



Group Report

Apr 01, 2015 - Mar 31, 2016




The Group Report helps you understand the growth and health of your social profiles across social channels. The report combines your activity and growth across all your Twitter, Facebook, LinkedIn and Instagram profiles to provide a clear picture of where to focus your social efforts.

Included in this Report

 Kootenay Rockies-BC's Mountain Playground  kootrocks

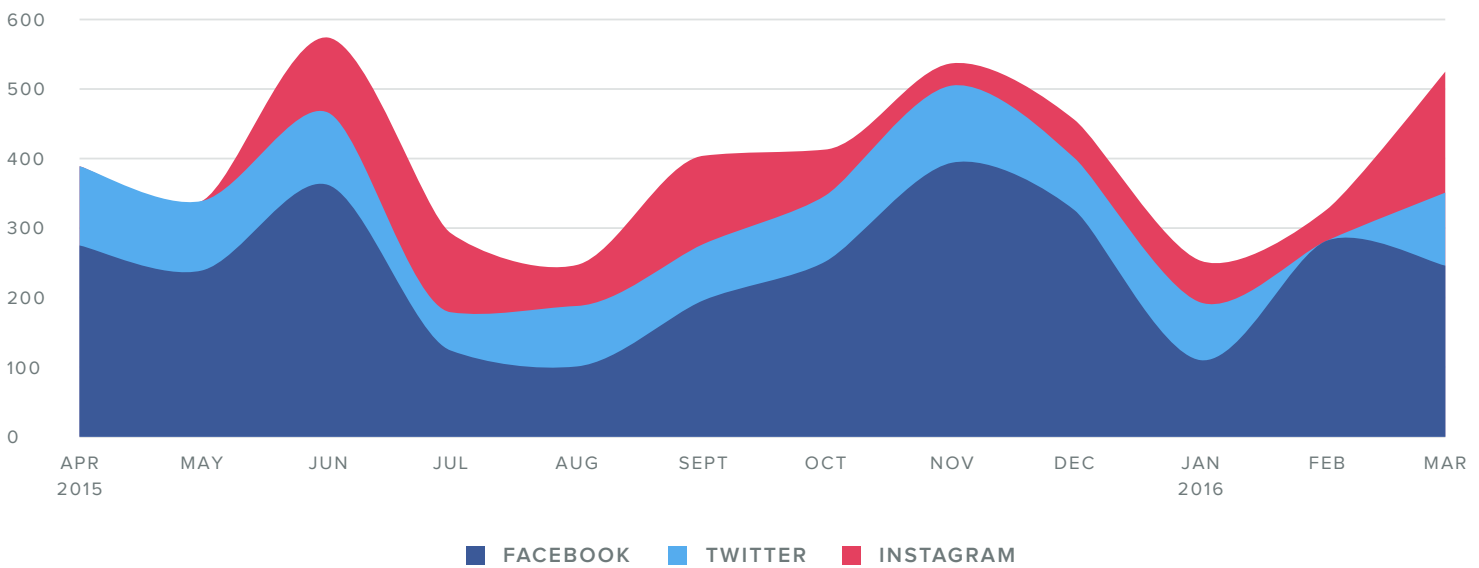
 KootRocks

Activity Overview

 <p>5,879,724 Impressions</p>	 <p>142,726 Engagements</p>	 <p>16,409 Link Clicks</p>
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Audience Growth

