Instant X Profile Audit — @sample_creator_demo

UNMUTELY

Sample Creator (demo) · audited November 15, 2026

64/100 **Good**

Decent baseline with clear room to grow.

Full Audit · Personal · Design · EN-US · 62 posts analyzed

4,820 followers · 1,913 following · following/followers 0.40

Healthy ratio for accounts with 4820 followers (following should be roughly half your follower count or less).

View this report online: https://unmutely.io/x-profile-audit/example

Category scores

CATEGORY	SCORE	WHAT IT MEASURES
Post Consistency	54/100	How steady your posting rhythm is against your niche's band.
Replies	65/100	How actively you reply to other people, day by day.
Content Mix	80/100	Variety of formats and topics across the feed.
Profile	67/100	Bio, avatar and display name clarity.
Timing	65/100	How well your posting hours match when your audience is around.

Summary

There is a real account in here and it is being outvoted by its own feed. When you write about something you shipped, with a number in it, people show up — one of those posts did twenty times your baseline. But a third of what you put out is somebody else's work, and most of it is the same three accounts, so a new visitor scrolling your profile meets your taste before they meet your own posts. You also post about 1.2 times a day over the last month, under the 2 posts a day (14 a week) this niche needs, and took twelve days off at the start of the window. None of that is a talent problem. Make the extra posts shipping notes until you reach 2 a day, and cut the reposts in half — the reach is already there in the one post that broke out.

What's working & what's hurting you

What's working

• Replied every day in the last 6 full days — engagement stays consistent
• Strong topic variety and format mix
• Healthy mix of text and visual formats
• Healthy follower-to-following ratio — doesn't read as a follow-back hunter
• Avatar is recognizable and on-brand
• "Shipping in public" is a proven winner — outperforms your baseline
• 2 breakout posts in the window — you have formats that can pop
• Writing style reads clean — no emoji/hashtag/link drags

What's hurting you

• All 8 of the last 8 weeks fell below the 14/wk minimum — you average 7 posts a week
• Longest silence in the window: 12 days
• Reply cadence is 11.0/day — just under Unmutely's 15/day minimum
• 30% of your feed is reposts — original posts travel further
• 19 of the 26 posts you reposted from other accounts came from just 3 of them
• 50% of posts hit recommended windows — room to push more into peak hours
• Bio: "building small things" does not say what you build or for whom — name the product, who it is for and one proof (+1 more)

Suggested fixes

7 ACTIONS · +18 PTS POTENTIAL

Critical · Fix first — biggest score gain 2 · +9 pts

HIGH IMPACT **Raise your weekly volume** **+6 pts**

All 8 of the last 8 weeks fell below the 14/wk minimum — you average 7 posts a week. Add about 7 a week (one more every day) to reach it (21/wk is the scoring target).

HIGH IMPACT **Rewrite your bio** **+3 pts**

"building small things" does not say what you build or for whom — name the product, who it is for and one proof. "dm open" spends a line of a 160-character bio on something the DM button already says; that line could carry a result your work has had. Options: (1) building a small design tool in public | deleted 60% of our settings screen and nobody complained. (2) design + code | making a small design tool in public | one rename cut our support questions by half.

Moderate · Meaningful wins worth scheduling 3 · +7 pts

MEDIUM IMPACT **Push replies to 15+/day** **+4 pts**

You're at 11.0 replies/day. Unmutely scores 15/day as the minimum and 30/day as the scoring target; these are scoring lines, not proven growth thresholds. If you find useful conversations, try a second reply round and track whether it brings follow-up.

MEDIUM IMPACT **Close your biggest silence** **+3 pts**

Your longest gap was 12 days. Queue a 3-5 post mini-series to avoid silences over a week.

MEDIUM IMPACT **Turn reposts into quote-posts**

You're inside the healthy range for now (50% is where it starts costing you), but a bare repost adds nothing of yours. Quote it with one line of your own take instead — same signal boost, and it reads as your post.

