





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



664,502
IMPRESSIONS



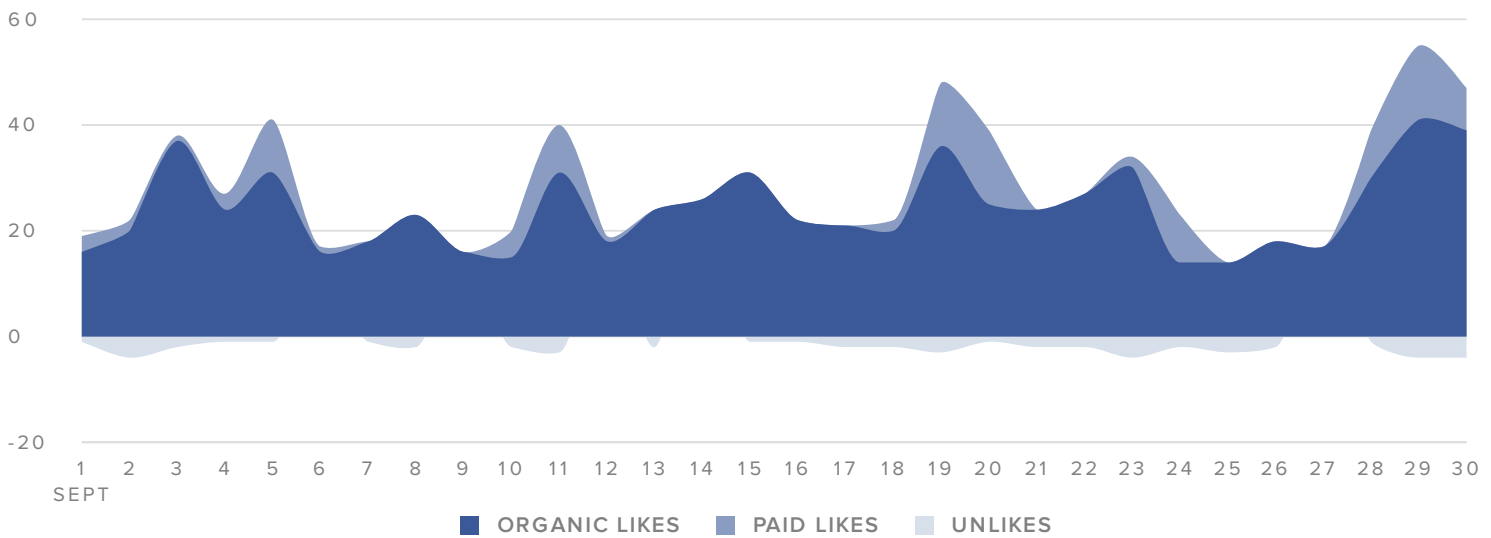
9,470
POST ENGAGEMENTS



1,595
LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS	TOTALS
Total Fans	11,549
Paid Likes	105
Organic Likes	726
Unlikes	53
Net Likes	778

