



# Profile Performance

April 1, 2019 - March 31, 2020

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

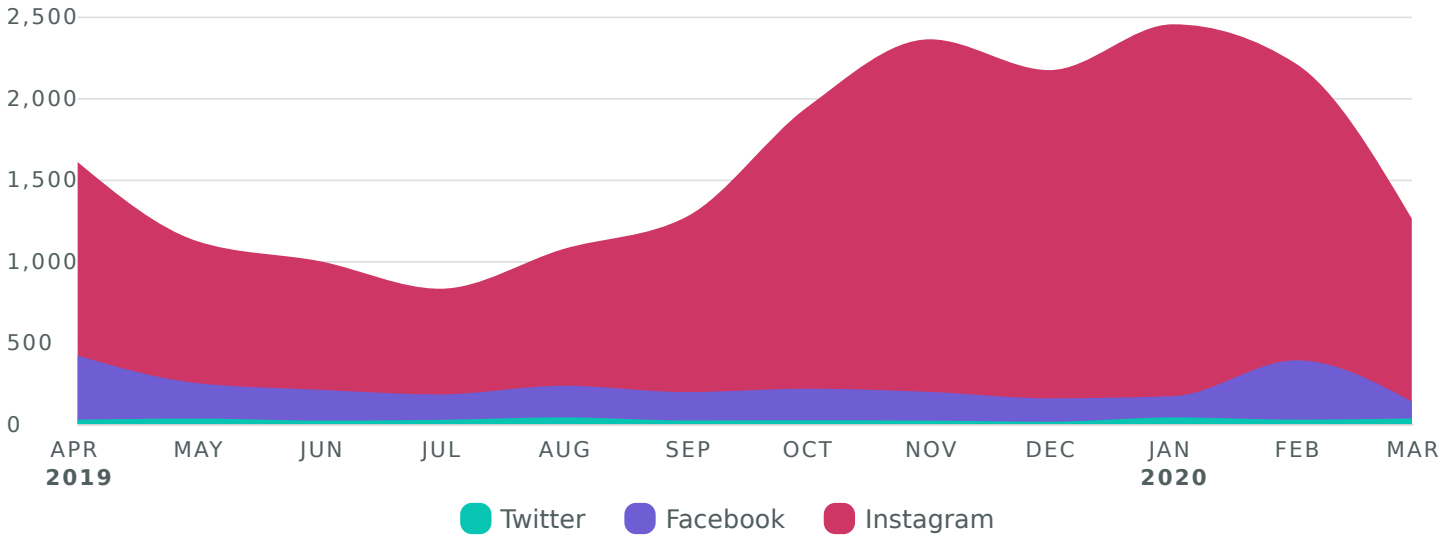
View your key profile performance metrics from the reporting period.

<p>Impressions ⓘ</p> <p><b>12,400,429</b></p> <p>↘ 10.2%</p>	<p>Engagements ⓘ</p> <p><b>520,417</b> ↘ 22.3%</p>	<p>Post Link Clicks ⓘ</p> <p><b>20,336</b> ↘ 41.8%</p>
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### Cross-Network Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Month

