





# Group Report

Apr 01, 2017 - Mar 31, 2018

Understand growth and health of your social profiles

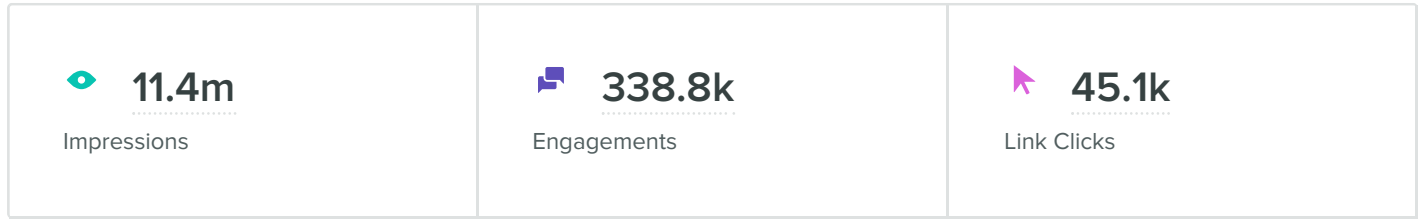
## Included in this Report

 Kootenay Rockies

 Kootenay Rockies

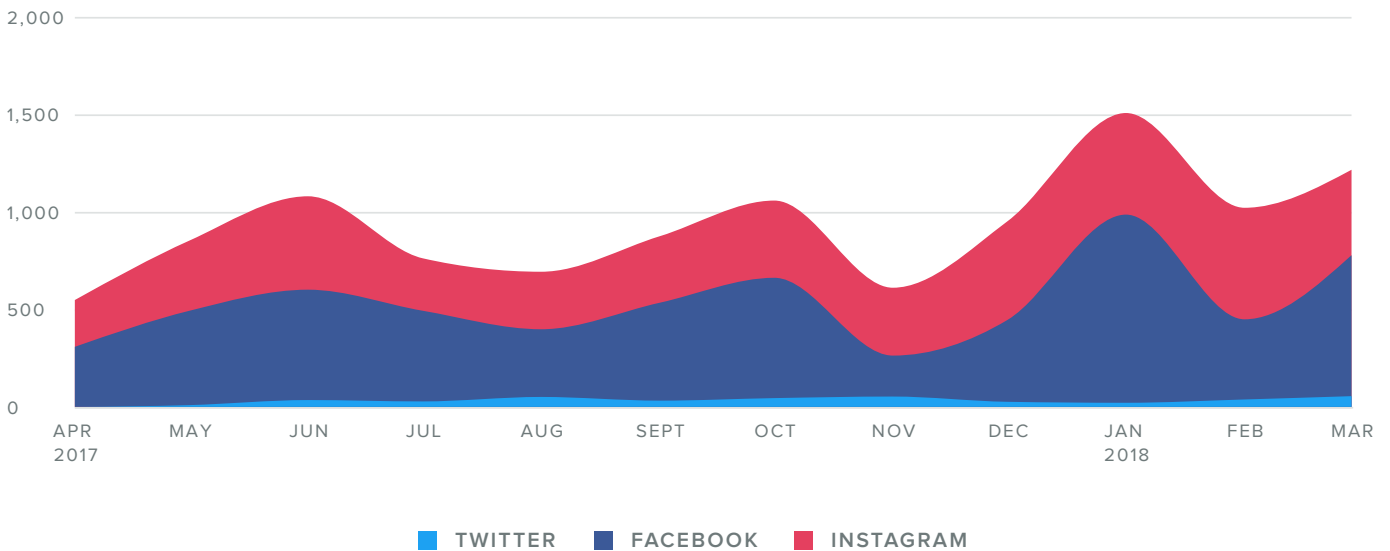
 Kootenay Rockies-BC's Mountain Playground

## Group Activity Overview



## Group Audience Growth

AUDIENCE GROWTH, BY MONTH



Audience Growth Metrics	Totals	Change
<b>Total Fans</b>	<b>36.6k</b>	<b>▲ 44.4%</b>
New Twitter Followers	384	▲ 7.8%
New Facebook Fans	6,018	▲ 42.5%
New Instagram Followers	4,815	▲ 77.6%
Total Fans Gained	11.2k	▲ 44.4%

