



Facebook Pages Report
for **Kootenay Rockies-BC's Mountain Playground**

Oct 01, 2016 - Oct 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.

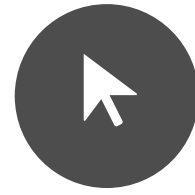
Facebook Activity Overview



867,921
IMPRESSIONS



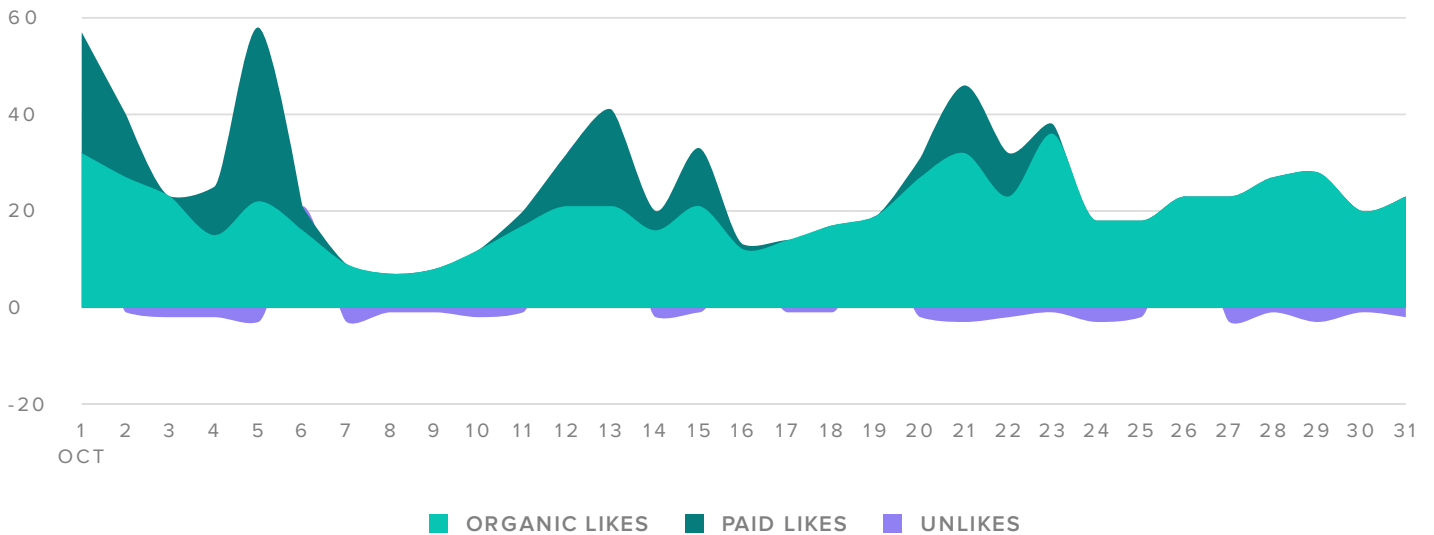
7,627
POST ENGAGEMENTS



1,104
LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



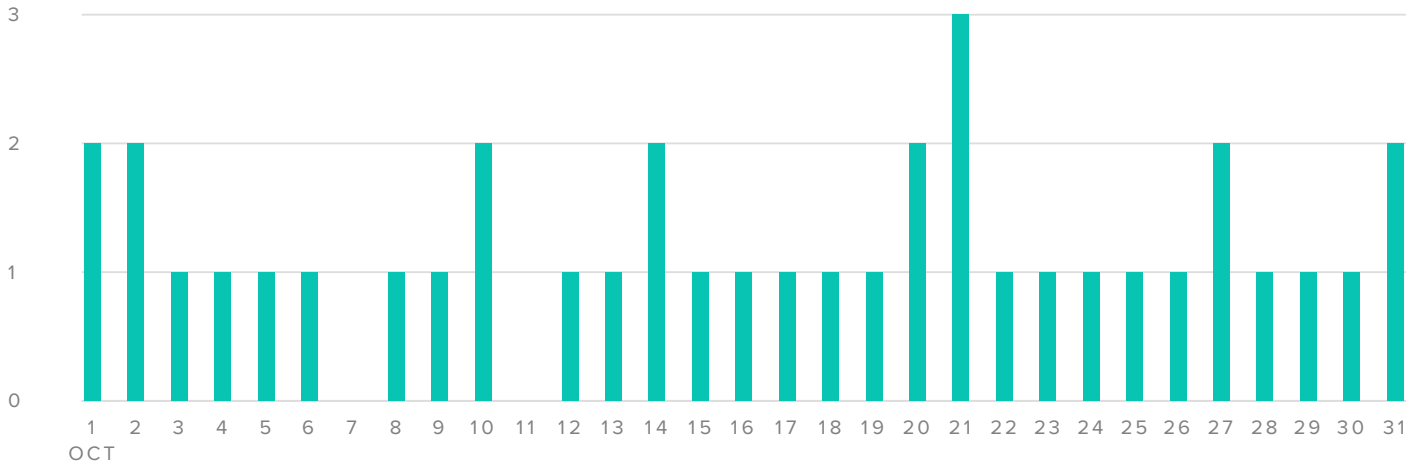
AUDIENCE GROWTH METRICS	TOTALS
Total Fans	12,334
Paid Likes	169
Organic Likes	627
Unlikes	44
Net Likes	752