AUDIENCE GROWTH, BY MONTH

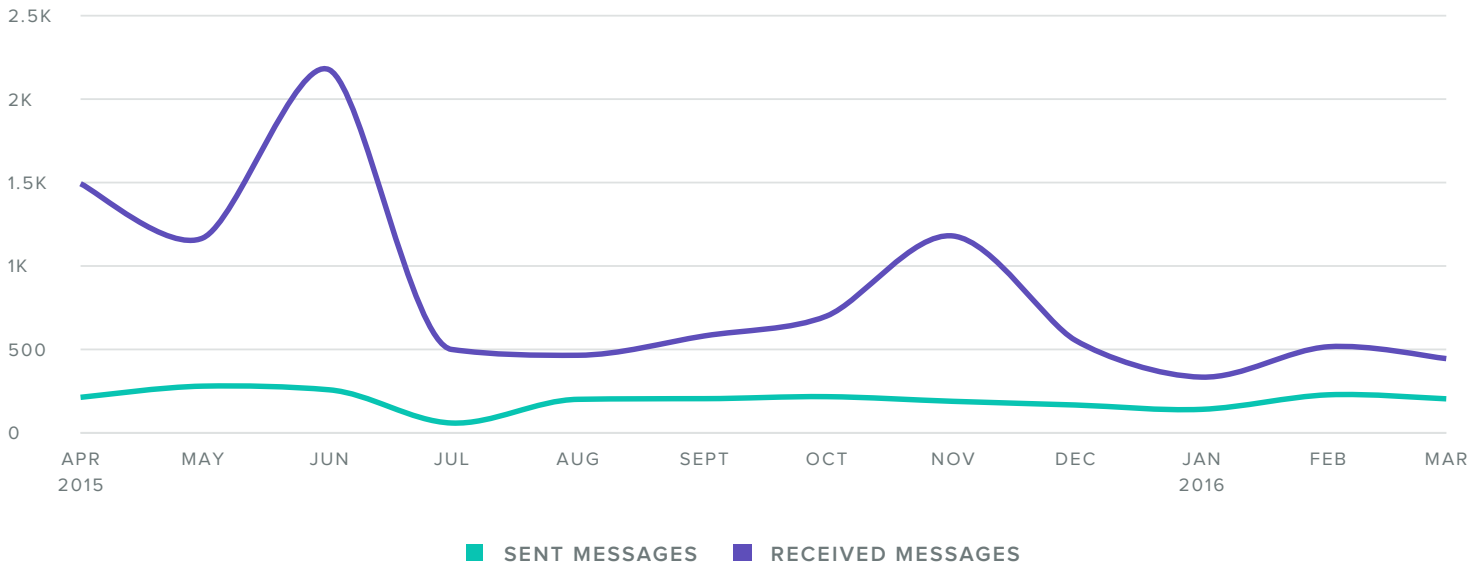


AUDIENCE GROWTH METRICS	TOTALS	CHANGE
Total Fans	12,024	▲ 68.0%
New Facebook Fans	2,907	▲ 164.3%
New Twitter Followers	-3,022	▼ 372.0%
New Instagram Followers	840	–
Total Fans Gained	725	▼ 67.2%

Total fans increased by
▲ 68.0%
 since previous date range

Message Volumes

MESSAGES PER MONTH



SENT MESSAGES METRICS	TOTALS	CHANGE
Facebook Posts Sent	829	▼ 0.6%
Twitter Messages Sent	1,479	▲ 13.5%
Instagram Media Sent	54	–
Total Messages Sent	2,362	▲ 10.5%

The number of messages you sent increased by

▲ **10.5%**

since previous date range

RECEIVED MESSAGES METRICS	TOTALS	CHANGE
Facebook Messages Received	8,544	▲ 7.2%
Twitter Messages Received	1,569	▲ 28.5%
Instagram Comments Received	–	–
Total Messages Received	10,113	▲ 10.0%

