



Facebook Pages Report

for Kootenay Rockies-BC's Mountain Playground

Apr 01, 2016 - Apr 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



792,860
IMPRESSIONS



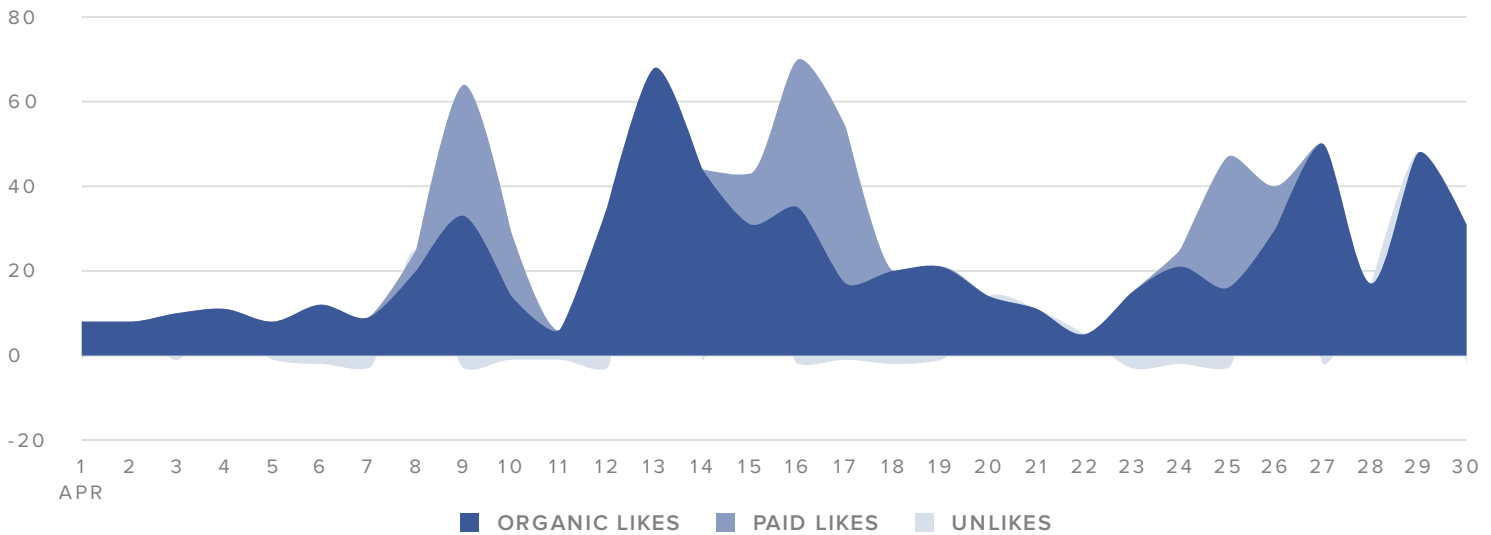
14,887
POST ENGAGEMENTS



4,188
LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS	TOTALS
Total Fans	7,626
Paid Likes	180
Organic Likes	668
Unlikes	35
Net Likes	813

