



Group Report

Apr 01, 2016 - Mar 31, 2017




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

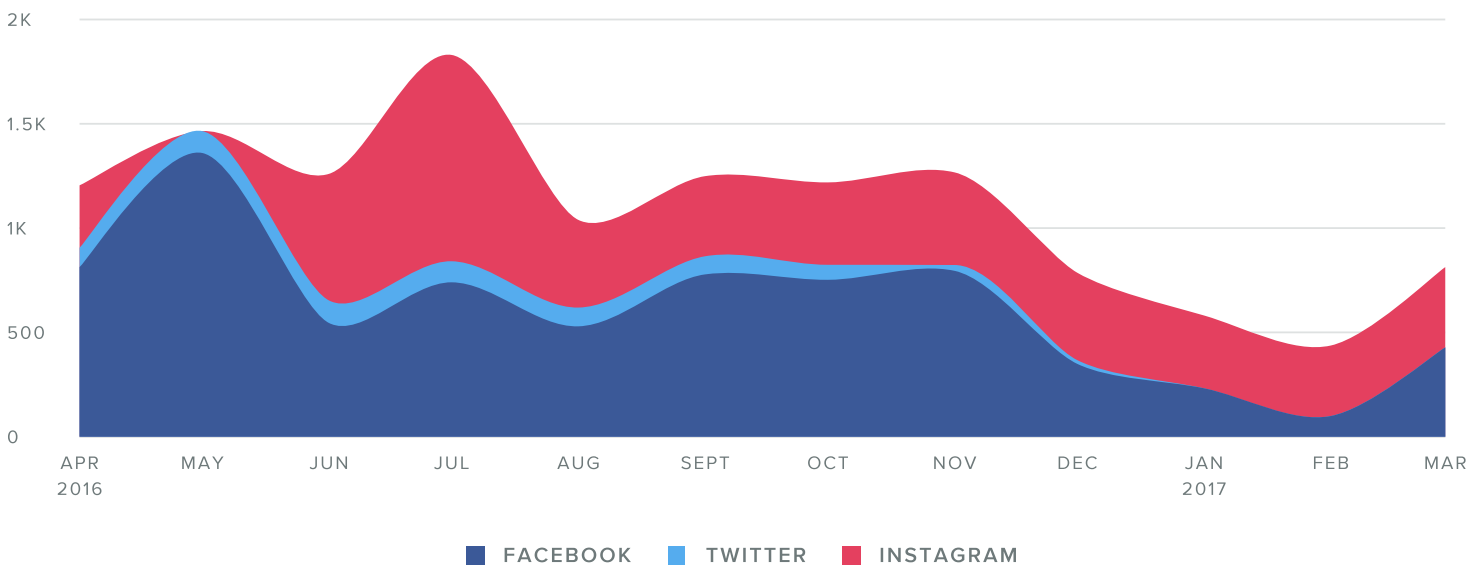
 KootRocks

Activity Overview

 <p>9,250,946 Impressions</p>	 <p>207,137 Engagements</p>	 <p>32,594 Link Clicks</p>
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Audience Growth

AUDIENCE GROWTH, BY MONTH

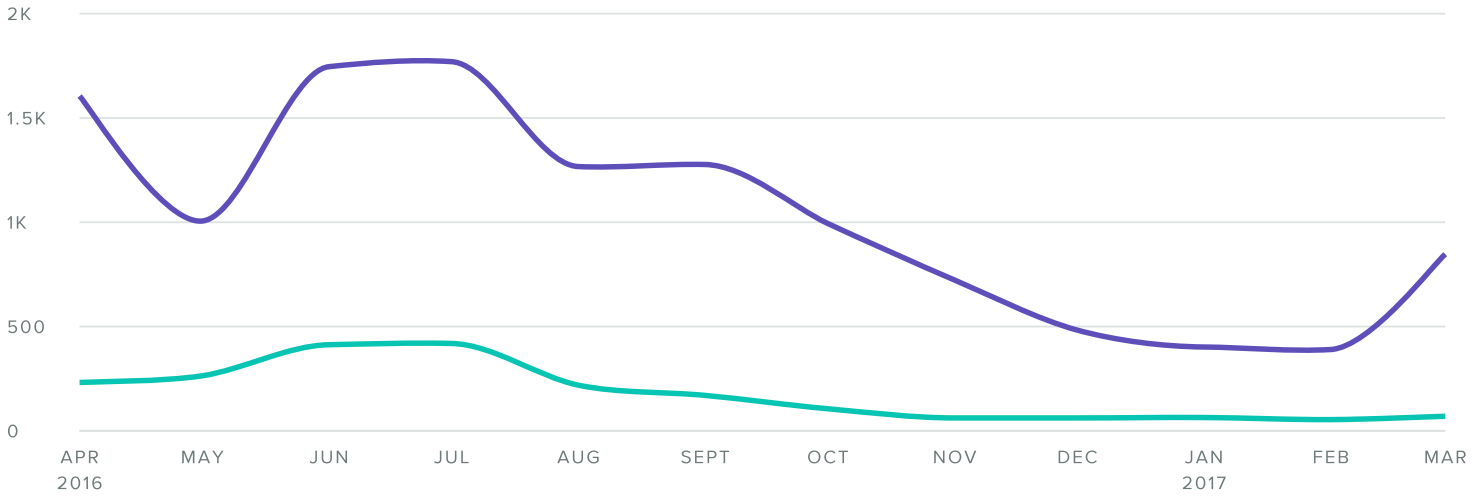


AUDIENCE GROWTH METRICS	TOTALS	CHANGE
Total Fans	25,349	▲ 110.8%
New Facebook Fans	7,420	▲ 156.3%
New Twitter Followers	674	▲ 122.3%
New Instagram Followers	3,807	▲ 353.2%
Total Fans Gained	11,901	▲ 1,571.5%

