



Facebook Pages Report

for Kootenay Rockies-BC's Mountain Playground

May 01, 2016 - May 31, 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



631,042
IMPRESSIONS



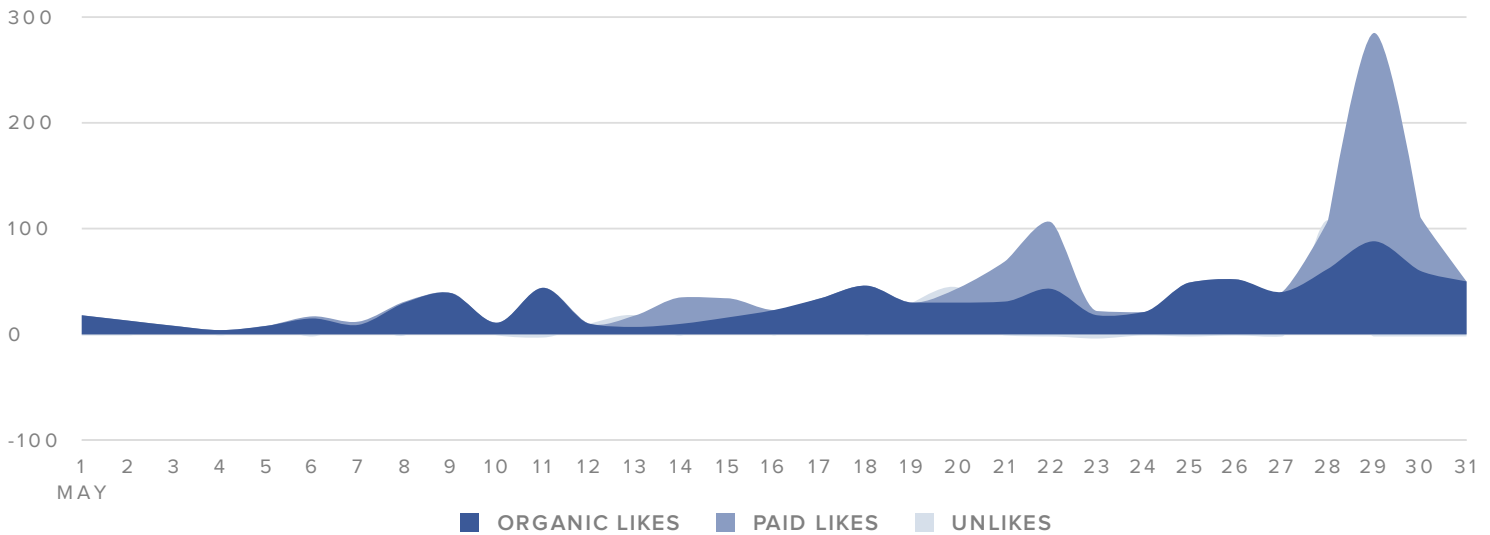
11,219
POST ENGAGEMENTS



2,598
LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS	TOTALS
Total Fans	8,991
Paid Likes	473
Organic Likes	919
Unlikes	32
Net Likes	1,360

