
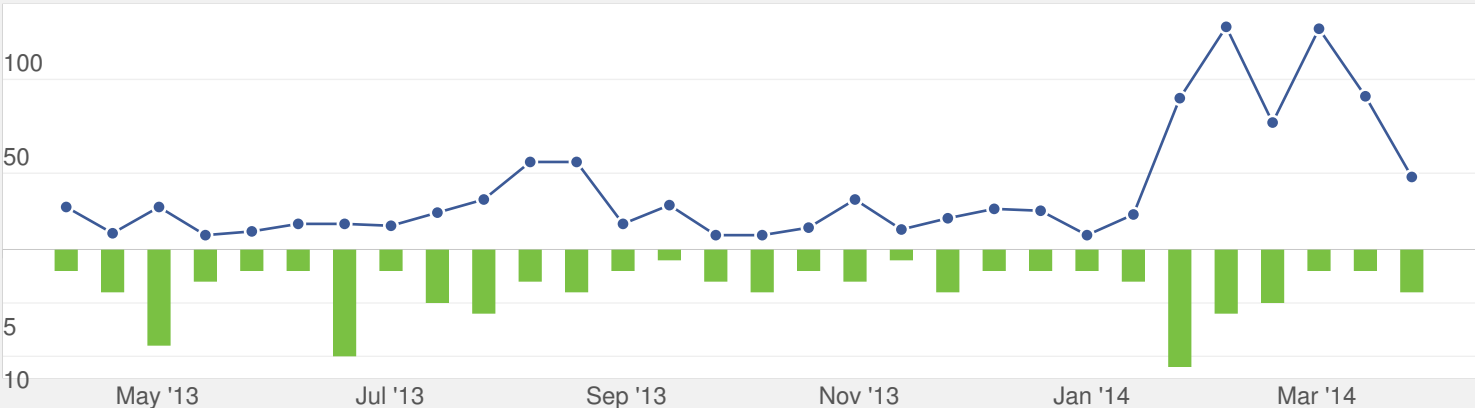


FACEBOOK PAGE REPORT

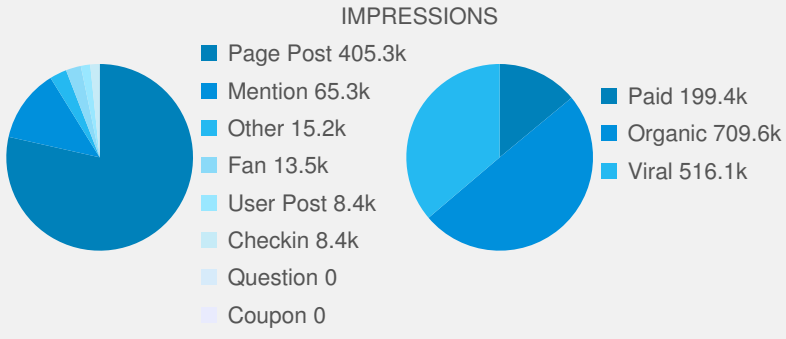
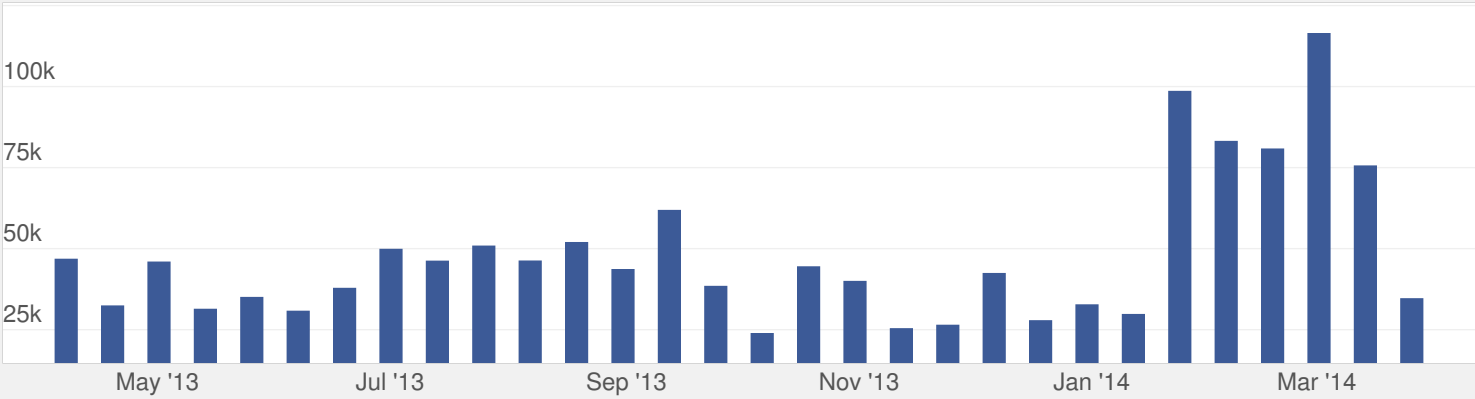
from April 1, 2013 - March 31, 2014

