



# Facebook Pages Report

## for Kootenay Rockies-BC's Mountain Playground

Jul 01, 2016 - Jul 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



**794,634**  
IMPRESSIONS



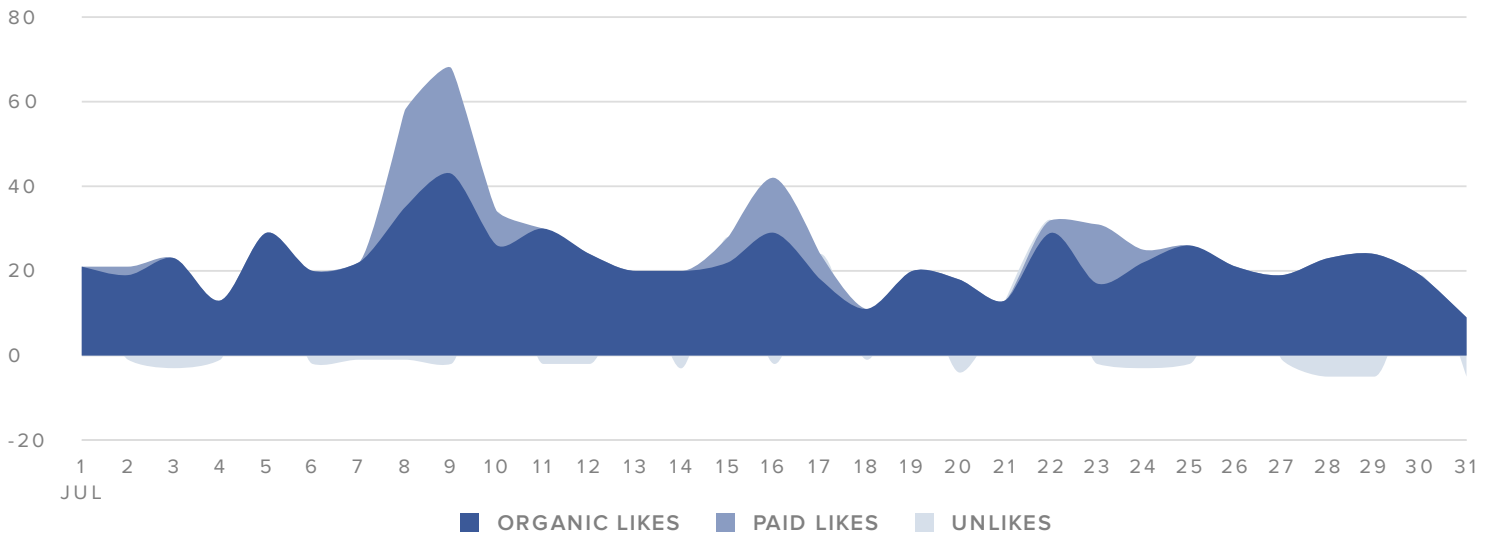
**7,539**  
POST ENGAGEMENTS



**5,935**  
LINK CLICKS

### Audience Growth

LIKES BREAKDOWN, BY DAY



AUDIENCE GROWTH METRICS	TOTALS
<b>Total Fans</b>	<b>10,269</b>
Paid Likes	103
Organic Likes	685
Unlikes	48
Net Likes	740