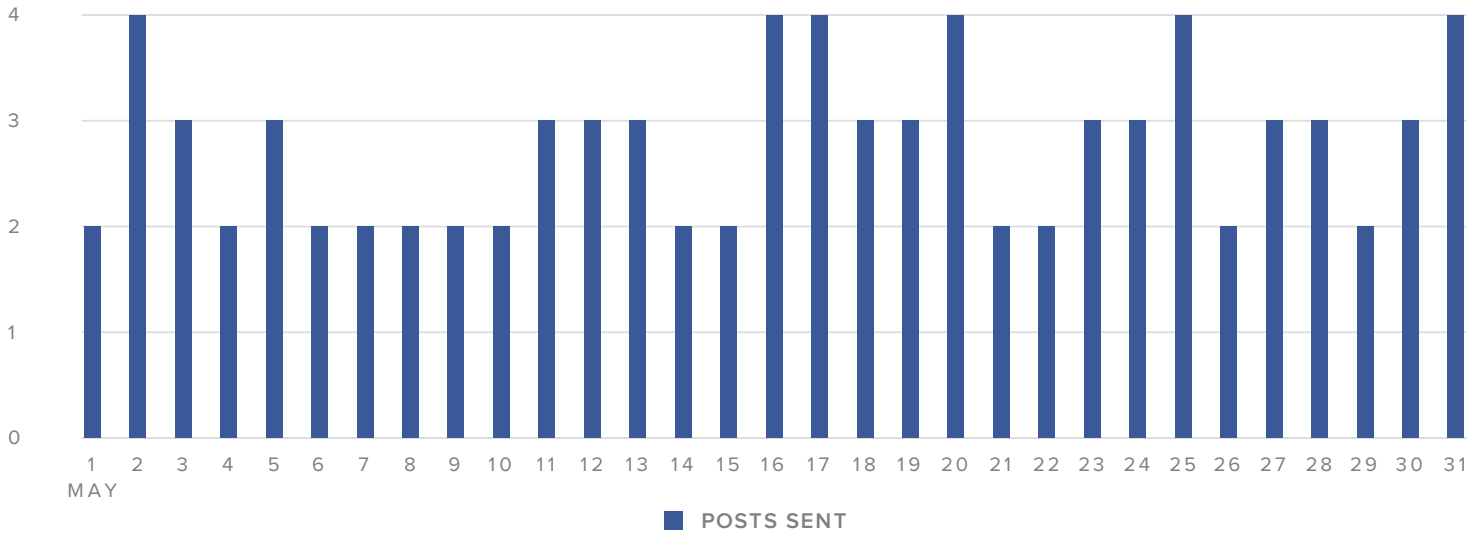
Total fans increased by

▲ 17.9%

since previous date range

Publishing Behavior

POSTS, BY DAY






PUBLISHING METRICS	TOTALS
Photos	36
Videos	1
Posts	49
Total Posts	86

The number of posts you sent increased by

▲ 2.4%

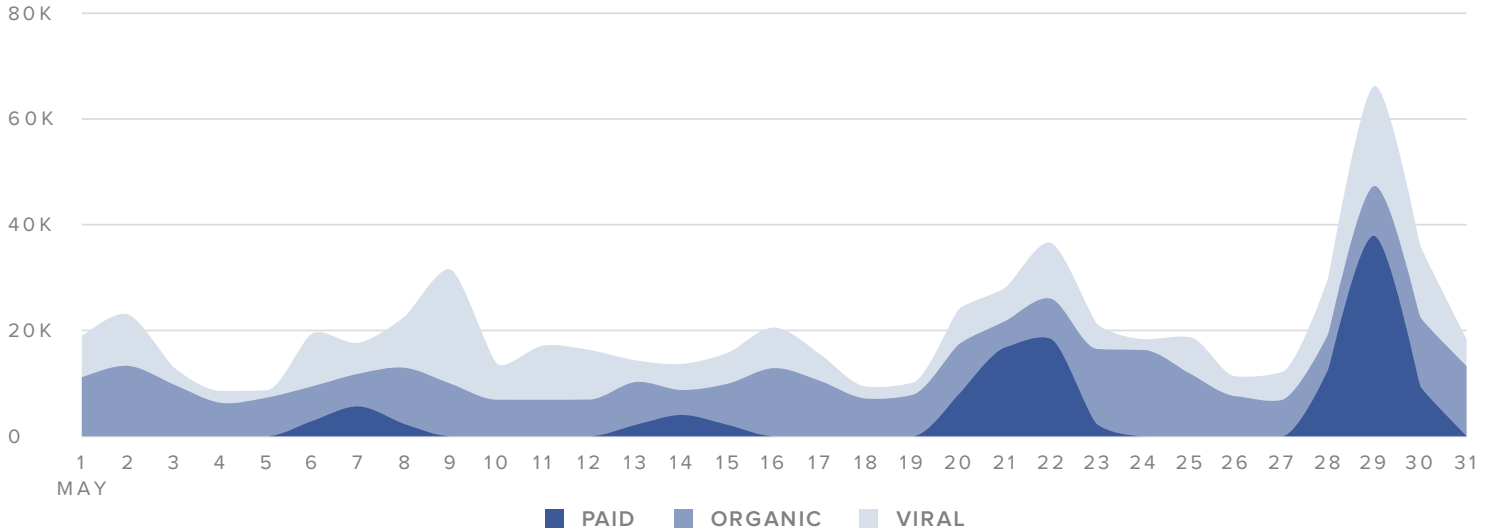
since previous date range

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
 <p>Kootenay Rockies-BC's Mountain Playground Hiking anyone? Here's the old growth hiking trail between Kokanee Creek (http://bit.ly/23mGFa0) and Kokanee Glacier (http://bit.ly/23mGLyk) Provincial Parks Photo by Kari Medig, in the West #Kootenays #exploreBC</p>	111	1	13,800.0%	1
(Post) May 03, 2016 11:45 am				
 <p>Kootenay Rockies-BC's Mountain Playground Cool reflection of the Lizard Range (Canadian Rocky Mountains) in Island Lake at Island Lake Lodge! Photo by Heidi Korven, in Fernie, BC #exploreBC</p>	76	2	10,100.0%	1
(Post) May 25, 2016 1:26 pm				
 <p>Kootenay Rockies-BC's Mountain Playground The spring alpine flowers are amazing this year! Please share your photos from around the #Kootenays! Photo by Heidi Korven ~ on route to Idaho Peak in the Slocan Valley #exploreBC</p>	70	2	77.1%	105
(Post) May 03, 2016 11:17 am				

Page Impressions

PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS	TOTALS
Organic Impressions	282,200
Viral Impressions	224,457
Paid Impressions	124,385
Total Impressions	631,042
Users Reached	331,528

