



Facebook Pages Report

for **Kootenay Rockies-BC's Mountain Playground**

Nov 01, 2016 - Nov 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.

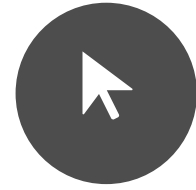
Facebook Activity Overview



1,158,791
IMPRESSIONS



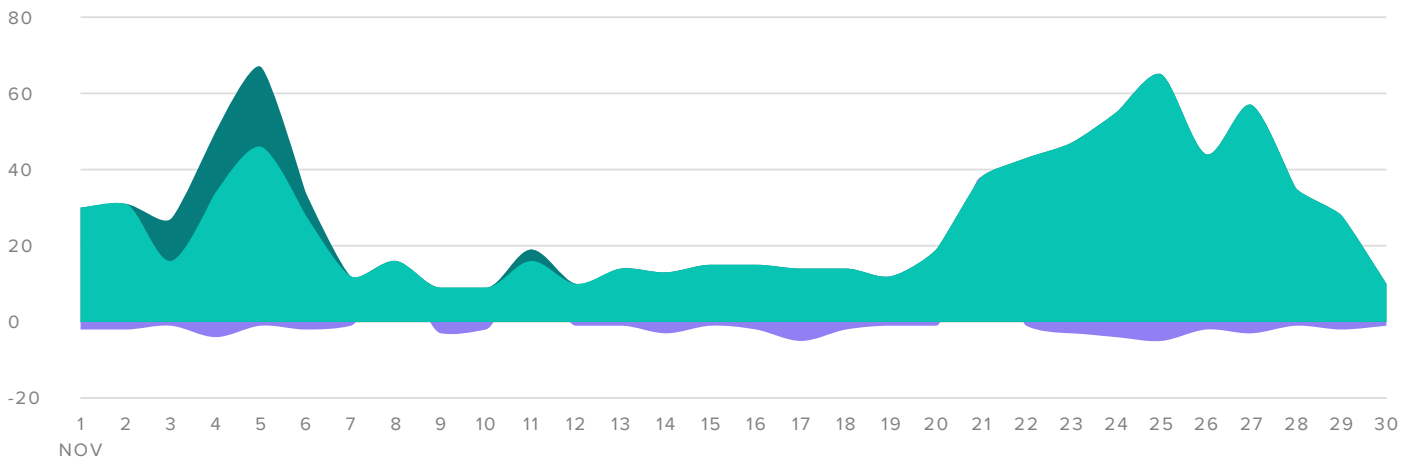
9,300
POST ENGAGEMENTS



2,072
LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



■ ORGANIC LIKES ■ PAID LIKES ■ UNLIKES

AUDIENCE GROWTH METRICS

TOTALS

Total Fans	13,139
Paid Likes	57
Organic Likes	795
Unlikes	57
Net Likes	795

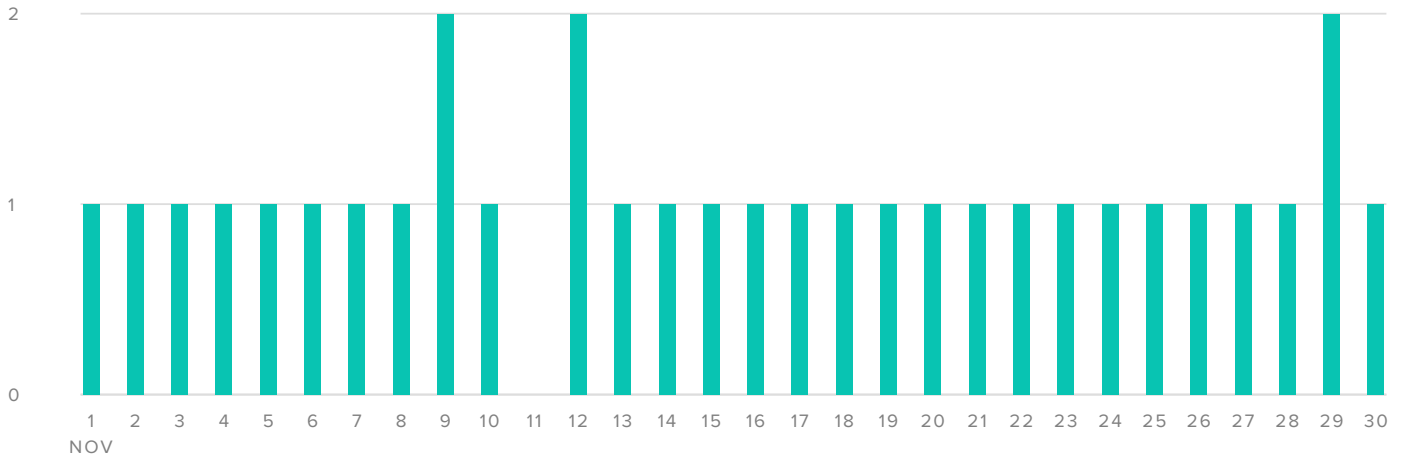
Total fans increased by

▲ 6.5%

since previous month

Publishing Behavior

POSTS, BY DAY



■ POSTS SENT








PUBLISHING METRICS	TOTALS
Photos	15
Videos	2
Posts	15
Total Posts	32

The number of posts you sent decreased by

11.1%

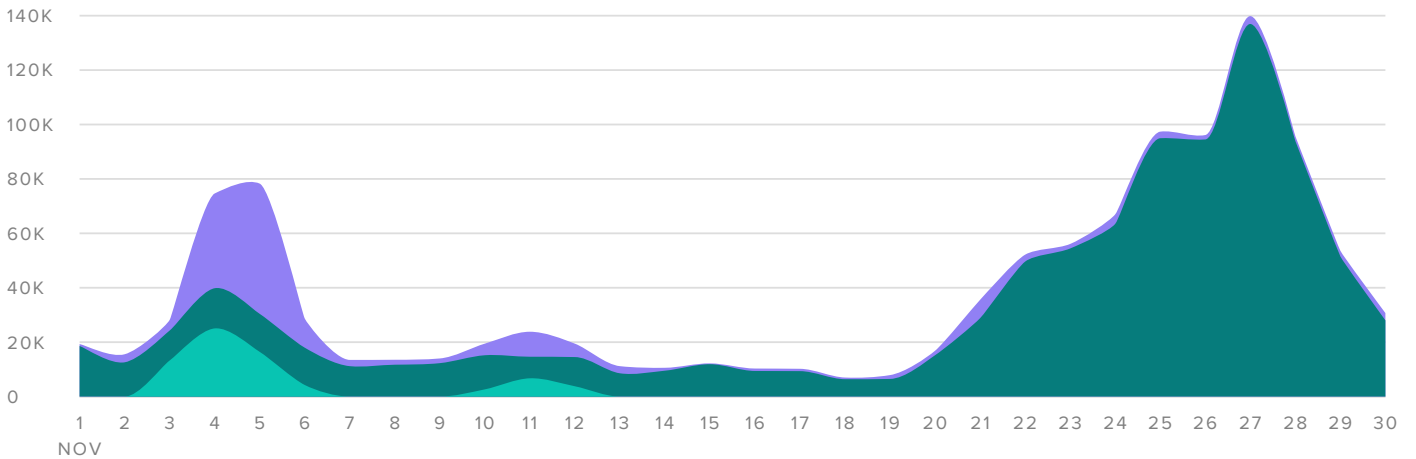
since previous month

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Incredible capture from Panorama Mountain Resort from Monday, Nov 21 by local photographer - Steph Malette https://www.facebook.com/steph.malette.50 Thank you Steph for allowing us to share this image! #PureCanada #KootRocks #exploreBC</p>   <p>(Post) November 24, 2016 9:42 am</p>	143	5	9.7%	2,077
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Incredible capture from Panorama Mountain Resort from Monday, Nov 21 by local photographer - Steph Malette https://www.facebook.com/steph.malette.50 Thank you Steph for allowing us to share this image! #PureCanada #KootRocks #exploreBC</p>   <p>(Post) November 24, 2016 9:42 am</p>	141	5	9.2%	2,074
