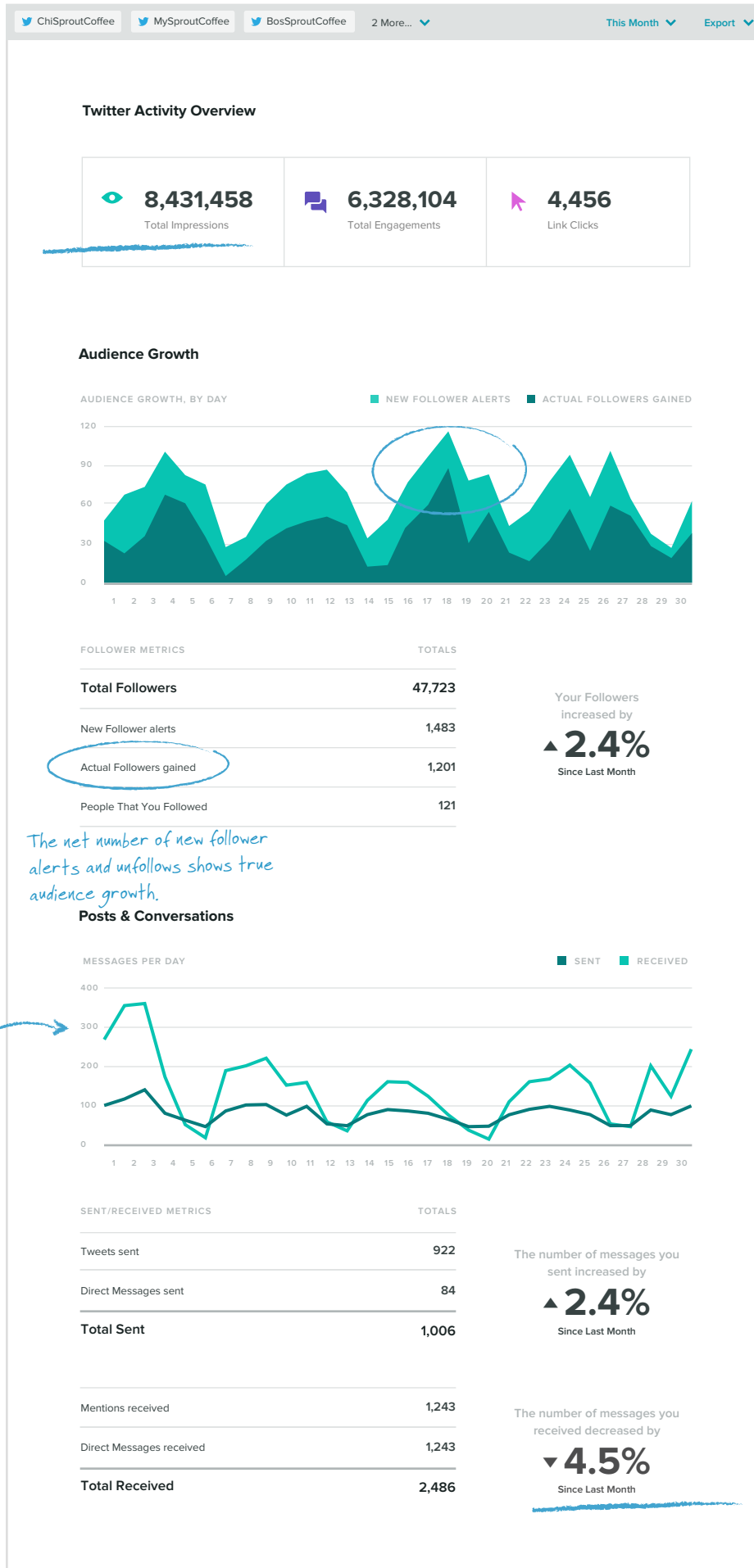
Track how well you communicate with your audience to
determine Twitter performance.



sproutsocial

Add multiple profiles for big-picture insight into Twitter content and social performance.

See the number of times your content was actually seen on Twitter.



Determine the real value of a Tweet through a more holistic look into how your followers engage with your content.

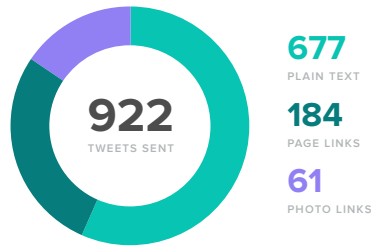
Pinpoint content that drives audience growth (or decline) to adjust your strategy accordingly.

Hover over the line graphs to see the data breakdown on a given day.

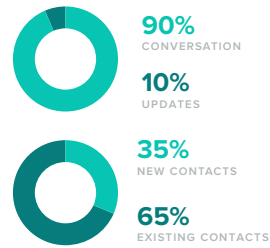
Analyze the number of Tweets sent and received against your content strategy to drive growth and conversations.

Your Content & Engagement Habits

SENT MESSAGE CONTENT



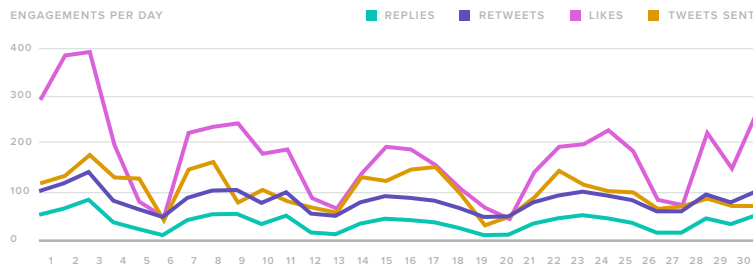
YOUR TWEETING BEHAVIOR



Visualize trends in how your followers engage with your content.

Audience Engagement

ENGAGEMENTS PER DAY



ENGAGEMENT METRICS

ENGAGEMENT METRICS	TOTALS
Replies	2,081
Retweets	917
Favorites	2,081

The number of engagements increased by **▲ 0.8%** Since Last Month

Use breakdowns by follower to compare performance across date ranges and profiles with varying follower counts.

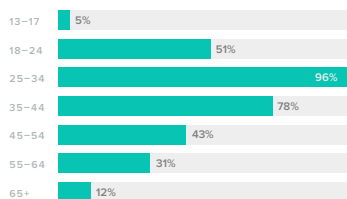
Engagements per follower	0.1
Impressions per follower	9.4
Engagements per Tweet	8.3
Impressions per Tweet	759.9
Engagements per Impression	0.0

The number of impressions per Tweet decreased by **▼ 0.6%** Since Last Month

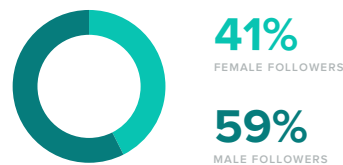
Hold yourself accountable to always engage with followers to give the best social experience.

Audience Demographics

FOLLOWERS BY AGE








FOLLOWERS BY GENDER



Men between ages of 25-34 appear to be the leading force among your recent followers.

Twitter Stats by Profile

Twitter Profile	Total Followers	Follower Growth	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @MySproutCoffee	44,425	6.5%	69,425	3.7	986	4.2	78	986
 @ChiSproutCoffee	4,425	-4.4%	34,425	6.7	986	1.2	758	66
 @BosSproutCoffee	34,425	9.5%	54,425	3.7	36	9.9	34	986
 @NYCSproutCoffee	78,425	18.1%	34,425	6.7	486	52.5	478	56
 @SFSproutCoffee	14,425	-2.2%	67,425	3.3	686	85.5	489	986

Evaluate and benchmark efforts by comparing performance of individual profiles.