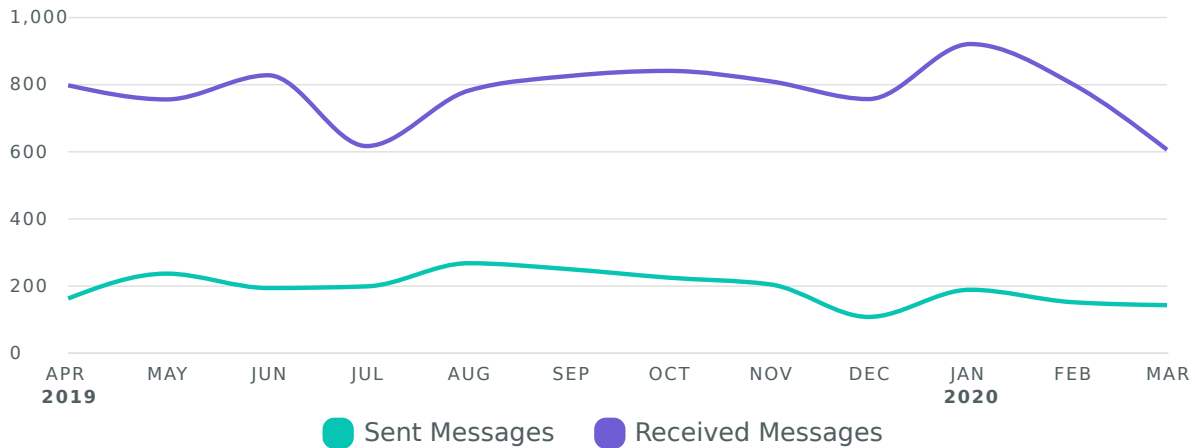


Audience Metrics	Totals	% Change
<b>Total Audience <sup>i</sup></b>	<b>75,740</b>	<b>↗23.5%</b>
<b>Total Net Audience Growth <sup>i</sup></b>	<b>14,545</b>	<b>↗31%</b>
Twitter Followers Gained	332	↘33.5%
Facebook Page Likes	2,434	↘43.1%
Instagram Followers Gained	16,530	↗47.3%

### Cross-Network Message Volume

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

Messages Per Month



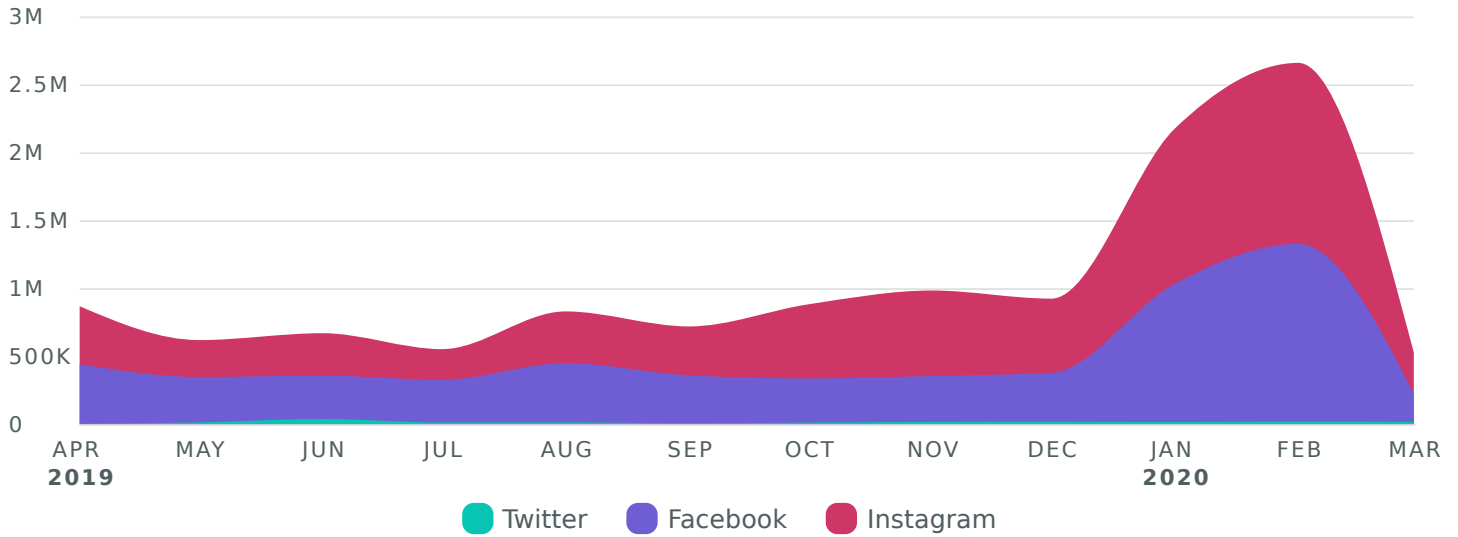
Sent Messages Metrics	Totals	% Change
<b>Total Sent Messages</b> ⓘ	<b>2,309</b>	<b>↗10.8%</b>
Twitter Sent Messages	139	↗73.8%
Facebook Sent Messages	1,012	↘20.1%
Instagram Sent Messages	1,158	↗22.8%

Received Messages Metrics	Totals	% Change
<b>Total Received Messages</b> ⓘ	<b>9,321</b>	<b>↘20.7%</b>
Twitter Received Messages	1,205	↘26.3%
Facebook Received Messages	3,538	↘33.8%
Instagram Received Messages	4,578	↘4.1%

