






# Twitter Profiles Report for **IOForienteering**

Jun 30, 2017 - Jul 10, 2017

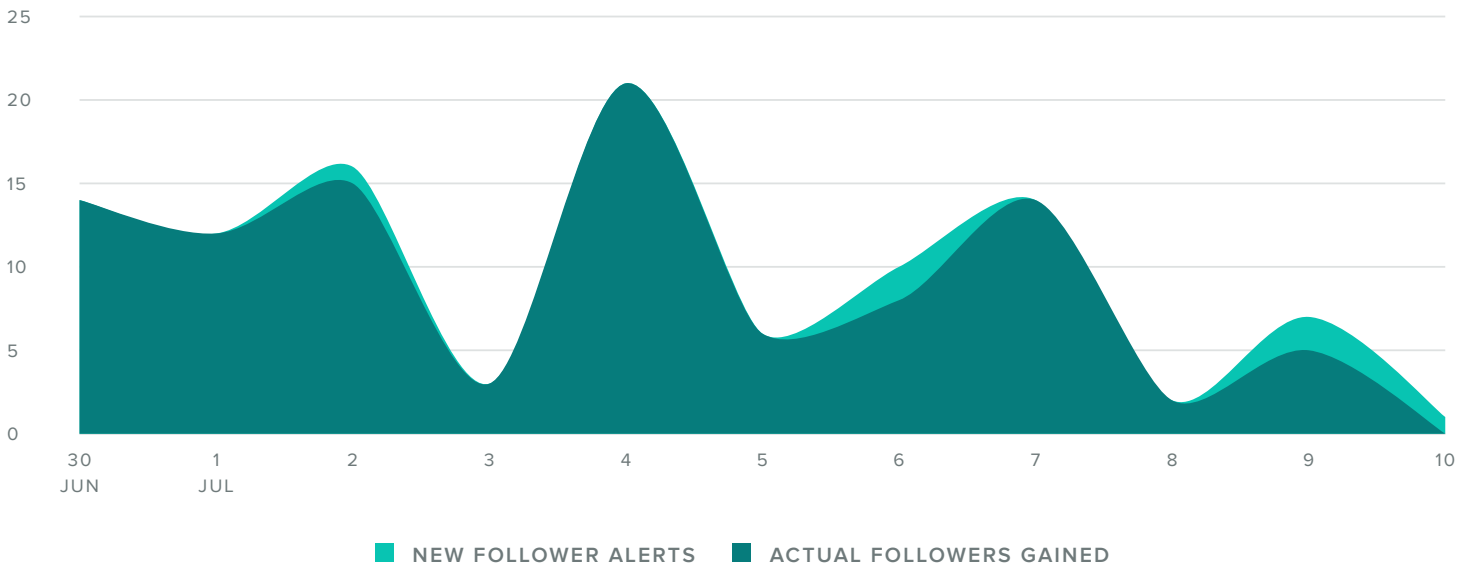
The Twitter Profiles Report gives you insight on all social activity across your Twitter accounts using a blend of Twitter's metrics and proprietary metrics of our own.

### Twitter Activity Overview

 <p><b>301,358</b> Organic Impressions</p>	 <p><b>25,110</b> Total Engagements</p>	 <p><b>1,503</b> Link Clicks</p>
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### Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
<b>Total Followers</b>	<b>3,879</b>
New Follower alerts	97
Actual Followers gained	100
People that you followed	14

Total followers increased by  
**▲ 2.6%**  
 since previous date range

## Posts & Conversations

MESSAGES PER DAY



Sent/Received Metrics

Sent/Received Metrics	Totals
Tweets sent	210
Direct Messages sent	-
<b>Total Sent</b>	<b>210</b>

