



Profile Performance

April 1, 2017 - March 31, 2018

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

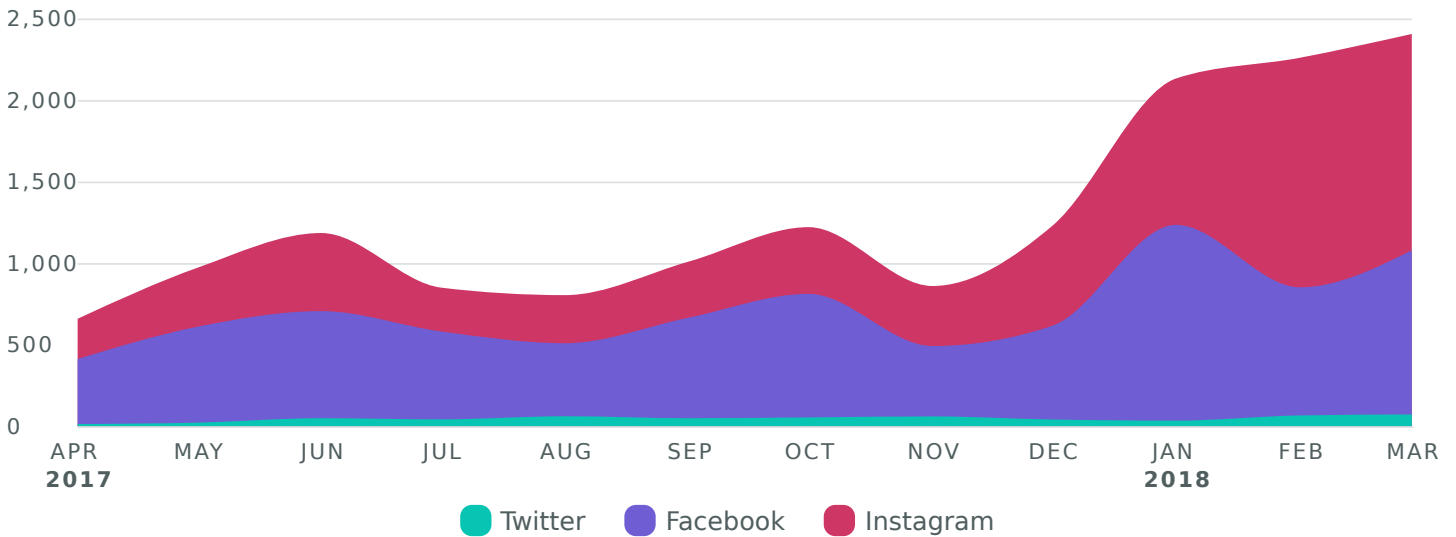
View your key profile performance metrics from the reporting period.

<p>Impressions ⓘ</p> <p>13,192,809</p> <p>↗ 47.7%</p>	<p>Engagements ⓘ</p> <p>644,327 ↗ 60.7%</p>	<p>Post Link Clicks ⓘ</p> <p>63,149 ↗ 96.1%</p>
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Cross-Network Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Month

