



Facebook Pages Report
for Kootenay Rockies-BC's Mountain Playground
Jun 01, 2016 - Jun 30, 2016

The Facebook Report gives you insight on all social activity across your Facebook accounts using a blend of Facebook Insights and proprietary metrics of our own.

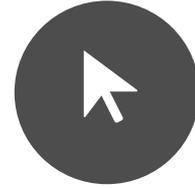
Facebook Activity Overview



409,854
IMPRESSIONS



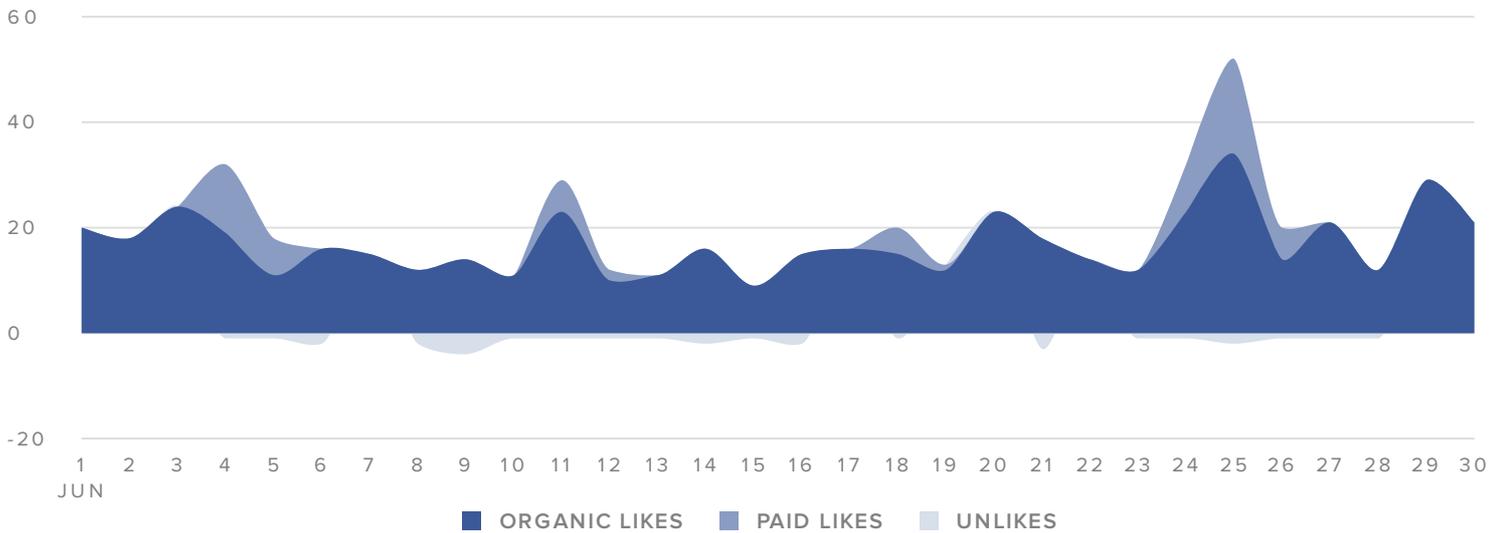
5,277
POST ENGAGEMENTS



2,525
LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS	TOTALS
Total Fans	9,530
Paid Likes	67
Organic Likes	508
Unlikes	30
Net Likes	545

