



Group Report

Apr 01, 2014 - Mar 31, 2015




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

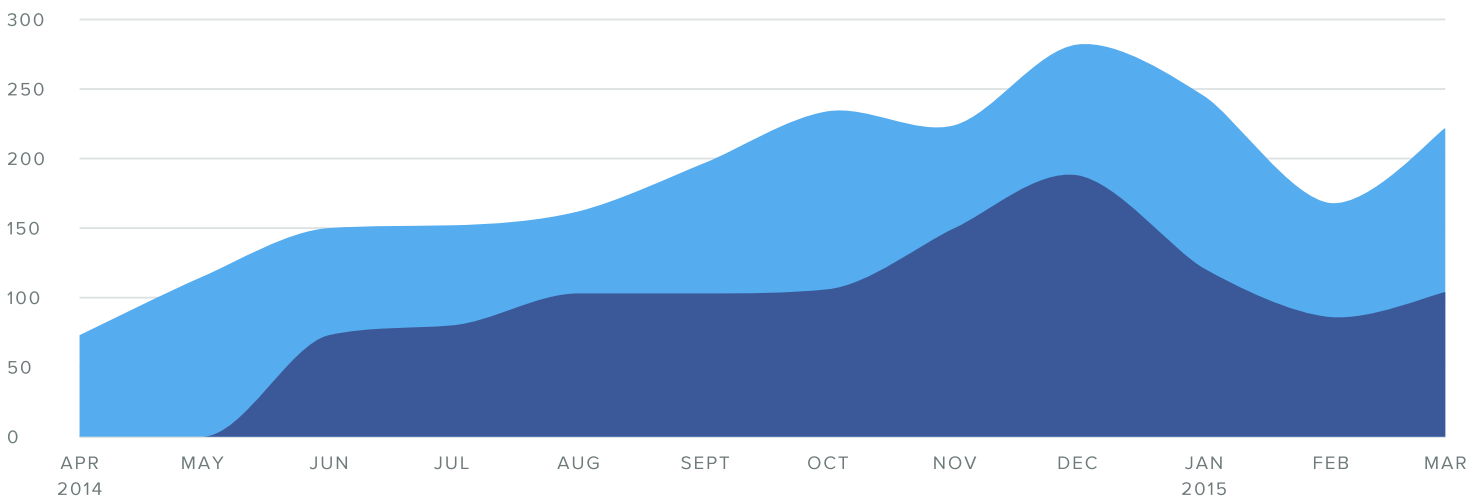
 KootRocks

Activity Overview

 <p>7,519,016 Impressions</p>	 <p>103,802 Engagements</p>	 <p>4,699 Link Clicks</p>
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Audience Growth

AUDIENCE GROWTH, BY MONTH



■ FACEBOOK ■ TWITTER

AUDIENCE GROWTH METRICS

	TOTALS	CHANGE
Total Fans	7,158	▲ 48.0%
New Facebook Fans	1,100	▲ 1,100.0%
New Twitter Followers	1,110	▲ 8.7%
New Instagram Followers	-	-
Total Fans Gained	2,210	▲ 142.6%

