



Profile Performance

April 1, 2016 - March 31, 2017

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

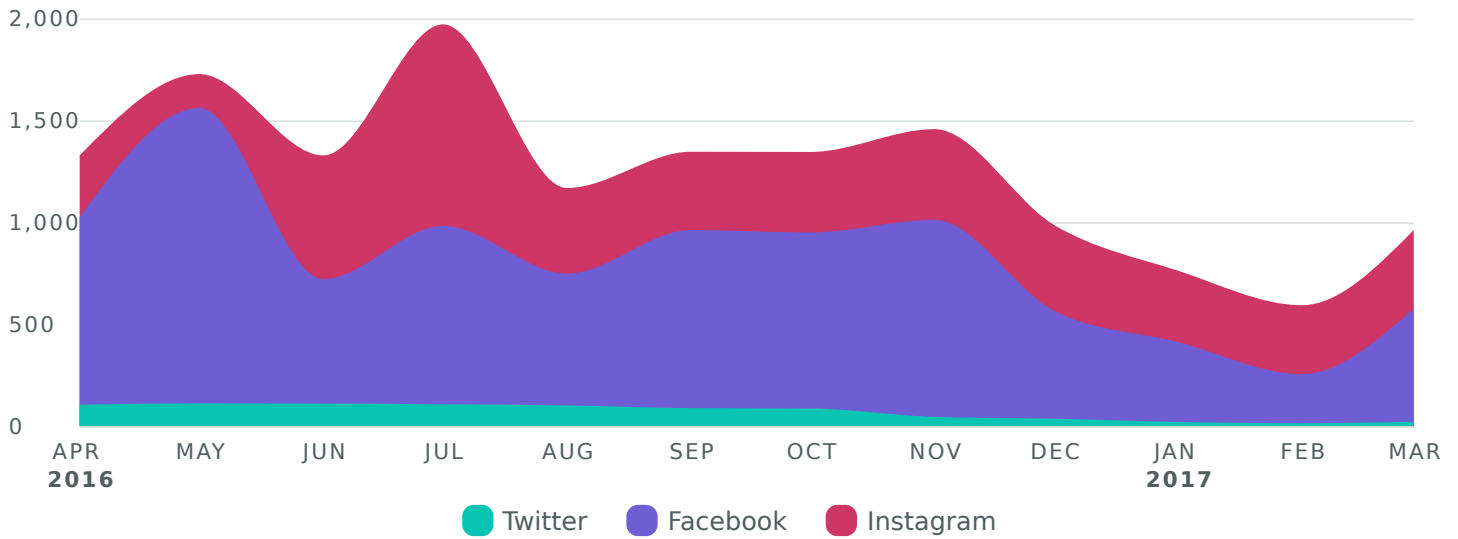
View your key profile performance metrics from the reporting period.

| | | |
|---|--|--|
| <p>Impressions ⓘ</p> <p>8,929,726</p> <p>↗ 45.7%</p> | <p>Engagements ⓘ</p> <p>400,969 ↘ 18.7%</p> | <p>Post Link Clicks ⓘ</p> <p>32,197 ↗ 56.1%</p> |
|---|--|--|

