






# GROUP REPORT from April 1, 2014 - March 31, 2015

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

## GROUP STATS across all Twitter and Facebook accounts

Incoming Messages	132,713	
Sent Messages	3,566	
New Twitter Followers	3,118	
New Facebook Fans	2,598	

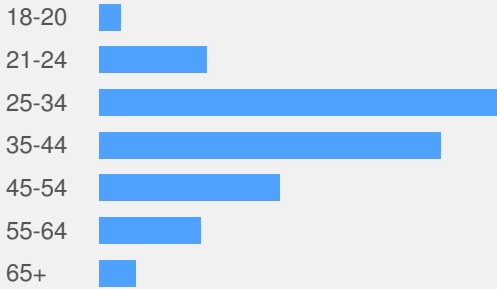
**134,454 INTERACTIONS**  
 BY **99,149** UNIQUE USERS  
**14,982,183** POTENTIAL REACH



## TWITTER STATS across all Twitter accounts




### FOLLOWER DEMOGRAPHICS

 **66%** MALE FOLLOWERS  
 **34%** FEMALE FOLLOWERS



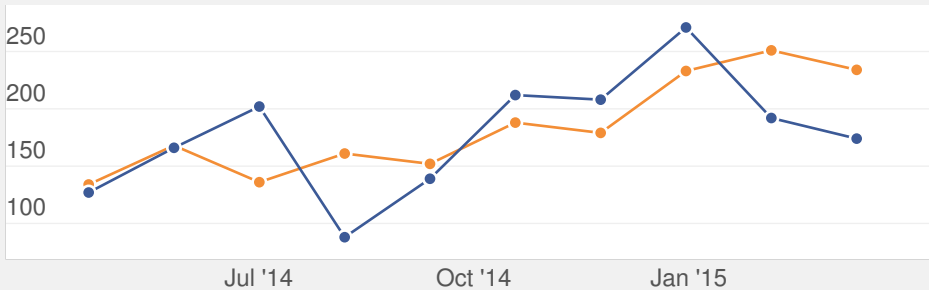
### TWITTER STATS

**+ 3,118**  
New Twitter Followers in this time period




 **7,561** Link Clicks  
 **1,831** Mentions  
 **1,779** Retweets

### DAILY INTERACTIONS

**@MENTIONS 1,831** **RETWEETS 1,779**



### OUTBOUND TWEET CONTENT

-  **47** Plain Text
-  **984** Links to Pages
-  **853** Photo Links

# FACEBOOK STATS across all Facebook pages

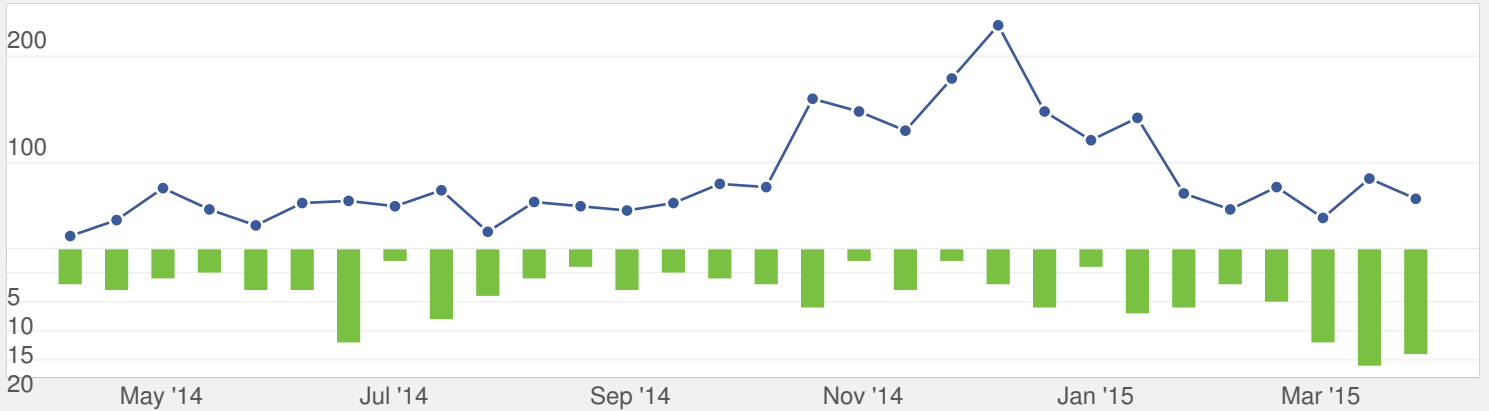


## My Facebook Pages

15.4k Total Likes, and 704 people talking about this

