






# Facebook Pages Report for **Kootenay Rockies-BC's Mountain Playground**

Aug 01, 2017 - Aug 31, 2017

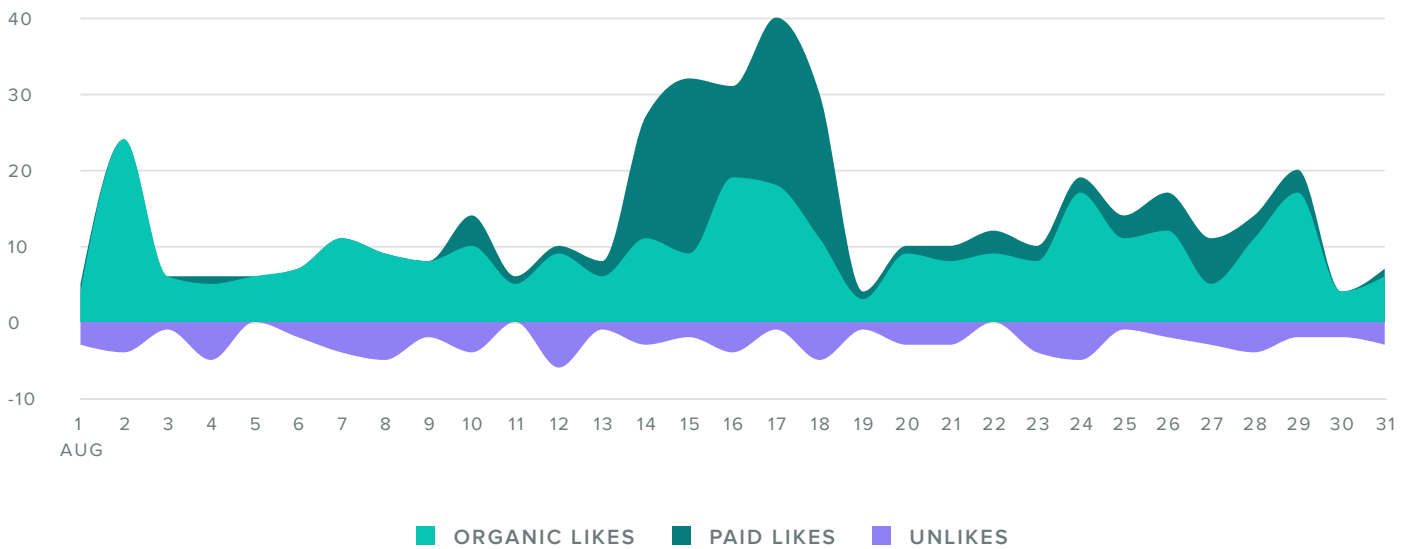
The Facebook Report gives you insight on all social activity across your Facebook accounts using a blend of Facebook Insights and proprietary metrics of our own.

## Facebook Activity Overview

 <b>1,291,031</b> Impressions	 <b>11,089</b> Post Engagements	 <b>5,806</b> Link Clicks
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## Audience Growth