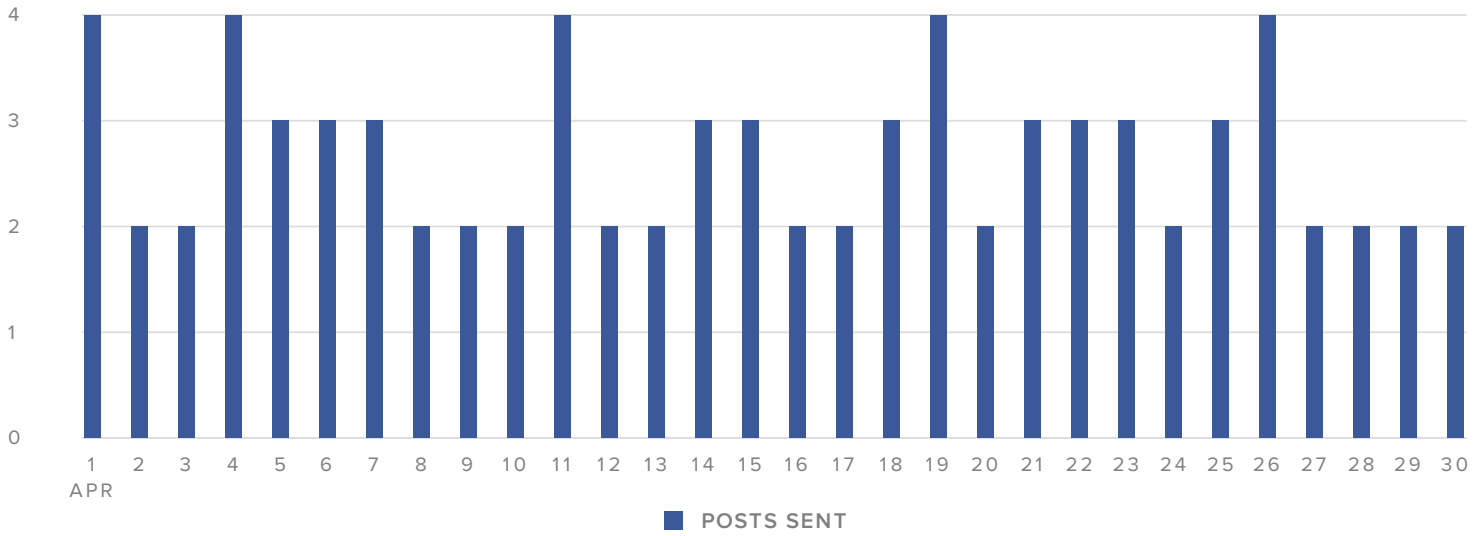
Total fans increased by

▲ 11.9%

since previous date range

Publishing Behavior

POSTS, BY DAY









PUBLISHING METRICS	TOTALS
Photos	37
Videos	-
Posts	43
Total Posts	80

The number of posts you sent increased by

▲ 11.1%

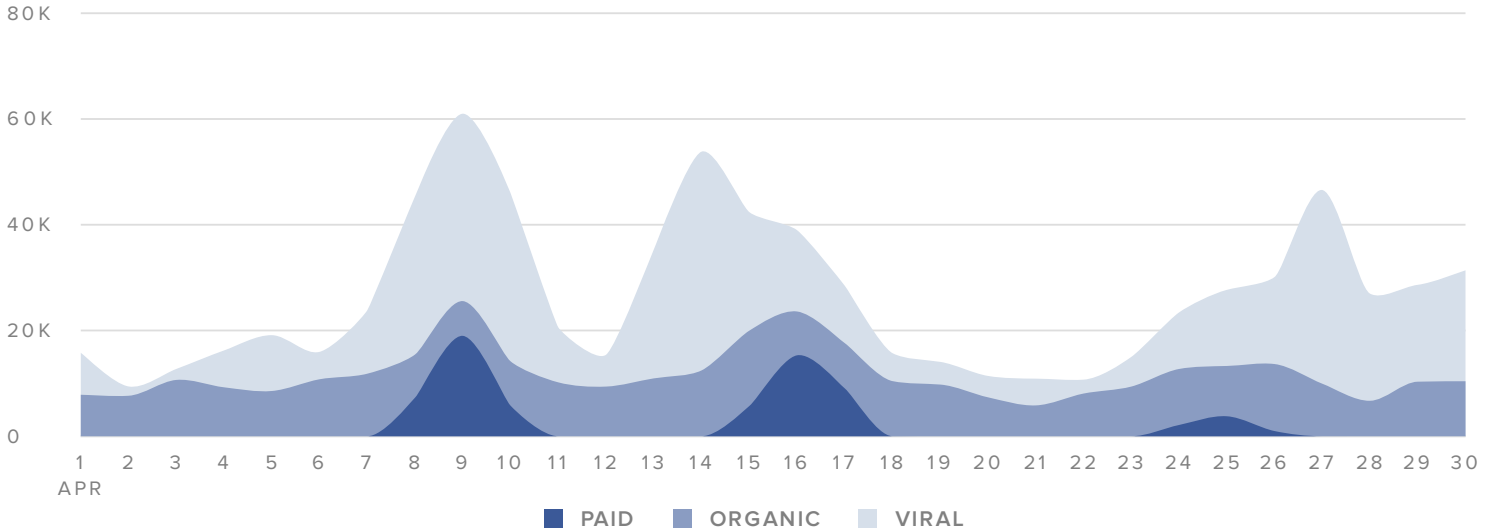
since previous date range

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
 <p>Kootenay Rockies-BC's Mountain Playground</p> <p>While exploring the Wycliffe Butte, we saw three different birds - can you name them? Photos by Bonnie Castle-Dixon, south of Kimberley, BC #exploreBC</p>  <p>(Post) April 20, 2016 3:30 pm</p>	4	1	4,050.0%	2
 <p>Kootenay Rockies-BC's Mountain Playground</p> <p>While exploring the Wycliffe Butte, we saw three different birds - can you name them? Photos by Bonnie Castle-Dixon, south of Kimberley, BC #exploreBC</p>  <p>(Post) April 20, 2016 3:30 pm</p>	12	1	11.6%	275
 <p>Kootenay Rockies-BC's Mountain Playground</p> <p>Can anyone tell me what this stretch of highway is called? ~ Highway #93 from Radium Hot Springs, through Kootenay National Park to the TransCanada Photo by Kari Medig in Radium Hot Springs - Sinclair Canyon Destination British Columbia ~ Community details: http://bit.ly/1SoNEdp #exploreBC</p>  <p>(Post) April 29, 2016 3:30 pm</p>	334	54	10.7%	10,407

Page Impressions

PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS	TOTALS
Organic Impressions	284,693
Viral Impressions	439,141
Paid Impressions	69,026
Total Impressions	792,860
Users Reached	414,838

