



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



**620,848**  
IMPRESSIONS



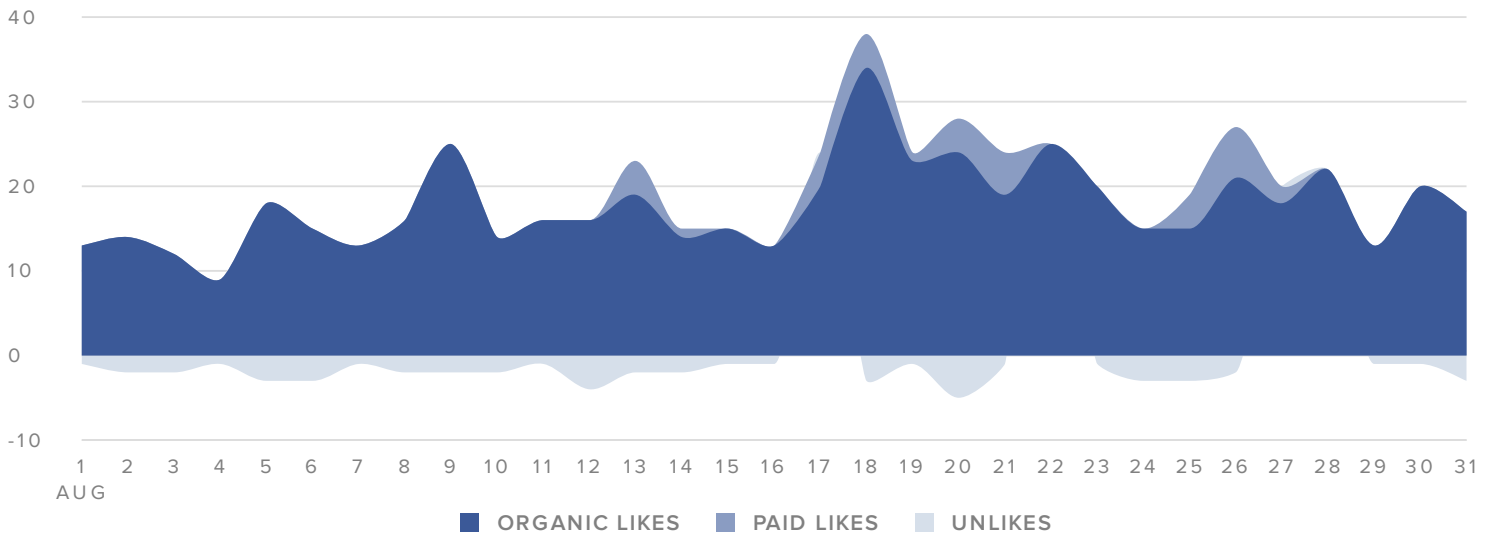
**6,716**  
POST ENGAGEMENTS



**1,075**  
LINK CLICKS

### Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS	TOTALS
<b>Total Fans</b>	<b>10,798</b>
Paid Likes	35
Organic Likes	548
Unlikes	54
Net Likes	529

