
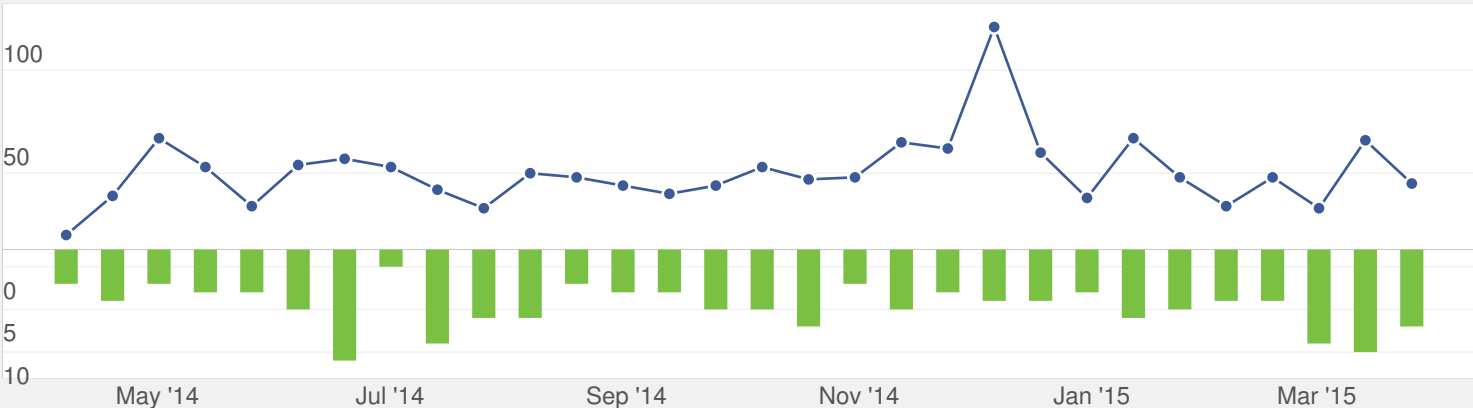


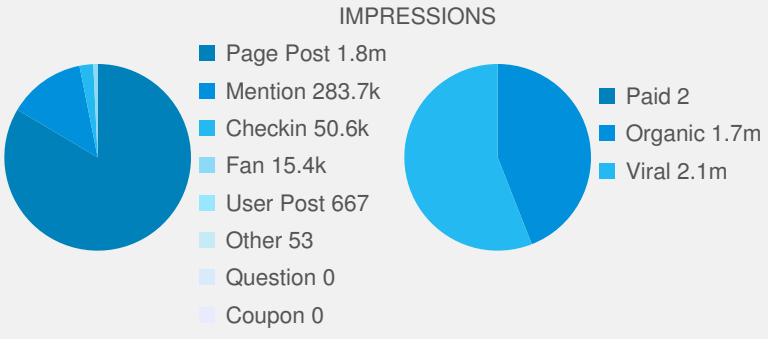
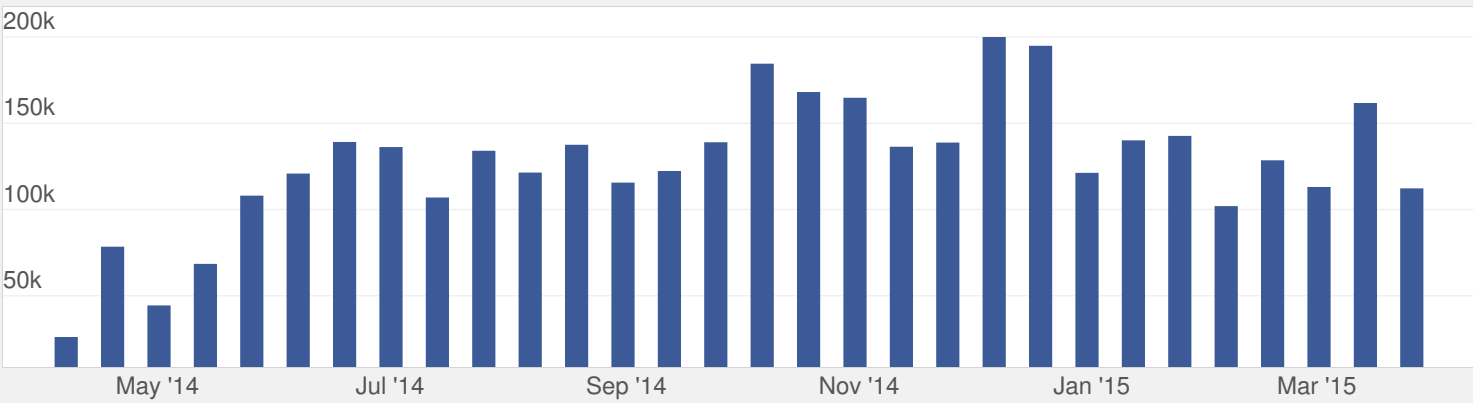
FACEBOOK PAGE REPORT from April 1, 2014 - March 31, 2015

