





# GROUP REPORT

from April 1, 2015 - March 31, 2016


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

## GROUP STATS

across all Twitter and Facebook accounts

Incoming Messages	145,100	
Sent Messages	3,824	
New Twitter Followers	2,969	
New Facebook Fans	4,779	

**146,793** INTERACTIONS  
 BY **117,574** UNIQUE USERS  
**21,147,013** POTENTIAL REACH

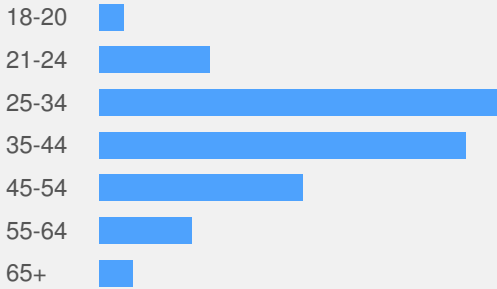


## TWITTER STATS

across all Twitter accounts




### FOLLOWER DEMOGRAPHICS

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

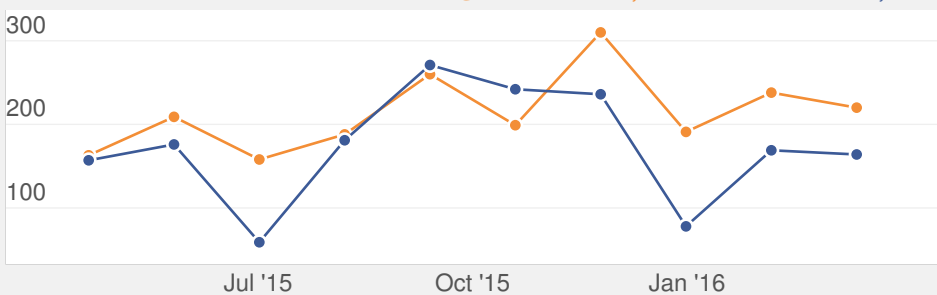


### TWITTER STATS

**+ 2,969**  
 New Twitter Followers in this time period

 **11,794** Link Clicks  
 **2,136** Mentions  
 **1,733** Retweets


### DAILY INTERACTIONS




### OUTBOUND TWEET CONTENT

**T 19** Plain Text

---

 **1,048** Links to Pages

---

 **1,179** Photo Links

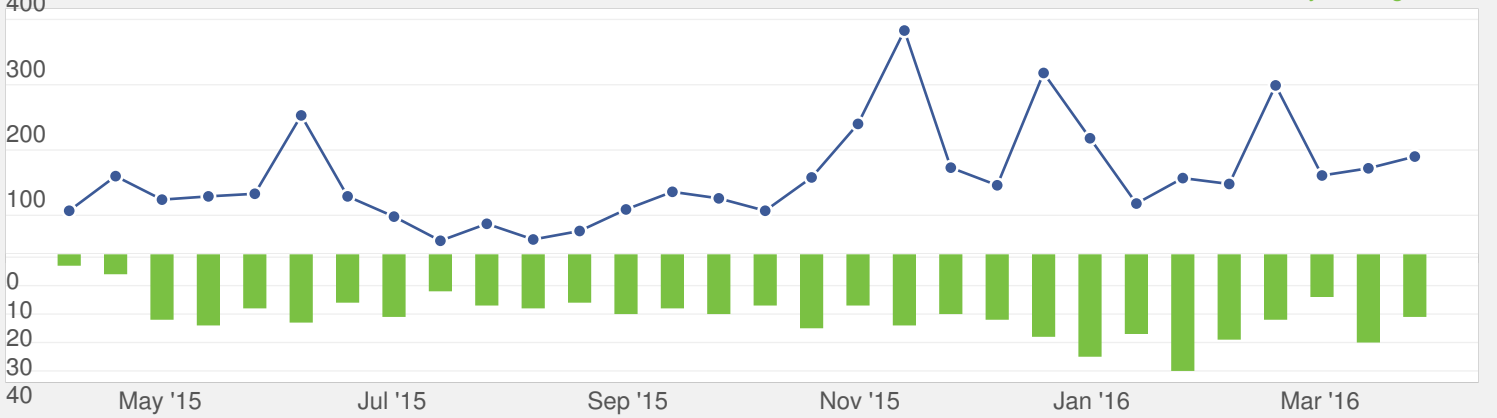
# FACEBOOK STATS across all Facebook pages