LIKES BREAKDOWN, BY DAY

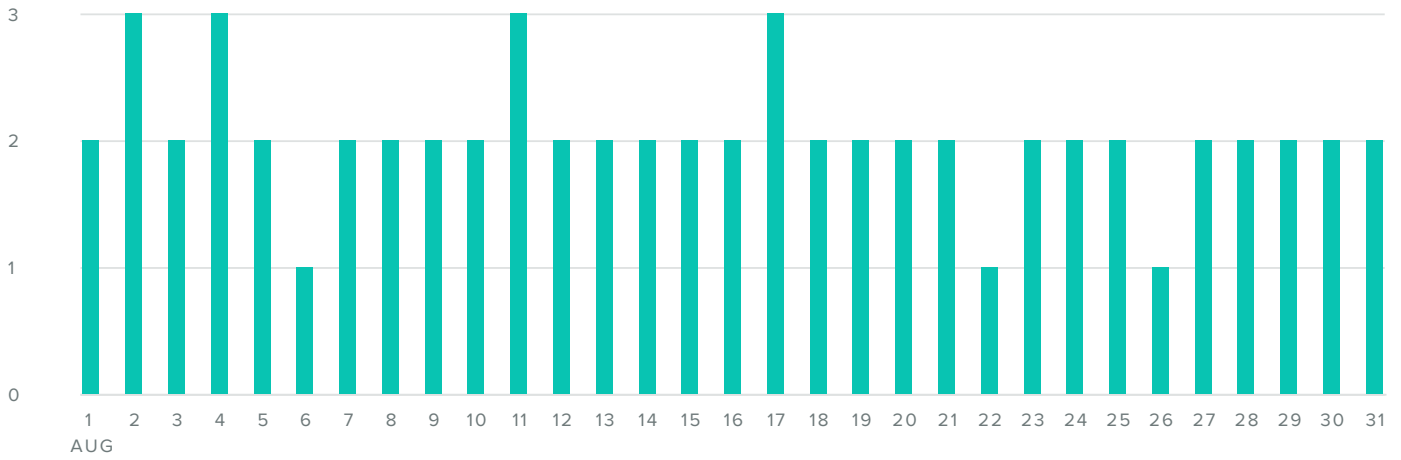


Audience Growth Metrics	Totals
<b>Total Fans</b>	<b>16,415</b>
Paid Likes	134
Organic Likes	298
Unlikes	85
Net Likes	347

Total fans increased by  
+ 2.2%  
 since previous date range

## Publishing Behavior

POSTS, BY DAY



POSTS SENT



Publishing Metrics	Totals
Photos	50
Videos	4
Posts	9
<b>Total Posts</b>	<b>63</b>

