






# GROUP REPORT from April 1, 2013 - March 31, 2014

-  @PowderHighway
-  Kootenay Rockies-B...
-  @KootRock
-  The Powder Highway

## GROUP STATS across all Twitter and Facebook accounts

Incoming Messages	51,005	
Sent Messages	3,793	
New Twitter Followers	2,817	
New Facebook Fans	2,179	

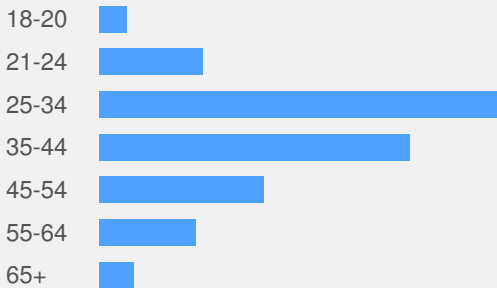
**52,695 INTERACTIONS**  
 BY **39,750 UNIQUE USERS**  
**11,521,548 POTENTIAL REACH**



## TWITTER STATS across all Twitter accounts


### FOLLOWER DEMOGRAPHICS


 **67%** MALE FOLLOWERS  
 **33%** FEMALE FOLLOWERS




### TWITTER STATS

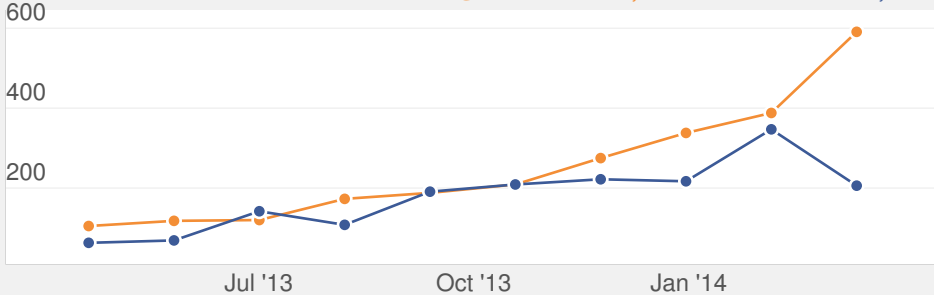
**+ 2,817**  
New Twitter Followers in this time period