Minor · Polish after the big rocks 2 · +2 pts

LOW IMPACT **Shift a few posts into peak windows** **+2 pts**

50% of posts land in the recommended windows — about half are off-peak. Your strongest slots so far: Fri 10:00-11:00 (4 posts). Test a few posts there and watch what happens to reach; small samples can mislead.

LOW IMPACT **Widen who you amplify**

Most of what you boost comes from @deploy_diary, @uxnotes_daily, @ship_it_weekly. Amplifying a narrow circle keeps you inside it — their audience already sees them. Spread reposts across accounts whose followers haven't met you yet.

Your winning template

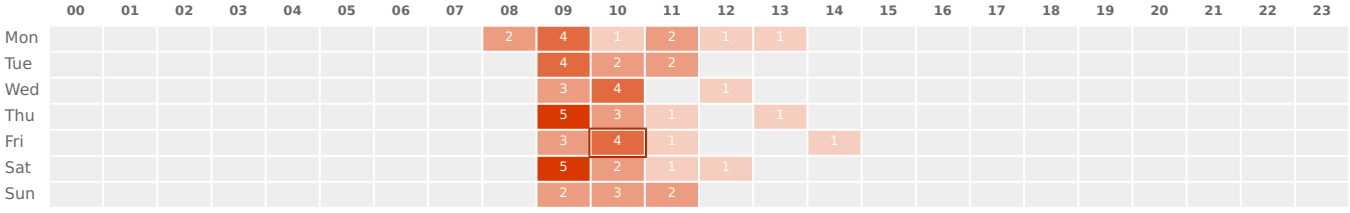
Recipe: A decision you made, the number it moved, then the one objection you got.

Why it works: It reads as a report rather than advice, so people who do not know you can check it. The objection at the end is what makes the replies useful.

Next draft: Write about the last thing you removed from the product and what happened after.

Timing

WHEN YOU POST — 62 POSTS, DARKER = MORE POSTS, OUTLINED = YOUR PROVEN BEST SLOTS



Peak slot: 5 posts. Hours are America/New_York.

Recommended windows

• Mon-Fri 08:00-10:00 local
• Mon-Fri 13:00-14:00 local
• Mon-Fri 19:00-21:00 local
• Sat-Sun 08:00-10:00 local
• Sat-Sun 12:00-15:00 local
• Sat-Sun 20:00-22:00 local

Your own best windows (from 62 posts)

• Fri 10:00-11:00 — 5.1× your average (4 posts)

Best days

• Fri — 2.7× your average engagement (9 posts)

Multipliers (e.g. 1.4×) compare engagement in that slot to your overall average. Times shown in America/New_York.

Post consistency

LAST 2 MONTHS

OVERALL READ
No week hit the 14/wk minimum — cadence is the weakest link here. Longest silence: 12 days — the algorithm cools down fast on gaps that long. Best week hit 12 posts.

Average per week	6.5 posts/wk over 8 weeks
Posts per day (last 30d)	1.23
Weekly minimum	14 posts/wk · scoring target 21/wk · ceiling 70/wk
Weeks below the minimum	8 of 8
Median gap between posts	23.1 h
Longest silence	12 days (Sep 18 → Sep 30)

WEEK OF	POSTS
Sep 18	1 below the minimum
Sep 25	2 below the minimum
Oct 02	7 below the minimum
Oct 09	6 below the minimum
Oct 16	7 below the minimum
Oct 23	9 below the minimum
Oct 30	8 below the minimum
Nov 06 · best week	**12 below the minimum**

Replies

LAST 6 FULL DAYS

OVERALL READ
Averaging 11.0 replies/day — close to but under the 15/day minimum. 6/6 days fell below the 15/day minimum. Best day hit 14 replies.

Replies per day	11.0
Daily minimum	15 replies/day · scoring target 30/day
Days below the minimum	6 of 6
Days without replies	0 of 6

DATE	REPLIES
Nov 07	12
Nov 08	9
Nov 09 · best day	**14**
Nov 10	7
Nov 11	11
Nov 12	13
Nov 13 · audit day, still in progress — not judged	8

Sweet spot: 15–200 replies/day. Above 200/day the platform's anti-spam systems start reading the account as automated.

