


# Profile Performance

April 1, 2015 - March 31, 2016

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.

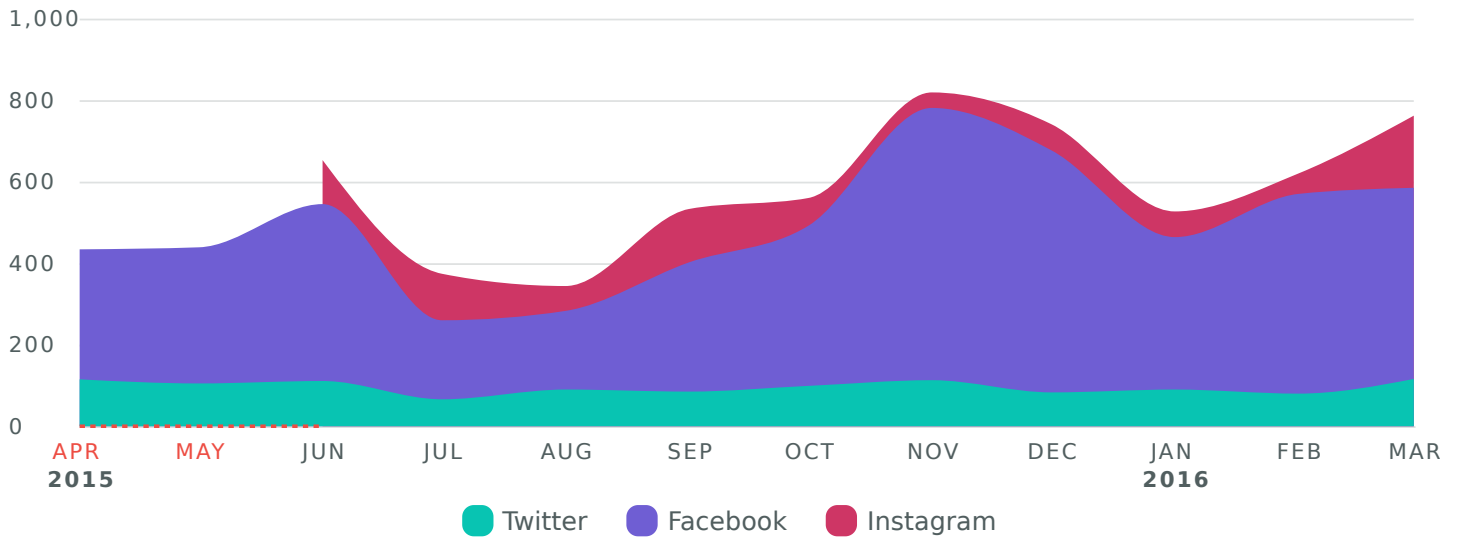
<p>Impressions ⓘ</p> <p><b>6,150,031</b></p> <p>↗ 32.6%</p>	<p>Engagements ⓘ</p> <p><b>496,466</b> ↘ 3%</p>	<p>Post Link Clicks ⓘ</p> <p><b>20,678</b> ↗ 109%</p>
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### Cross-Network Audience Growth

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.

