






# Facebook Pages Report

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

Jan 01, 2017 - Jan 31, 2017

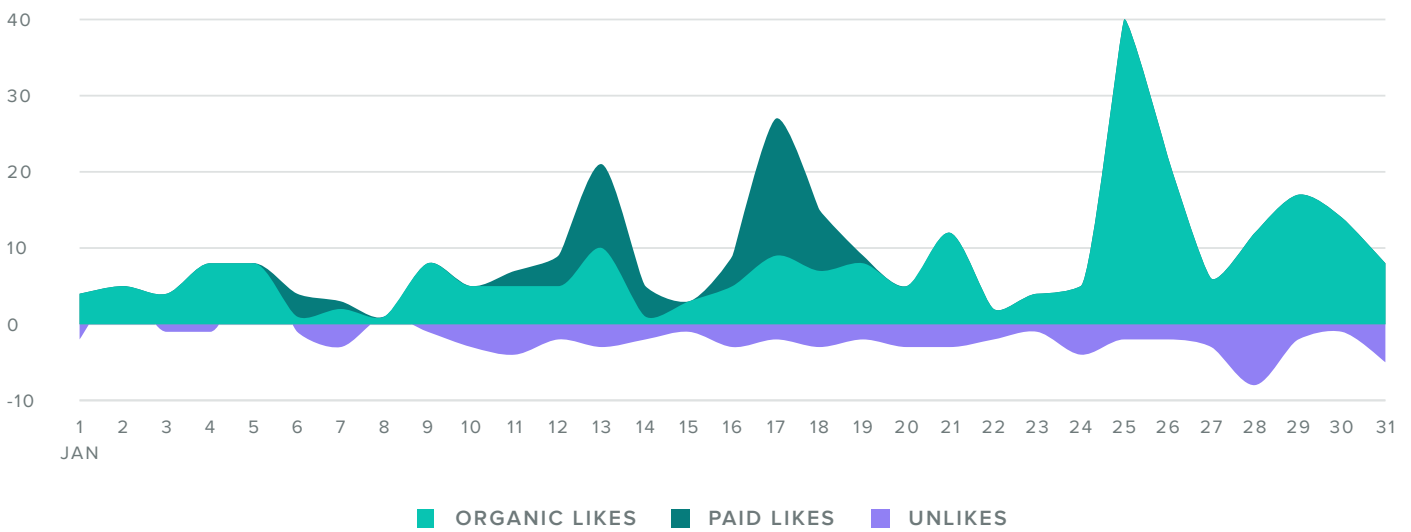
The Facebook Report gives you insight on all social activity across your Facebook accounts using a blend of Facebook Insights and proprietary metrics of our own.

## Facebook Activity Overview

 <b>786,215</b> Impressions	 <b>5,641</b> Post Engagements	 <b>1,548</b> Link Clicks
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### Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS

TOTALS

<b>Total Fans</b>	<b>13,717</b>
Paid Likes	56
Organic Likes	246
Unlikes	70
Net Likes	232