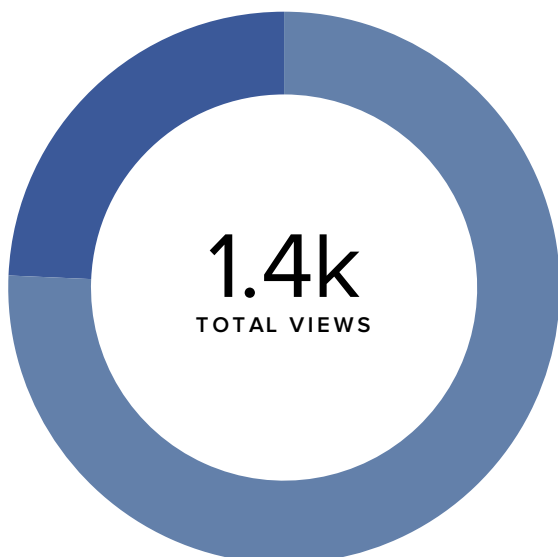
Total Impressions decreased by

▼ **22.2%**

since previous date range

Video Performance

VIEW METRICS



340

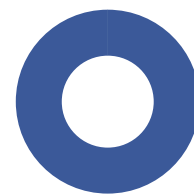
ORGANIC FULL

1.1k

ORGANIC PARTIAL

1.4k
TOTAL VIEWS

VIEWING BREAKDOWN

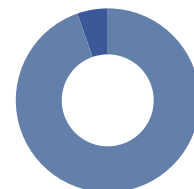


100%

ORGANIC VIEWS

0%

PAID VIEWS



5%

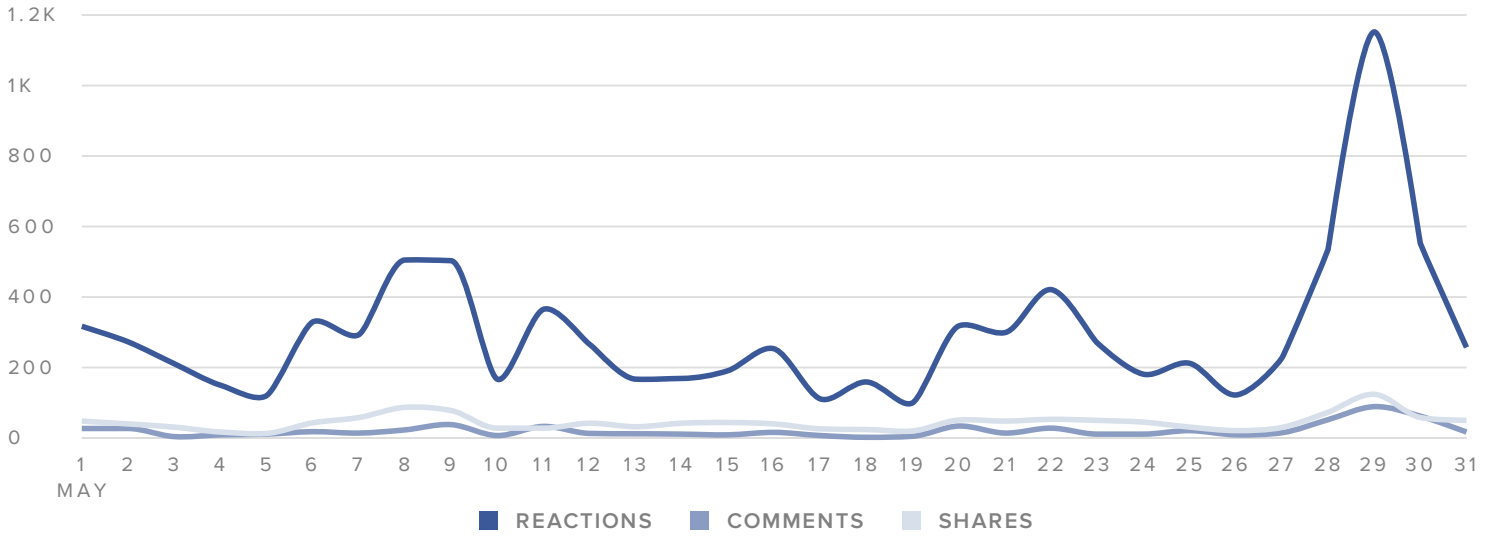
CLICK PLAYS

95%

AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



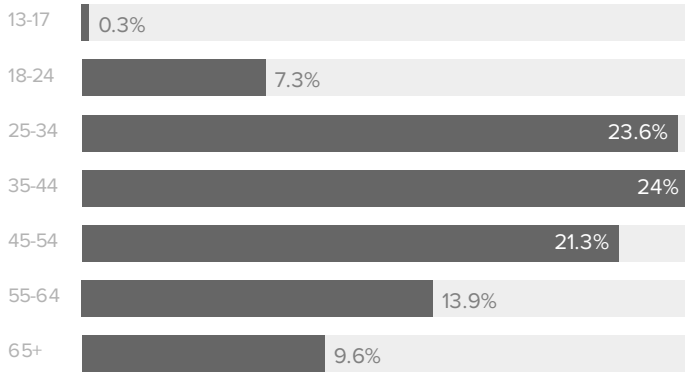
ACTION METRICS	TOTALS
Reactions	9,195
Comments	649
Shares	1,375
Total Engagements	11,219

Total Engagements decreased by
 ▼ **26.1%**
 since previous date range

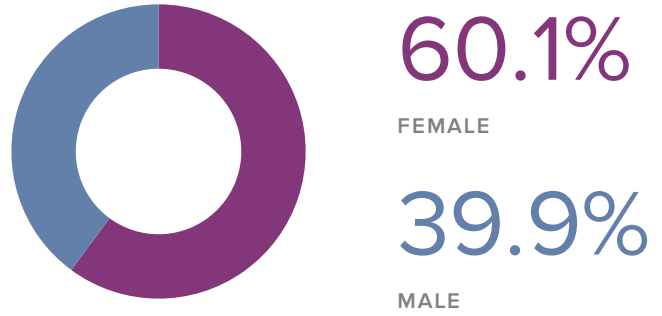
Demographics

PAGE FANS | **PEOPLE REACHED** | **PEOPLE ENGAGED**

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	6,763	Calgary, AB, Canada	544
United States	968	Cranbrook, BC, Canada	415
Germany	218	Edmonton, AB, Canada	274
Australia	128	Nelson, BC, Canada	205
United Kingdom	117	Vancouver, BC, Canada	202

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 ...	8,991	17.90%	86	631,042	7,338	11,219	130.5	2,598