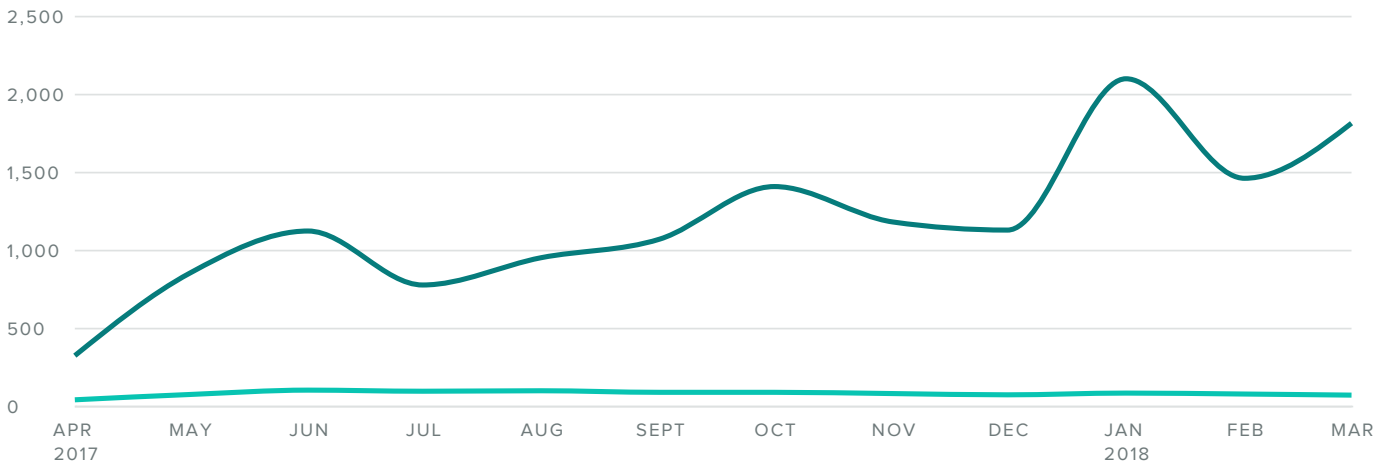
Total followers increased by

**▲ 44.4%**

since previous date range

## Group Message Volumes

MESSAGES PER MONTH



■ SENT MESSAGES ■ RECEIVED MESSAGES

Sent Messages Metrics	Totals	Change
Twitter Tweets and DMs Sent	114	▼ -91.2%
Facebook Posts Sent	579	▲ 14.9%
Instagram Media Sent	250	▼ -25.4%
<b>Total Messages Sent</b>	<b>943</b>	<b>▼ -55.9%</b>

Message volume decreased by

▼ **55.9%**

since previous date range

Received Messages Metrics	Totals	Change
Twitter Messages Received	1,067	▼ -23.1%
Facebook Messages Received	11.6k	▲ 70.9%
Instagram Comments Received	1,480	▼ -65.8%
<b>Total Messages Received</b>	<b>14.2k</b>	<b>▲ 13.1%</b>