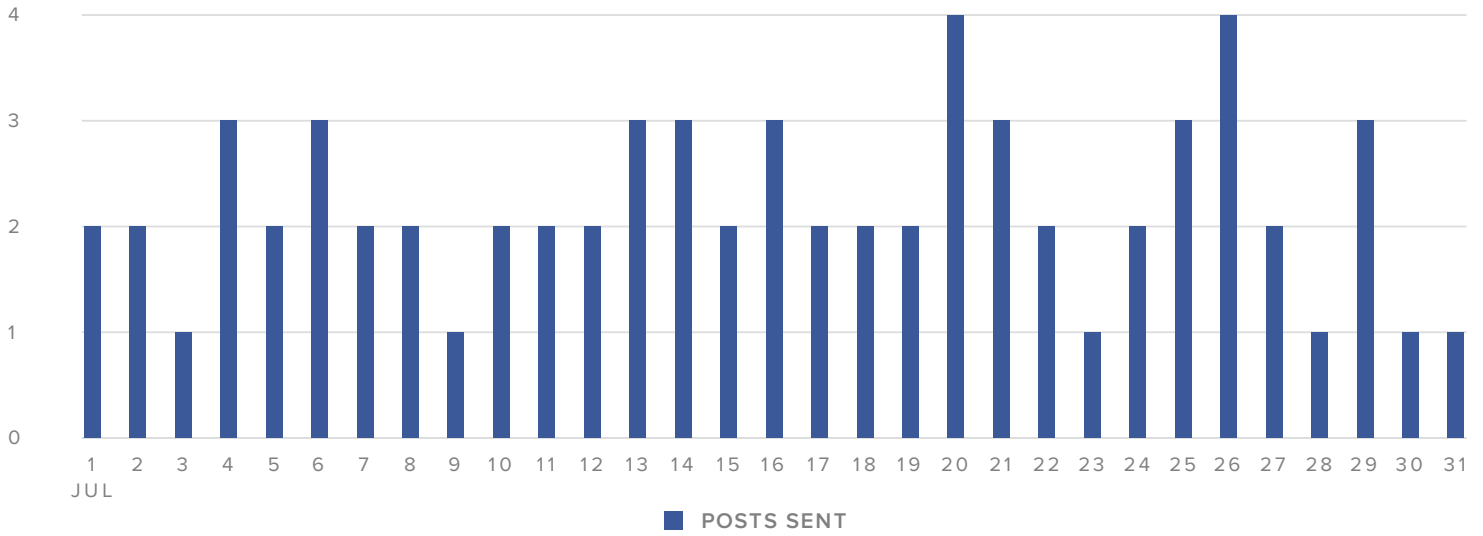
Total fans increased by

**▲ 7.8%**

since previous date range

## Publishing Behavior

POSTS, BY DAY








PUBLISHING METRICS	TOTALS
Photos	27
Videos	-
Posts	41
<b>Total Posts</b>	<b>68</b>

