
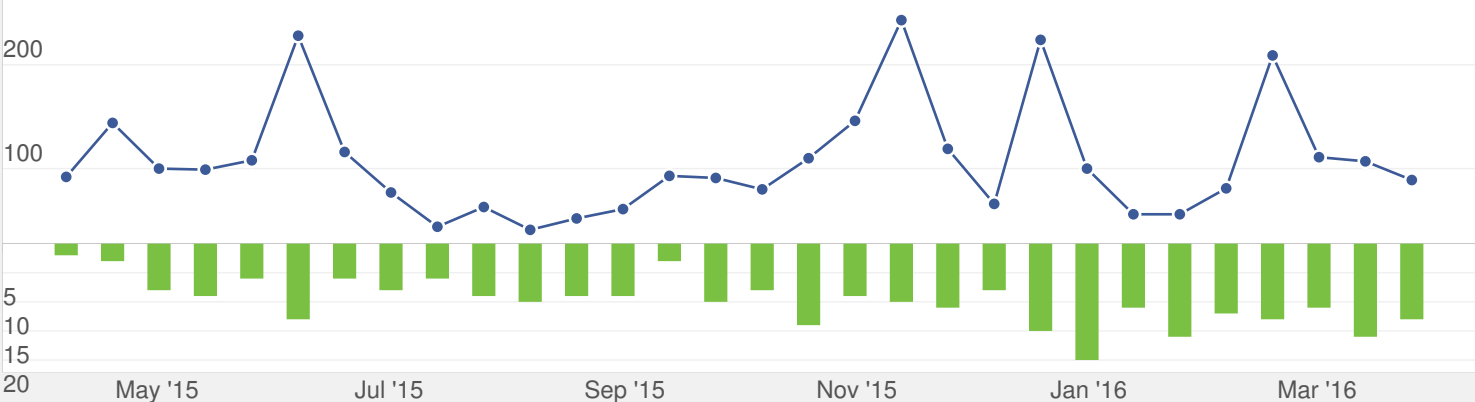


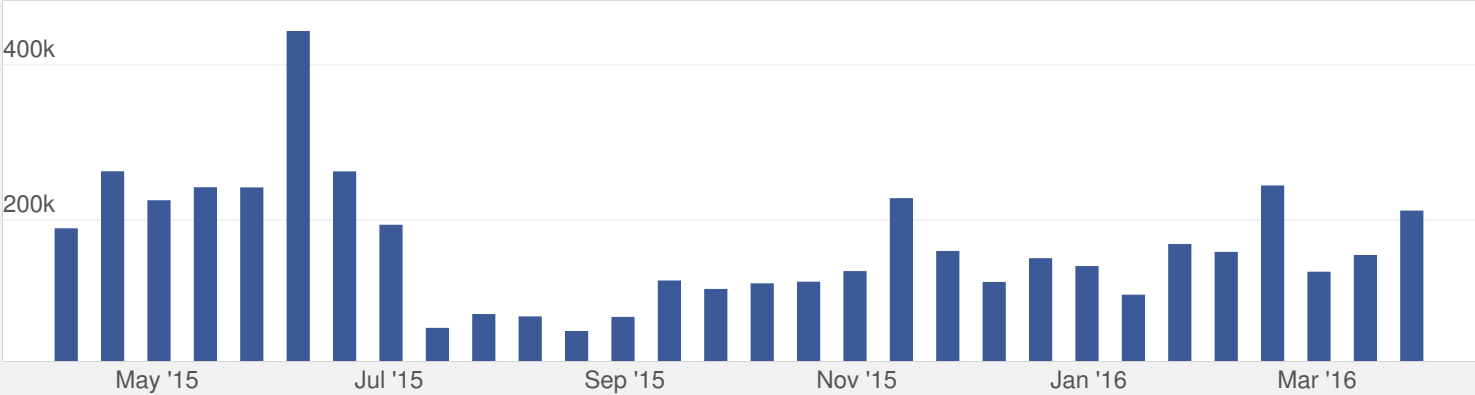
FACEBOOK PAGE REPORT from April 1, 2015 - March 31, 2016

