






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

Apr 01, 2017 - Apr 30, 2017

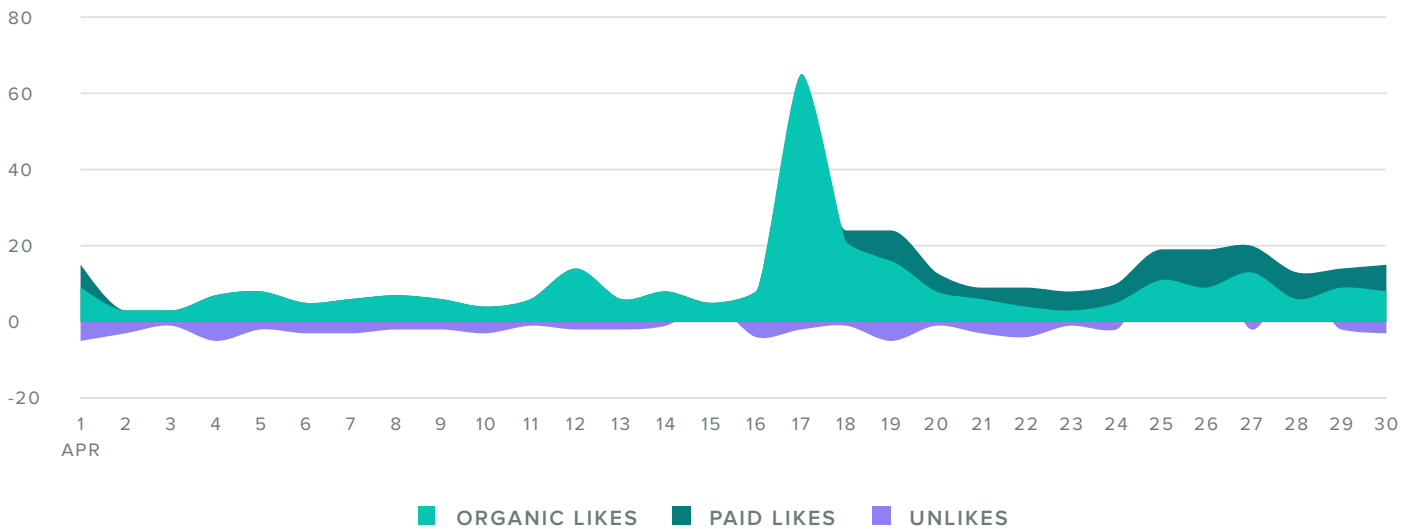
The Facebook Report gives you insight on all social activity across your Facebook accounts using a blend of Facebook Insights and proprietary metrics of our own.

Facebook Activity Overview

 <p>724,404 Impressions</p>	 <p>3,201 Post Engagements</p>	 <p>2,386 Link Clicks</p>
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Audience Growth

