


Profile Performance

April 1, 2014 - March 31, 2015

Understand growth and health of your social profiles

Included in this Report

 kootrocks

 The Powder Highway

 Powder Highway

 Kootenay Rockies-BC's Mountain Playgr...

 Kootenay Rockies

Cross-Network Performance Summary

View your key profile performance metrics from the reporting period.

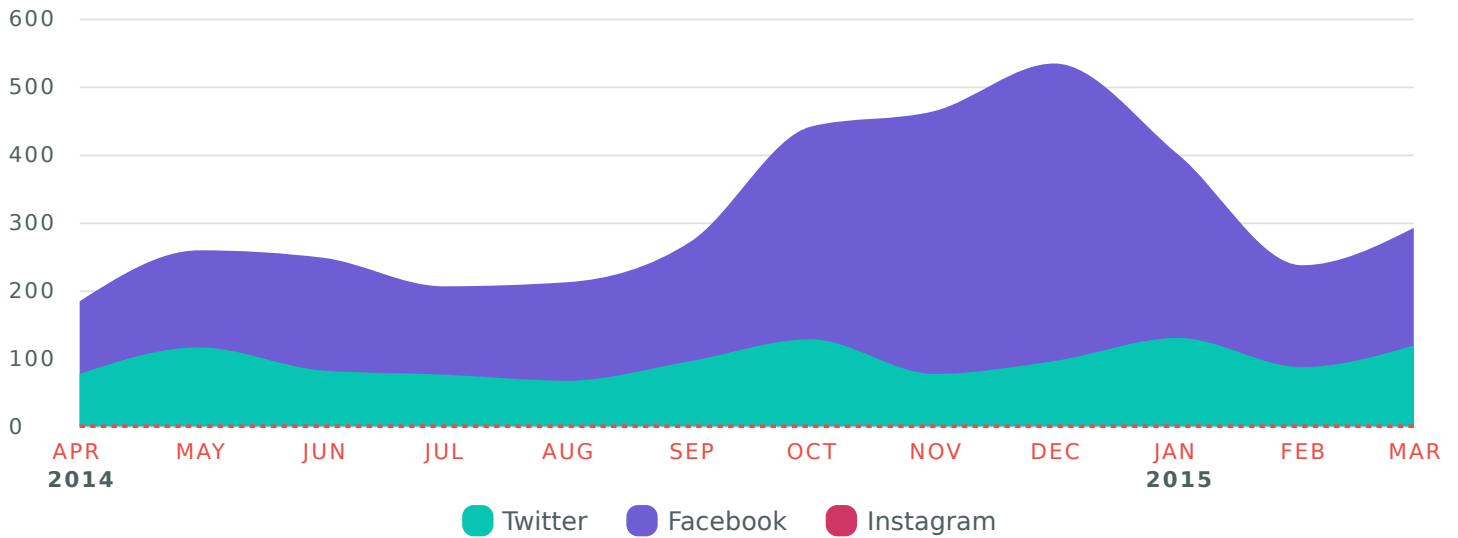
<p>Impressions ⓘ</p> <p>4,634,320</p> <p>↗ 43.3%</p>	<p>Engagements ⓘ</p> <p>511,422 ↗ 150%</p>	<p>Post Link Clicks ⓘ</p> <p>9,860 ↗ 24.4%</p>
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Cross-Network Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Month

⚠ We are unable to retrieve all of your data at this time.