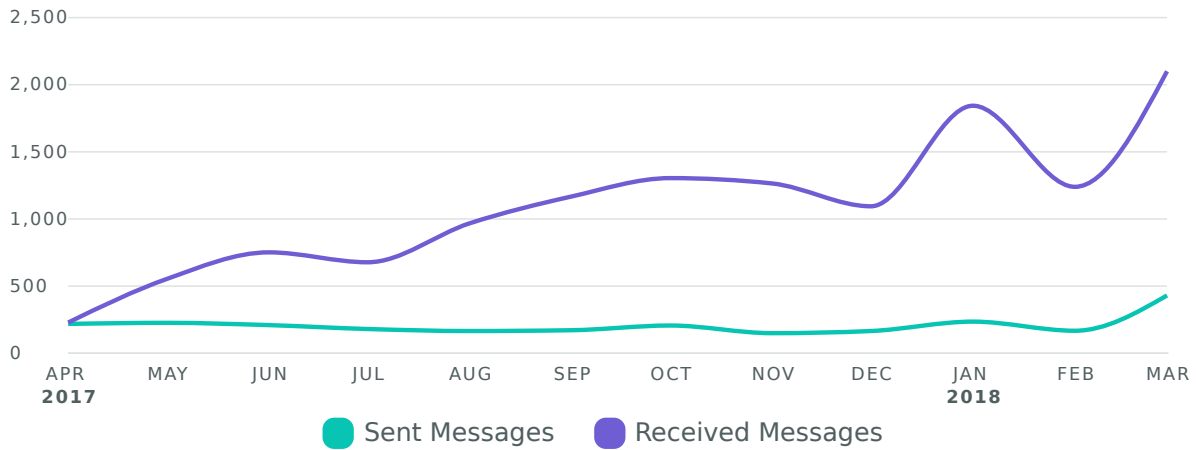


Audience Metrics	Totals	% Change
Total Audience ⁱ	50,385	↗46.1%
Total Net Audience Growth ⁱ	13,131	↘4.6%
Twitter Followers Gained	551	↘34.7%
Facebook Page Likes	8,007	↘10.3%
Instagram Followers Gained	7,019	↗34.9%

Cross-Network Message Volume

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

Messages Per Month



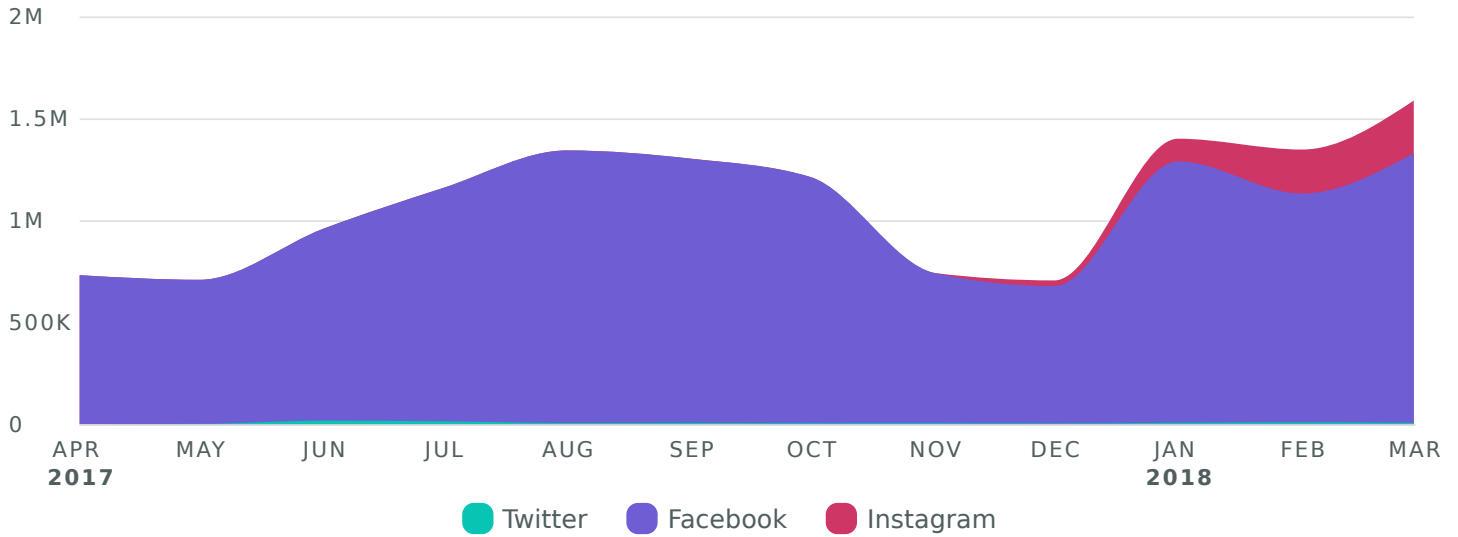
Sent Messages Metrics	Totals	% Change
Total Sent Messages ⓘ	2,461	↘ 48.6%
Twitter Sent Messages	116	↘ 68.3%
Facebook Sent Messages	1,527	↗ 67.3%
Instagram Sent Messages	818	↘ 76.7%

Received Messages Metrics	Totals	% Change
Total Received Messages ⓘ	13,127	↗ 44.8%
Twitter Received Messages	1,971	↘ 57%
Facebook Received Messages	9,660	↗ 116%
Instagram Received Messages	1,496	↗ -

