



# Profile Performance

April 1, 2018 - March 31, 2019

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

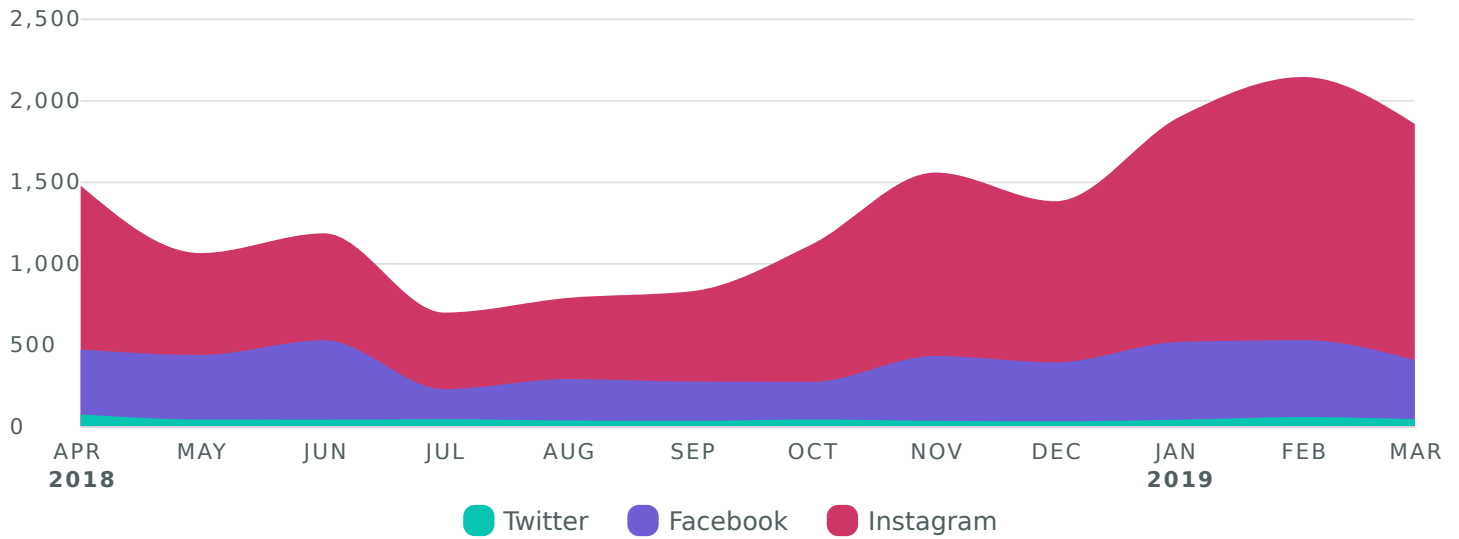
View your key profile performance metrics from the reporting period.

<p>Impressions ⓘ</p> <p><b>13,760,543</b></p> <p>↗ 4.3%</p>	<p>Engagements ⓘ</p> <p><b>667,475</b> ↗ 3.6%</p>	<p>Post Link Clicks ⓘ</p> <p><b>34,887</b> ↘ 44.8%</p>
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### Cross-Network Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Month