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Can you check this "must-visit" spot off your list? Lussier Hot Springs in Whiteswan Lake Provincial Park is one of the perfect places to relax! ~ #exploreBC Blog: http://bit.ly/2fDn8Cf "3 Must-visit Hot Springs in BC Parks." #KootRocks</p>  <p>3 Must-visit Hot Springs in BC Parks - Explore BC</p> <p>(Post) by Kootenay R. November 10, 2016 6:12 pm</p>	219	43	8.1%	7,955
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>We love to share your photos from around the #Kootenays like this shot by Gaby (https://www.instagram.com/gabriellecote/) at Monica Meadows, near Kaslo, BC! Tag your images with #KootRocks to be shared via our Fan Fotos: https://www.kootenayrockies.com/page/fan-feed/ Nelson Kootenay Lake Tourism #exploreKootenayLake Destination British Columbia #exploreBC</p>   <p>(Post) November 09, 2016 2:07 pm</p>	99	2	7.6%	1,682
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Wow, amazing capture by Dan Cockram - Instagrammer: https://www.instagram.com/dcockram/ Tag your images with #KootRocks to be featured here: https://www.kootenayrockies.com/page/fan-feed/ Photo from Whiteswan Lake Provincial Park #exploreBC</p>				

Page Impressions

PAGE IMPRESSIONS, BY DAY



■ PAID ■ ORGANIC ■ VIRAL

IMPRESSIONS METRICS	TOTALS
Organic Impressions	924,032
Viral Impressions	162,581
Paid Impressions	72,178
Total Impressions	1,158,791
Users Reached	516,125