Cross-Network Impressions

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

Impressions, by Month

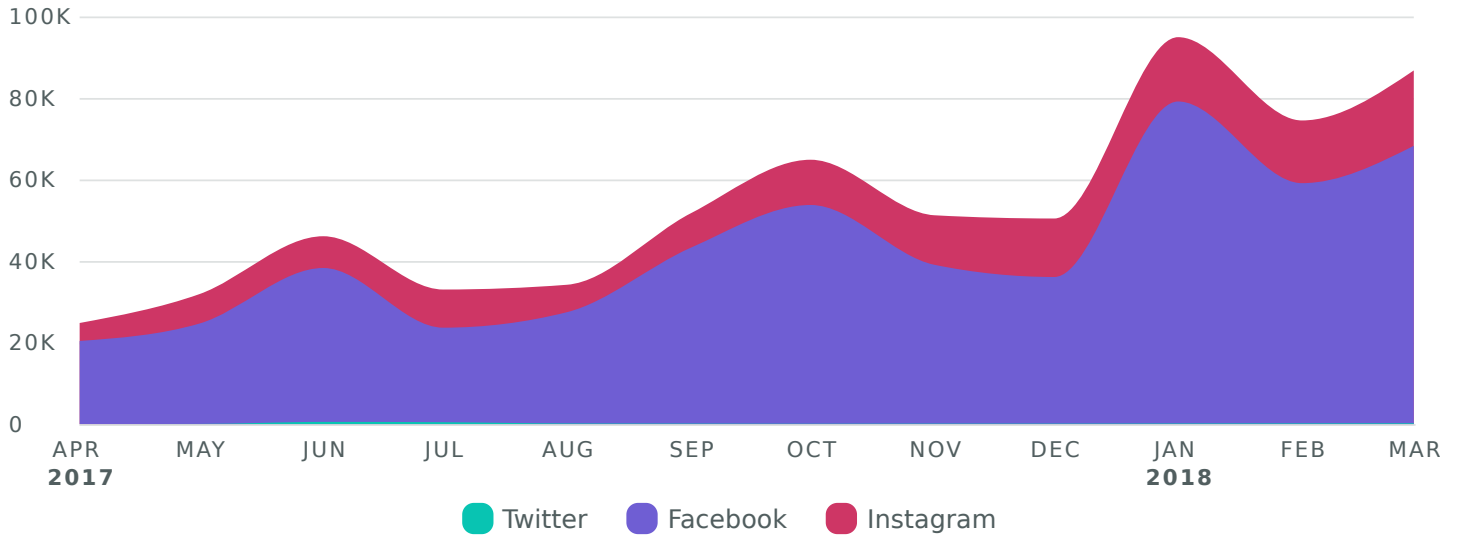


Impression Metrics	Totals	% Change
Total Impressions ⓘ	13,192,809	↗47.7%
Twitter Impressions	72,156	↘66.4%
Facebook Impressions	12,507,296	↗43.5%
Instagram Impressions	613,357	↗61,335,600%

Cross-Network Engagement

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






Engagements, by Month



Engagement Metrics	Totals	% Change
Total Engagements ⓘ	644,327	↗ 60.7%
Twitter Engagements	1,998	↘ 60.4%
Facebook Engagements	511,100	↗ 67.1%
Instagram Engagements	131,229	↗ 45.8%
Engagement Rate (per Impression) ⓘ	4.9%	↗ 8.8%

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, 2017 - Mar 31, 2018	50,385 ↗ 46.1%	13,131 ↘ 4.6%	1,376 ↘ 1.2%	13,192,809 ↗ 47.7%	644,327 ↗ 60.7%	4.9% ↗ 8.8%
Compare to Apr 1, 2016 - Mar 31, 2017	34,481	13,757	1,393	8,929,726	400,969	4.5%
 Kootenay Rockies	11,019	4,765	248	347,633	115,268	33.2%
 Kootenay Rockies-...	20,279	5,848	679	10,952,395	465,225	4.2%
 kootrocks	5,297	384	116	72,156	1,998	2.8%
 Powder Highway	3,884	1,352	106	265,724	15,961	6%
 The Powder Highw...	9,906	782	227	1,554,901	45,875	3%