 Kootenay Rockies-BC's Mountain Playground

FAN GROWTH **2.81k Total Likes as of Mar 31, 2014** New Fans 1.2k Unliked your Page 110



PAGE IMPRESSIONS **125k** Impressions 1.4m by 639,935 users



	BY DAY OF WEEK	AVG	TOTAL
Sun		3.5k	184.4k
Mon		3.9k	209.1k
Tue		3.6k	186.4k
Wed		4.1k	212.5k
Thu		4.0k	206.0k
Fri		4.1k	214.3k
Sat		4.3k	221.3k

IMPRESSION DEMOGRAPHICS

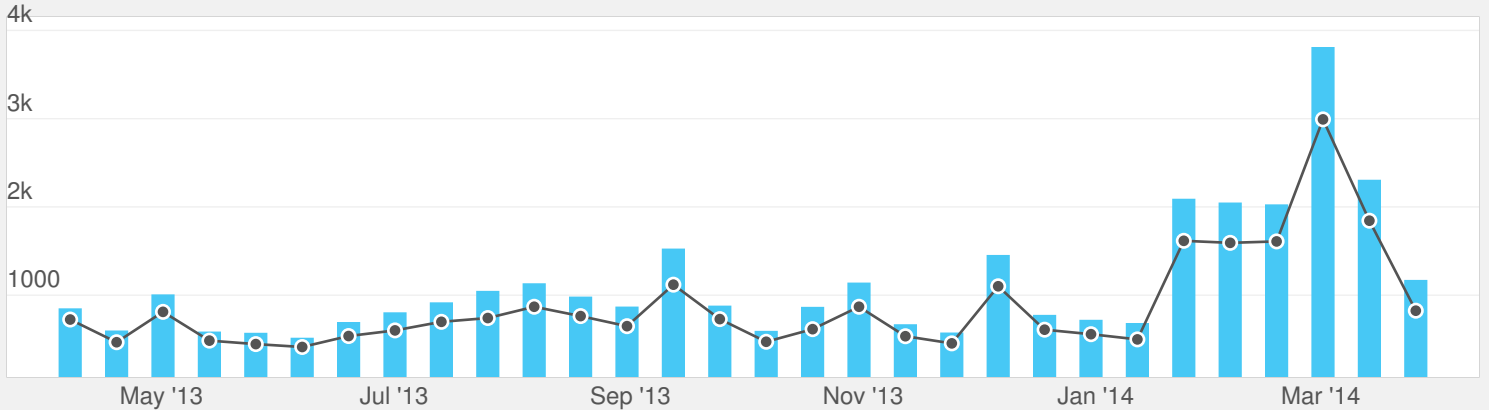
Here's a quick breakdown of people engaging with your Facebook Page



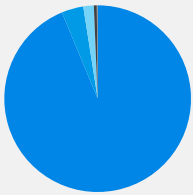
SHARING how people are sharing your content