### Cross-Network Impressions

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

Impressions, by Month

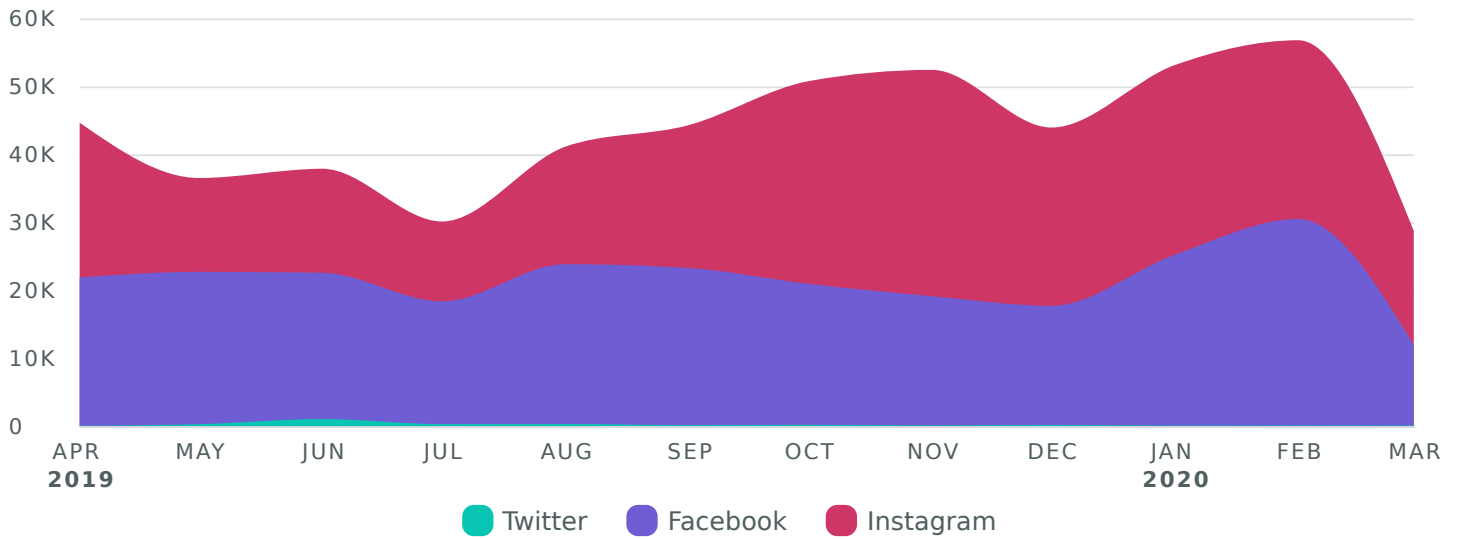


Impression Metrics	Totals	% Change
<b>Total Impressions</b> ⓘ	<b>12,400,429</b>	↘ 10.2%
Twitter Impressions	171,898	↗ 88%
Facebook Impressions	5,754,706	↘ 38.8%
Instagram Impressions	6,473,825	↗ 50%

### 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>520,417</b>	<b>↘ 22.3%</b>
Twitter Engagements	2,678	↗ 7.2%
Facebook Engagements	255,312	↘ 41.9%
Instagram Engagements	262,427	↗ 15.3%
<b>Engagement Rate (per Impression)</b> ⓘ	<b>4.2%</b>	<b>↘ 13.5%</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, 2019 - Mar 31, 2020	<b>75,740</b> ↗ 23.5%	<b>14,545</b> ↗ 31%	<b>1,538</b> ↗ 3.8%	<b>12,400,429</b> ↘ 10.2%	<b>520,417</b> ↘ 22.3%	<b>4.2%</b> ↘ 13.5%
<b>Compare to</b> Mar 31, 2018 - Mar 31, 2019	<b>61,311</b>	<b>11,100</b>	<b>1,482</b>	<b>13,804,538</b>	<b>669,431</b>	<b>4.8%</b>
 <b>Kootenay Rockies</b>	19,549	5,005	484	3,778,853	171,228	4.5%
 <b>Kootenay Rockies-...</b>	23,281	944	426	4,088,519	210,095	5.1%
 <b>kootrocks</b>	5,829	194	139	171,898	2,678	1.6%
 <b>Powder Highway</b>	15,708	7,789	264	2,694,972	91,199	3.4%
 <b>The Powder Highw...</b>	11,373	613	225	1,666,187	45,217	2.7%