Total fans increased by

▲ 6.5%
since previous month

Publishing Behavior

POSTS, BY DAY



■ POSTS SENT

PUBLISHING METRICS

TOTALS

Photos	30
Videos	3
Posts	5
Total Posts	38

The number of posts you sent decreased by

▼ 2.6%

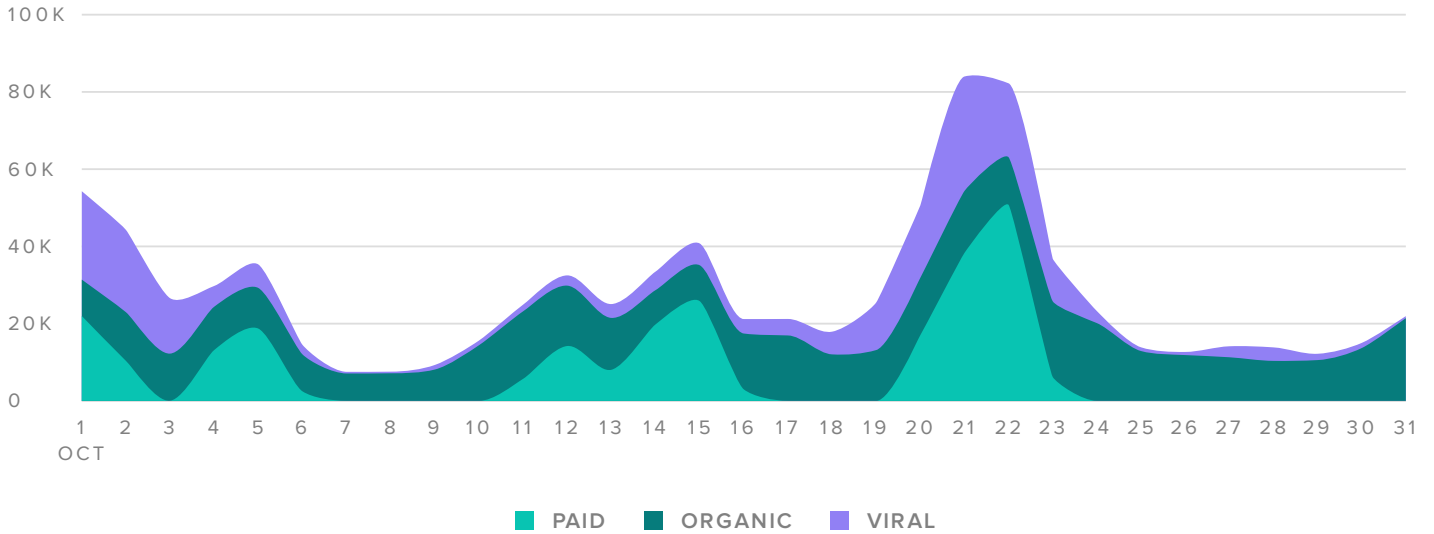
since previous month

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<div data-bbox="92 371 188 465" data-label="Image"> </div> <div data-bbox="220 371 917 526" data-label="Text"> <p>Kootenay Rockies-BC's Mountain Playground Exploring Mt. Assiniboine Provincial Park from this past summer! Spectacular capture by Richard Graham! Follow our other #Kootenay explorers here: http://bit.ly/2d7Nm2C Destination British Columbia #exploreBE</p> </div> <div data-bbox="225 546 504 732" data-label="Image"> </div> <div data-bbox="220 750 531 779" data-label="Text"> <p>(Post) October 19, 2016 9:01 am</p> </div>	165	13	9.0%	2,745
<div data-bbox="92 819 188 913" data-label="Image"> </div> <div data-bbox="220 819 965 974" data-label="Text"> <p>Kootenay Rockies-BC's Mountain Playground Fun Fact: The Elizabeth Parker Hut in Yoho National Park was named after Elizabeth Parker, who was one of the founders of the Alpine Club of Canada in 1906! #exploreBC story: http://bit.ly/2emq9q1 Did we miss your favourite #Kootenay cozy cabin? Let us know! #KootRocks</p> </div> <div data-bbox="225 994 762 1025" data-label="Text"> <p>5 Cozy Cabins for a Fall BC Getaway - Explore BC</p> </div> <div data-bbox="220 1052 539 1081" data-label="Text"> <p>(Post) October 21, 2016 6:30 pm</p> </div>	54	2	6.1%	2,158
<div data-bbox="92 1122 188 1216" data-label="Image"> </div> <div data-bbox="220 1122 957 1276" data-label="Text"> <p>Kootenay Rockies-BC's Mountain Playground Wondering where to explore this fall? ~ Featuring Mt. Assiniboine, Fisher Peak, Yoho National Park, Kicking Horse Mountain Resort and Fernie's Caves Into BC's Mountains: 10 Places Locals Escaped to This Past Week - http://bit.ly/2d7bQF2 #exploreBC</p> </div> <div data-bbox="225 1296 885 1361" data-label="Text"> <p>Into BC's Mountains: 10 Places Locals Escaped to This Week - Explore BC</p> </div> <div data-bbox="220 1384 545 1413" data-label="Text"> <p>(Post) October 02, 2016 3:30 pm</p> </div>	33	1	6.0%	1,380

Page Impressions

PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS	TOTALS
Organic Impressions	398,590
Viral Impressions	213,698
Paid Impressions	255,633
Total Impressions	867,921
Users Reached	502,859