The number of posts you sent decreased by

▼ 1.4%

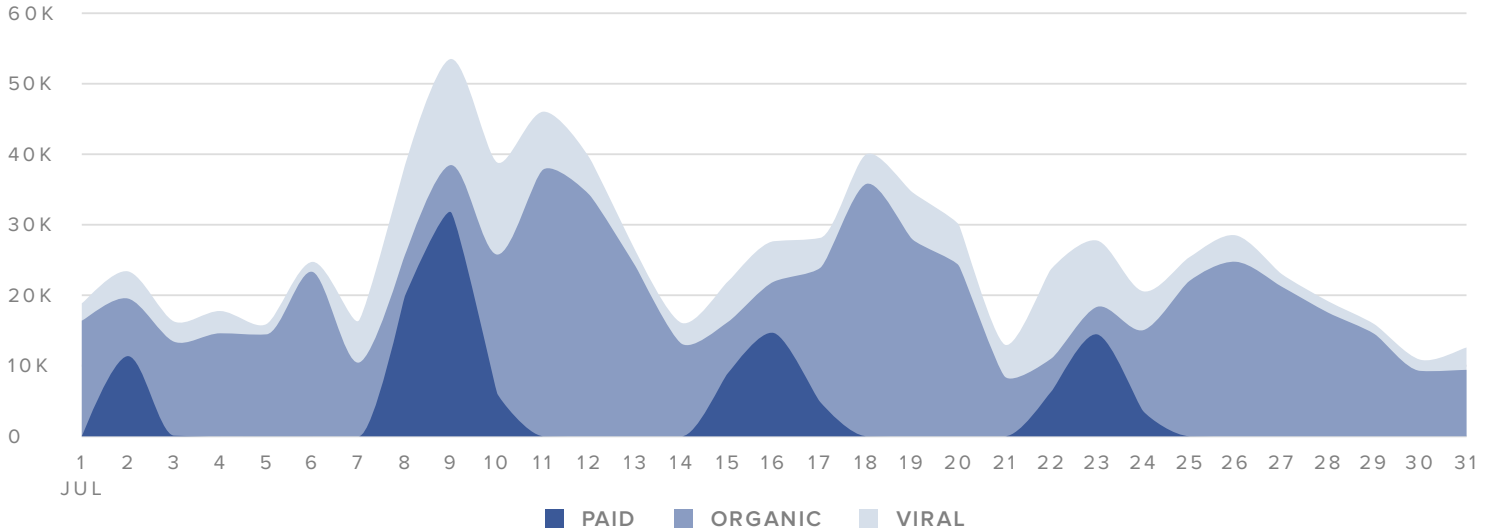
since previous date range

### Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
 <p>Kootenay Rockies-BC's Mountain Playground</p> <p>There are 3 waterfalls along one trail... walk into the forest past Takakkaw Falls, Laughing Falls and end at the double cascade of Twin Falls (photo)! 7 Hikes in (or near) Golden: #exploreBC Blog - <a href="http://bit.ly/29T3Gin">http://bit.ly/29T3Gin</a> Destination British Columbia #GoldenRules Tourism Golden #KootsRock</p> <p><a href="#">7 Hikes in (or near) Golden - Explore BC</a></p> <p>(Post) July 13, 2016 6:30 pm</p>	39	1	9.4%	1,078
 <p>Kootenay Rockies-BC's Mountain Playground</p> <p>Did you know that the Pilot Bay Lighthouse was constructed in 1904 and activated in 1905, the 'lighthouse' is valued as a rare and well-preserved heritage site on the east shore of Kootenay Lake! Family fun exploring Kootenay Lake's east-shore (Pilot Bay to Powder Creek), photos by #KootRocks staffer Heidi Korven near Crawford Bay, BC #exploreBC #KootRocks</p>  <p>(Post) July 05, 2016 6:30 pm</p>	27	1	7.8%	591
 <p>Kootenay Rockies-BC's Mountain Playground</p> <p>In honour of BC Day on August 1 2016, Kicking Horse Mountain Resort is organizing an Instameet as a way to celebrate our favourite holiday! What's an Instameet? Is where a group of photographers and Instagrammers come together, at a pre-determined place and at a set time, to take photos then upload them to Instagram. - Full details: <a href="http://bit.ly/2aodQs7">http://bit.ly/2aodQs7</a> Photos by Claire Dibble and Best Impressions Photography #KickingHorseMtn &amp; #ThisHorseRules</p>  <p>(Post) July 26, 2016 3:30 pm</p>	25	–	7.7%	714

## Page Impressions

PAGE IMPRESSIONS, BY DAY



IMPRESSIONS METRICS	TOTALS
Organic Impressions	510,929
Viral Impressions	161,801
Paid Impressions	121,904
<b>Total Impressions</b>	<b>794,634</b>
<b>Users Reached</b>	<b>456,017</b>