 Kootenay Rockies-BC's Mountain Playground

FAN GROWTH 4.02k Total Likes as of Mar 31, 2015 New Fans 1.5k Unliked your Page 141



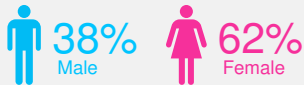
PAGE IMPRESSIONS Impressions 3.8m by 1.4m users



	BY DAY OF WEEK	AVG	TOTAL
Sun		10.9k	564.5k
Mon		10.7k	554.1k
Tue		11.1k	587.8k
Wed		10.5k	547.2k
Thu		10.4k	539.2k
Fri		10.3k	535.6k
Sat		9.2k	480.1k

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

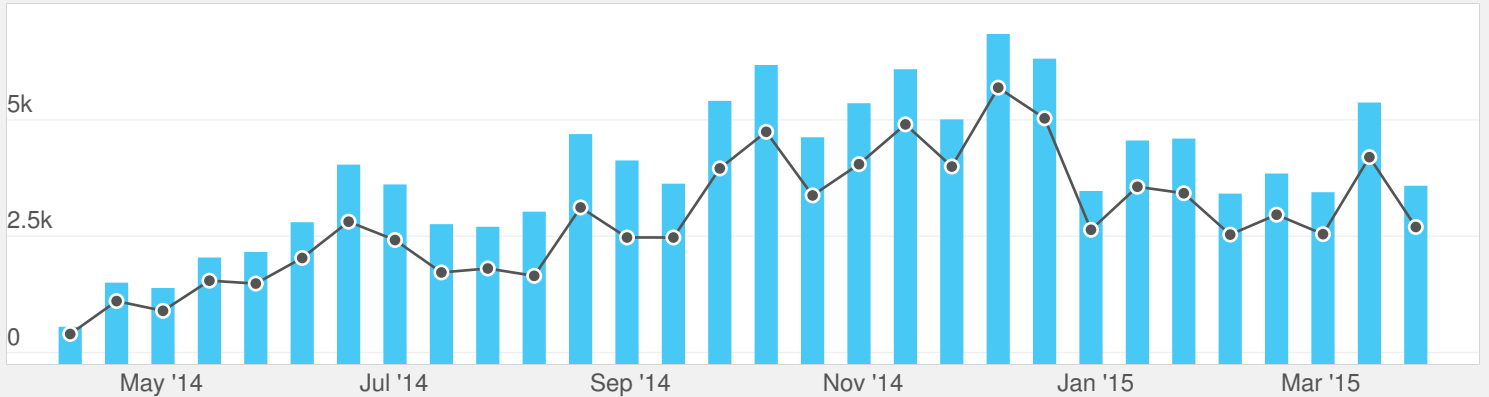
AGE & GENDER		TOP COUNTRIES		TOP CITIES	
13-17	4.1k / 4.9k	Canada	1.0m	Calgary, Canada	88.1k
18-24	45.8k / 63.4k	United States	110.4k	Nelson, Canada	63.2k
25-34	107.7k / 164.2k	Germany	84.3k	Cranbrook, Canada	56.9k
35-44	110.6k / 176.7k	Australia	37.5k	Vancouver, Canada	48.4k
45-54	106.2k / 188.9k	United Kingdom	23.6k	Edmonton, Canada	41.7k
55+	129.2k / 234.9k				