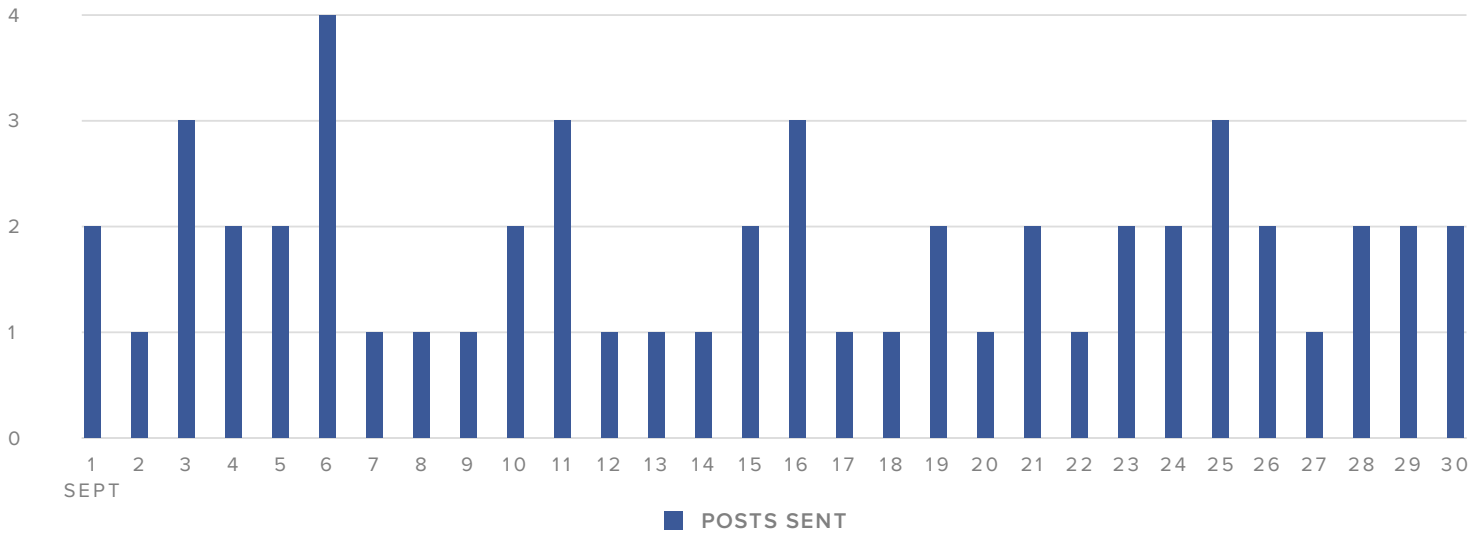
Total fans increased by

▲ 7.0%

since previous month

Publishing Behavior

POSTS, BY DAY









PUBLISHING METRICS	TOTALS
Photos	24
Videos	1
Posts	29
Total Posts	54

The number of posts you sent decreased by

▼ **6.9%**

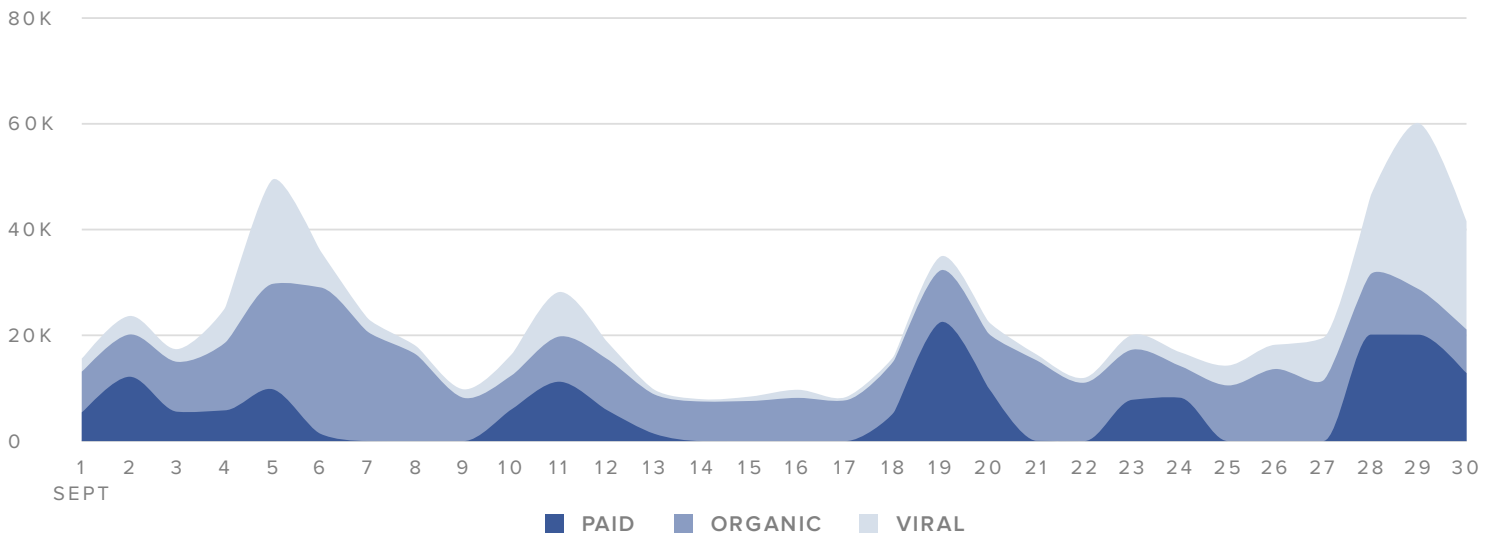
since previous month

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
 <p>Kootenay Rockies-BC's Mountain Playground</p> <p>Fun capture by Ryan Creary Photography near Golden, BC! What are your weekend plans for exploring the #Kootenays? Tourism Golden #GoldenRules Destination British Columbia #exploreBC</p>  <p>(Post) September 16, 2016 12:56 pm</p>	17	–	10.0%	299
 <p>Kootenay Rockies-BC's Mountain Playground</p> <p>Hitting the open road this weekend? Where may your adventures take you in the Kootenays? Cool retro shot by local Nelson Photographer - Dave Heath! Follow