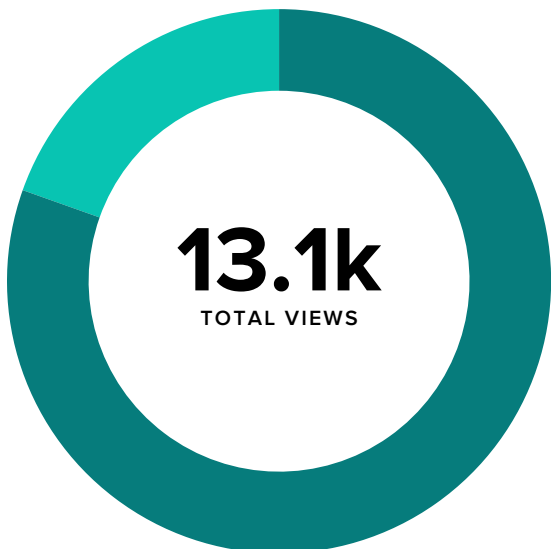
Total Impressions increased by

▲ 42.4%

since previous month

Video Performance

VIEW METRICS



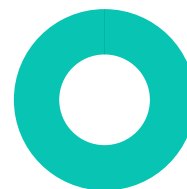
2.6k

ORGANIC FULL

10.5k

ORGANIC PARTIAL

VIEWING BREAKDOWN

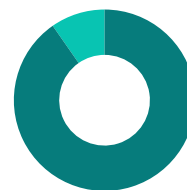


100%

ORGANIC VIEWS

0%

PAID VIEWS



10%

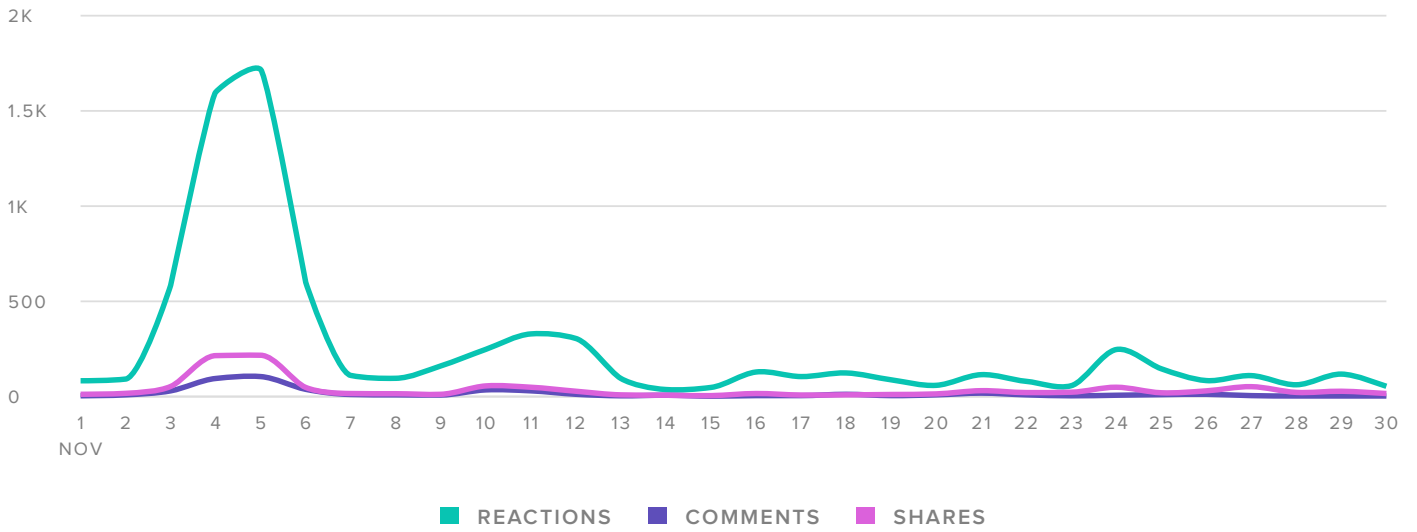
CLICK PLAYS

90%

AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



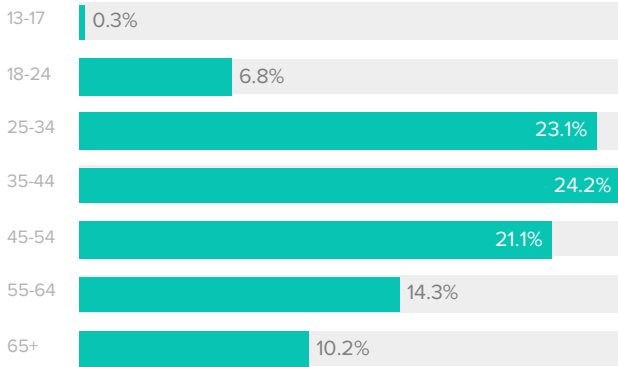
ACTION METRICS	TOTALS
Reactions	7,682
Comments	509
Shares	1,109
Total Engagements	9,300

Total Engagements increased by **46.5%** since previous month

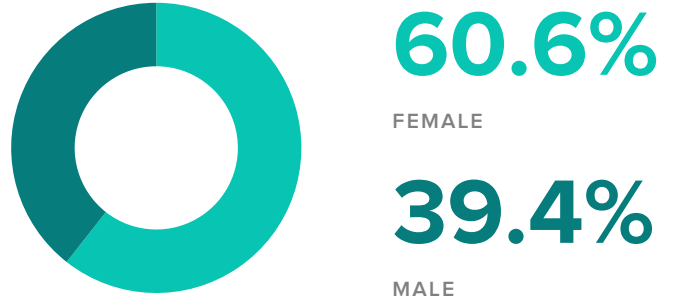
Demographics

- 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

Canada	9,489
United States	1,603
Germany	288
United Kingdom	219
Australia	198

TOP CITIES

Calgary, AB, Canada	787
Cranbrook, BC, Canada	548
Edmonton, AB, Canada	381
Nelson, BC, Canada	301
Vancouver, BC, Canada	265

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!	13,139	6.53%	32	1,158,791	36,212	9,300	290.6	2,072