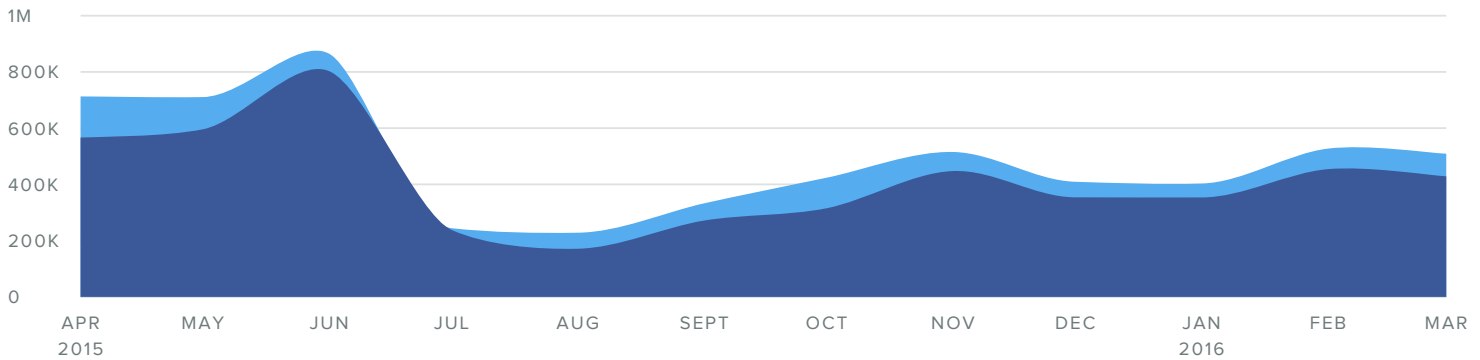
The number of messages you received increased by

▲ **10.0%**

since previous date range

Impressions

IMPRESSIONS PER MONTH



■ FACEBOOK ■ TWITTER

IMPRESSIONS METRICS

	TOTALS	CHANGE
Facebook Impressions	4,998,138	▲ 31.2%
Twitter Impressions	881,586	▼ 76.2%
Total Impressions	5,879,724	▼ 21.8%

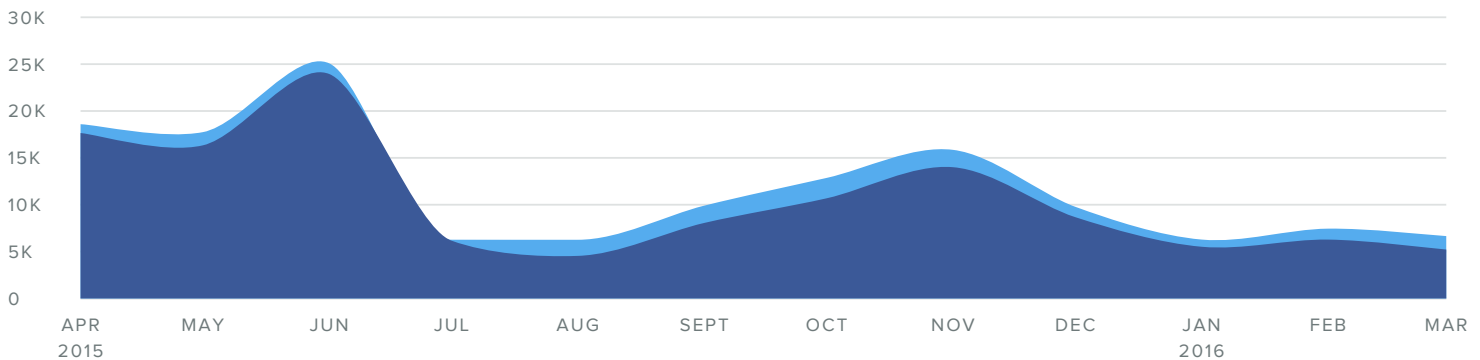
Total Impressions decreased by

▼ **21.8%**

since previous date range

Engagements

ENGAGEMENTS PER MONTH



■ FACEBOOK ■ TWITTER

ENGAGEMENT METRICS




	TOTALS	CHANGE
Facebook Engagements	127,068	▲ 22.4%
Twitter Engagements	15,658	—
Instagram Engagements	—	—
Total Engagements	142,726	▲ 37.5%

The number of engagements increased by

▲ **37.5%**

since previous date range

Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Kootenay Rocks Facebook Page	6,814	69.59%	829	4,998,138	6,029	127,068	153.3	13,125
 Kootenay Rocks Instagram	971	100.00%	54	–	–	–	–	–
 Kootenay Rocks Twitter	4,239	35.00%	1,479	881,586	596	15,658	10.6	3,284