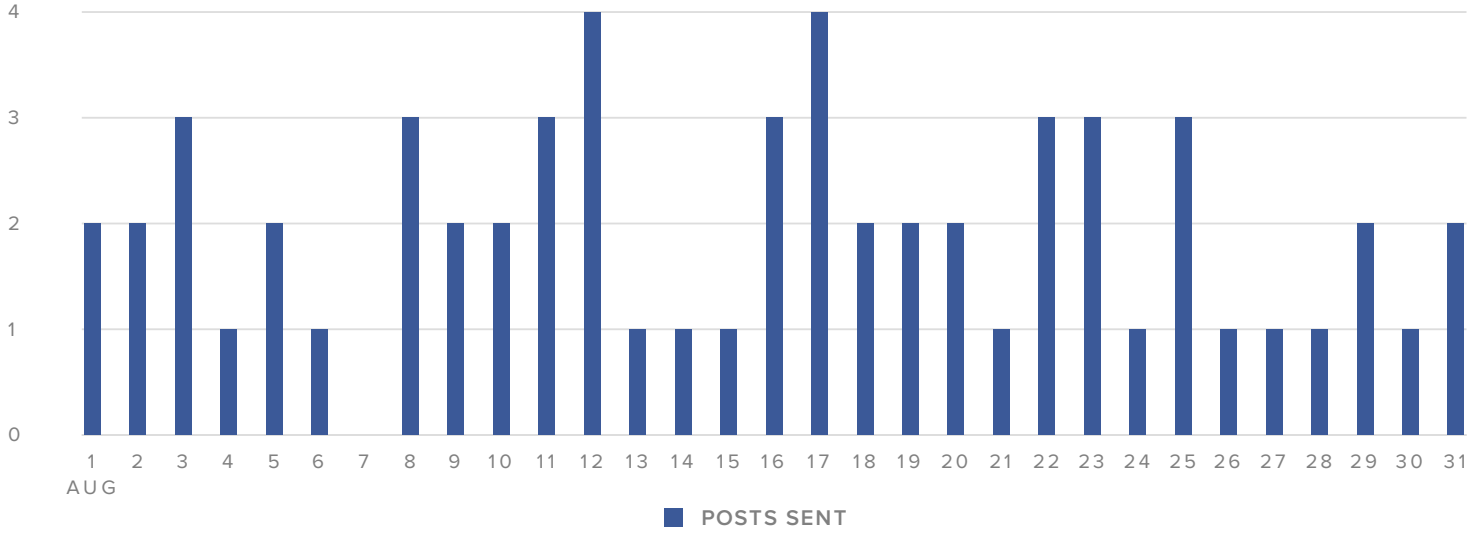
Total fans increased by

**▲ 5.2%**

since previous month

### Publishing Behavior





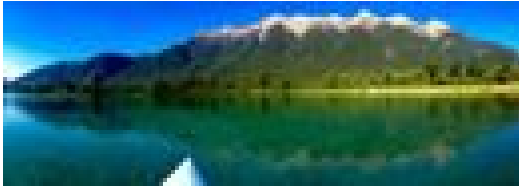
POSTS, BY DAY



PUBLISHING METRICS	TOTALS
Photos	22
Videos	3
Posts	35
<b>Total Posts</b>	<b>60</b>

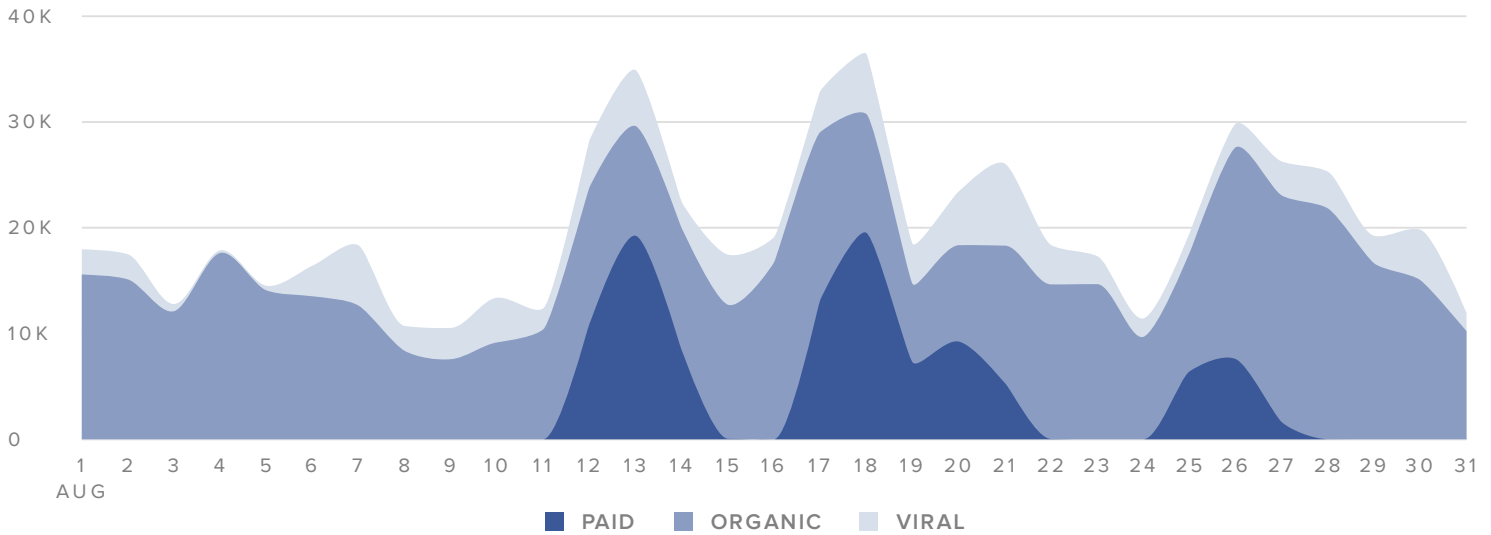
The number of posts you sent decreased by **11.8%** since previous month

### Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
 <p>Kootenay Rockies-BC's Mountain Playground</p> <p>Wondering where to see bears in the #Kootenays? Elkford in the south-east corner is one spot - have you seen any others bears in the region? #exploreBC Blog: "Top 10 Places to Spot Bears in BC" ~ <a href="http://bit.ly/2b2l1K6">http://bit.ly/2b2l1K6</a> #KootRocks</p> <p><a href="#">Top 10 Places to Spot Bears in BC - Explore BC</a></p> <p>(Post) August 20, 2016 3:30 pm</p>	147	27	11.1%	2,190
 <p>Kootenay Rockies-BC's Mountain Playground</p> <p>Amazing capture of the mountains and alpine lake at Jumbo Pass by local Nelson explorer and photographer Dave Heath! See our other #Kootenay explorers: <a href="http://bit.ly/1S7OIRv">http://bit.ly/1S7OIRv</a> Destination British Columbia #KootRocks #exploreBC</p>  <p>(Post) August 17, 2016 11:35 am</p>	219	5	8.5%	3,269
 <p>Kootenay Rockies-BC's Mountain Playground</p> <p>Was able to enjoy some paddling - what did you do in the Kootenays this past weekend? Be sure to share your images on Facebook and Instagram and tag them with #KootRocks to be featured here: <a href="http://bit.ly/1S7OIRv">http://bit.ly/1S7OIRv</a> Pano of Peckham's Lake near Norbury Provincial Park, by KootRocks staffer Shannon Harrison #exploreBC</p>  <p>(Post) August 08, 2016 2:13 pm</p>	65	1	8.4%	1,253

## Page Impressions

PAGE IMPRESSIONS, BY DAY



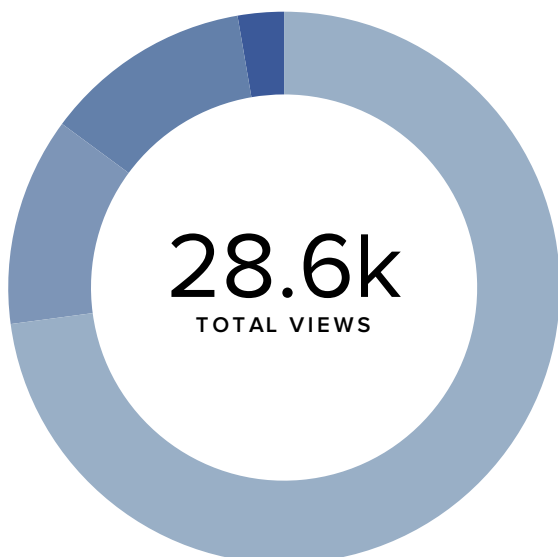
IMPRESSIONS METRICS	TOTALS
Organic Impressions	412,317
Viral Impressions	99,785
Paid Impressions	108,746
<b>Total Impressions</b>	<b>620,848</b>
<b>Users Reached</b>	<b>333,703</b>