Profile fundamentals

BIO · AVATAR · NAME

Bio — 54/100

"building small things | design + code | dm open"

Clarity / audience clarity	54 / 41 (higher is better)
Noise	22 (lower is better — emoji, buzzwords, filler)

• "building small things" does not say what you build or for whom — name the product, who it is for and one proof.
• "dm open" spends a line of a 160-character bio on something the DM button already says; that line could carry a result your work has had.
• Try: building a small design tool in public | deleted 60% of our settings screen and nobody complained
• Try: design + code | making a small design tool in public | one rename cut our support questions by half

Avatar — 84/100

Face / logo	yes / no
Visibility / background	88 / 80 (higher is better)
Matches account type	yes

• Solid. Small tweaks could still earn the last few points.

Display name — 58/100

"Sample Creator (demo)" · @sample_creator_demo

• The name carries no category — a stranger reading it in a reply thread learns nothing.
• Adding two words of what you do would make the name searchable.

Your breakout posts

2 POSTS · ≥3× MEDIAN

These posts beat your own median engagement by 3× or more. The pattern in them is the pattern to repeat.

49.4× your median · 1,704 engagements · 41,800 views · Nov 06 · 10:30
1240 likes · 96 replies · 272 reposts

"I deleted 60% of our settings screen and nobody complained. Here is the list of what went, what stayed, and the one preference three people emailed about within a day."

Why: Opens with a concrete, falsifiable claim and a number, then promises a list. Nothing in the first line asks the reader to trust you first.

https://x.com/sample_creator_demo/status/demo-p10

3.5× your median · 119 engagements · 5,240 views · Nov 09 · 12:15
88 likes · 9 replies · 13 reposts

"20 second walkthrough of the new keyboard shortcuts. No narration, just hands."

Why: Opens with a concrete, falsifiable claim and a number, then promises a list. Nothing in the first line asks the reader to trust you first.

https://x.com/sample_creator_demo/status/demo-p05

Your writing style

EMOJIS	HASHTAGS	MENTIONS	LINKS
0 / post	**0 / post**	**0 / post**	**0% of posts**
0% of posts · Natural	0% of posts · Clean	0% of posts	0.00 links / post avg · Rare

Average post length 75 characters

Your writing style reads clean — no overuse of emojis, hashtags, or links, and length is reasonable.

Content mix & topics

Format diversity / topic diversity 60 / 91

FORMAT	SHARE OF POSTS
Text	81%
Image	11%
Video	5%
Carousel	3%

Write more shipping notes. Your 14 shipping notes — posts about something you actually changed — earn 1.54× your typical post and pull 58% of your engagement from 23% of your feed: that is your lane. Product opinions are half of what you post and their typical post earns a little under yours (0.87×), not far enough below to cut; interface craft earns about the same as your typical post (1.03×). Keep both, and make the next post you write a shipping note.

Shipping in public — 23% of your feed · 58% of engagement DO MORE

Earns 54% more than your typical post (1.54×)
14 posts · 172.9 avg engagement

1.54× your typical post across 14 posts, and it holds — schedule more of these, same angle.

- Algorithm shows these to 44% more people than your average
- Reply rate is about average
- Consistent — not driven by one viral hit

"Before/after of the empty state. The second one tells you what to do next."

"Spent the morning deleting settings instead of adding them. Three screens became one."

"If your onboarding needs a tooltip, the button label is wrong."

Interface craft — 23% of your feed · 14% of engagement KEEP

Earns about the same as your typical post (1.03×)
14 posts · 41.5 avg engagement

Earns roughly what your typical post earns (1.03× your typical post). Keep its share of your posts.

- Reach is about average
- Reply rate is about average
- Consistent — not driven by one viral hit

"Killed the tour modal. Replaced it with better defaults. Nobody noticed, which is the point."

"Naming things is not the hard part. Renaming them after six months is."

"You do not need a design system. You need to stop inventing a new button every Friday."