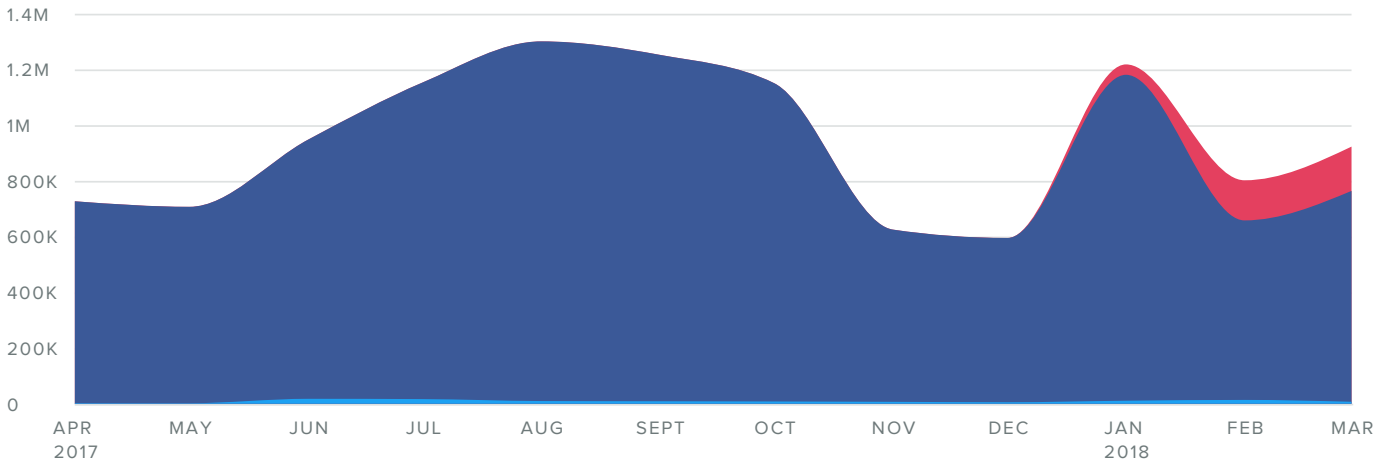
Message volume increased by

▲ **13.1%**

since previous date range

## Group Impressions

### IMPRESSIONS PER MONTH



■ TWITTER ■ FACEBOOK ■ INSTAGRAM

Impressions Metrics	Totals	Change
Twitter Impressions	109.1k	▼ -86.1%
Facebook Impressions	11m	▲ 29.4%
Instagram Impressions	340.3k	▲ 34,029,900%
<b>Total Impressions</b>	<b>11.4m</b>	<b>▲ 23.2%</b>

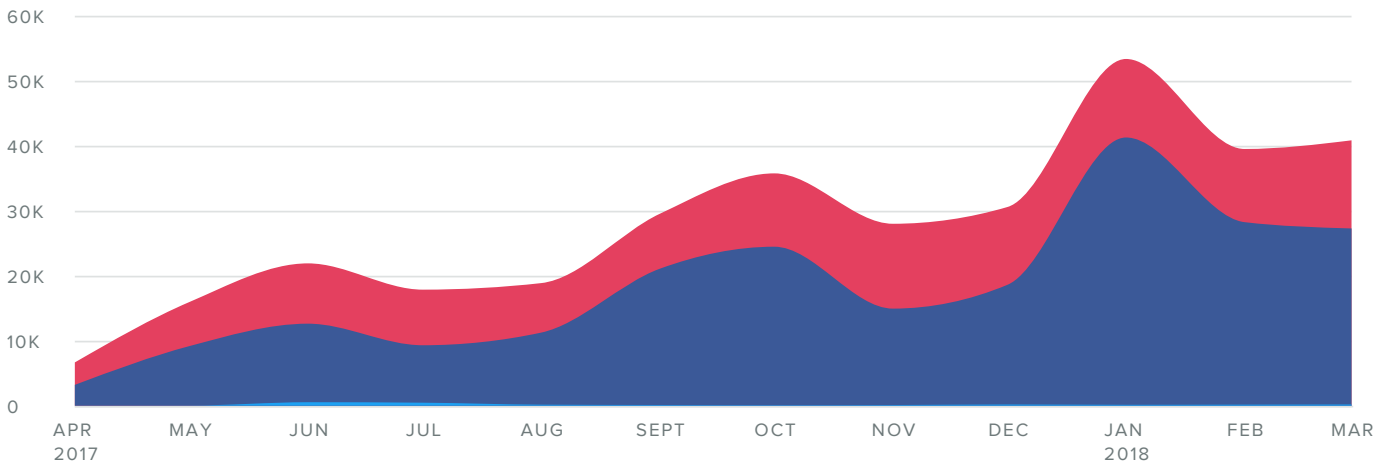
Total Impressions increased by

▲ **23.2%**

since previous date range

## Group Engagement

### ENGAGEMENTS PER MONTH



■ TWITTER ■ FACEBOOK ■ INSTAGRAM

Engagement Metrics	Totals	Change
Twitter Engagements	2,207	▼ -86%
Facebook Engagements	219.2k	▲ 119.3%
Instagram Engagements	117.3k	▲ 28.3%
<b>Total Engagements</b>	<b>338.8k</b>	<b>▲ 63.6%</b>

The number of engagements increased by



▲ **63.6%**

since previous date range

## Group 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 Rockies @KootRocks	5,297	7.82%	114	109.1k	956.65	2,207	19.36	499
Kootenay R...n Playground Business Page	20.3k	42.47%	579	11m	18.9k	219.2k	378.65	44.6k

## Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 <b>Kootenay Rockies (Business)</b>  @kootrocks	11k	77.61%	250	340.3k	1,361	117.3k	469.36	0