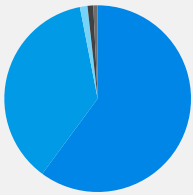
SHARING how people are sharing your content

STORIES

Stories Created **117,159** by **86,236** users



SHARE TYPE



- Other 69.1k
- Page Post 42.3k
- Fan 1.5k
- Checkin 1.1k
- User Post 846
- Mention 17
- Question 0
- Coupon 0

BY DAY OF WEEK

Day	Avg	Total
Sun	346.4	18.0k
Mon	319	16.6k
Tue	339.1	18.0k
Wed	312.3	16.2k
Thu	309.4	16.1k
Fri	335	17.4k
Sat	285.3	14.8k

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

AGE & GENDER

Age Group	Male	Female
13-17	64	128
18-24	1.1k	2.0k
25-34	2.9k	5.8k
35-44	3.5k	7.4k
45-54	4.9k	10.9k
55+	7.6k	17.4k

TOP COUNTRIES

Country	Count
Canada	49.1k
United States	6.6k
Germany	2.8k
United Kingdom	889
Australia	880

TOP LOCALES

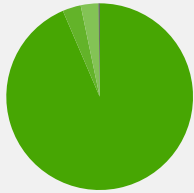
Locale	Count
English (United States)	51.0k
English (United Kingdom)	6.9k
German (Germany)	3.4k
French (Canada)	553
French (France)	511



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 1,001
- Video 34
- Link 33
- Status 2

	AVG	TOTAL
Reach	1.38k	1.43m
People Talking About This	79.13	81.97k
Engagement	17.64%	16.39%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	REAC	COMMENTS	SHARES	ENGAGEMENT
03/31/15	Fat bikes... and soon all bikes will ...	503	143	22	22	1	1	28.43%
03/31/15	Fun Fact: Craigellachie, famous for b...	561	183	28	28	--	2	32.62%
03/31/15	It's all fresh and new after a little...	725	11	0	--	--	--	1.52%
03/31/15	Wow, what a beautiful sight... Nelson...	1.2k	125	92	92	--	--	10.36%
03/30/15	Absolutely stunning! Auroras from Ko...	1.5k	125	75	75	1	--	8.56%
03/30/15	For excellent spring conditions and g...	331	18	12	12	--	--	5.44%
03/30/15	A Rockies Paradise - Golden BC ~ Only...	876	56	19	17	1	1	6.39%
03/30/15	Fun Fact: In 1841, Sir George Simpson...	2.7k	486	143	127	15	20	17.99%
03/29/15	Wildlife (deer, elk, moose, bighorn s...	663	175	39	39	--	4	26.4%
03/29/15	Early season... Jet, Stay and Golf Ge...	385	123	16	15	--	2	31.95%
03/29/15	Roxanne was filmed in Nelson, BC... w...	1.3k	271	77	70	6	11	20.18%
03/28/15	Fun Fact: Zuckeberg Island Heritage ...	614	173	45	42	--	3	28.18%
03/28/15	Read more about some of our #Kootenay...	373	122	13	13	--	1	32.71%
03/28/15	Many of our ski resorts will be closi...	637	190	26	26	--	4	29.83%
03/27/15	Fun Fact: The Northwest Mounted Polic...	833	198	55	52	2	8	23.77%
03/27/15	What will you be doing on "Earth Hour...	945	205	66	64	--	8	21.69%
03/27/15	From rustic to luxury cabins & chalet...	532	160	32	32	--	1	30.08%
03/26/15	Stunning Northern Light reflections o...	896	17	0	--	--	--	1.9%
03/26/15	What do all these photos have in comm...	911	99	24	23	1	3	10.87%
03/26/15	Dazzling sparkles in the sky and the ...	1.3k	113	67	67	2	--	8.98%
03/26/15	High flying fun at Revelstoke Mountai...	456	22	13	13	1	--	4.82%
03/26/15	Did you know that 'birding', is a for...	1.4k	210	65	58	5	12	15.52%
03/25/15	Stunning aerial shot of #Kootenay Lak...	1.0k	105	61	60	3	--	10.43%
03/25/15	Marble Canyon featured in "Learning t...	604	131	33	31	--	6	21.69%