






Facebook Pages Report

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

Feb 01, 2017 - Feb 28, 2017

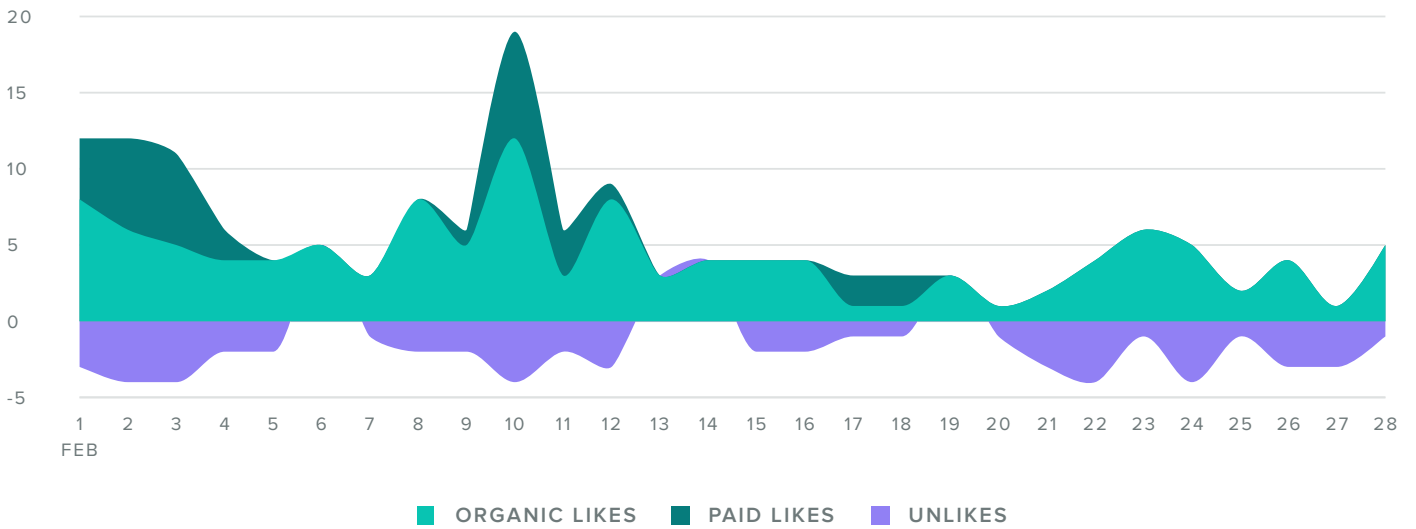
The Facebook Report gives you insight on all social activity across your Facebook accounts using a blend of Facebook Insights and proprietary metrics of our own.

Facebook Activity Overview

 <p>346,644 Impressions</p>	 <p>4,544 Post Engagements</p>	 <p>1,429 Link Clicks</p>
---	--	---

Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS	TOTALS
Total Fans	13,814
Paid Likes	34
Organic Likes	121
Unlikes	56
Net Likes	99