Mentions received	80
Direct Messages received	-
<b>Total Received</b>	<b>80</b>

The number of messages you sent increased by

**▲ 5,150.0%**

since previous date range

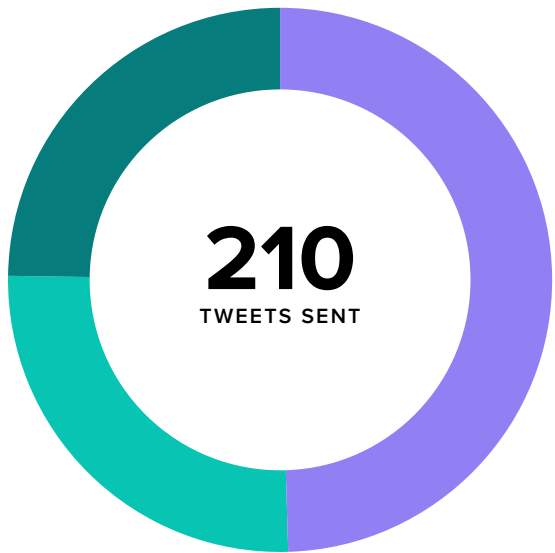
The number of messages you received increased by

**▲ 566.7%**

since previous date range

## Your Content & Engagement Habits

### SENT MESSAGE CONTENT

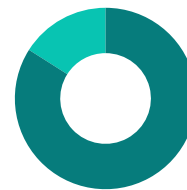


**54**  
PLAIN TEXT

**52**  
PAGE LINKS

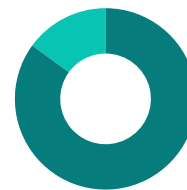
**104**  
PHOTO LINKS

### YOUR TWEETING BEHAVIOR



**16%**  
CONVERSATION

**84%**  
UPDATES

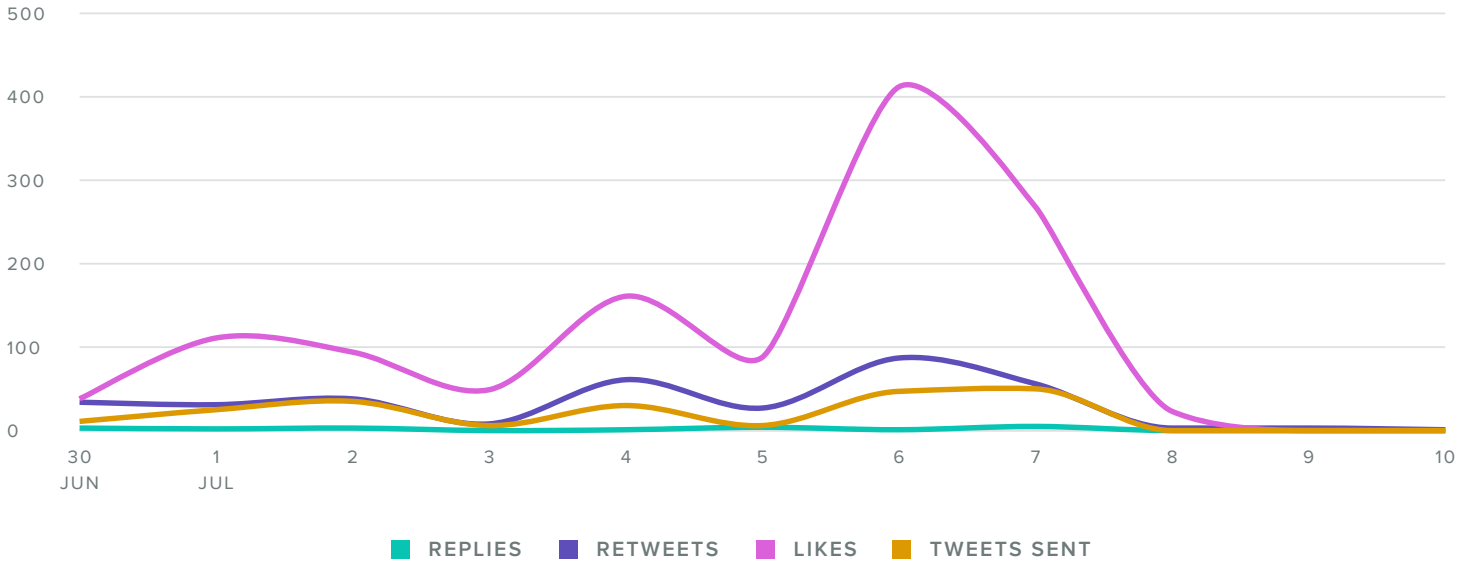


**15%**  
NEW CONTACTS

**85%**  
EXISTING CONTACTS

## Audience Engagement

### ENGAGEMENT COUNT








Engagement Metrics	Totals
Replies	19
Retweets	349
Retweets with Comments	47
Likes	1,244
Engagements per Follower	6.5
Impressions per Follower	77.7
Engagements per Tweet	119.6
Impressions per Tweet	1,435.0
Engagements per Impression	8.3%

The number of engagements increased by **3,054.5%** since previous date range

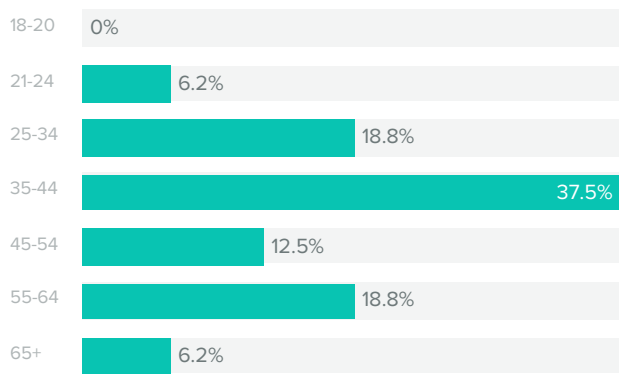
The number of impressions per Tweet decreased by **76.4%** since previous date range

## Top Tweets, by Responses

Tweet	Reach	Responses ▼	Clicks	Retweets
 <p><b>IOForienteering</b> Major Event announcements in Foot Orienteering: WOC 2021: Czech Republic JWOC 2020: Turkey WMOC 2020: Slovakia <b>#Orienteering #woc2017</b> (Tweet) July 05, 2017 10:59 am</p>	11,989	17	–	17