LIKES BREAKDOWN, BY DAY

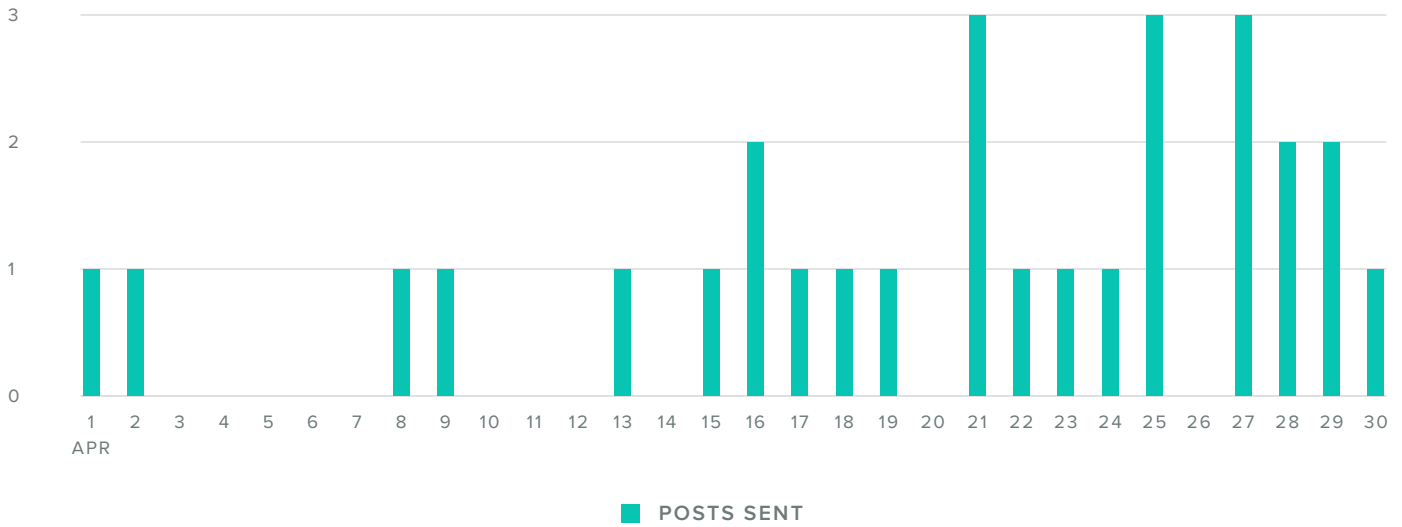


Audience Growth Metrics	Totals
Total Fans	14,540
Paid Likes	84
Organic Likes	289
Unlikes	65
Net Likes	308