Cross-Network Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Month

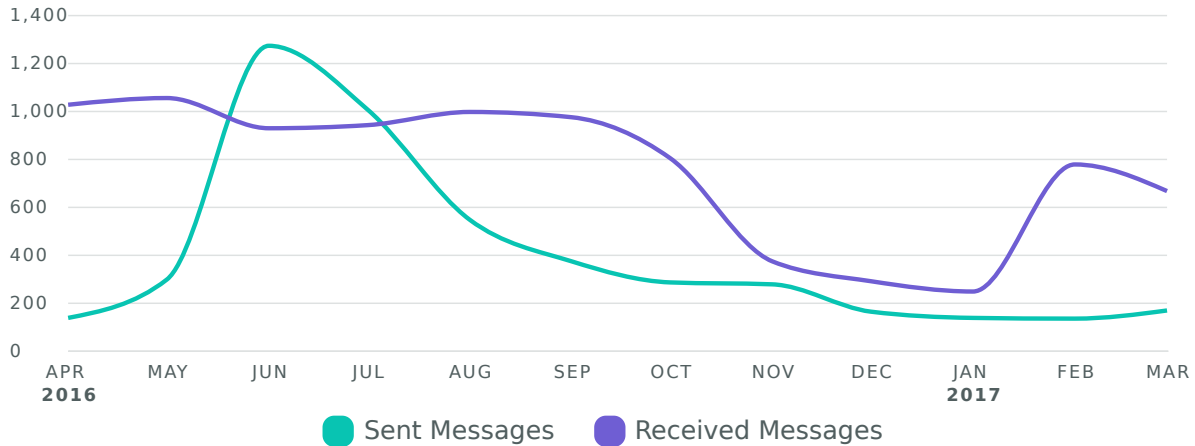


| Audience Metrics | Totals | % Change |
|---|---------------|----------------|
| Total Audience ⁱ | 34,481 | ↗ 67.3% |
| Total Net Audience Growth ⁱ | 13,757 | ↗ 127% |
| Twitter Followers Gained | 844 | ↘ 26.7% |
| Facebook Page Likes | 8,926 | ↗ 87.3% |
| Instagram Followers Gained | 5,203 | ↗ 495% |

Cross-Network Message Volume

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

Messages Per Month



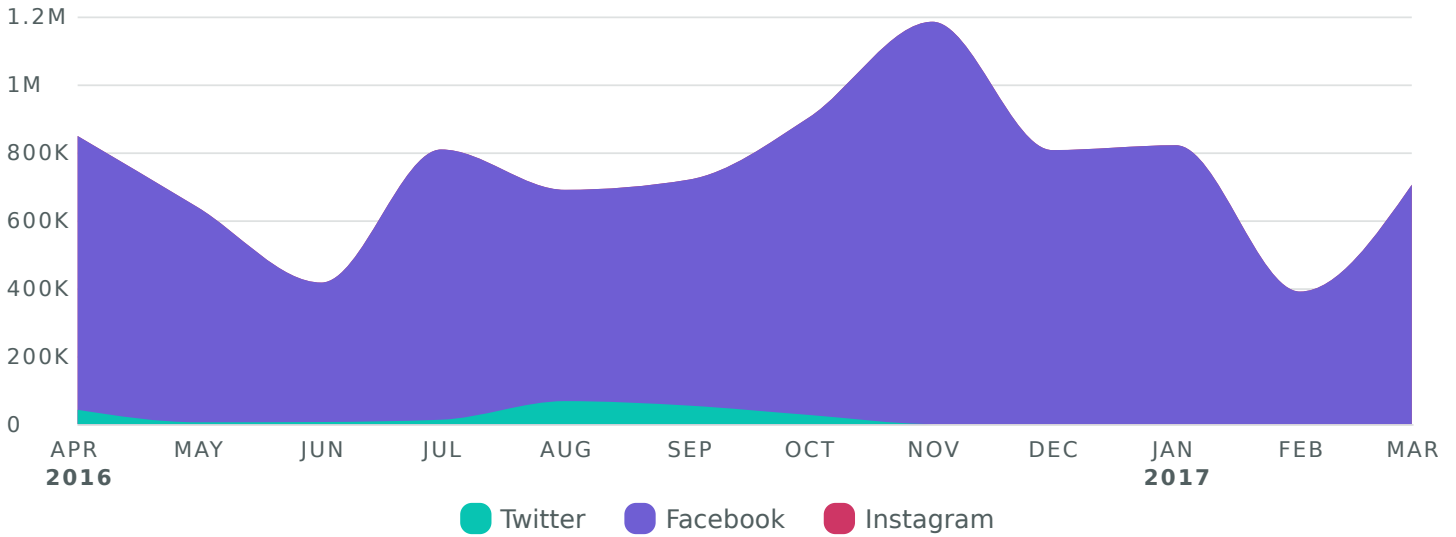
| Sent Messages Metrics | Totals | % Change |
|------------------------------|--------------|---------------|
| Total Sent Messages ⓘ | 4,784 | ↗ 225% |
| Twitter Sent Messages | 366 | ↗ 127% |
| Facebook Sent Messages | 913 | ↘ 12.3% |
| Instagram Sent Messages | 3,505 | ↗ 1,208% |

| Received Messages Metrics | Totals | % Change |
|----------------------------------|--------------|----------------|
| Total Received Messages ⓘ | 9,063 | ↗ 11.2% |
| Twitter Received Messages | 4,584 | ↘ 6.7% |
| Facebook Received Messages | 4,479 | ↗ 38.5% |
| Instagram Received Messages | 0 | → 0% |

