






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

Jul 01, 2017 - Jul 31, 2017

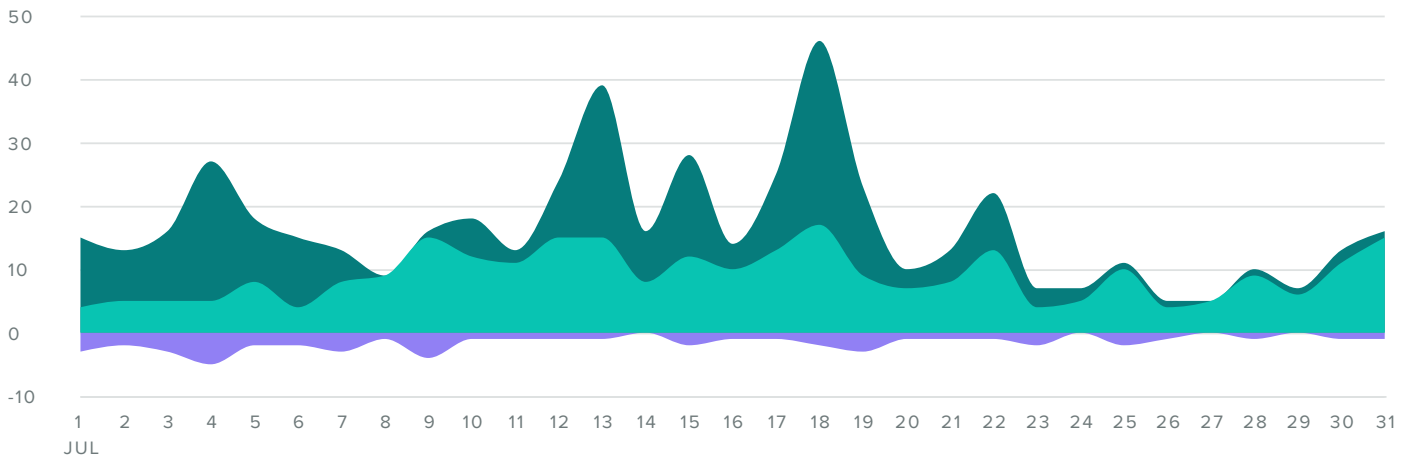
The Facebook Report gives you insight on all social activity across your Facebook accounts using a blend of Facebook Insights and proprietary metrics of our own.

## Facebook Activity Overview

 <b>1,136,633</b> Impressions	 <b>8,836</b> Post Engagements	 <b>3,351</b> Link Clicks
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## Audience Growth

LIKES BREAKDOWN, BY DAY



■ ORGANIC LIKES
 ■ PAID LIKES
 ■ UNLIKES

Audience Growth Metrics	Totals
<b>Total Fans</b>	<b>16,057</b>
Paid Likes	232
Organic Likes	282
Unlikes	49
Net Likes	465

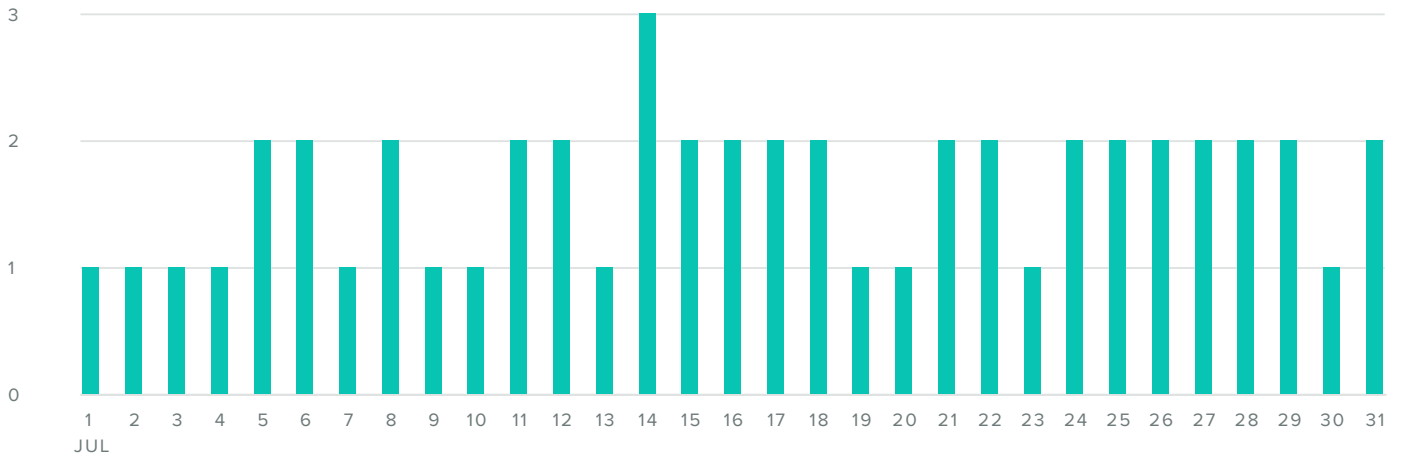
Total fans increased by

# ▲ 3.0%

since previous date range

## Publishing Behavior

### POSTS, BY DAY



■ POSTS SENT




Publishing Metrics	Totals
Photos	37
Videos	4
Posts	10
<b>Total Posts</b>	<b>51</b>