Other — 5% of your feed · 3% of engagement

Earns about the same as your typical post (1.01×)
3 posts · 35.3 avg engagement

Posts that fit none of your topics. A mixed bucket, not a topic lane, so it gets no verdict.

- Reach is about average
- Reply rate is about average

"This matches what I saw when we cut the tiers. Fewer choices, fewer support threads."

"Adding to this: the same is true for empty states, not just onboarding."

"Worth reading if you have ever shipped a settings screen you regret."

Product opinions — 50% of your feed · 26% of engagement KEEP

Earns 13% less than your typical post (0.87×)
31 posts · 34.4 avg engagement

A little under your typical post (0.87× your typical post) — not far enough below to cut. Keep its share and sharpen the opener.

- Reach is about average
- Reply rate is about average
- Consistent — not driven by one viral hit

"The roadmap is a guess with a font."

"Migrated to one accent colour. Everything that needed a second one was a bug."

"Read your own onboarding out loud. You will delete a paragraph per screen."

Formats and lengths that earn your engagement

Test more clips — they beat your typical post. Your 3 videos earn 2.6× your typical post on their median and your 7 images 1.7×, but together they are under a fifth of what you post. Text is 81% of your feed and earns 79% of your engagement; its typical post sits close to your average, and one breakout carries half of that text engagement — the lesson there is the number-led post, not text itself. Add a short clip a week and re-run to see whether the lift holds.

text is 81% of your posts. A single format dominating caps your reach — the algorithm samples different surfaces for different formats.

By format

FORMAT	POSTS	% POSTS	% ENGAGEMENT	AVG ENG.	AVG VIEWS	VERDICT
Text	50	81%	79%	65.7	2151	**Keep** — One post carries 52% of this bucket's engagement. Its typical post earns 0.9× your typical post across 50 posts — not a pattern yet.
Image	7	11%	10%	60.7	2430	**Keep** — Its typical post earns 1.7× your typical post across 7 posts — promising, but early: test another 5-10 before posting more of it.

Video	3	5%	7%	96.7	3983	**Keep** — Its typical post earns 2.6× your typical post across 3 posts — promising, but early: test another 5-10 before posting more of it.
Carousel	2	3%	4%	87.5	3490	**Too early to judge** — Only 2 posts here — not enough to judge.

Length breakdown needs a wider post-length spread — your posts are too uniform in length to split.

Engagement health

Needs work Engagement is below healthy ranges. Focus on one lever at a time — start with the biggest.

FIX THIS FIRST — REPLY RATE

End posts with a direct question or a take people will want to push back on. Pick 3 this week and compare.

METRIC	YOU	VERDICT	WHAT IT MEANS
Engagements per view	2.91%	OK	How often a viewer reacts. Measures hook + payoff strength. (ok at 1%, good at 3%)
Reply rate	0.21%	Low	Share of viewers who reply. Conversation density drives algorithmic reach on X. (ok at 0.5%, good at 2% · Healthy range on X: 1-2%)
Quote rate	0.047%	OK	Share of viewers who quote-tweet your post with their own take. Retweets are zero-effort boosts; quote-tweets are the quality amplification signal on X. (ok at 0.02%, good at 0.1% · Healthy range on X: 0.1%+)
Engagement rate (followers)	1.4%	OK	Avg engagements per post against your follower count — the classic ER everyone benchmarks. (ok at 0.5%, good at 2% · Healthy range on X: 1-3%)

Quote rate is measured across 68 reposts/quotes and 143,490 views.

Avg engagement per post	67.3
Avg views per post	2,314
Views (30d, approx.)	108,490
Repost rate	0.253% (basis: views)

Content mix

ORIGINAL VS AMPLIFIED · OK

Originality	67% original · 3% quote posts · 30% reposts (88 items)
Repost band	we'd keep an account like this under 50% — it is at 30%
Repost pace	0.66 reposts/day over the last 40 days
Most amplified	@deploy_diary (8×) · @uxnotes_daily (6×) · @ship_it_weekly (5×) of 7 accounts