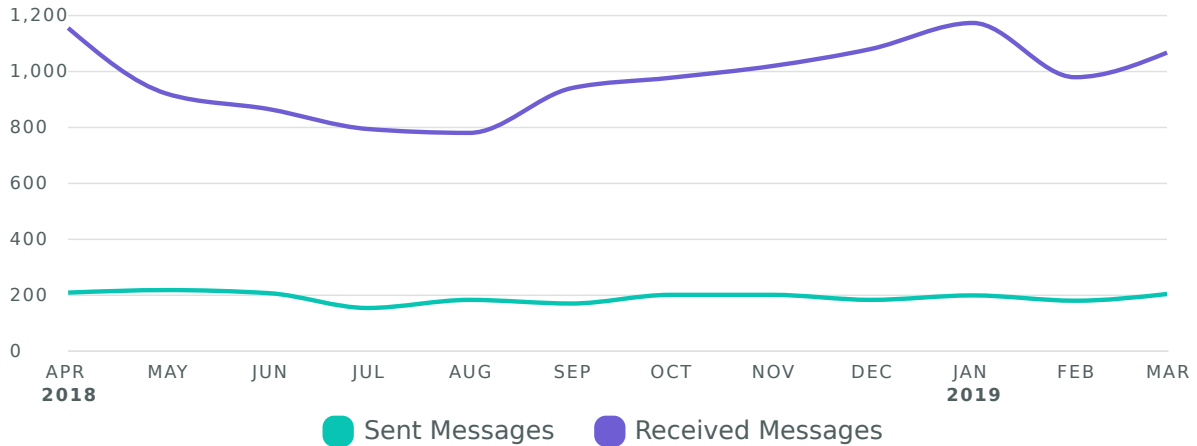


Audience Metrics	Totals	% Change
<b>Total Audience <sup>i</sup></b>	<b>61,311</b>	<b>↗21.7%</b>
<b>Total Net Audience Growth <sup>i</sup></b>	<b>11,072</b>	<b>↘15.7%</b>
Twitter Followers Gained	496	↘10%
Facebook Page Likes	4,264	↘46.7%
Instagram Followers Gained	11,204	↗59.6%

### Cross-Network Message Volume

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

Messages Per Month



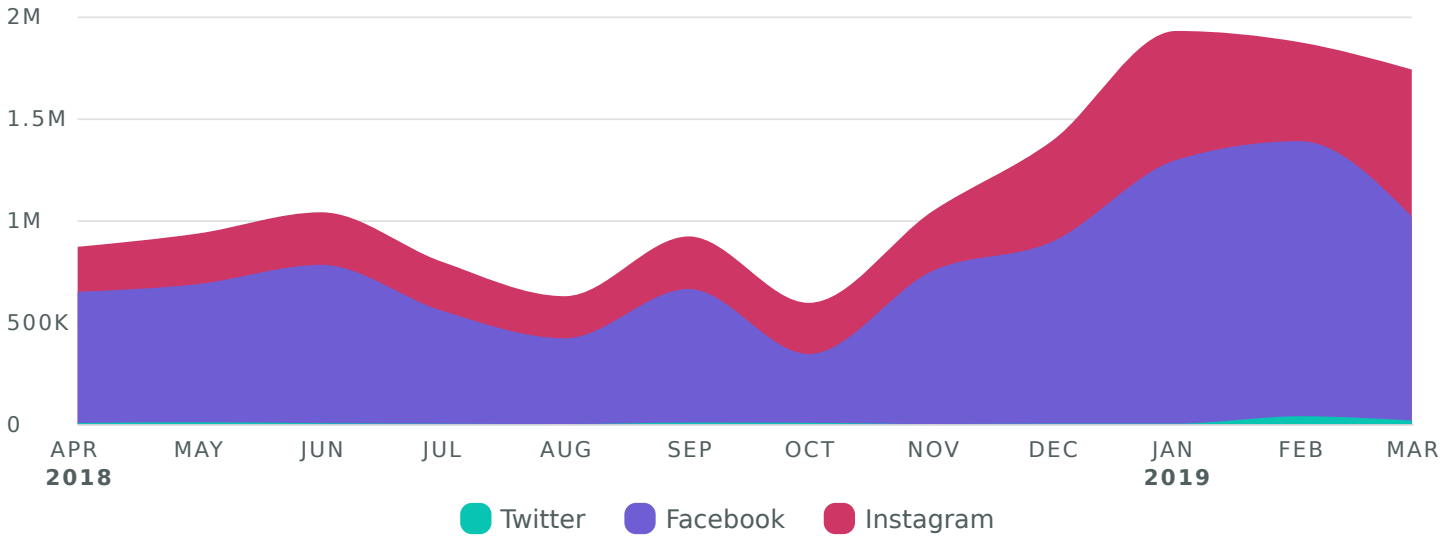
Sent Messages Metrics	Totals	% Change
<b>Total Sent Messages</b> ⓘ	<b>2,285</b>	<b>↘ 7.2%</b>
Twitter Sent Messages	80	↘ 31%
Facebook Sent Messages	1,264	↘ 17.2%
Instagram Sent Messages	941	↗ 15%

Received Messages Metrics	Totals	% Change
<b>Total Received Messages</b> ⓘ	<b>11,725</b>	<b>↘ 10.7%</b>
Twitter Received Messages	1,621	↘ 17.8%
Facebook Received Messages	5,338	↘ 44.7%
Instagram Received Messages	4,766	↗ 219%