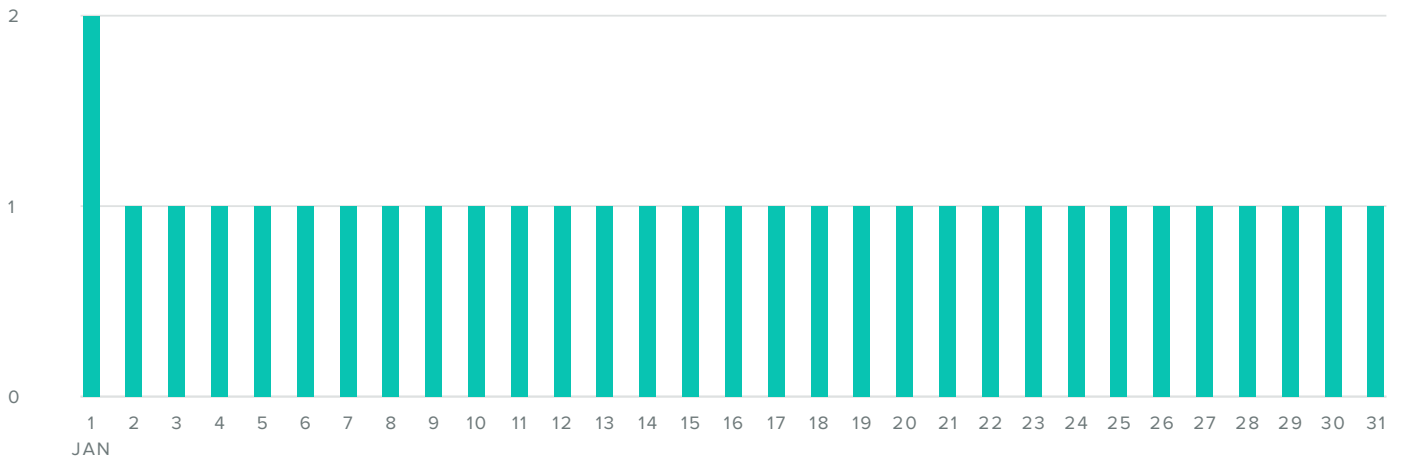
Total fans increased by

**▲ 1.7%**

since previous date range

## Publishing Behavior

### POSTS, BY DAY



■ POSTS SENT







PUBLISHING METRICS	TOTALS
Photos	9
Videos	1
Posts	22
<b>Total Posts</b>	<b>32</b>