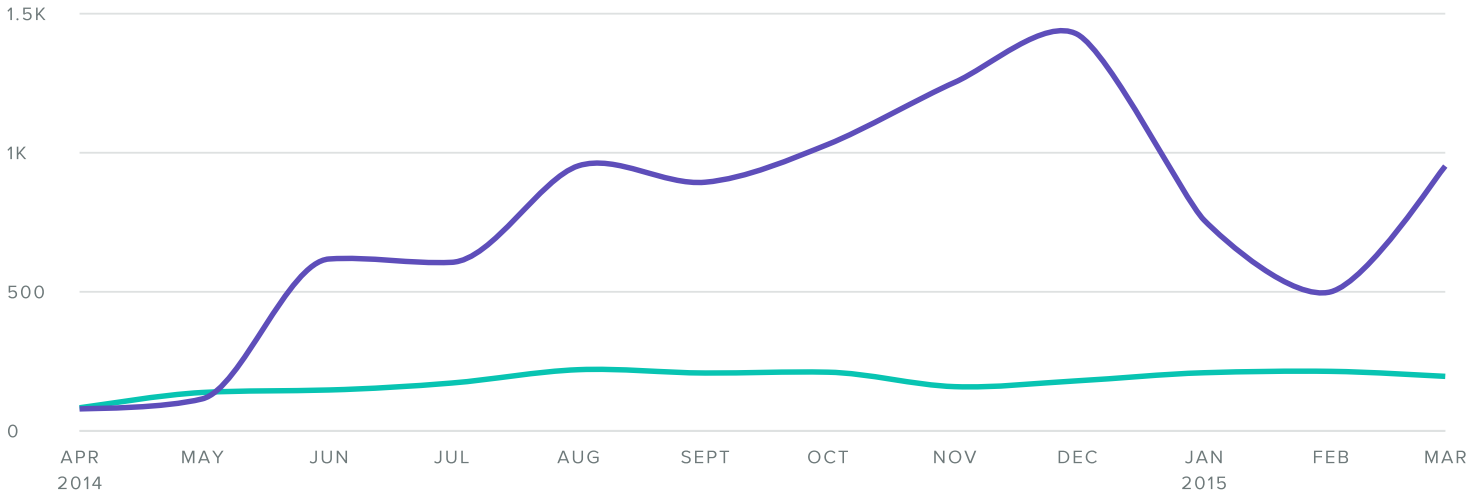
Total fans increased by

▲ **48.0%**

since previous date range

Message Volumes

MESSAGES PER MONTH



■ SENT MESSAGES ■ RECEIVED MESSAGES

SENT MESSAGES METRICS	TOTALS	CHANGE
Facebook Posts Sent	834	–
Twitter Messages Sent	1,303	▼ 15.8%
Instagram Media Sent	–	–
Total Messages Sent	2,137	▲ 38.1%

The number of messages you sent increased by

▲ **38.1%**

since previous date range

RECEIVED MESSAGES METRICS	TOTALS	CHANGE
Facebook Messages Received	7,969	–
Twitter Messages Received	1,215	▼ 11.6%
Instagram Comments Received	–	–
Total Messages Received	9,184	▲ 567.9%

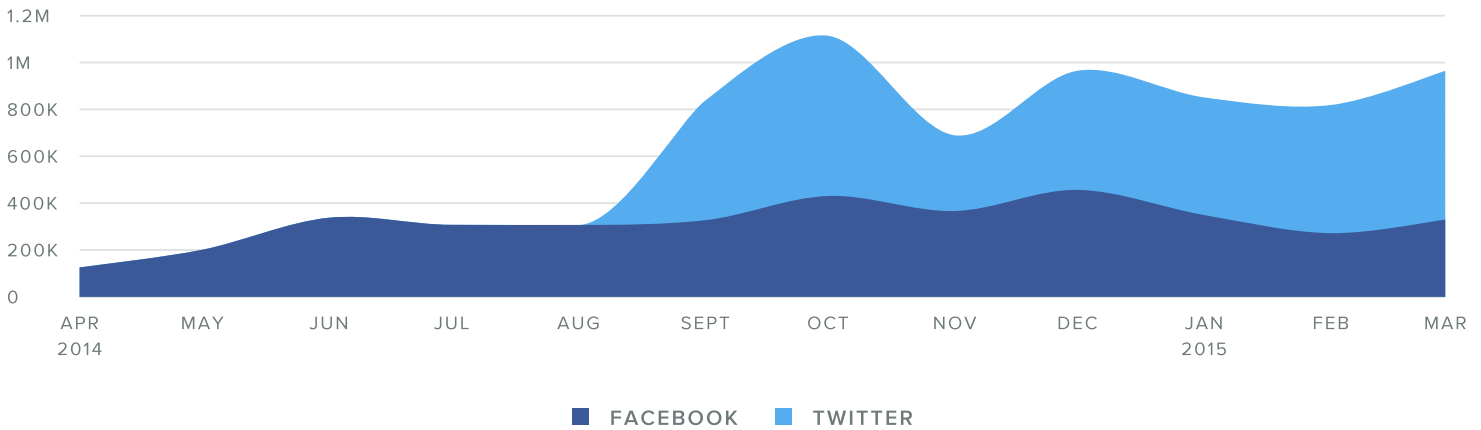
The number of messages you received increased by

