



Facebook Pages Report

for **Kootenay Rockies-BC's Mountain Playground**

Dec 01, 2016 - Dec 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.

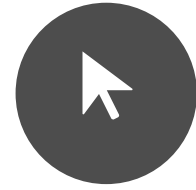
Facebook Activity Overview



766,234
IMPRESSIONS



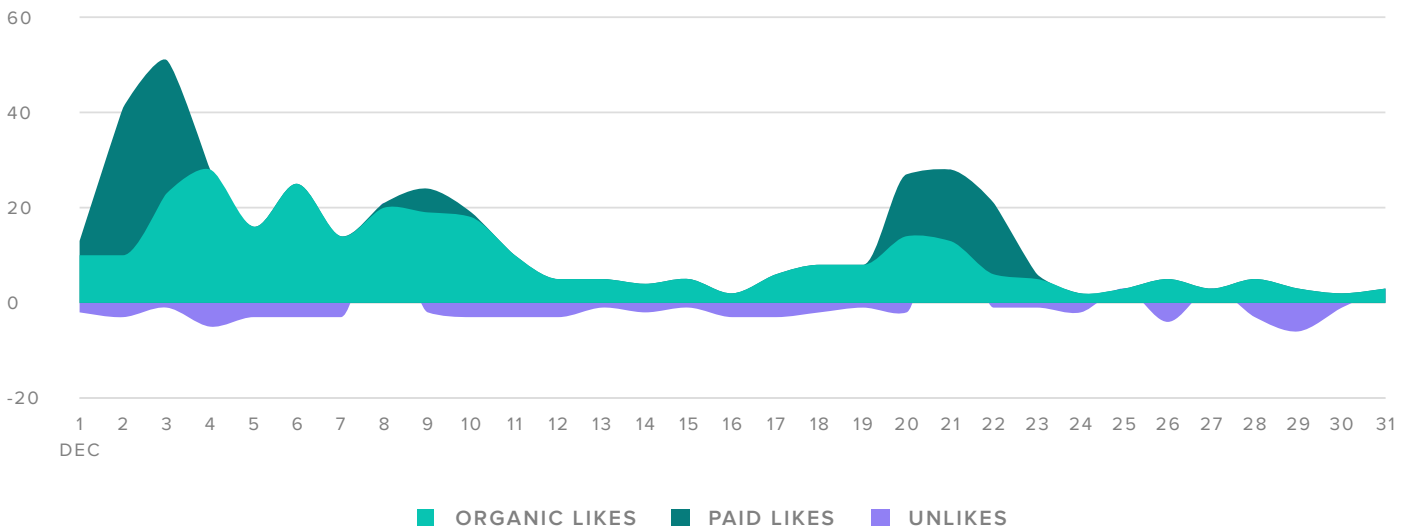
6,448
POST ENGAGEMENTS



1,754
LINK CLICKS

Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS

TOTALS

Total Fans	13,487
Paid Likes	113
Organic Likes	300
Unlikes	64
Net Likes	349

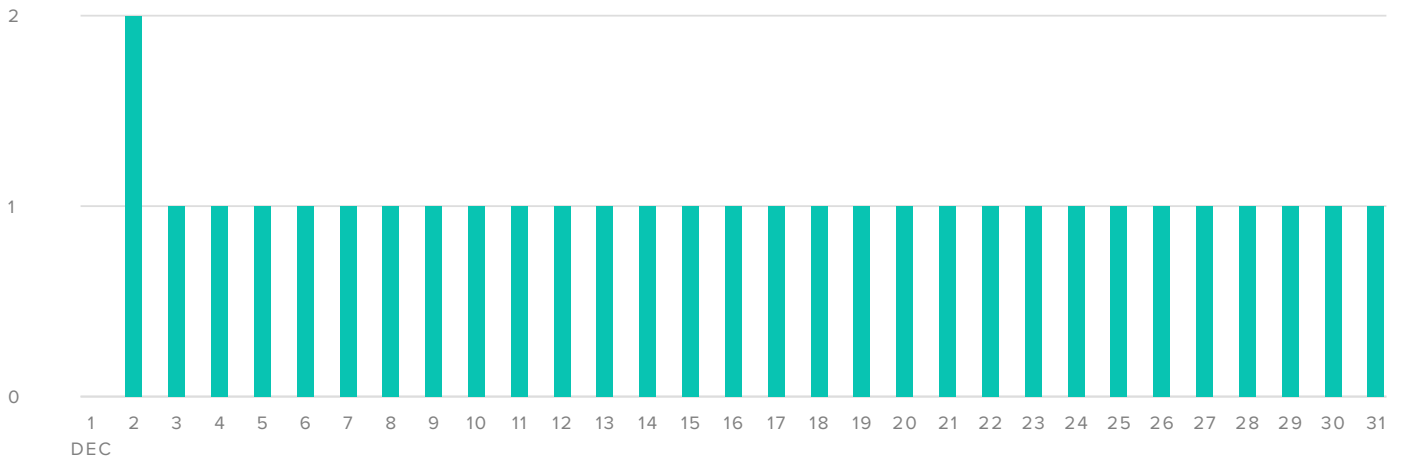
Total fans increased by

▲ 2.6%

since previous date range

Publishing Behavior

POSTS, BY DAY



■ POSTS SENT




PUBLISHING METRICS	TOTALS
Photos	9
Videos	-
Posts	22
Total Posts	31

The number of posts you sent decreased by

▼ **8.8%**

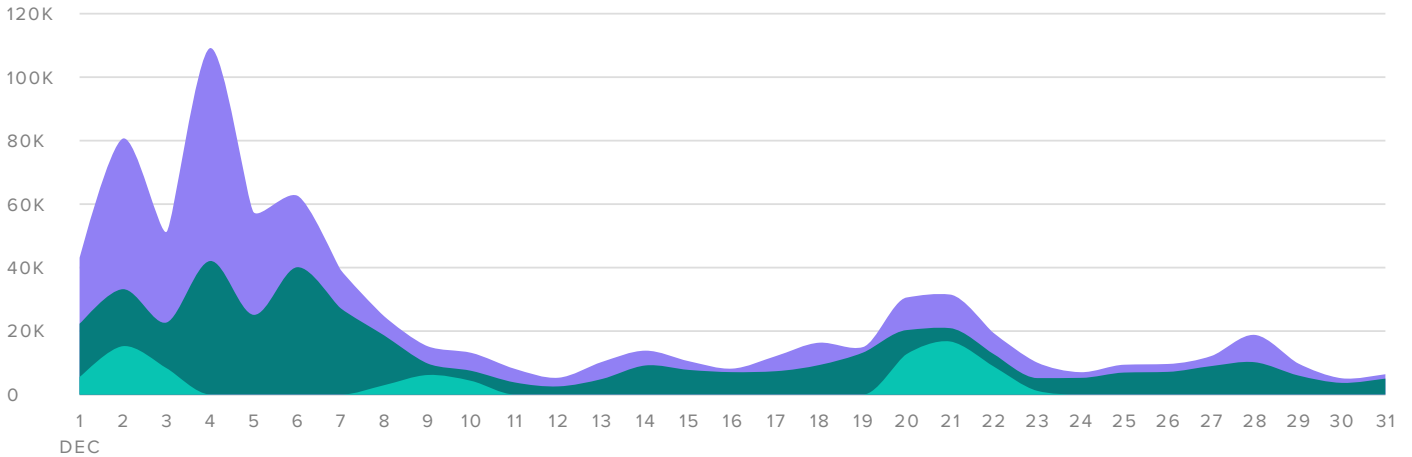
since previous date range

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Thank you to Loving Angels Photography for allowing us to share this beautiful capture of our Canadian Rockies near Cranbrook, BC! Be sure to share and tag your images with #KootRocks to be featured here: https://www.kootenayrockies.com/page/fan-feed/ #exploreBC</p>  <p>(Post) December 08, 2016 2:54 pm</p>	179	2	6.7%	3,360