 <p><b>IOForienteering</b> Venla Harju is the first Finnish in a podium at <b>@WOC2017</b> She's full of joy now! <b>#WOC2017 #NokianTyres</b> <a href="https://t.co/KV5V0QgHdu">https://t.co/KV5V0QgHdu</a> (Tweet) July 06, 2017 4:03 pm</p>	11,339	15	–	13
 <p><b>IOForienteering</b> Thierry Gueorgiou is the fastest man in today's middle distance <b>#WOC2017 #nokiantyres</b> Congratulations! <b>@tgueorgiou</b> <a href="https://t.co/BxErg2gHtH">https://t.co/BxErg2gHtH</a> (Tweet) July 06, 2017 12:50 pm</p>	8,855	15	–	15
 <p><b>IOForienteering</b> The King of Orienteering takes his 14th WOC Gold! Thank you for all the memories Thierry <b>@tgueorgiou #WOC2017</b> <a href="https://t.co/FF3qhVtWyQ">https://t.co/FF3qhVtWyQ</a> (Tweet) July 06, 2017 3:15 pm</p>	10,412	14	–	14
 <p><b>IOForienteering</b> <b>#woc2017</b>: Leonid Novikov is in the lead at the arena passing and still takes the time to show great sportsmanship when he cheers on a very t <a href="https://t.co/xp3F7ebN5B">https://t.co/xp3F7ebN5B</a> (Tweet) July 04, 2017 3:26 pm</p>	9,909	13	–	12

## Audience Demographics

### FOLLOWERS BY AGE



### FOLLOWERS BY GENDER



26%


FEMALE FOLLOWERS

74%

MALE FOLLOWERS

**Men** between ages of **35-44** 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
 @IOForienteering	3,879	2.6%	210	301,358	77.69	25,110	6.47	349	1,503