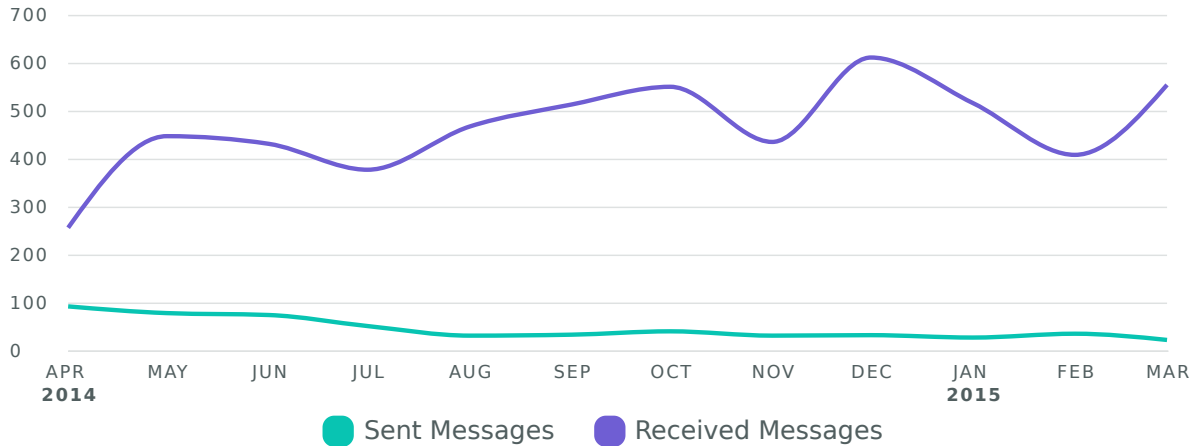


Audience Metrics	Totals	% Change
Total Audience ⓘ	14,547	↗ 26.2%
Total Net Audience Growth ⓘ	3,445	↗ 16.1%
Twitter Followers Gained	1,151	↗ 10.7%
Facebook Page Likes	2,598	↗ 19.2%
Instagram Followers Gained	-	-

Cross-Network Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages Per Month



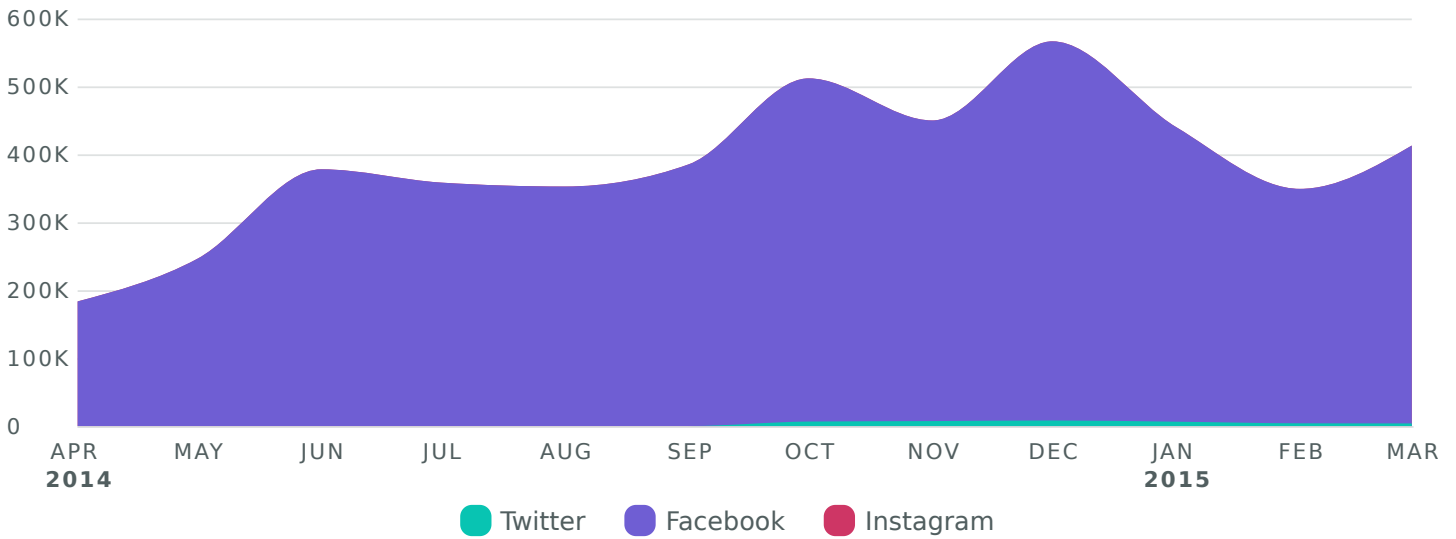
Sent Messages Metrics	Totals	% Change
Total Sent Messages ⓘ	546	↗ 15.9%
Twitter Sent Messages	155	↘ 38%
Facebook Sent Messages	295	↗ 60.3%
Instagram Sent Messages	96	↗ 159%