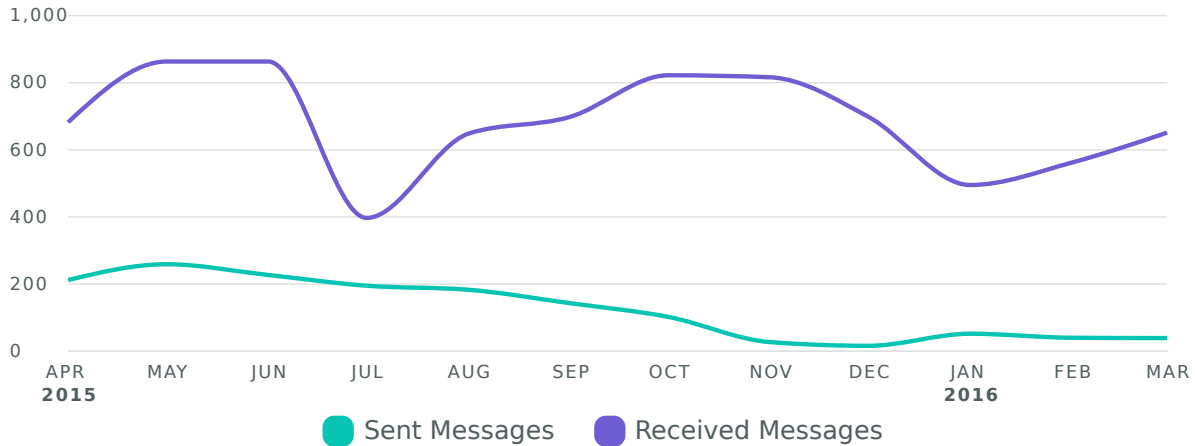


Audience Metrics	Totals	% Change
<b>Total Audience</b> ⓘ	<b>20,609</b>	<b>↗ 41.7%</b>
<b>Total Net Audience Growth</b> ⓘ	<b>6,081</b>	<b>↗ 76.4%</b>
Twitter Followers Gained	1,153	↗ 0.1%
Facebook Page Likes	4,779	↗ 83.8%
Instagram Followers Gained	874	-

### Cross-Network Message Volume

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

Messages Per Month



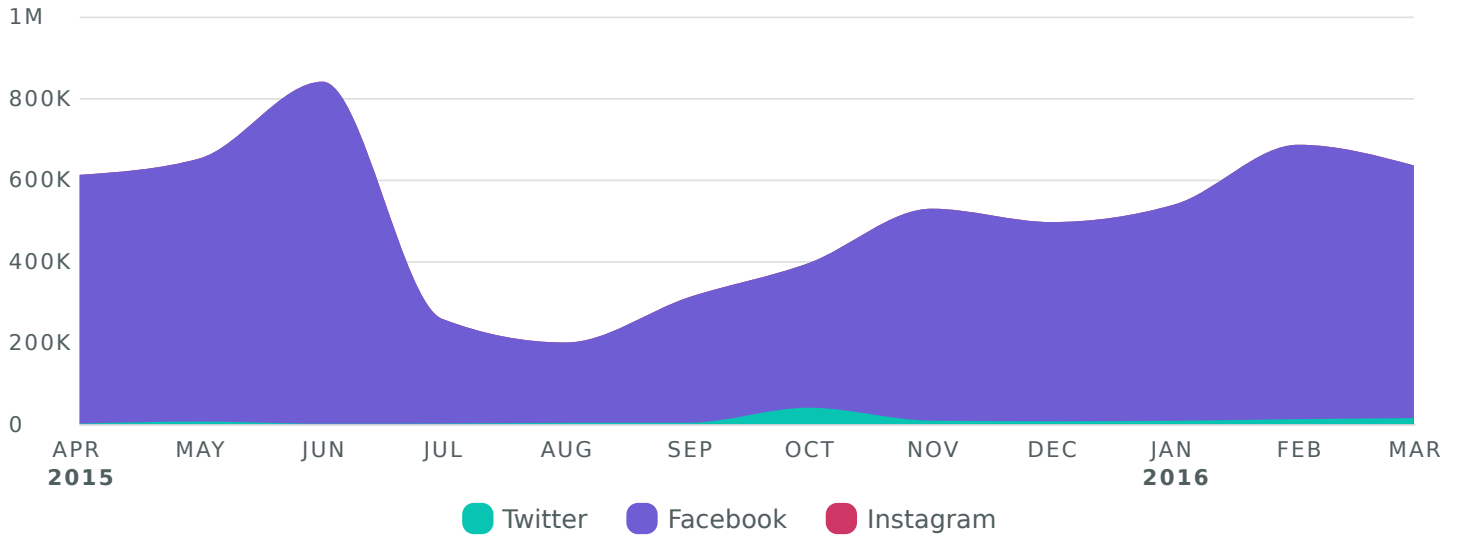
Sent Messages Metrics	Totals	% Change
<b>Total Sent Messages</b> ⓘ	<b>1,471</b>	<b>↗ 169%</b>
Twitter Sent Messages	161	↗ 3.9%
Facebook Sent Messages	1,041	↗ 253%
Instagram Sent Messages	269	↗ 180%

Received Messages Metrics	Totals	% Change
<b>Total Received Messages</b> ⓘ	<b>8,171</b>	<b>↗ 46.7%</b>
Twitter Received Messages	4,923	↗ 95.6%
Facebook Received Messages	3,248	↗ 6.4%
Instagram Received Messages	0	→ 0%