 Kootenay Rockies-BC's Mountain Playground

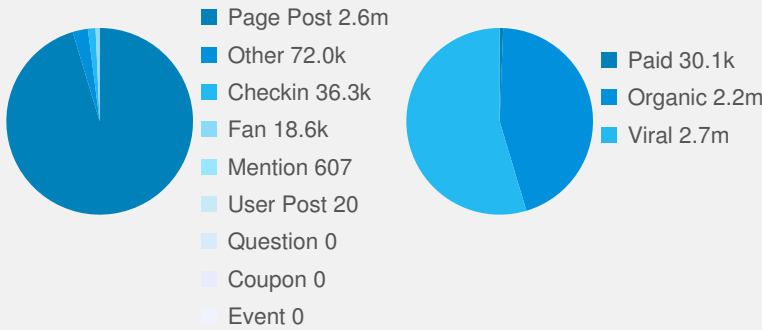
FAN GROWTH 6.82k Total Likes as of Mar 31, 2016 New Fans 3.2k Unliked your Page 298



PAGE IMPRESSIONS Impressions 5.0m by 2.2m users



IMPRESSIONS



	BY DAY OF WEEK	AVG	TOTAL
Sun		12.9k	668.5k
Mon		13.8k	716.9k
Tue		14.0k	725.8k
Wed		13.4k	710.6k
Thu		13.8k	731.3k
Fri		15.0k	779.2k
Sat		12.8k	665.8k

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

AGE & GENDER		TOP COUNTRIES		TOP CITIES	
13-17	4.2k / 5.9k	Canada	1.6m	Calgary, Canada	138.1k
18-24	72.8k / 106.0k	United States	179.8k	Cranbrook, Canada	102.6k
25-34	188.7k / 279.9k	Germany	92.0k	Nelson, Canada	74.2k
35-44	178.4k / 272.2k	United Kingdom	40.1k	Vancouver, Canada	65.2k
45-54	154.1k / 265.6k	Australia	34.2k	Edmonton, Canada	64.3k
55+	193.9k / 353.9k				

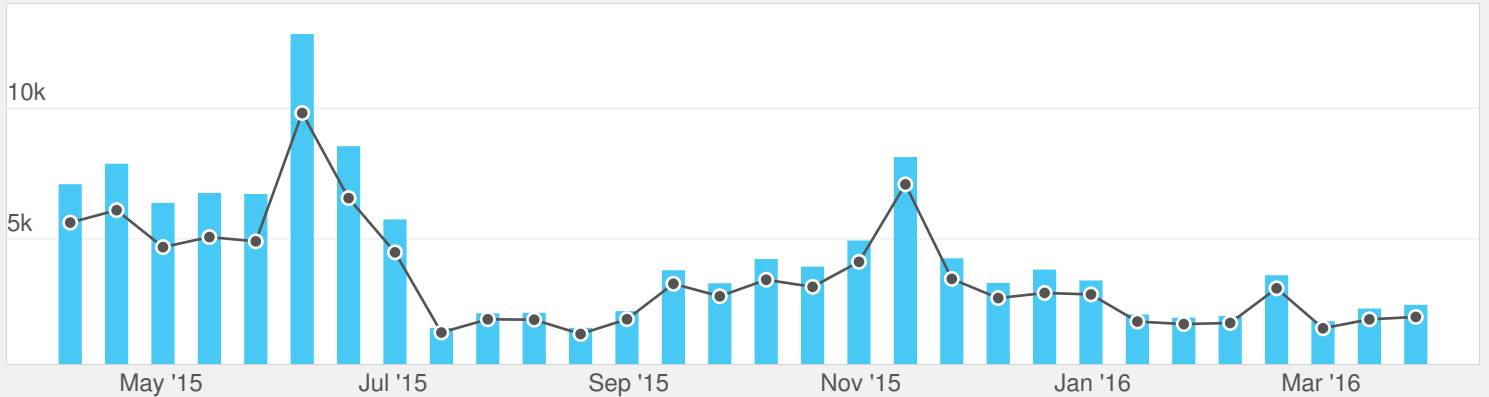


SHARING

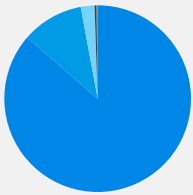
how people are sharing your content

STORIES

Stories Created **131,310** by 105,695 users



SHARE TYPE



- Other 113.8k
- Page Post 14.1k
- Fan 3.1k
- User Post 425
- Checkin 242
- Mention 31
- Question 0
- Coupon 0
- Event 0