Received Messages Metrics	Totals	% Change
Total Received Messages ⓘ	5,565	↗ 42.7%
Twitter Received Messages	2,511	↗ 13.6%
Facebook Received Messages	3,054	↗ 80.8%
Instagram Received Messages	0	→ 0%

Cross-Network Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Month

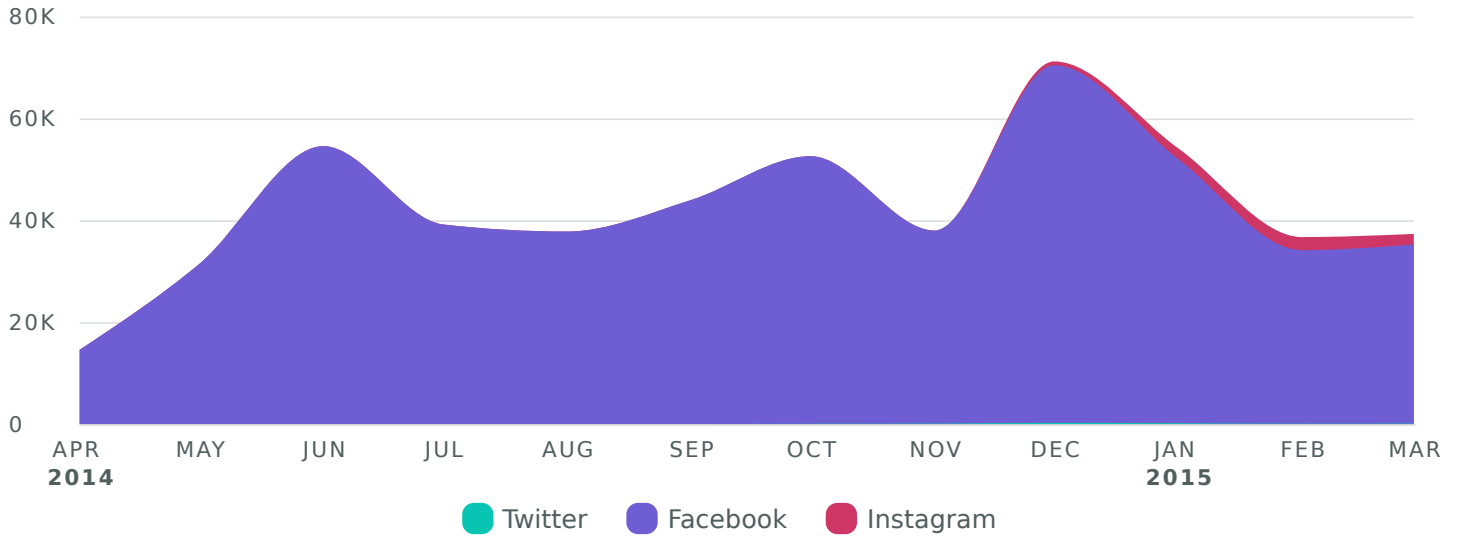


Impression Metrics	Totals	% Change
Total Impressions ⓘ	4,634,320	↗43.3%
Twitter Impressions	36,478	-
Facebook Impressions	4,597,842	↗42.1%
Instagram Impressions	-	-

Cross-Network Engagement

See how people are engaging with your posts during the reporting period.






Engagements, by Month



Engagement Metrics	Totals	% Change
Total Engagements ⓘ	511,422	↗ 150%
Twitter Engagements	659	-
Facebook Engagements	503,257	↗ 147%
Instagram Engagements	7,506	↗ 657%
Engagement Rate (per Impression) ⓘ	11.0%	↗ 74.5%

Cross-Network Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile [▲]	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period Apr 1, 2014 - Mar 31, 2015	14,547 ↗ 26.2%	3,445 ↗ 16.1%	263 ↘ 10.2%	4,634,320 ↗ 43.3%	511,422 ↗ 150%	11% ↗ 74.5%
Compare to Apr 1, 2013 - Mar 31, 2014	11,526	2,968	293	3,234,763	204,620	6.3%
 Kootenay Rockies	-	-	-	-	0	-
 Kootenay Rockies-...	4,018	1,369	11	3,808,559	454,855	11.9%
 kootrocks	3,140	1,110	155	36,478	659	1.8%
 Powder Highway	-	-	96	-	7,506	-
 The Powder Highw...	7,389	966	1	789,283	48,402	6.1%