The number of posts you sent increased by

▲ **3.2%**

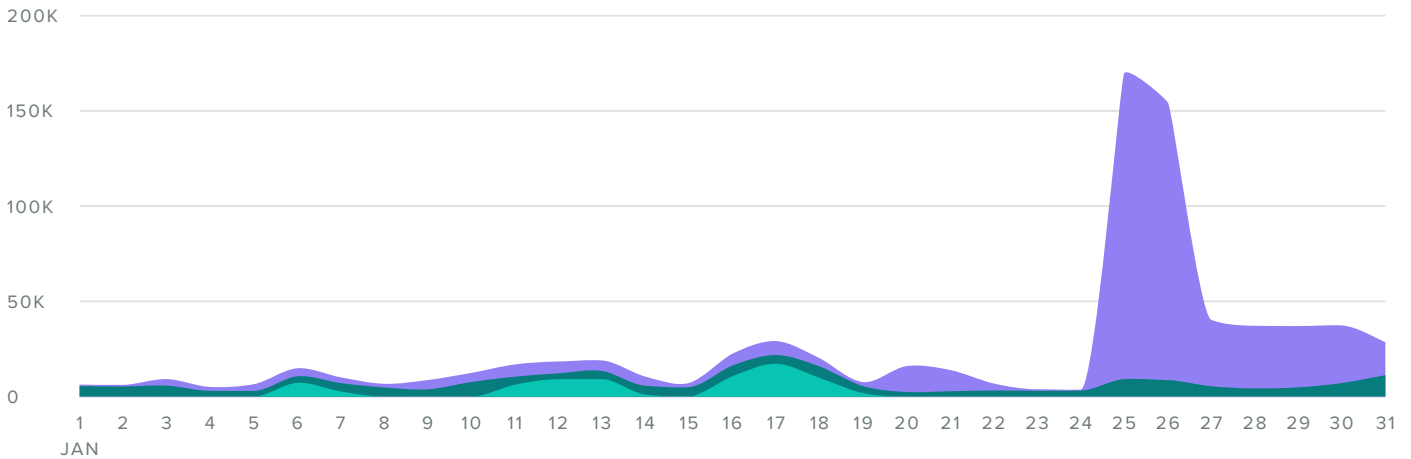
since previous date range

# Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Winter alpenglow over the Steeples - the Canadian Rockies! Please tag your images with <b>#KootRocks</b> to be featured on our Fan Fotos - <a href="https://www.kootenayrockies.com/page/fan-feed/">https://www.kootenayrockies.com/page/fan-feed/</a> Photo taken by local photographer <b>Kootenay_Rocker</b> (Shannon Harrison) <b>#exploreBC</b></p>   <p>(Post) January 31, 2017 10:55 am</p>	830	19	6.6%	13,853
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Did you know the Kootenays is home to <b>The Powder Highway</b>? It boasts the highest concentration of alpine resort, backcountry, cat, heli and nordic skiing/riding in the WORLD! <b>#PowderHighway 101</b>: <a href="https://www.kootenayrockies.com/post/the-powder-highway-101">https://www.kootenayrockies.com/post/the-powder-highway-101</a> Stellar photo by <b>Matt Kuhn Photography</b> at <b>Island Lake Lodge Catskiing</b> in Fernie, BC <b>#FernieStoke #exploreBC</b></p>   <p>(Post) January 10, 2017 10:37 am</p>	1,642	57	5.9%	36,468
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Cabin in the woods atop of the Kootenay Pass (Salmo-Creston) in Stagleap Provincial Park! This week our Instagram GuestGrammer is Ashley Voykin (<a href="https://www.instagram.com/ashvoykin/">https://www.instagram.com/ashvoykin/</a>) - check out her photos around the West Kootenays! Tag your images with <b>#KootRocks</b> to be featured here: <a href="https://www.kootenayrockies.com/page/fan-feed/">https://www.kootenayrockies.com/page/fan-feed/</a> <b>#exploreBC</b></p>   <p>(Post) January 18, 2017 8:57 am</p>	108	–	5.4%	3,206
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>What to see, where to eat and some insider tips, you won't want to miss these <b>#Kootenay</b> towns! Congratulations to both Kalso, BC and Rossland, BC for being included in 17 Canadian Cities you must visit in 2017!! ~Get all the details here: <a href="http://bit.ly/2jNz5tH">http://bit.ly/2jNz5tH</a> "17 Canadian Cities to Visit in 2017" <b>#kootrocks #exploreBC</b></p> <p><a href="#">17 Canadian Cities to Visit in 2017 - Expedia.ca</a></p> <p>(Post) by <b>Kootenay R.</b> January 13, 2017 6:20 pm</p>	104	3	5.3%	4,891

## Page Impressions

PAGE IMPRESSIONS, BY DAY



■ PAID ■ ORGANIC ■ VIRAL

IMPRESSIONS METRICS	TOTALS
Organic Impressions	152,733
Viral Impressions	558,412
Paid Impressions	75,070
<b>Total Impressions</b>	<b>786,215</b>
<b>Users Reached</b>	<b>537,272</b>