BY DAY OF WEEK

Day	Avg	Total
Sun	314.3	16.3k
Mon	362.7	18.9k
Tue	369.2	19.2k
Wed	351.8	18.6k
Thu	365.9	19.4k
Fri	415.4	21.6k
Sat	332	17.3k

SHARER DEMOGRAPHICS

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

AGE & GENDER

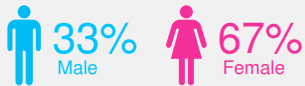
Age Group	Male	Female
13-17	102	141
18-24	1.4k	2.6k
25-34	3.8k	6.8k
35-44	4.7k	7.7k
45-54	4.9k	10.8k
55+	8.3k	18.9k

TOP COUNTRIES

Country	Count
Canada	51.7k
United States	8.6k
Germany	2.6k
Australia	1.2k
United Kingdom	1.2k

TOP LOCALES

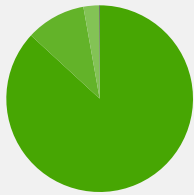
Locale	Count
English (United States)	56.2k
English (United Kingdom)	7.3k
German (Germany)	3.2k
French (France)	835
French (Canada)	571



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Photo 838
- Link 100
- Video 26
- Status 1

AVG

TOTAL

Reach	2.62k	2.37m
People Talking About This	106.8	96.55k
Engagement	76.64%	10.26%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	REAC	COMMENTS	SHARES	ENGAGEMENT
03/31/16	Did you know that we have 8 scenic dr...	4.4k	261	139	126	8	13	5.94%
03/31/16	Have you noticed any other feathered ...	284	18	14	14	--	--	6.34%
03/31/16	When you're out paddling - how do you...	1.3k	29	9	8	2	1	2.17%
03/30/16	The winter to spring transition... lo...	2.6k	110	59	55	1	8	4.31%
03/30/16	What is your favourite community alon...	945	162	46	32	19	4	17.14%
03/29/16	Find out why... Cranbrook is a small ...	15.7k	1.0k	207	181	21	32	6.64%
03/29/16	Staying in the saddle... which summer...	2.0k	45	24	24	1	1	2.27%
03/28/16	What are your "must haves" when stayi...	3.4k	196	89	86	6	5	5.85%
03/28/16	Have you seen any early signs of spri...	2.6k	124	77	75	--	6	4.82%
03/27/16	Happy Easter from all of us at Kooten...	3.0k	168	92	84	6	11	5.52%
03/27/16	Hitting the open road... a #PowderHig...	269	23	15	15	--	1	8.55%
03/26/16	Many of our golf courses are open for...	1.5k	34	16	14	--	2	2.31%
03/26/16	Did you go fat biking this season? W...	1.6k	43	17	14	1	2	2.68%
03/25/16	Fun Fact: The Hoodoos trail, near Fai...	2.0k	124	49	39	8	7	6.26%
03/25/16	Beautiful shot from the high alpine (...)	828	52	27	27	--	--	6.28%
03/25/16	Did you know that in 1969, the 358-he...	2.6k	131	67	65	2	8	5.06%
03/24/16	Happy Easter Weekend! Amazing sunse...	1.2k	42	0	--	--	--	3.65%
03/24/16	Happy Easter Weekend! Amazing sunse...	1	83	76	74	3	7	8,300%
03/24/16	Our furry friends have been spotted o...	1.6k	38	21	20	--	2	2.36%
03/23/16	Soon our rivers will be open for padd...	1.6k	71	35	33	2	1	4.31%
03/23/16	The "red chair" was on the move in Ca...	2.1k	102	55	54	1	8	4.83%
03/22/16	#5 - Wind down with après-ski! 5 Wa...	1.4k	62	29	29	--	3	4.28%
03/22/16	Fun Fact: Island Lake Lodge Catskiing...	1.4k	23	13	13	--	1	1.66%
03/21/16	The first-ever SUPSquatch in Canada -...	1.7k	115	28	27	1	--	6.75%