Total Impressions decreased by

**21.9%**  
since previous month

## Video Performance

VIEW METRICS



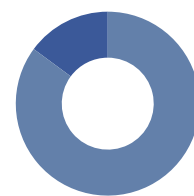
**774**  
ORGANIC FULL

**3.5k**  
ORGANIC PARTIAL

**3.5k**  
PAID FULL

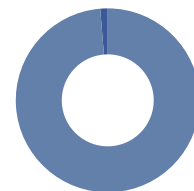
**20.9k**  
PAID PARTIAL

VIEWING BREAKDOWN



**15%**  
ORGANIC VIEWS

**85%**  
PAID VIEWS

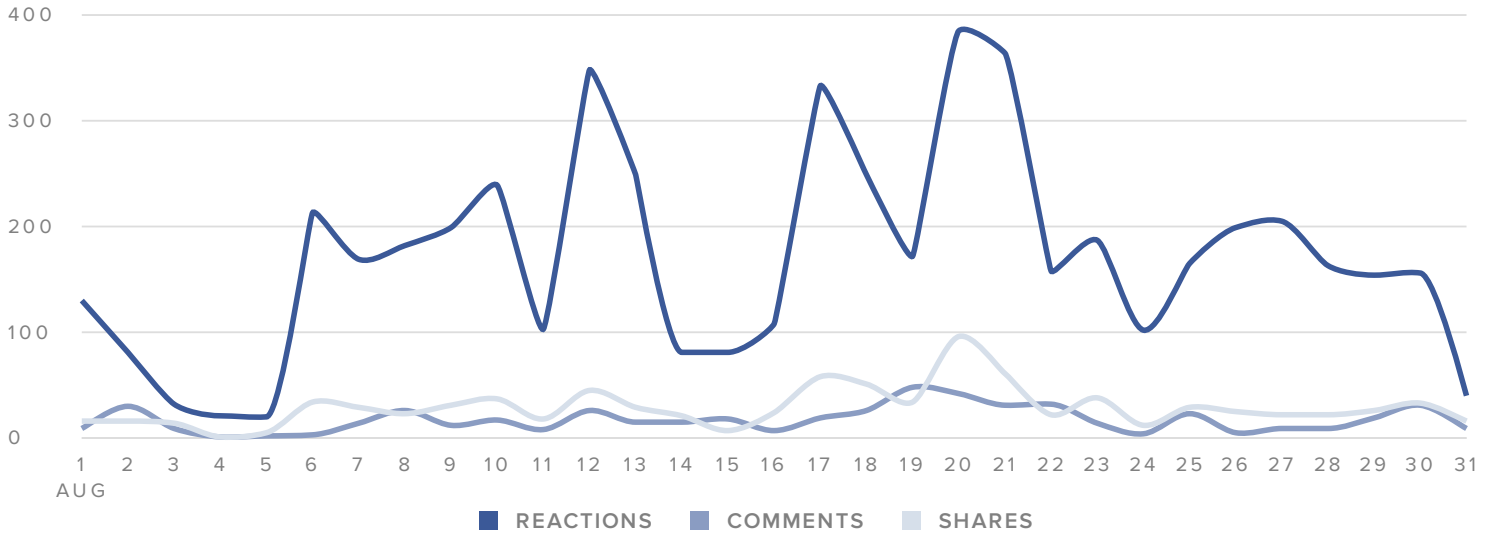


**1%**  
CLICK PLAYS

**99%**  
AUTO PLAYS

## Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS	TOTALS
Reactions	5,288
Comments	533
Shares	895
<b>Total Engagements</b>	<b>6,716</b>

Total Engagements decreased by  
**▼ 10.9%**  
 since previous month

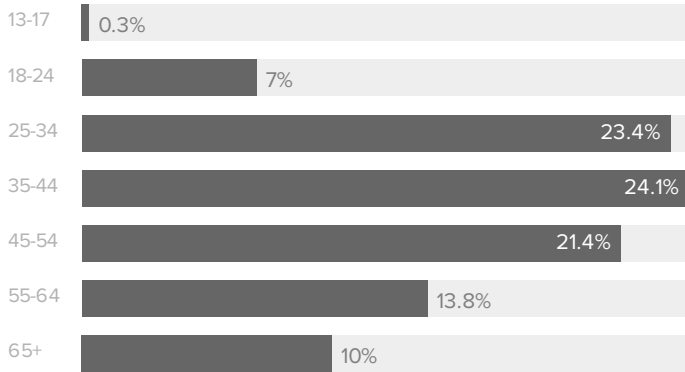
## Demographics

PAGE FANS

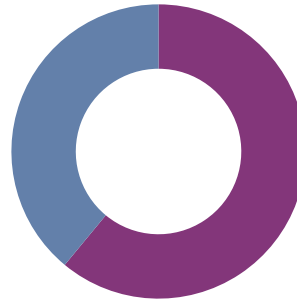
PEOPLE REACHED

PEOPLE ENGAGED

### BY AGE



### BY GENDER



61.0%

FEMALE

39.0%

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	8,049	Calgary, AB, Canada	651
United States	1,153	Cranbrook, BC, Canada	460
Germany	262	Edmonton, AB, Canada	328
Australia	159	Nelson, BC, Canada	245
United Kingdom	153	Vancouver, BC, Canada	237

## 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 ...	10,798	5.15%	60	620,848	10,347	6,716	111.9	1,075