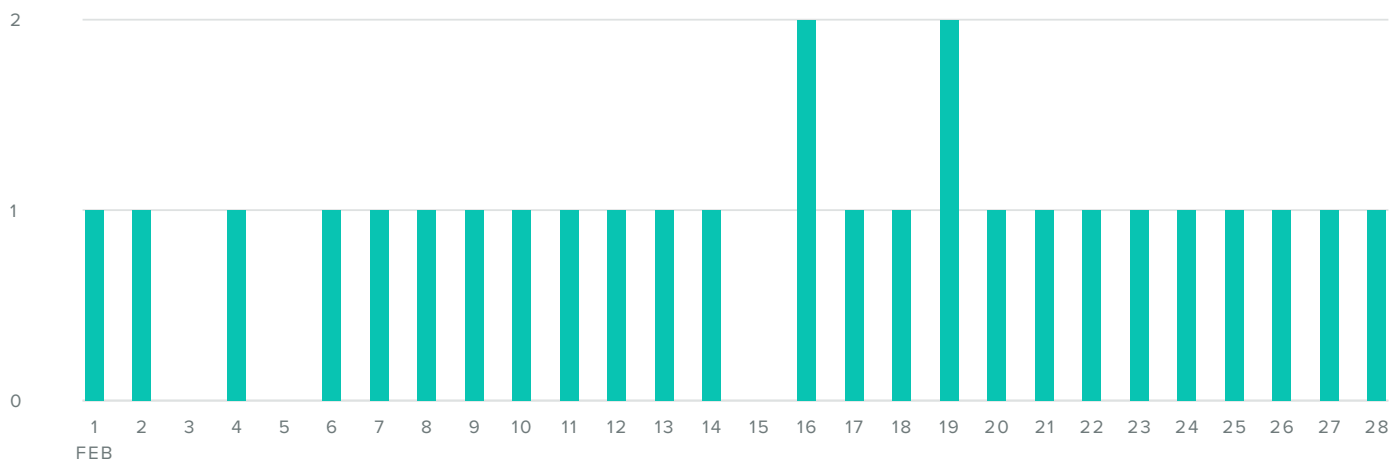
Total fans increased by

▲ 0.7%

since previous month

Publishing Behavior

POSTS, BY DAY



■ POSTS SENT









PUBLISHING METRICS	TOTALS
Photos	13
Videos	1
Posts	13
Total Posts	27

The number of posts you sent decreased by

▼ **3.6%**

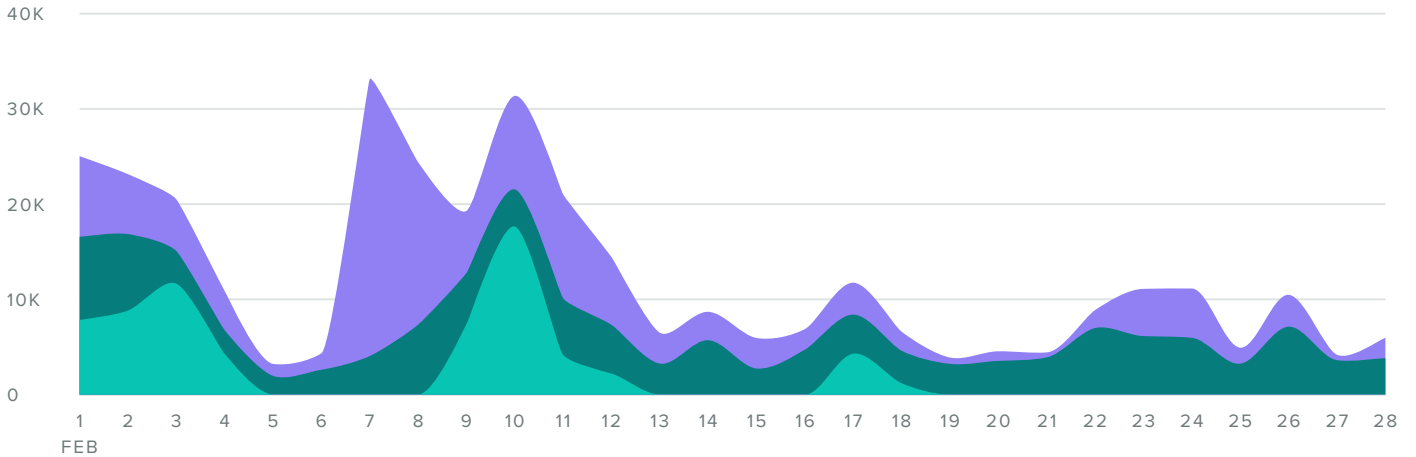
since previous month

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Happy Valentine's Day! Spectacular winter alpenglow of Fisher Peak in the Canadian Rockies by Lyle Grisedale - via Instagram: https://www.instagram.com/lyle.grisedale/ #KootRocks Fan Fotos: https://www.kootenayrockies.com/page/fan-feed/ #exploreBC</p>   <p>(Post) February 14, 2017 9:46 am</p>	120	1	6.1%	3,072
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Did you hear... Revelstoke could soon be home to the largest outdoor playground in Canada? (The park will be more than nine times the size of Disneyland). The Revelstoke Adventure Park will feature ziplines, bungee jumping, fishing, canoeing, mountain biking, rock climbing and horseback riding. An awesome addition to Revelstoke Mountain Resort's mountain coaster! Story: http://bit.ly/2IQ8UUd #TheRealStoke #KootRocks #exploreBC</p>   <p>(Post) February 22, 2017 6:13 pm</p>	110	14	5.7%	6,449