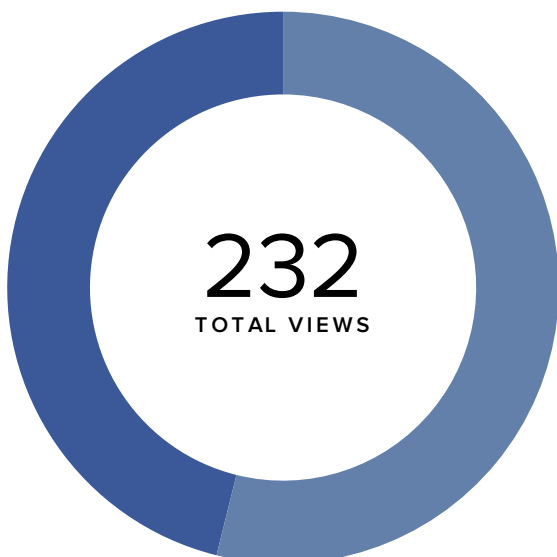
Total Impressions increased by

▲ 88.7%

since previous date range

Video Performance

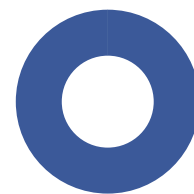
VIEW METRICS



107
ORGANIC FULL

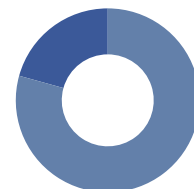
125
ORGANIC PARTIAL

VIEWING BREAKDOWN



100%
ORGANIC VIEWS

0%
PAID VIEWS

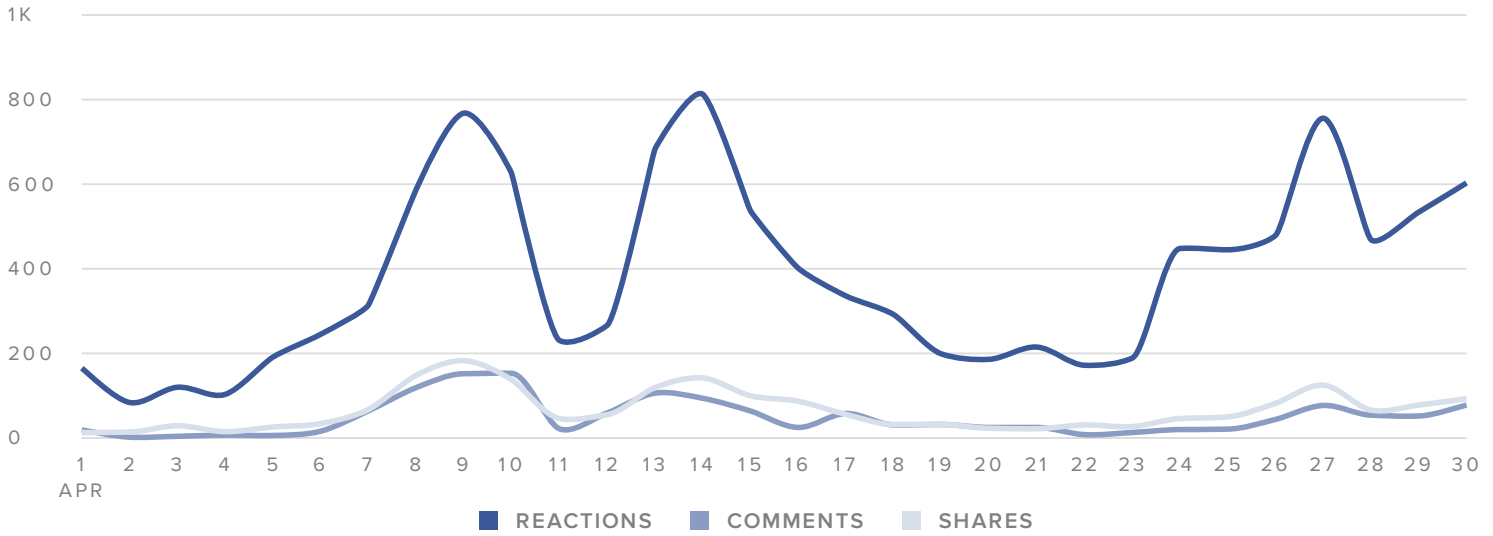


21%
CLICK PLAYS

79%
AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS	TOTALS
Reactions	11,458
Comments	1,450
Shares	1,979
Total Engagements	14,887

Total Engagements increased by

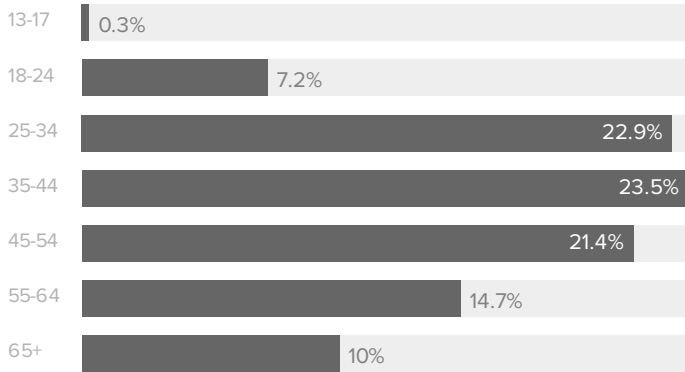
▲ 188.7%

since previous date range

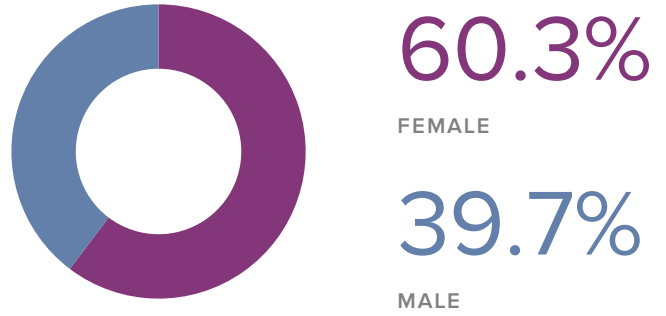
Demographics

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	5,704	Calgary, AB, Canada	424
United States	852	Cranbrook, BC, Canada	370
Germany	191	Edmonton, AB, Canada	223
Australia	97	Nelson, BC, Canada	186
United Kingdom	95	Kimberley, BC, Canada	173

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 ...	7,626	11.92%	80	792,860	9,911	14,887	186.1	4,188