Total fans increased by
▲ 2.1%
 since previous date range

Publishing Behavior

POSTS, BY DAY



Publishing Metrics

Totals





Photos	13
Videos	2
Posts	13
Total Posts	28

The number of posts you sent decreased by

▼ **24.3%**

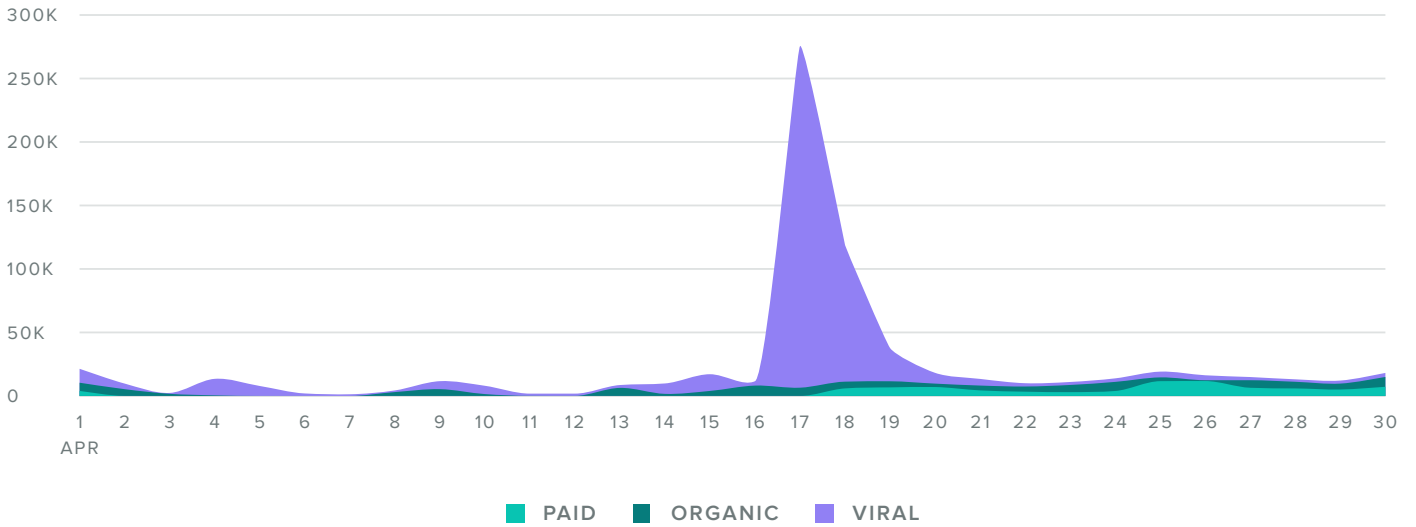
since previous date range

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>My favourite Kootenay hot springs is _____! #KootRocks: "Getting into Hot Water" https://www.kootenayrockies.com/post/kootenay-hot-springs Ainsworth Hot Springs Resort Fairmont Hot Springs Resort Halfway Hot Springs Halcyon Hot Springs Village and Spa (photo) Lussier Hot Springs Nakusp Hot Springs Radium Hot Springs #exploreBC</p>   <p>(Post) April 01, 2017 6:09 pm</p>	79	19	5.8%	6,201
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Experience BC like never before! Featuring Bugaboo & Mt. Assiniboine Provincial Parks and Mistaya Lodge and Alpine Tours in our Canadian Rockies! Safe travels to you this Easter long weekend! #KootRocks #exploreBC</p>  <p>(Post) April 13, 2017 12:31 pm</p>	156	16	5.1%	6,748
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Did you know the Kootenays is home to fun and interesting places to stay? Tell us your favourite! #KootRocks: "Top 10 Unique Stays in the Kootenays" #exploreBC The Blaylock Mansion Emerald Lake Lodge Hume Hotel & Spa Kootenay Park Lodge Quantum Leaps Retreat St. Eugene Golf Resort & Casino Villa Dome Quixote</p>  <p>🔗 Top 10 Unique Stays in the Kootenays</p> <p>(Post) April 15, 2017 6:10 pm</p>	27	3	4.9%	3,907

Page Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	111,097
Viral Impressions	527,272
Paid Impressions	86,035
Total Impressions	724,404
Users Reached	492,435