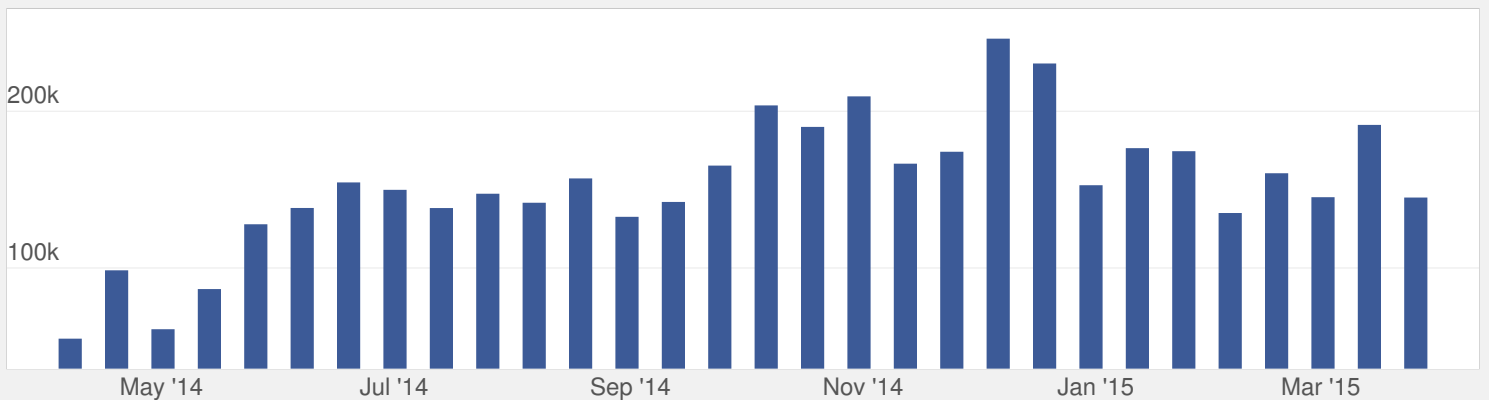
### FAN GROWTH

New Fans **2.6k** Unliked your Page **263**

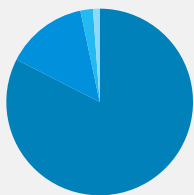


### PAGE IMPRESSIONS

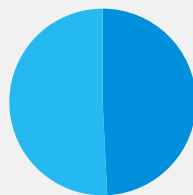
Impressions **4.6m** by **1.7m** users



### IMPRESSIONS



- Page Post 1.9m
- Mention 329.8k
- Checkin 50.6k
- Fan 25.9k
- User Post 721
- Other 150
- Question 0
- Coupon 0



- Paid 2
- Organic 2.3m
- Viral 2.3m

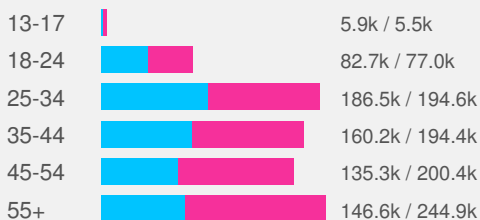
### BY DAY OF WEEK

Day	Avg	Total
Sun	12.8k	663.7k
Mon	12.9k	669.3k
Tue	13.3k	707.1k
Wed	12.7k	661.4k
Thu	12.6k	653.3k
Fri	12.6k	656.4k
Sat	11.3k	586.8k

## IMPRESSION DEMOGRAPHICS

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

### AGE & GENDER



### TOP COUNTRIES

Country	Impressions
Canada	1.2m
United States	175.1k
Germany	97.6k
Australia	52.4k
United Kingdom	33.4k

### TOP CITIES

City	Impressions
Calgary, Canada	112.1k
Nelson, Canada	71.5k
Cranbrook, Canada	57.5k
Vancouver, Canada	55.6k
Edmonton, Canada	51.8k