The number of posts you sent increased by

▲ **23.5%**

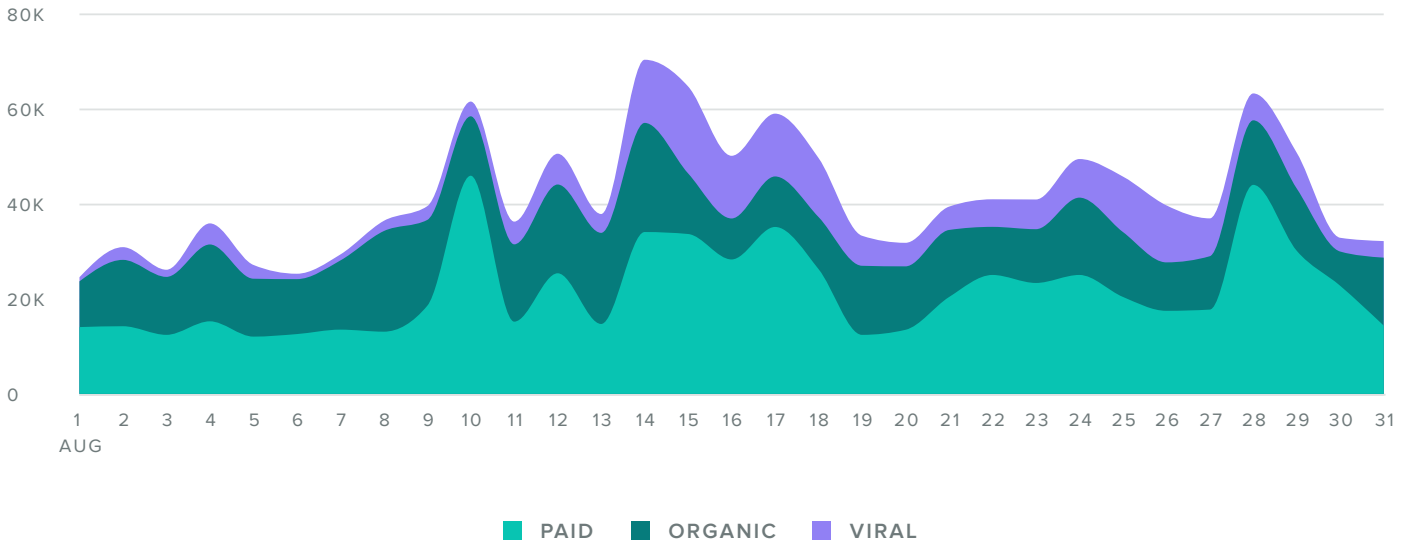
since previous date range

## Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Have you met Boo yet? Video: <a href="http://bit.ly/2v2HVop">http://bit.ly/2v2HVop</a> at the Grizzly Bear Interpretive Centre at <b>Kicking Horse Mountain Resort</b> in Golden, BC  <b>#GoldenRules #exploreBC</b></p>  <p>(Post) August 19, 2017 3:15 pm</p>	116	10	7.5%	6,192
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Awesome photo from Marble Canyon in Kootenay National Park (<a href="https://www.instagram.com/cry.au/">https://www.instagram.com/cry.au/</a>) The park is open and still offers access to many attractions, including Marble Canyon (photo), Radium Hot Springs, Olive Lake and more! ~ Details: <a href="https://www.pc.gc.ca/en/pn-np/bc/kootenay">https://www.pc.gc.ca/en/pn-np/bc/kootenay</a>  <b>#exploreBC Tourism Radium Hot Springs</b></p>  <p>(Post) August 24, 2017 6:10 pm</p>	1,340	67	7.4%	24,121
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>If you are traveling to BC this weekend please be advised that all off-road vehicles have been prohibited from the backcountry.</p> <p><a href="#">BC Wildfire Service</a></p> <p>(Post) August 04, 2017 2:08 pm</p>	41	4	7.3%	4,496

## Page Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics

Impressions Metrics	Totals
Organic Impressions	424,686
Viral Impressions	196,034
Paid Impressions	670,311
<b>Total Impressions</b>	<b>1,291,031</b>
<b>Users Reached</b>	<b>695,792</b>