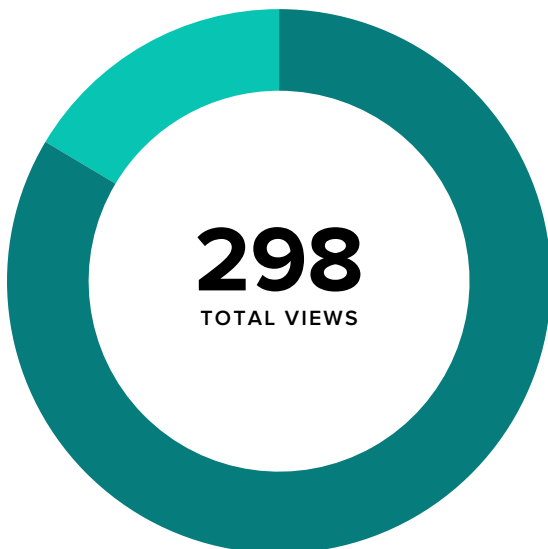
Total Impressions increased by

**▲ 2.6%**

since previous date range

## Video Performance

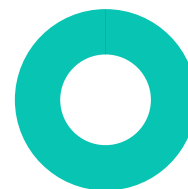
VIEW METRICS



**49**  
ORGANIC FULL

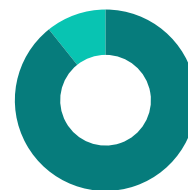
**249**  
ORGANIC PARTIAL

VIEWING BREAKDOWN



**100%**  
ORGANIC VIEWS

**0%**  
PAID VIEWS

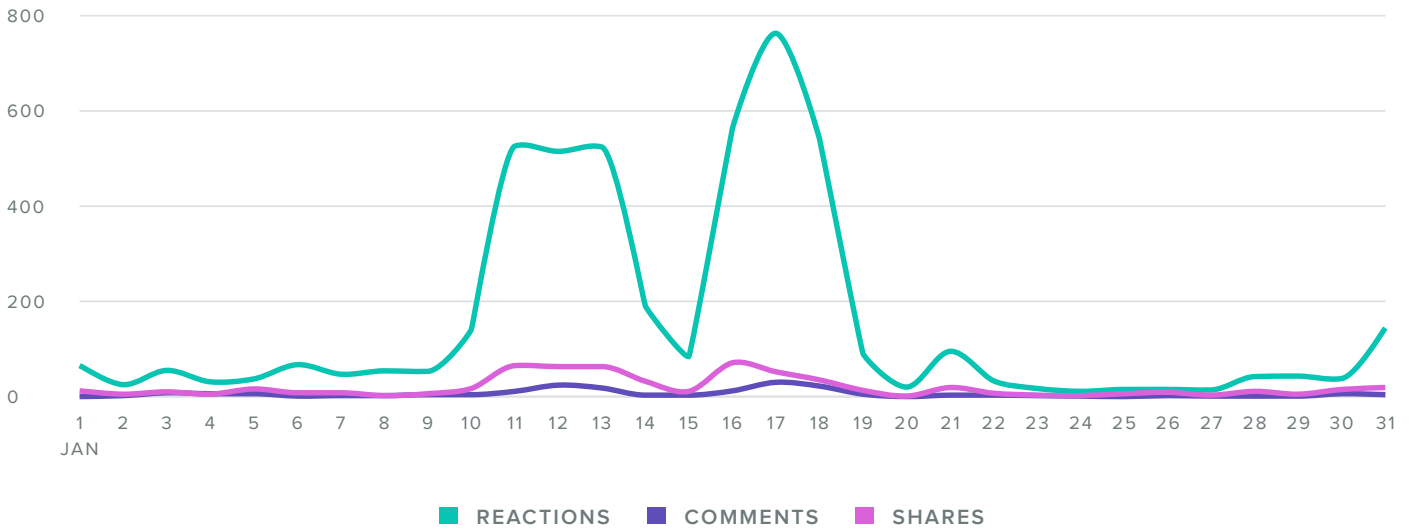


**11%**  
CLICK PLAYS

**89%**  
AUTO PLAYS

# Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



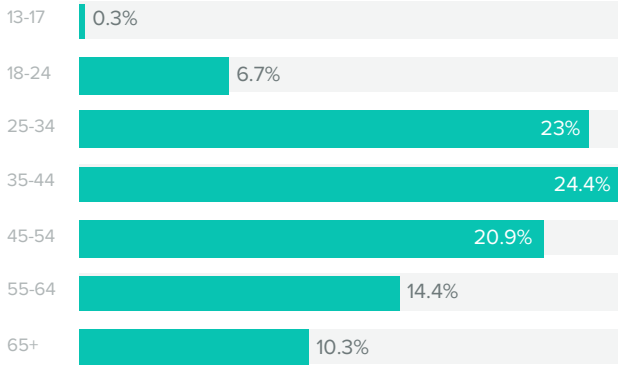
ACTION METRICS	TOTALS
Reactions	4,860
Comments	187
Shares	594
<b>Total Engagements</b>	<b>5,641</b>

Total Engagements decreased by **12.5%** since previous date range

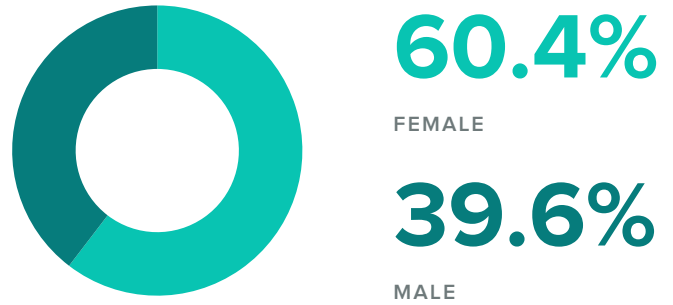
# Demographics

- 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	9,817
United States	1,756
Germany	301
United Kingdom	222
Australia	208

## TOP CITIES

Calgary, AB, Canada	804
Cranbrook, BC, Canada	547
Edmonton, AB, Canada	405
Nelson, BC, Canada	312
Vancouver, BC, Canada	279

## 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...	13,717	1.71%	32	786,215	24,569	5,641	176.3	1,548