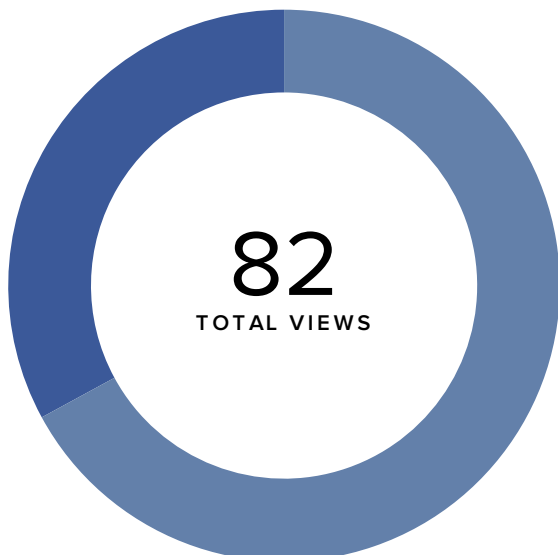
Total Impressions increased by

**▲ 85.6%**

since previous date range

## Video Performance

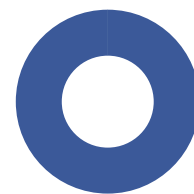
VIEW METRICS



**27**  
ORGANIC FULL

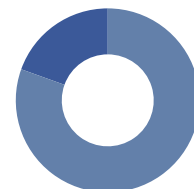
**55**  
ORGANIC PARTIAL

VIEWING BREAKDOWN



**100%**  
ORGANIC VIEWS

**0%**  
PAID VIEWS

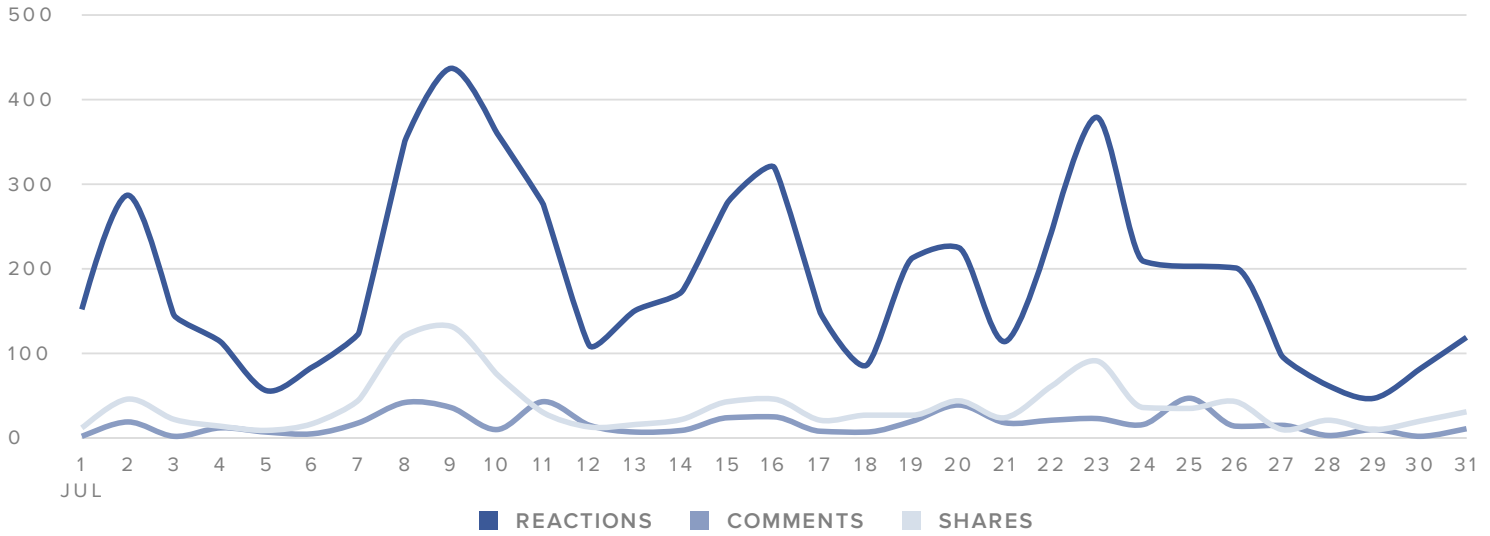


**20%**  
CLICK PLAYS

**80%**  
AUTO PLAYS

## Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ACTION METRICS	TOTALS
Reactions	5,845
Comments	530
Shares	1,164
<b>Total Engagements</b>	<b>7,539</b>

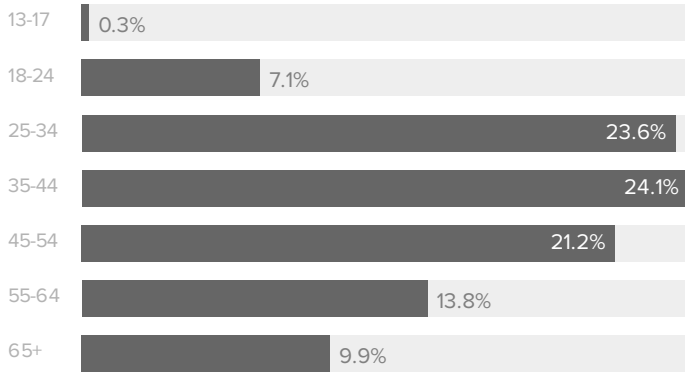
Total Engagements increased by

▲ **34.6%**  
since previous date range

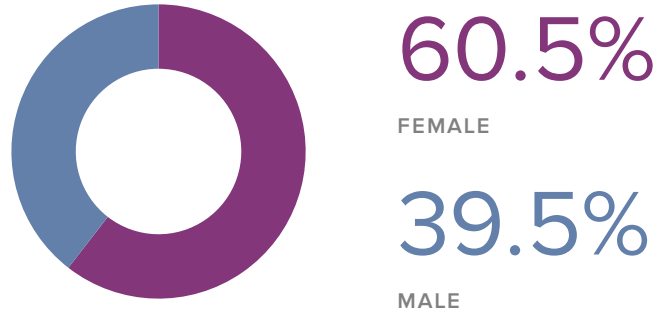
## Demographics



### BY AGE



### BY GENDER




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	7,681	Calgary, AB, Canada	619
United States	1,100	Cranbrook, BC, Canada	442
Germany	252	Edmonton, AB, Canada	315
Australia	141	Nelson, BC, Canada	238
United Kingdom	140	Vancouver, BC, Canada	230

### 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 ...	10,269	7.75%	68	794,634	11,686	7,539	110.9	5,935