STORIES

Stories Created **33,965** by 26,239 users



SHARE TYPE



- Page Post 30.4k
- Fan 1.2k
- Checkin 590
- User Post 165
- Other 32
- Mention 16

BY DAY OF WEEK

Day	Avg	Total
Sun	90.2	4.7k
Mon	86.1	4.6k
Tue	85.3	4.4k
Wed	94	4.9k
Thu	89.2	4.6k
Fri	101.1	5.3k
Sat	105.6	5.5k

SHARER DEMOGRAPHICS Here's a quick breakdown of people creating stories on your Facebook Page

AGE & GENDER

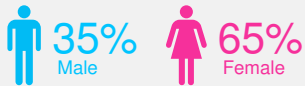
Age Group	Male	Female
13-17	29	38
18-24	386	426
25-34	950	1.8k
35-44	1.1k	2.6k
45-54	2.1k	3.3k
55+	2.5k	4.8k

TOP COUNTRIES

Country	Count
Canada	14.5k
United States	3.7k
Germany	512
United Kingdom	293
Japan	172

TOP LOCALES

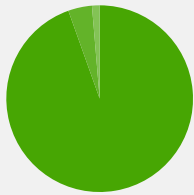
Locale	Count
English (United States)	16.4k
English (United Kingdom)	2.0k
German (Germany)	640
French (Canada)	324
French (France)	284



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 573
- Video 25
- Link 8

AVG

TOTAL

Reach	763.08	443.35k
People Talking About This	31.85	18.5k
Engagement	15.73%	11.08%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	REAC	COMMENTS	SHARES	ENGAGEMENT
03/31/14	Cheers to "spring" and finding hiking...	403	88	30	27	--	3	21.84%
03/30/14	Ahhh... one of the best things "to do...	805	160	57	52	2	7	19.88%
03/29/14	The #KootenayRockies golf season is u...	482	63	20	17	1	7	13.07%
03/28/14	It's our 'bring on spring' photo cont...	344	73	18	16	2	1	21.22%
03/28/14	[Photo]	424	26	0	--	--	--	6.13%
03/27/14	This weekend marks the start of "spri...	606	93	32	32	--	2	15.35%
03/27/14	Covered in snow now... but we bet the...	222	28	14	14	--	--	12.61%
03/26/14	There is still time to enter our triv...	445	83	28	26	7	2	18.65%
03/26/14	Found this great video clip of #Inver...	711	128	28	28	--	4	18%
03/26/14	We couldn't resist sharing Wendy Cham...	682	134	70	66	3	4	19.65%
03/26/14	This week - we will be featuring the ...	817	146	31	29	7	3	17.87%
03/25/14	Here's a cool job! Flying around Koo...	424	56	19	19	--	1	13.21%
03/24/14	There is still time to add your 'blue...	567	101	43	42	--	2	17.81%
03/23/14	Did you know that a NEW ferry will be...	411	75	29	28	1	2	18.25%
03/22/14	The hiking trails in the #Kootenay va...	597	98	42	37	1	7	16.42%
03/21/14	Let's "bring on spring"! Post your f...	1.3k	257	114	110	6	9	19.5%
03/19/14	There is still time to WIN two rounds...	299	40	13	13	2	1	13.38%
03/19/14	It's that time of the season... sprin...	399	56	21	21	--	2	14.04%
03/18/14	In celebration of "spring" this week ...	667	106	42	41	7	4	15.89%
03/18/14	Yes... bring on "spring"! Thanks fo...	572	112	55	54	3	--	19.58%
03/17/14	Eye spy with my little eye... somethi...	304	38	10	8	2	--	12.5%
03/16/14	Day-dreaming... looking forward to se...	0	--	0	--	--	--	%
03/16/14	Day-dreaming... looking forward to se...	898	145	77	69	2	15	16.15%
03/14/14	Views of Fisher Peak in the #Canadian...	19.4k	1.2k	752	707	34	92	6.05%