▲ **567.9%**

since previous date range

Impressions

IMPRESSIONS PER MONTH

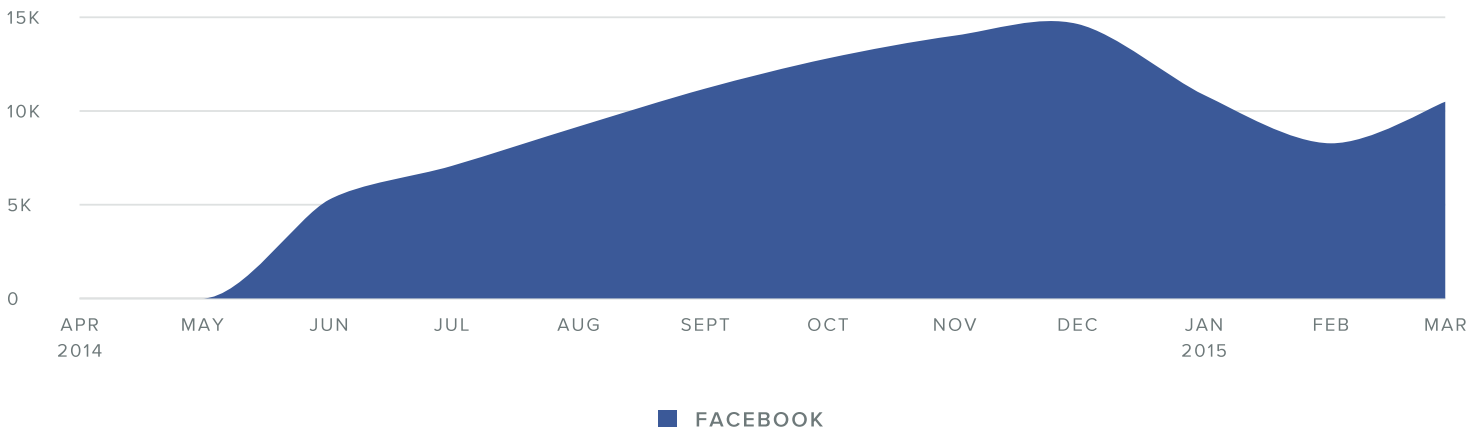


IMPRESSIONS METRICS	TOTALS		CHANGE
	FACEBOOK	TWITTER	
Facebook Impressions	3,808,559		▲ 165.6%
Twitter Impressions		3,710,457	—
Total Impressions	7,519,016		▲ 424.3%

Total Impressions increased by
▲ 424.3%
 since previous date range

Engagements




ENGAGEMENTS PER MONTH



ENGAGEMENT METRICS	TOTALS		CHANGE
	FACEBOOK	TWITTER	INSTAGRAM
Facebook Engagements	103,802		—
Twitter Engagements		—	—
Instagram Engagements		—	—
Total Engagements	103,802		—

The number of engagements increased by
—
 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	4,018	43.09%	834	3,808,559	4,567	103,802	124.5	4,699
 Kootenay Rocks Instagram	–	100.00%	–	–	–	–	–	–
 Kootenay Rocks Twitter	3,140	54.68%	1,303	3,710,457	2,848	–	–	–