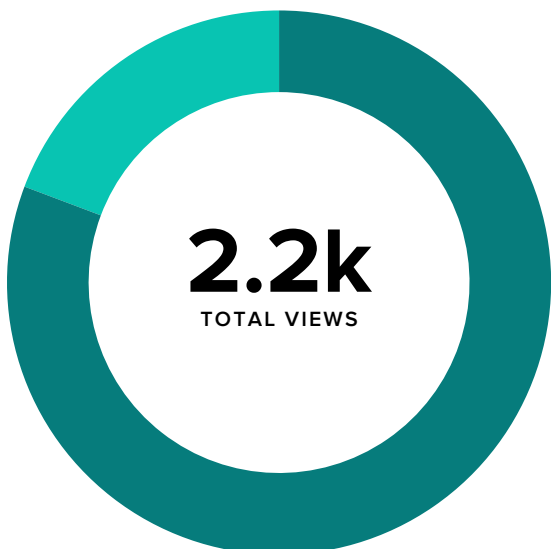
Total Impressions increased by

▲ 18.3%

since previous date range

Video Performance

VIEW METRICS



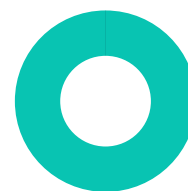
420

ORGANIC FULL

1.8k

ORGANIC PARTIAL

VIEWING BREAKDOWN

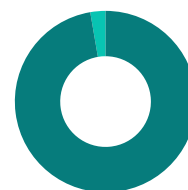


100%

ORGANIC VIEWS

0%

PAID VIEWS



3%

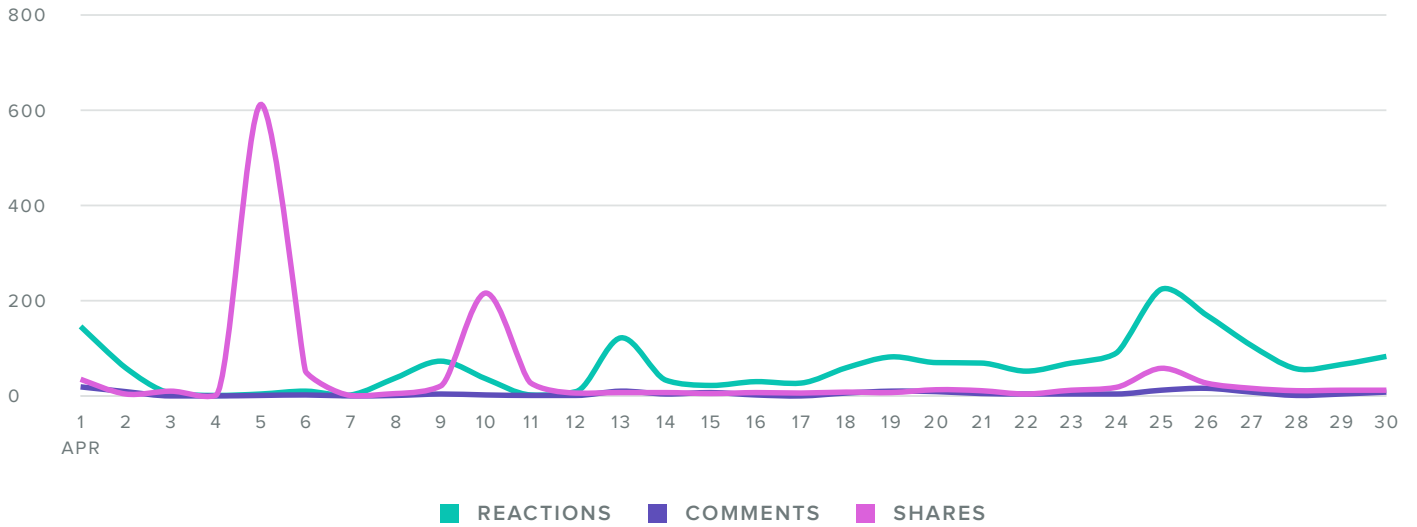
CLICK PLAYS

97%

AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



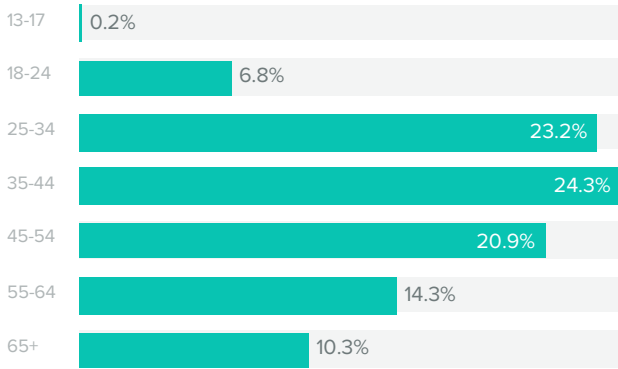
Action Metrics	Totals
Reactions	1,817
Comments	154
Shares	1,230
Total Engagements	3,201

Total Engagements decreased by **71.1%** since previous date range

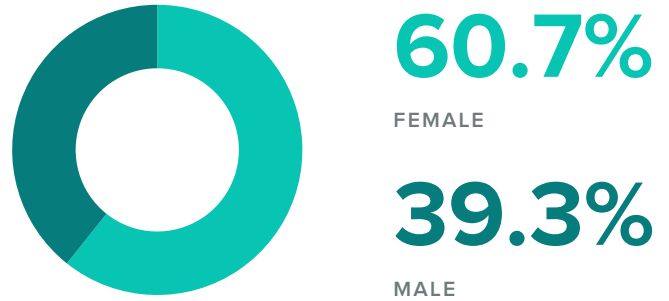
Demographics

- 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

Canada	10,487
United States	1,807
Germany	322
Australia	235
United Kingdom	232

Top Cities

Calgary, AB, Canada	942
Cranbrook, BC, Canada	578
Edmonton, AB, Canada	473
Vancouver, BC, Canada	400
Nelson, BC, Canada	343

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...	14,540	2.15%	28	724,404	25,872	3,201	114.3	2,386