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Incredible sunset photo capture by local photographer Dave Best! Please tag your image with #KootRocks to be featured on our "Fan Fotos" - http://bit.ly/2d7Nm2C #exploreBC #GoldenRules Kicking Horse Mountain Resort</p>  <p>(Post) December 01, 2016 3:44 pm</p>	24	–	6.7%	901
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Lights, Camera, Action! Did you know the #Kootenays have been featured in quite a few motion pictures? Fernie, Nelson, and the Slocan Valley have all had a piece of the limelight and in 2017 Invermere will join them! #exploreBC Blog: http://bit.ly/2hOyd3d "Top 5 Filming Locations in BC" #KootRocks</p> <p>🔗 Top 5 Filming Locations in BC - Explore BC</p> <p>(Post) by Kootenay R. December 28, 2016 6:08 pm</p>	178	9	5.8%	12,042
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Thanks so much to Anne-Sophie Champagne (https://www.instagram.com/aschamp/) for allowing us to showcase this beautiful capture from from Summit Hut at Panorama Mountain Resort! Remember to tag your photos with #KootRocks on Instagram (https://www.instagram.com/kootrocks/) to be featured! ~ Fan Fotos too: https://www.kootenayrockies.com/page/fan-feed/ #exploreBC</p>  <p>(Post) December 14, 2016 11:29 am</p>	83	–	5.2%	2,264

Page Impressions

PAGE IMPRESSIONS, BY DAY



■ PAID ■ ORGANIC ■ VIRAL

IMPRESSIONS METRICS	TOTALS
Organic Impressions	344,097
Viral Impressions	340,018
Paid Impressions	82,119
Total Impressions	766,234
Users Reached	474,307