### Cross-Network Impressions

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

Impressions, by Month

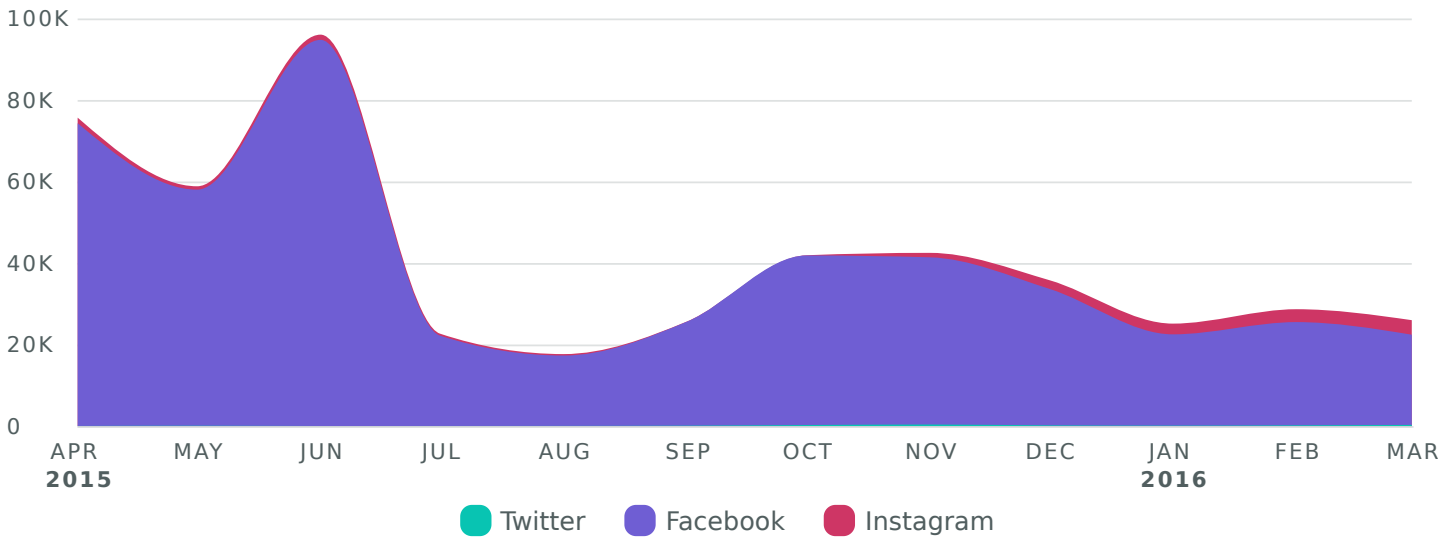


Impression Metrics	Totals	% Change
<b>Total Impressions</b> ⓘ	<b>6,150,031</b>	<b>↗ 32.6%</b>
Twitter Impressions	104,917	↗ 188%
Facebook Impressions	6,045,114	↗ 31.4%
Instagram Impressions	-	-

### Cross-Network Engagement

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






Engagements, by Month



Engagement Metrics	Totals	% Change
<b>Total Engagements</b> ⓘ	<b>496,466</b>	↘ <b>3%</b>
Twitter Engagements	1,615	↗ <b>145%</b>
Facebook Engagements	477,882	↘ <b>5.1%</b>
Instagram Engagements	16,969	↗ <b>126%</b>
<b>Engagement Rate (per Impression)</b> ⓘ	<b>8.1%</b>	↘ <b>26.8%</b>

### Cross-Network Profiles

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

Profile <sup>▲</sup>	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)
<b>Reporting Period</b> Apr 1, 2015 - Mar 31, 2016	<b>20,609</b> ↗ 41.7%	<b>6,081</b> ↗ 76.4%	<b>1,259</b> ↗ 379%	<b>6,150,031</b> ↗ 32.6%	<b>496,466</b> ↘ 3%	<b>8.1%</b> ↘ 26.8%
<b>Compare to</b> Mar 31, 2014 - Mar 31, 2015	<b>14,547</b>	<b>3,448</b>	<b>263</b>	<b>4,637,275</b>	<b>511,619</b>	<b>11%</b>
 <b>Kootenay Rockies</b>	971	840	104	-	4,392	-
 <b>Kootenay Rockies-...</b>	6,814	2,907	469	4,998,138	440,800	8.8%
 <b>kootrocks</b>	4,239	1,089	160	104,917	1,615	1.5%
 <b>Powder Highway</b>	-	-	149	-	12,577	-
 <b>The Powder Highw...</b>	8,585	1,245	377	1,046,976	37,082	3.5%