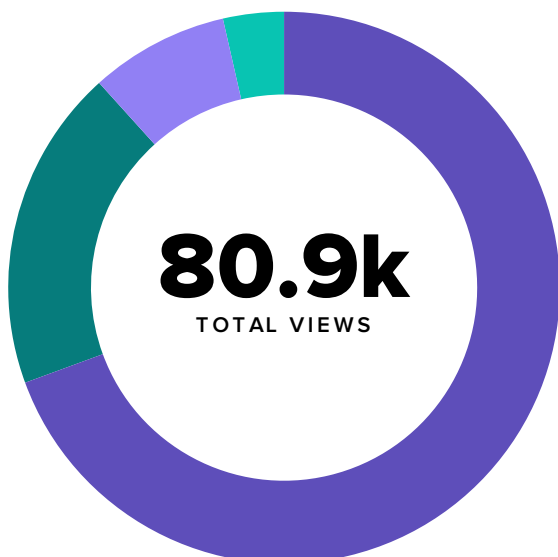
Total Impressions increased by

▲ 28.3%

since previous month

Video Performance

VIEW METRICS



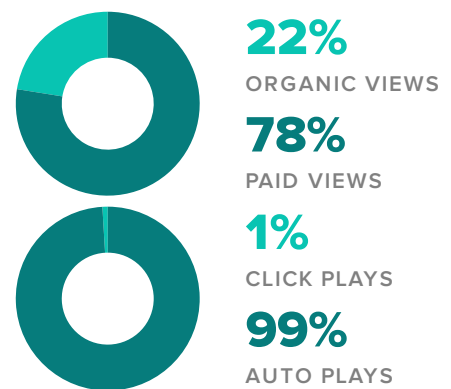
2.9k
ORGANIC FULL

15.3k
ORGANIC PARTIAL

6.6k
PAID FULL

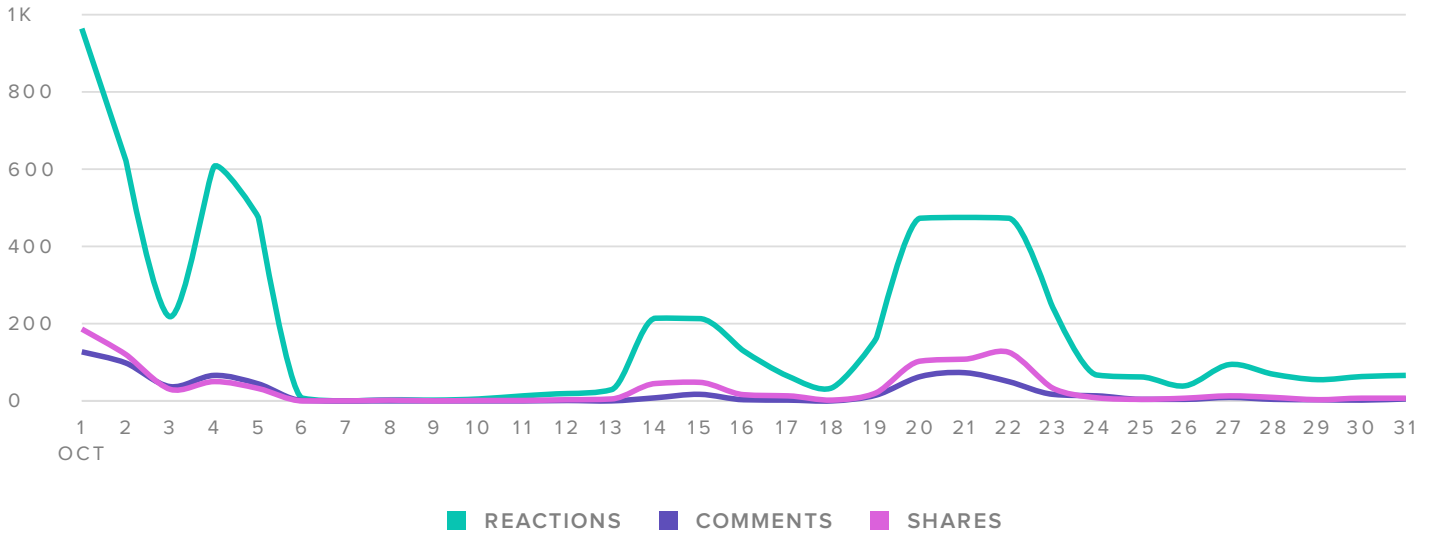
56.2k
PAID PARTIAL

VIEWING BREAKDOWN



Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



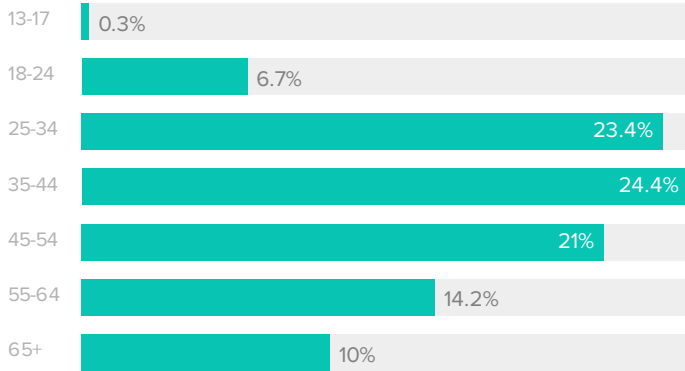
ACTION METRICS	TOTALS
Reactions	5,958
Comments	666
Shares	1,003
Total Engagements	7,627

Total Engagements decreased by
-20.0%
 since previous month

Demographics

PAGE FANS | PEOPLE REACHED | PEOPLE ENGAGED

BY AGE



BY GENDER



60.7%

FEMALE

39.3%

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	9,154	Calgary, AB, Canada	754
United States	1,336	Cranbrook, BC, Canada	518
Germany	276	Edmonton, AB, Canada	384
United Kingdom	193	Nelson, BC, Canada	292
Australia	178	Vancouver, BC, Canada	255

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 ...	12,334	6.52%	38	867,921	22,840	7,627	200.7	1,104