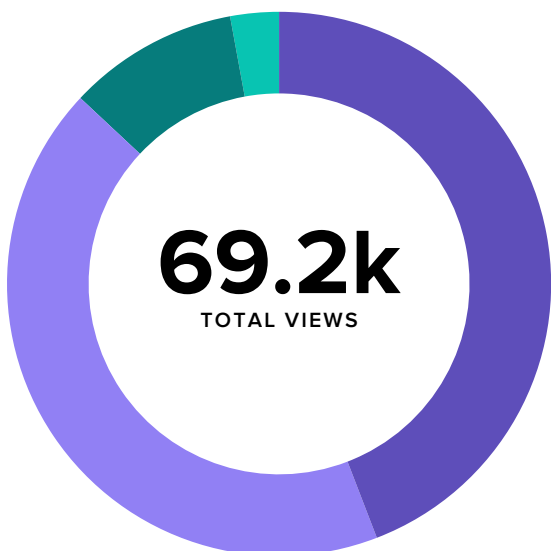
Total Impressions increased by

**13.6%**

since previous date range

## Video Performance

VIEW METRICS



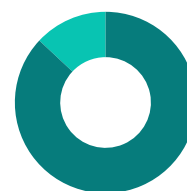
**2.0k**  
ORGANIC FULL

**7.0k**  
ORGANIC PARTIAL

**29.6k**  
PAID FULL

**30.5k**  
PAID PARTIAL

VIEWING BREAKDOWN



**13%**  
ORGANIC VIEWS

**87%**  
PAID VIEWS

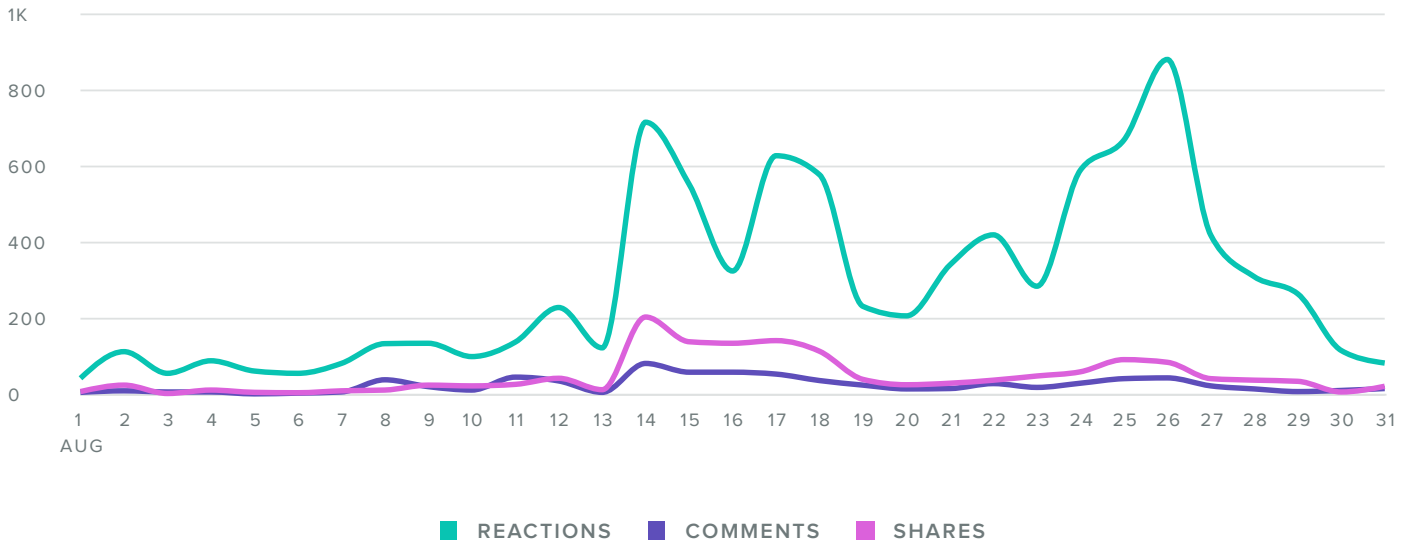


**50%**  
CLICK PLAYS

**50%**  
AUTO PLAYS

## Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	8,916
Comments	725
Shares	1,448
<b>Total Engagements</b>	<b>11,089</b>

Total Engagements increased by **25.5%** since previous date range

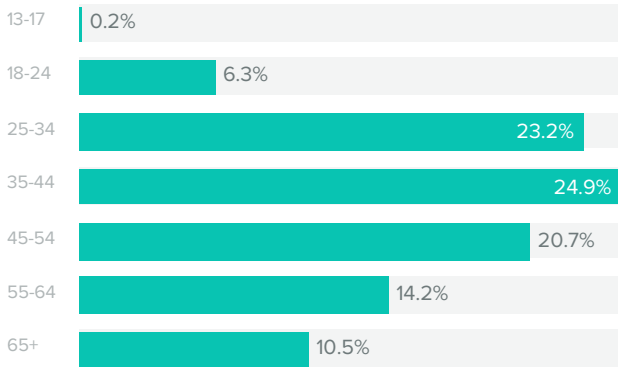
## Demographics

Page Fans

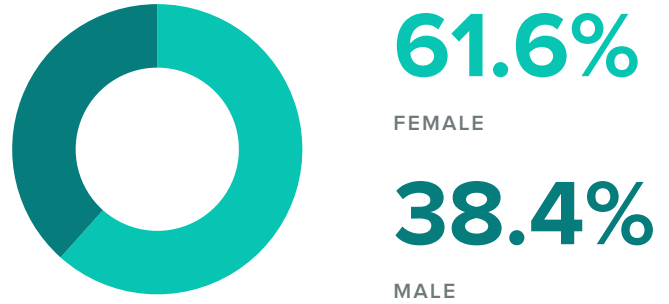
People Reached

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	12,250
United States	1,862
Germany	319
United Kingdom	253
Australia	252

Top Cities

Calgary, AB, Canada	1,199
Cranbrook, BC, Canada	623
Vancouver, BC, Canada	526
Edmonton, AB, Canada	500
Nelson, BC, Canada	376

## 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...	16,415	2.23%	63	1,291,031	20,493	11,089	176.0	5,806