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Did you know that Nakusp Hot Springs was originally explored and accessed (in 1894) on foot or horseback, taking the 12-km journey from the town of Nakusp, winding their way up the mountain trail through old growth forests? Find out more about our hot springs along the #PowderHighway ~ https://www.kootenayrockies.com/post/kootenay-hot-springs (Story by Gina Bégin, photo by Lee Orr) Featuring: Ainsworth Hot Springs Resort Fairmont Hot Springs Resort Halcyon Hot Springs Village and Spa Halfway Hot Springs Lussier Hot Springs Tourism Radium Hot Springs #exploreBC</p>   <p>(Post) February 14, 2017 6:09 pm</p>	405	24	5.7%	10,157
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>A big 'thank you' to Steph Malette for allowing us to share this amazing photo of Monument Mountain at Panorama Mountain Resort (taken yesterday)! Be sure to tag your image with #KootRocks to be shared on our Fan Foto page: https://www.kootenayrockies.com/page/fan-feed/ #pureCanada #exploreBC</p>   <p>(Post) February 02, 2017 2:47 pm</p>	424	5	5.5%	8,508

Page Impressions

PAGE IMPRESSIONS, BY DAY



■ PAID ■ ORGANIC ■ VIRAL

IMPRESSIONS METRICS	TOTALS
Organic Impressions	130,471
Viral Impressions	146,689
Paid Impressions	69,484
Total Impressions	346,644
Users Reached	233,719