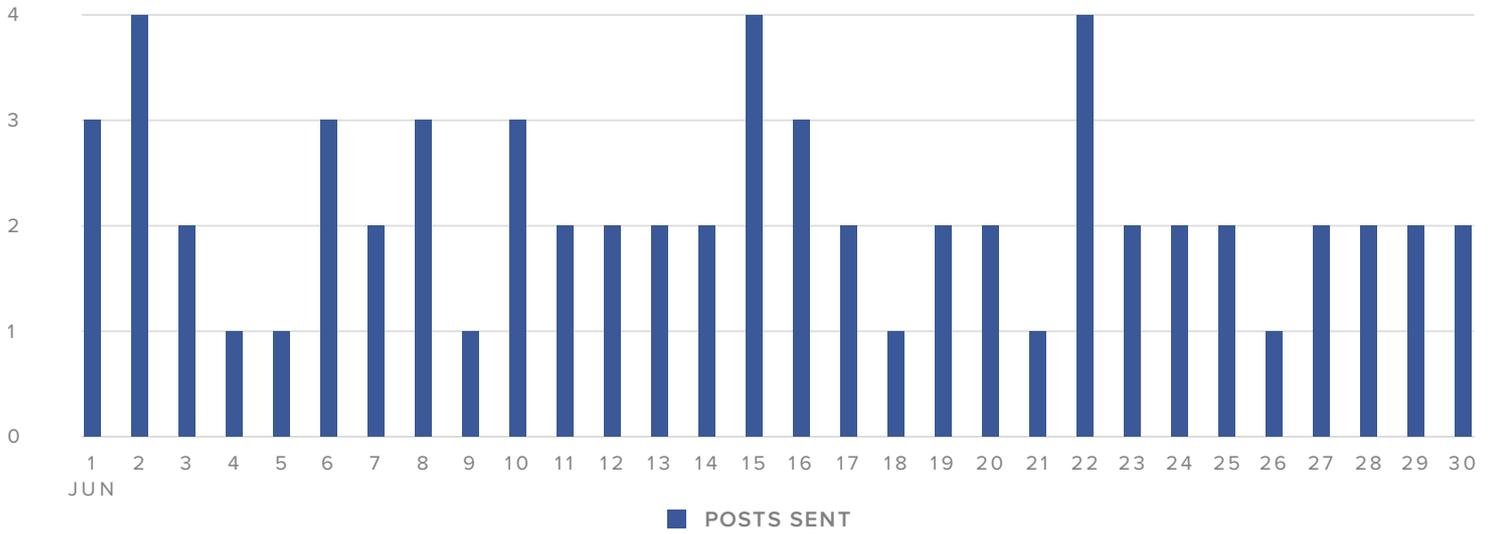
Total fans increased by

▲ **6.0%**

since previous date range

Publishing Behavior

POSTS, BY DAY



PUBLISHING METRICS	TOTALS
Photos	19
Videos	-
Posts	46
Total Posts	65

The number of posts you sent decreased by **22.6%** since previous date range

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p> Kootenay Rockies-BC's Mountain Playground</p> <p>WOO-HOO! Amazing new product available in Golden, BC - Heli-Rafting the Kicking Horse River! VIDEO: http://bit.ly/28MocEr with Glacier Raft Company Tourism Golden #GoldenRules Destination British Columbia #exploreBC</p>  <p>(Post) June 21, 2016 6:30 pm</p>	7	–	11.5%	166
<p> Kootenay Rockies-BC's Mountain Playground</p> <p>Thanks so much to Amy Mullaney, for sharing this spectacular shot of Wilson Creek Falls near New Denver, BC! What other waterfalls do you love in the #Kootenays? #exploreBC</p>  <p>(Post) June 03, 2016 11:30 am</p>	245	27	10.4%	3,920
<p> Kootenay Rockies-BC's Mountain Playground</p> <p>Summertime... it's one of our most stunning seasons! ~ Do you agree? Thank you for the beautiful photo share of our Purcell Mountains Steve! #KootRocks #exploreBC</p>  <p>(Post) June 22, 2016 12:12 pm</p>	180	3	9.6%	2,641

Page Impressions

PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS	TOTALS
Organic Impressions	257,520
Viral Impressions	75,966
Paid Impressions	76,368
Total Impressions	409,854
Users Reached	242,839

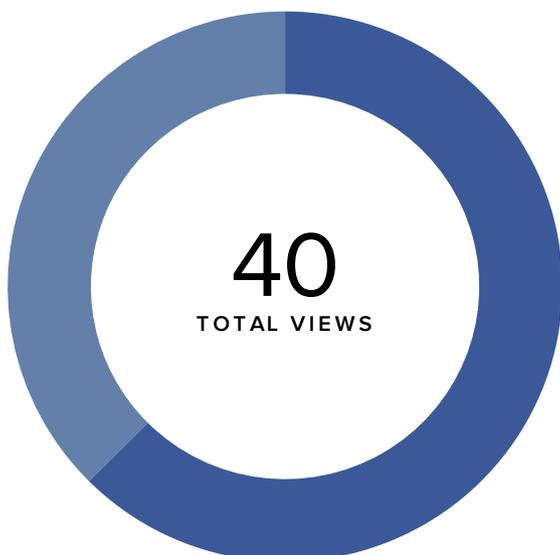
Total Impressions decreased by

▼ **33.0%**

since previous date range

Video Performance

VIEW METRICS



25
ORGANIC FULL

15
ORGANIC PARTIAL

VIEWING BREAKDOWN



100%
ORGANIC VIEWS

0%
PAID VIEWS



50%
CLICK PLAYS

50%
AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



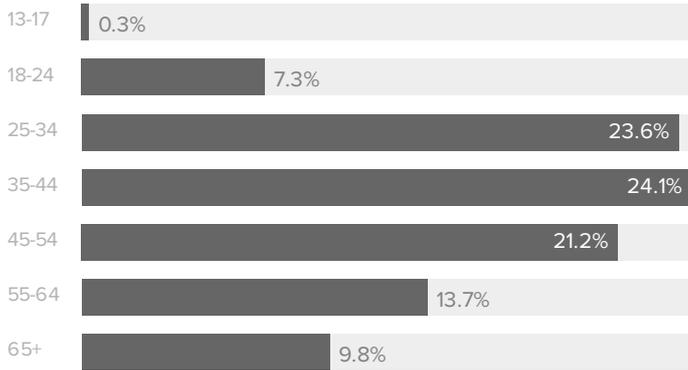
ACTION METRICS	TOTALS
Reactions	4,245
Comments	354
Shares	678
Total Engagements	5,277

Total Engagements decreased by
 ▼ **51.3%**
 since previous date range

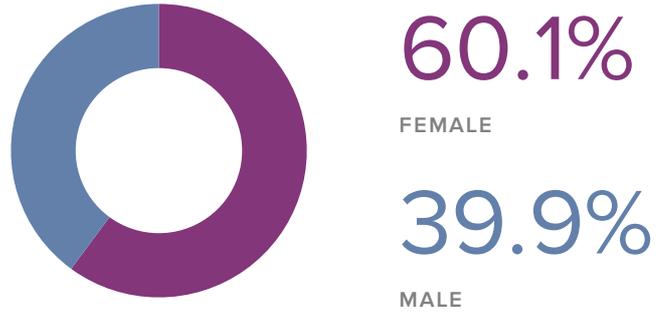
Demographics



BY AGE



BY GENDER



Women between the ages of 35-44 appear to be the leading force among your fans.

TOP COUNTRIES

TOP CITIES

Country	Count	City	Count
Canada	7,129	Calgary, AB, Canada	575
United States	1,025	Cranbrook, BC, Canada	427
Germany	233	Edmonton, AB, Canada	291
Australia	137	Nelson, BC, Canada	211
United Kingdom	127	Vancouver, BC, Canada	210

Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Kootenay Rockies-BC's ...	9,530	5.99%	65	409,854	6,305	5,277	81.2	2,525