### Cross-Network Impressions

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

Impressions, by Month

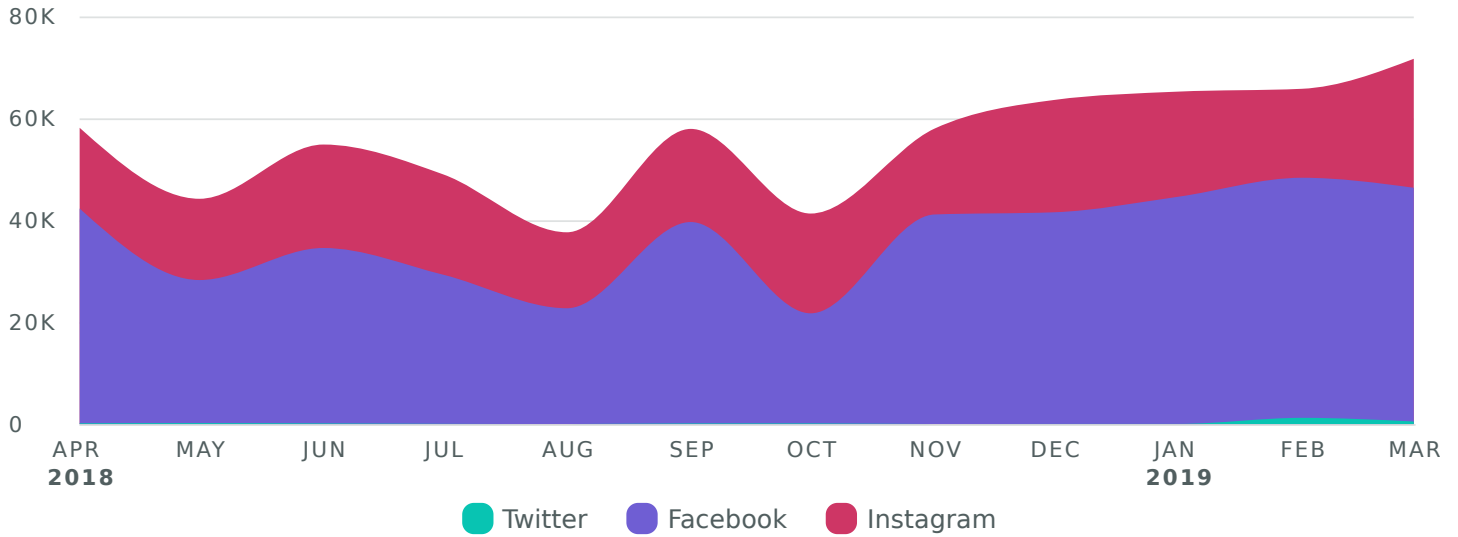


Impression Metrics	Totals	% Change
<b>Total Impressions ⓘ</b>	<b>13,760,543</b>	<b>↗4.3%</b>
Twitter Impressions	91,458	↗26.8%
Facebook Impressions	9,358,091	↘25.2%
Instagram Impressions	4,310,994	↗603%

### 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>667,475</b>	<b>↗ 3.6%</b>
Twitter Engagements	2,498	↗ 25%
Facebook Engagements	438,104	↘ 14.3%
Instagram Engagements	226,873	↗ 72.9%
<b>Engagement Rate (per Impression)</b> ⓘ	<b>4.9%</b>	<b>↘ 0.7%</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, 2018 - Mar 31, 2019	<b>61,311</b> ↗ 21.7%	<b>11,072</b> ↘ 15.7%	<b>1,480</b> ↗ 7.6%	<b>13,760,543</b> ↗ 4.3%	<b>667,475</b> ↗ 3.6%	<b>4.9%</b> ↘ 0.7%
<b>Compare to</b> Apr 1, 2017 - Mar 31, 2018	<b>50,385</b>	<b>13,131</b>	<b>1,376</b>	<b>13,192,809</b>	<b>644,327</b>	<b>4.9%</b>
 <b>Kootenay Rockies</b>	14,544	3,525	399	2,794,494	179,834	6.4%
 <b>Kootenay Rockies-...</b>	22,432	2,263	503	6,604,536	358,282	5.4%
 <b>kootrocks</b>	5,635	338	80	91,458	2,498	2.7%
 <b>Powder Highway</b>	7,919	4,035	241	1,516,500	47,039	3.1%
 <b>The Powder Highw...</b>	10,781	911	257	2,753,555	79,822	2.9%