other #KootRocks adventures here: http://bit.ly/1S7OIRv Nelson Kootenay Lake Tourism Destination British Columbia #exploreBC</p>  <p>(Post) September 16, 2016 4:47 pm</p>	34	2	10.0%	572
 <p>Kootenay Rockies-BC's Mountain Playground</p> <p>Be sure to check out the current conditions around the #Kootenays from our locals and visitors exploring our communities and our backcountry! Fall Colours: https://www.kootenayrockies.com/page/fan-feed/ This epic shot of Nelson, BC is beautifully captured by local photographer David Gluns - Nelson Kootenay Lake Tourism #KootRocks #exploreBC</p>  <p>(Post) September 28, 2016 1:53 pm</p>	115	7	9.7%	1,852

Page Impressions

PAGE IMPRESSIONS, BY DAY



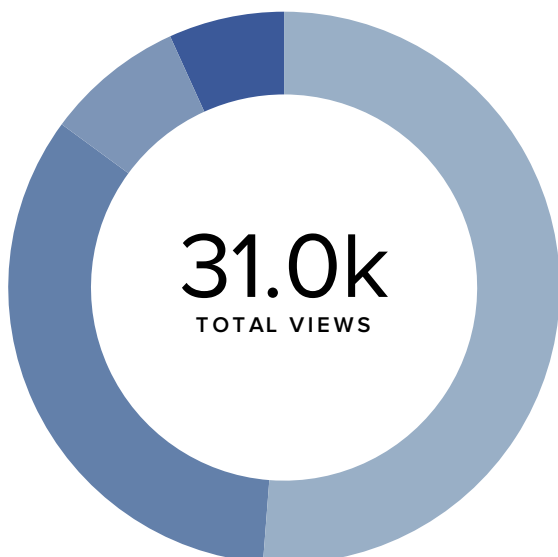
IMPRESSIONS METRICS	TOTALS
Organic Impressions	329,286
Viral Impressions	163,744
Paid Impressions	171,472
Total Impressions	664,502
Users Reached	377,421