Total fans increased by
▲ 110.8%
 since previous date range

Message Volumes

MESSAGES PER MONTH



■ SENT MESSAGES ■ RECEIVED MESSAGES

SENT MESSAGES METRICS	TOTALS	CHANGE
Facebook Posts Sent	504	▼ 39.0%
Twitter Messages Sent	1,296	▼ 12.4%
Instagram Media Sent	335	▲ 520.4%
Total Messages Sent	2,135	▼ 9.5%

RECEIVED MESSAGES METRICS	TOTALS	CHANGE
Facebook Messages Received	6,791	▼ 19.7%
Twitter Messages Received	1,387	▼ 11.3%
Instagram Comments Received	4,332	–
Total Messages Received	12,510	▲ 24.8%

The number of messages you sent decreased by

▼ **9.5%**

since previous date range

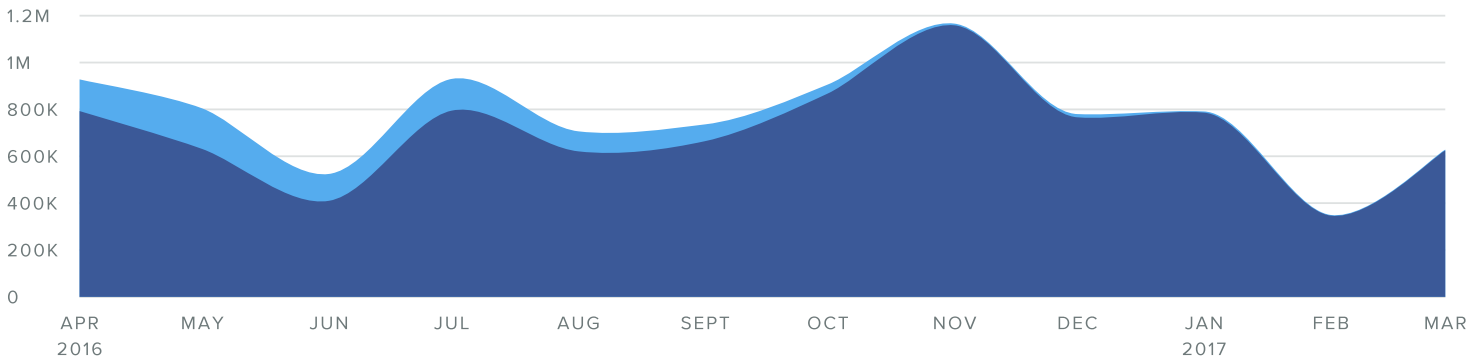
The number of messages you received increased by

▲ **24.8%**

since previous date range

Impressions

IMPRESSIONS PER MONTH



IMPRESSIONS METRICS	TOTALS		CHANGE
	FACEBOOK	TWITTER	
Facebook Impressions	8,464,353		▲ 70.0%
Twitter Impressions		786,593	▼ 10.7%
Total Impressions	9,250,946		▲ 57.9%

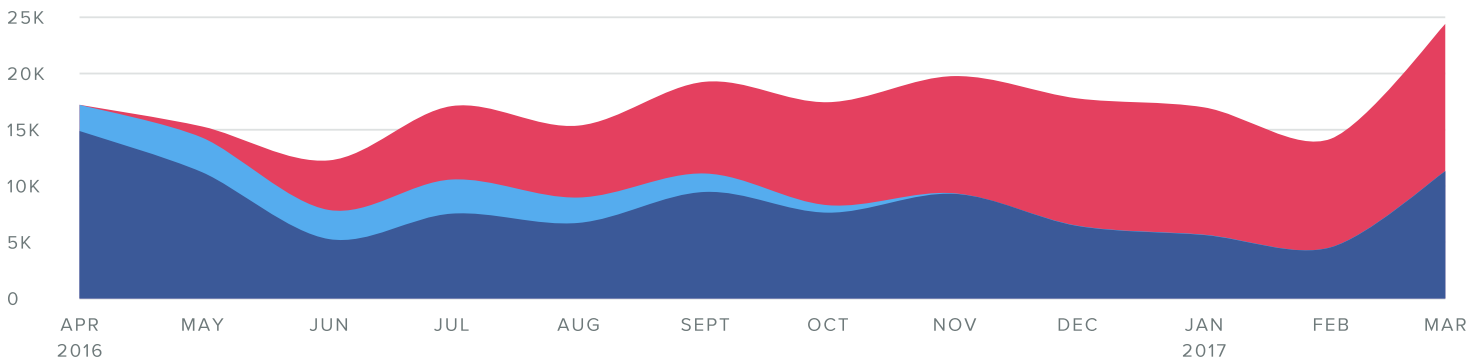
Total Impressions increased by

▲ **57.9%**

since previous date range

Engagements

ENGAGEMENTS PER MONTH






ENGAGEMENT METRICS	TOTALS		CHANGE
	FACEBOOK	TWITTER	
Facebook Engagements	99,982		▼ 20.9%
Twitter Engagements		15,711	▲ 0.3%
Instagram Engagements			91,444
Total Engagements	207,137		▲ 45.8%

The number of engagements increased by

▲ **45.8%**

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	14,232	108.86%	504	8,464,353	16,794	99,982	198.4	30,220
 Kootenay Rocks Instagram	6,204	538.93%	335	–	–	91,444	273.0	–
 Kootenay Rocks Twitter	4,913	15.90%	1,296	786,593	607	15,711	12.1	2,374