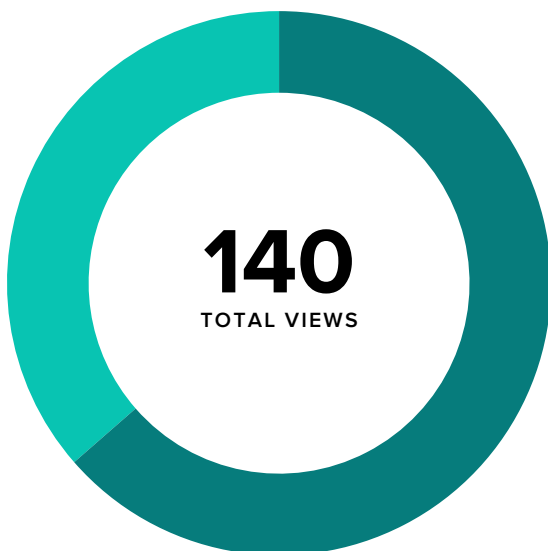
Total Impressions decreased by

- 54.7%

since previous month

Video Performance

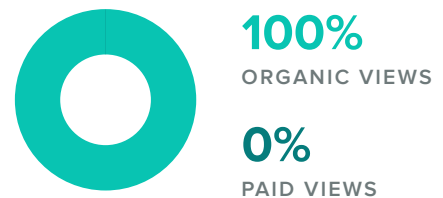
VIEW METRICS



51
ORGANIC FULL

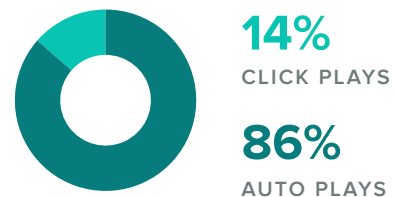
89
ORGANIC PARTIAL

VIEWING BREAKDOWN



100%
ORGANIC VIEWS

0%
PAID VIEWS

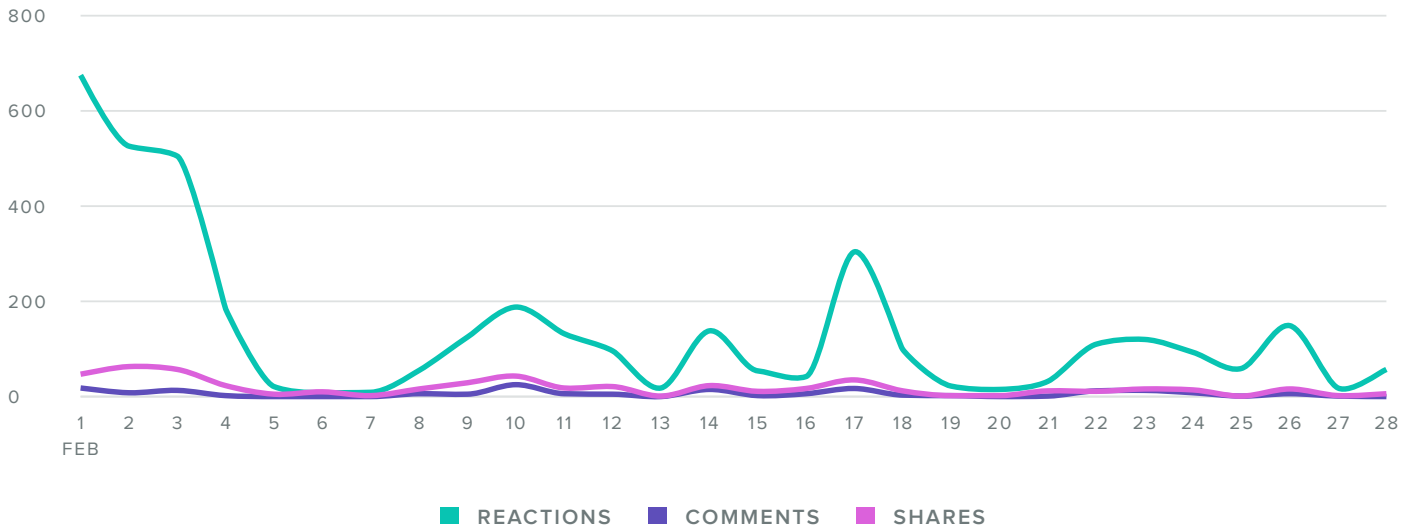


14%
CLICK PLAYS

86%
AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



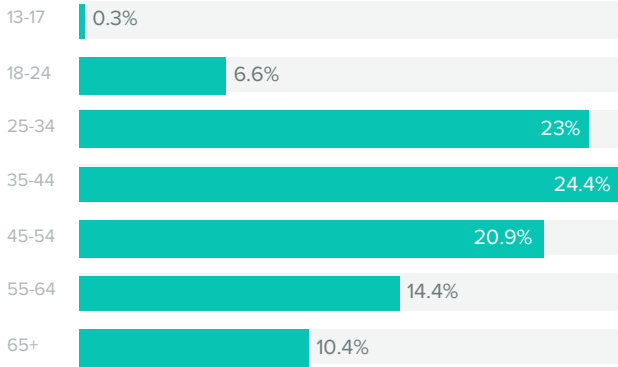
ACTION METRICS	TOTALS
Reactions	3,854
Comments	175
Shares	515
Total Engagements	4,544

Total Engagements decreased by **16.8%** since previous month

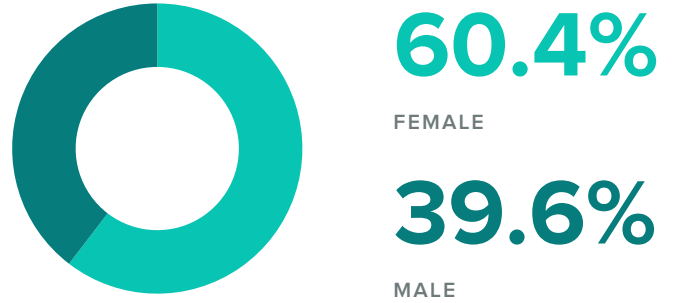
Demographics

- 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	9,869
United States	1,774
Germany	303
United Kingdom	224
Australia	216

TOP CITIES

Calgary, AB, Canada	798
Cranbrook, BC, Canada	535
Edmonton, AB, Canada	408
Nelson, BC, Canada	319
Vancouver, BC, Canada	271

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...	13,814	0.71%	27	346,644	12,839	4,544	168.3	1,429