Total Impressions increased by

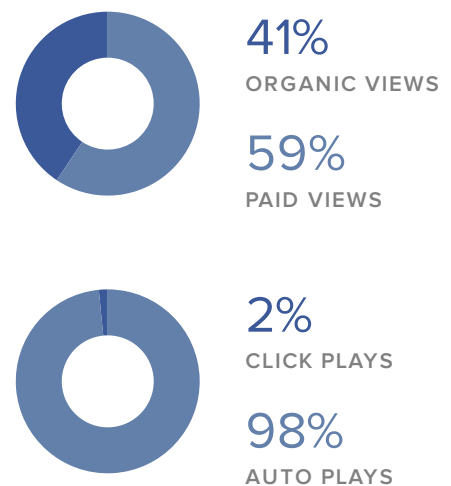
▲ 10.2%
since previous month

Video Performance

VIEW METRICS



VIEWING BREAKDOWN



2.1k
ORGANIC FULL

10.5k
ORGANIC PARTIAL

2.5k
PAID FULL

15.9k
PAID PARTIAL

41%
ORGANIC VIEWS

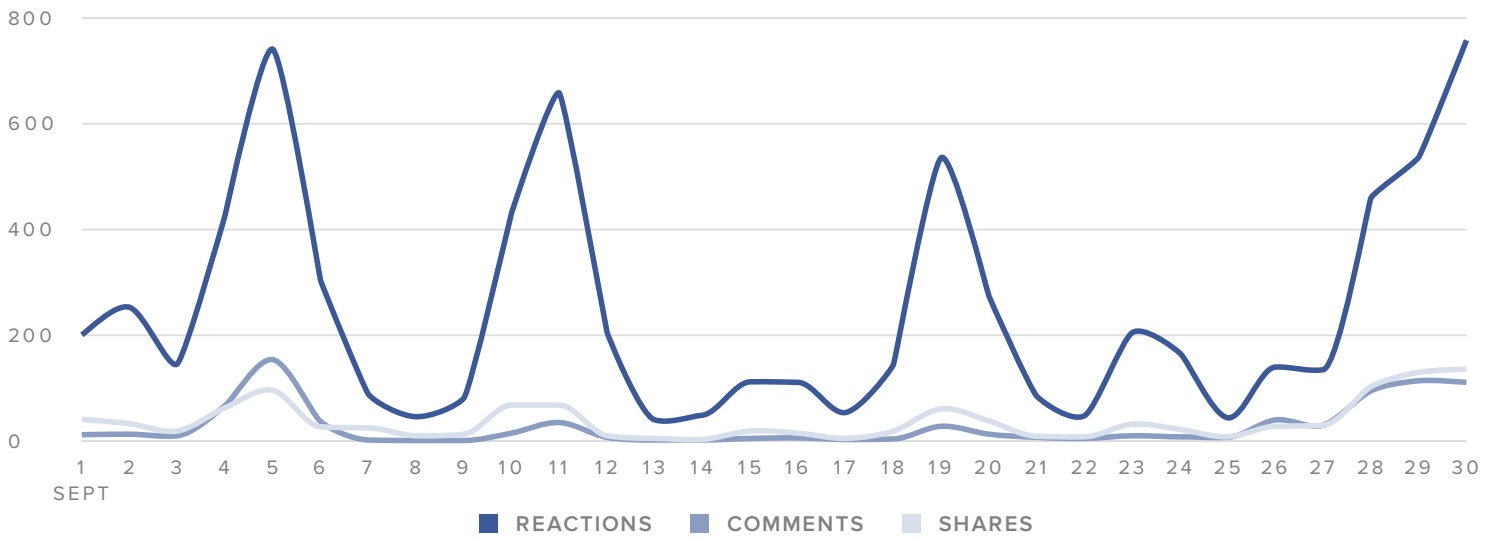
59%
PAID VIEWS

2%
CLICK PLAYS

98%
AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS	TOTALS
Reactions	7,482
Comments	844
Shares	1,144
Total Engagements	9,470

Total Engagements increased by

▲ **44.3%**
since previous month

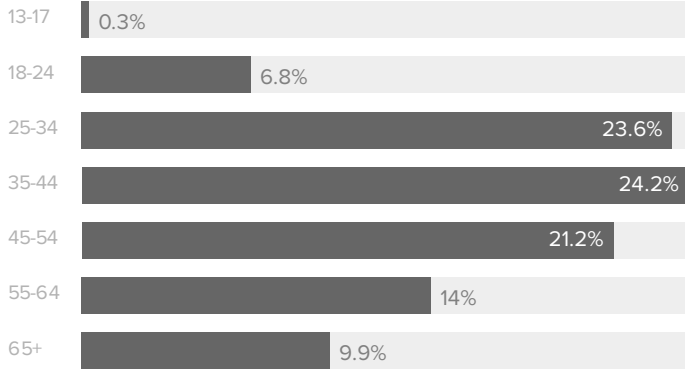
Demographics

PAGE FANS

PEOPLE REACHED

PEOPLE ENGAGED

BY AGE



BY GENDER



60.8%

FEMALE

39.2%

MALE


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	8,621	Calgary, AB, Canada	707
United States	1,201	Cranbrook, BC, Canada	502
Germany	266	Edmonton, AB, Canada	348
Australia	175	Nelson, BC, Canada	269
United Kingdom	164	Vancouver, BC, Canada	243

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 ...	11,549	6.95%	54	664,502	12,306	9,470	175.4	1,595