 **13,837**  
Link Clicks

 **2,502**  
Mentions

 **1,771**  
Retweets

### DAILY INTERACTIONS



### OUTBOUND TWEET CONTENT

**T 168** Plain Text

 **1,874** Links to Pages

 **582** Photo Links

# FACEBOOK STATS across all Facebook pages

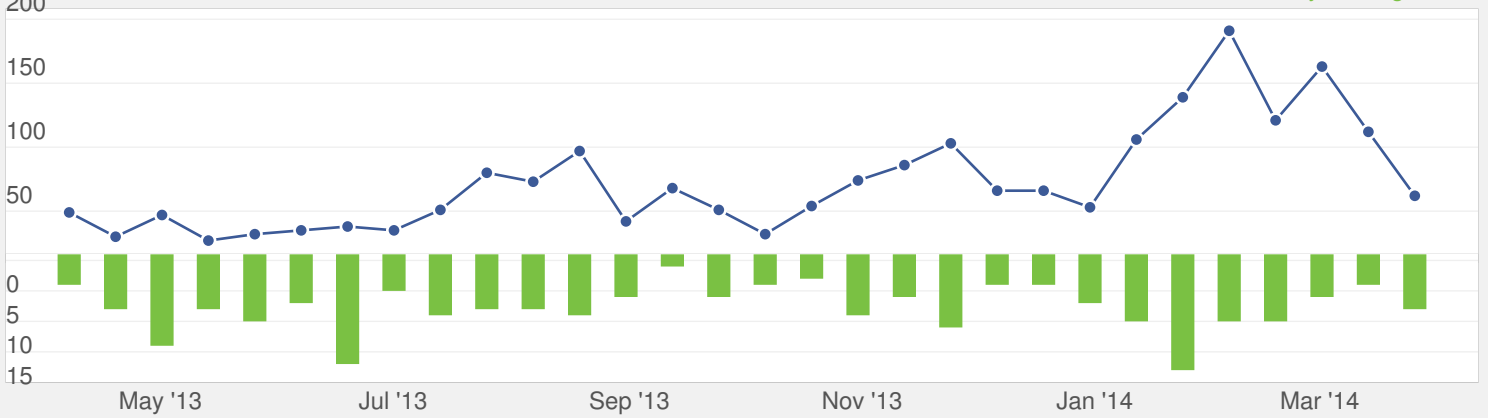


## My Facebook Pages

15.4k Total Likes, and 704 people talking about this

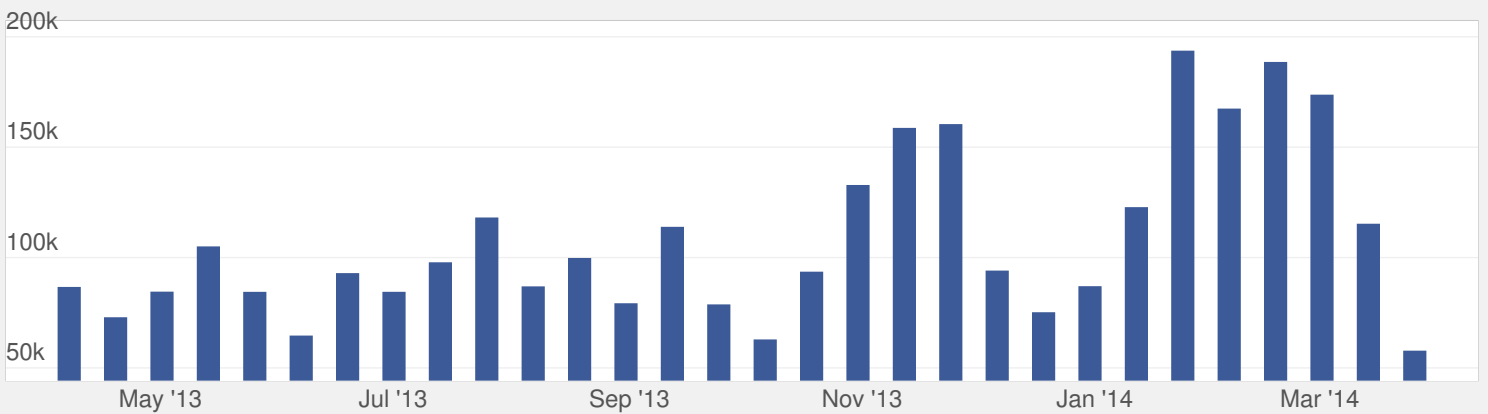
### FAN GROWTH

New Fans **2.2k** Unliked your Page **232**

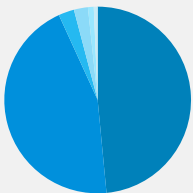


### PAGE IMPRESSIONS

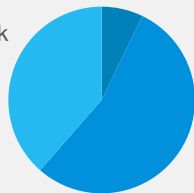
Impressions **3.2m** by **1.4m** users



### IMPRESSIONS



- Mention 601.7k
- Page Post 554.7k
- Fan 33.7k
- Other 30.1k
- User Post 12.4k
- Checkin 8.4k
- Question 0
- Coupon 0



- Paid 231.4k
- Organic 1.7m
- Viral 1.2m

### BY DAY OF WEEK

AVG

TOTAL

Day	Avg	Total
Sun	6.8k	352.3k
Mon	9.6k	507.1k
Tue	9.7k	505.8k
Wed	9.1k	475.0k
Thu	9.8k	510.7k
Fri	8.7k	452.0k
Sat	8.3k	431.9k

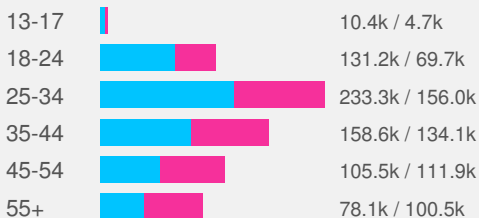
## IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

### AGE & GENDER

### TOP COUNTRIES

### TOP CITIES



Country	Impressions
Canada	781.1k
United States	338.8k
Australia	36.6k
Germany	28.7k
United Kingdom	25.7k

City	Impressions
Calgary, Canada	111.6k
Edmonton, Canada	65.2k
Vancouver, Canada	39.9k
Nelson, Canada	32.2k
Kelowna, Canada	20.0k