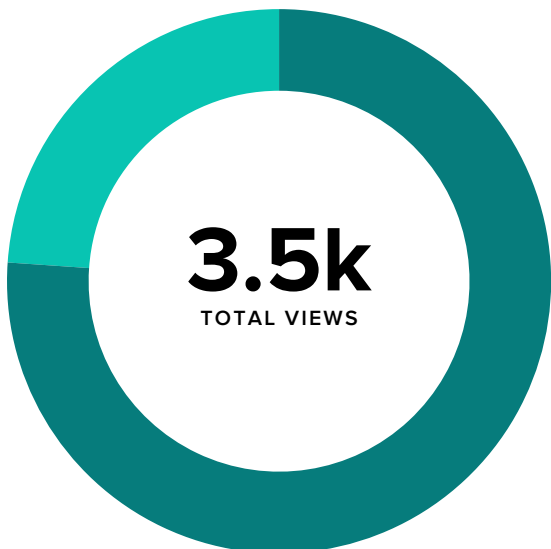
Total Impressions decreased by

▼ **35.1%**

since previous date range

Video Performance

VIEW METRICS



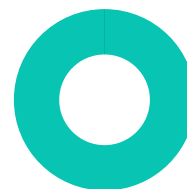
828

ORGANIC FULL

2.6k

ORGANIC PARTIAL

VIEWING BREAKDOWN

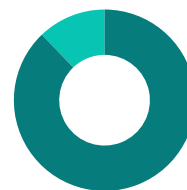


100%

ORGANIC VIEWS

0%

PAID VIEWS



12%

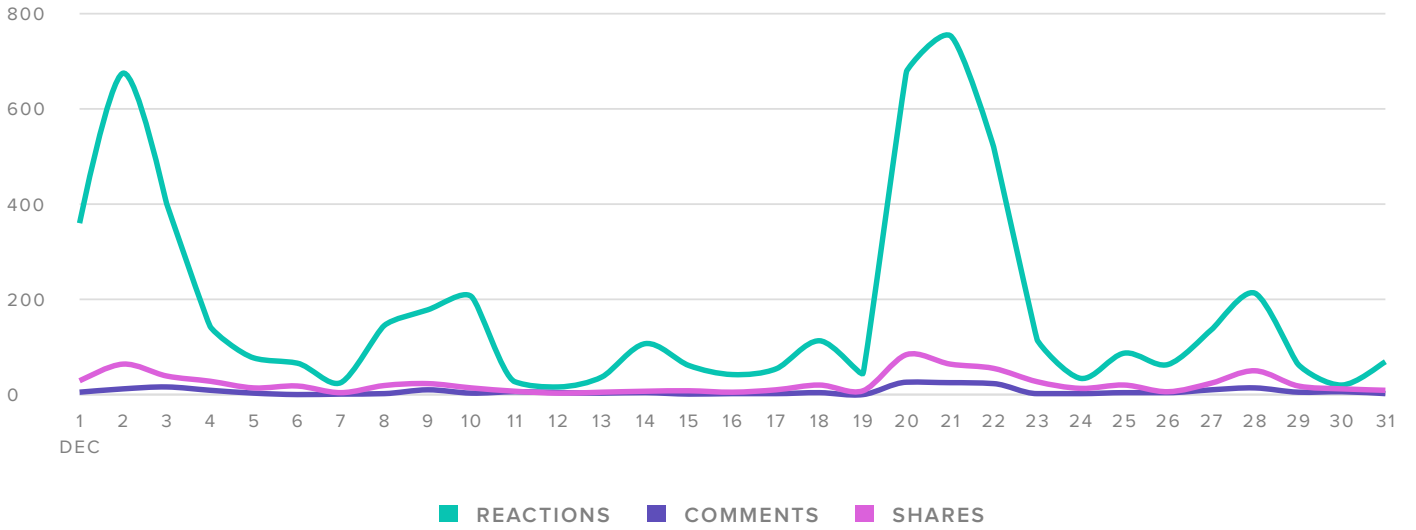
CLICK PLAYS

88%

AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



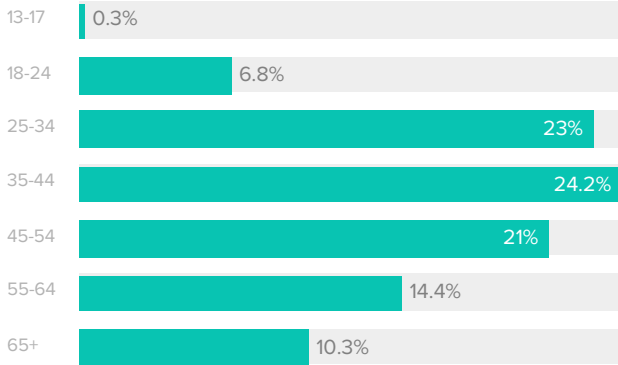
ACTION METRICS	TOTALS
Reactions	5,531
Comments	210
Shares	707
Total Engagements	6,448

Total Engagements decreased by **31.2%** since previous date range

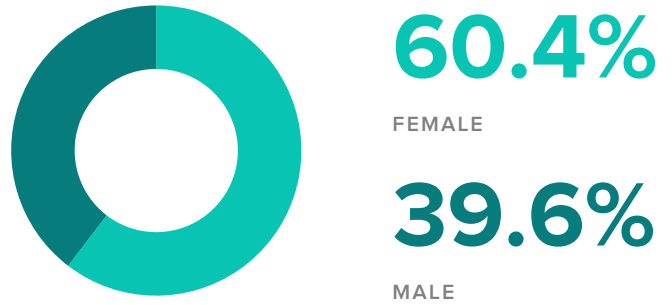
Demographics

- 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	9,672
United States	1,711
Germany	296
United Kingdom	221
Australia	205

TOP CITIES

Calgary, AB, Canada	804
Cranbrook, BC, Canada	556
Edmonton, AB, Canada	391
Nelson, BC, Canada	303
Vancouver, BC, Canada	265

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'...	13,487	2.65%	31	766,234	24,717	6,448	208.0	1,754