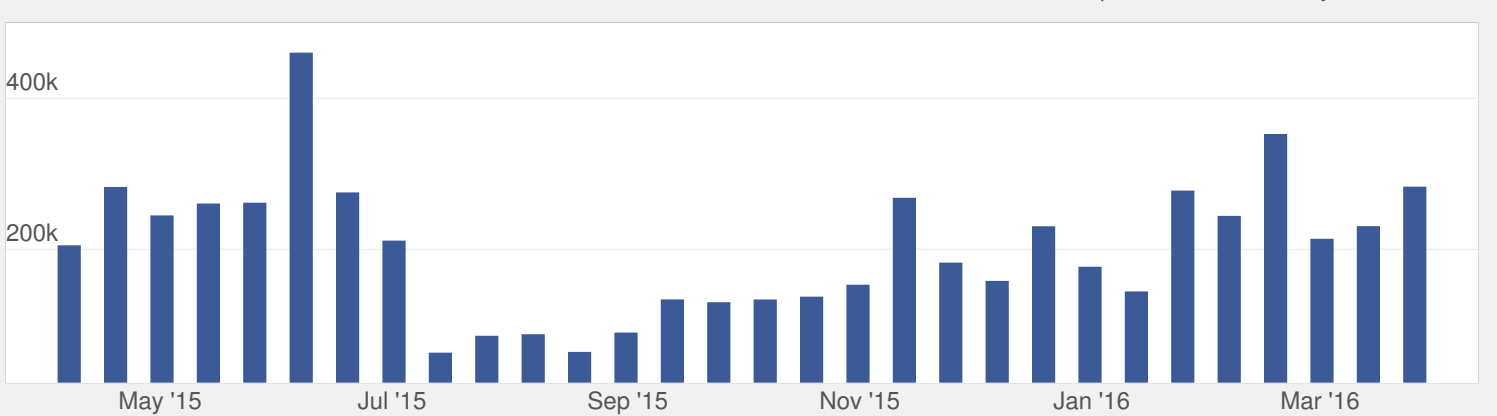
## My Facebook Pages

15.46k Total Likes, and 906 people talking about this

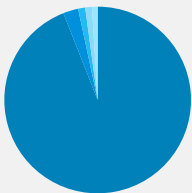
### FAN GROWTH



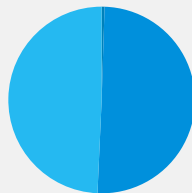
### PAGE IMPRESSIONS



### IMPRESSIONS



- Page Post 2.8m
- Other 77.9k
- Checkin 36.3k
- Fan 34.6k
- Mention 29.1k
- User Post 30
- Question 0
- Coupon 0
- Event 0



- Paid 30.1k
- Organic 3.0m
- Viral 3.0m

### BY DAY OF WEEK

Day	Avg	Total
Sun	15.4k	803.1k
Mon	16.4k	850.9k
Tue	16.9k	877.2k
Wed	16.8k	890.4k
Thu	17.0k	901.4k
Fri	17.8k	925.3k
Sat	15.3k	797.0k

## IMPRESSION DEMOGRAPHICS

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

### AGE & GENDER

Age Group	Male	Female
13-17	5.6k	6.3k
18-24	115.9k	122.1k
25-34	305.3k	328.5k
35-44	257.3k	301.0k
45-54	199.6k	283.3k
55+	222.2k	369.0k

### TOP COUNTRIES

Country	Impressions
Canada	1.8m
United States	288.9k
Germany	107.1k
United Kingdom	51.8k
Australia	51.5k

### TOP CITIES

City	Impressions
Calgary, Canada	169.4k
Cranbrook, Canada	104.1k
Nelson, Canada	82.4k
Vancouver, Canada	75.0k
Edmonton, Canada	74.2k