Cross-Network Impressions

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

Impressions, by Month

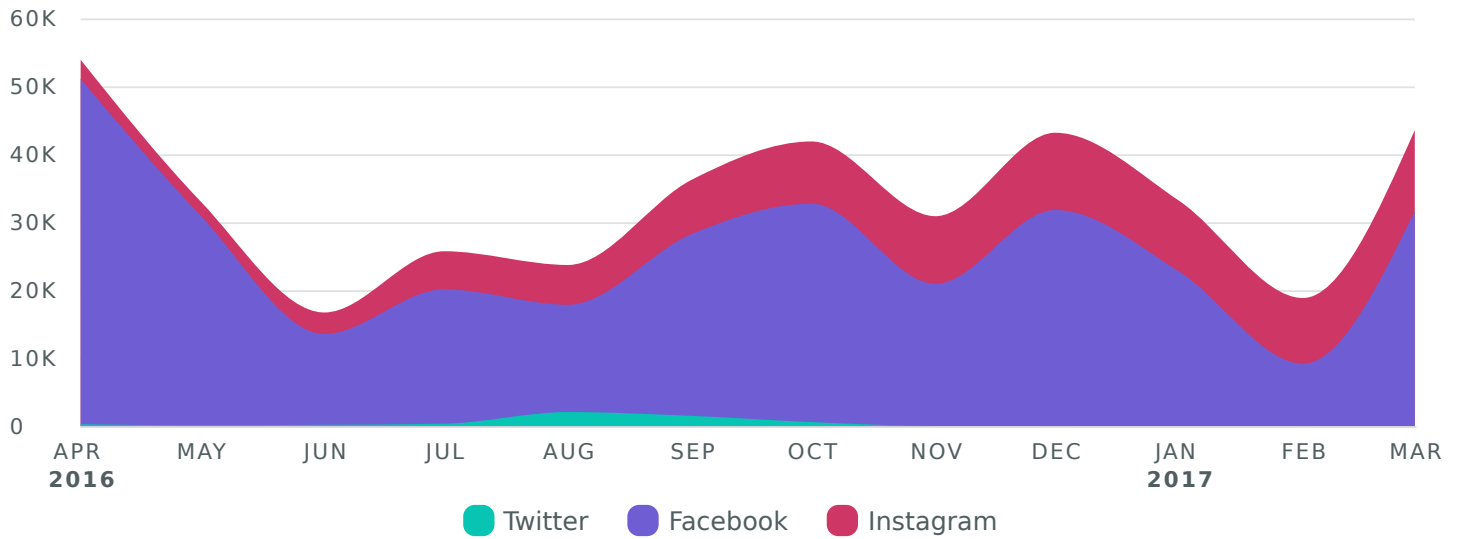


| Impression Metrics | Totals | % Change |
|----------------------------|------------------|---------------|
| Total Impressions ⓘ | 8,929,726 | ↗45.7% |
| Twitter Impressions | 214,525 | ↗104% |
| Facebook Impressions | 8,715,200 | ↗44.7% |
| Instagram Impressions | 1 | - |

Cross-Network Engagement

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






Engagements, by Month



| Engagement Metrics | Totals | % Change |
|---|----------------|----------------|
| Total Engagements ⓘ | 400,969 | ↘ 18.7% |
| Twitter Engagements | 5,047 | ↗ 213% |
| Facebook Engagements | 305,910 | ↘ 35.5% |
| Instagram Engagements | 90,012 | ↗ 432% |
| Engagement Rate (per Impression) ⓘ | 4.5% | ↘ 44.2% |

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, 2016 - Mar 31, 2017 | 34,481 ↗ 67.3% | 13,757 ↗ 127% | 1,393 ↗ 10.8% | 8,929,726 ↗ 45.7% | 400,969 ↘ 18.7% | 4.5% ↘ 44.2% |
| Compare to Apr 2, 2015 - Mar 31, 2016 | 20,609 | 6,068 | 1,257 | 6,128,909 | 492,908 | 8% |
|  Kootenay Rockies | 6,204 | 5,194 | 334 | 1 | 89,130 | 8,913,000% |
|  Kootenay Rockies-... | 14,234 | 7,356 | 608 | 8,464,358 | 297,660 | 3.5% |
|  kootrocks | 4,913 | 674 | 365 | 214,525 | 5,047 | 2.4% |
|  Powder Highway | - | - | 1 | 0 | 882 | - |
|  The Powder Highw... | 9,130 | 533 | 85 | 250,842 | 8,250 | 3.3% |