The number of posts you sent decreased by

▼ **5.6%**

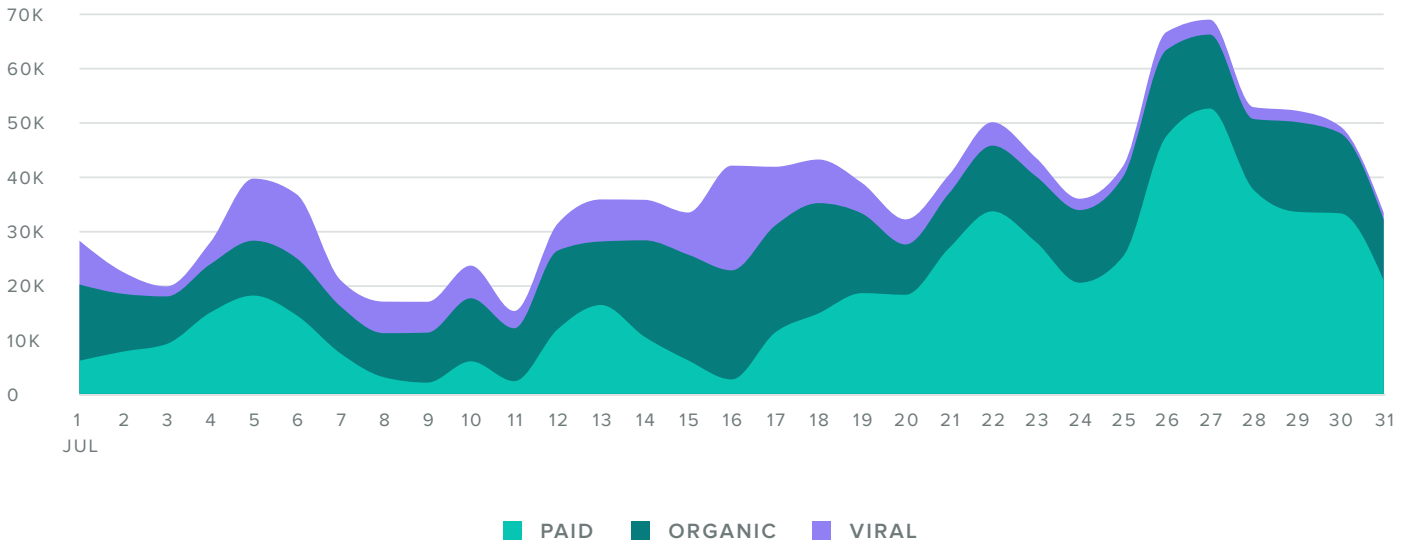
since previous date range

## Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Stay safe, stay informed when travelling in BC! Important Details: <a href="http://bit.ly/2sQUlj2">http://bit.ly/2sQUlj2</a> Fun paddling capture from July 11 along Slocan Lake in the Valhalla Provincial Park (pic by <b>#KootRocks</b> staffer Heidi Korven) <b>Destination British Columbia</b> Find out what's happening 'now' around the <b>#Kootenays</b> - <a href="https://www.kootenayrockies.com/page/fan-feed/">https://www.kootenayrockies.com/page/fan-feed/</a></p>  <p>(Post) July 12, 2017 12:10 pm</p>	111	4	5.2%	3,720
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Stay safe, stay informed when travelling in BC! Important Details: <a href="http://bit.ly/2sQUlj2">http://bit.ly/2sQUlj2</a> Fun paddling capture from July 11 along Slocan Lake in the Valhalla Provincial Park (pic by <b>#KootRocks</b> staffer Heidi Korven) <b>Destination British Columbia</b> Find out what's happening 'now' around the <b>#Kootenays</b> - <a href="https://www.kootenayrockies.com/page/fan-feed/">https://www.kootenayrockies.com/page/fan-feed/</a></p>  <p>(Post) July 12, 2017 12:10 pm</p>	111	4	5.2%	3,720
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Q: What's a cross between a tent and a rustic cabin? A: An oTENTik ! Have you stayed in one? Radium Hot Springs has them available at the Redstreak Campground in <b>Kootenay National Park</b> Park Details: <a href="https://whatsyourrush.ca/partner/kootenay-national-park">https://whatsyourrush.ca/partner/kootenay-national-park</a> "What's... your rush?" <b>#exploreBC</b></p>  <p>(Post) July 18, 2017 6:09 pm</p>	83	8	5.1%	6,239

## Page Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics

Impressions Metrics	Totals
Organic Impressions	404,608
Viral Impressions	171,006
Paid Impressions	561,019
<b>Total Impressions</b>	<b>1,136,633</b>
<b>Users Reached</b>	<b>615,050</b>

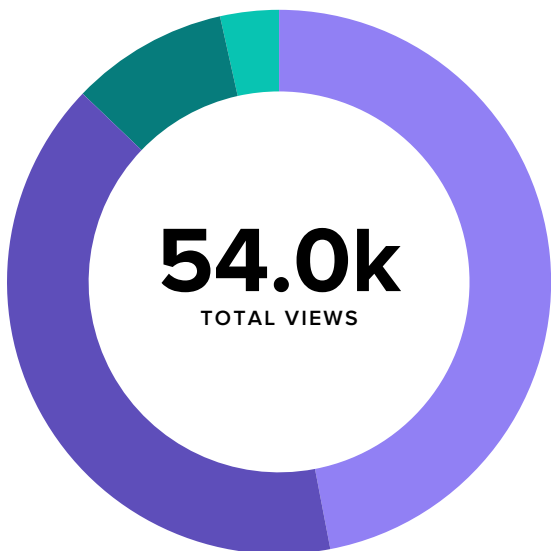
Total Impressions increased by

**▲ 17.2%**

since previous date range

## Video Performance

VIEW METRICS



**1.9k**

ORGANIC FULL

**5.1k**

ORGANIC PARTIAL

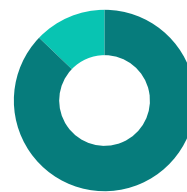
**25.4k**

PAID FULL

**21.7k**

PAID PARTIAL

VIEWING BREAKDOWN



**13%**

ORGANIC VIEWS

**87%**

PAID VIEWS



**50%**

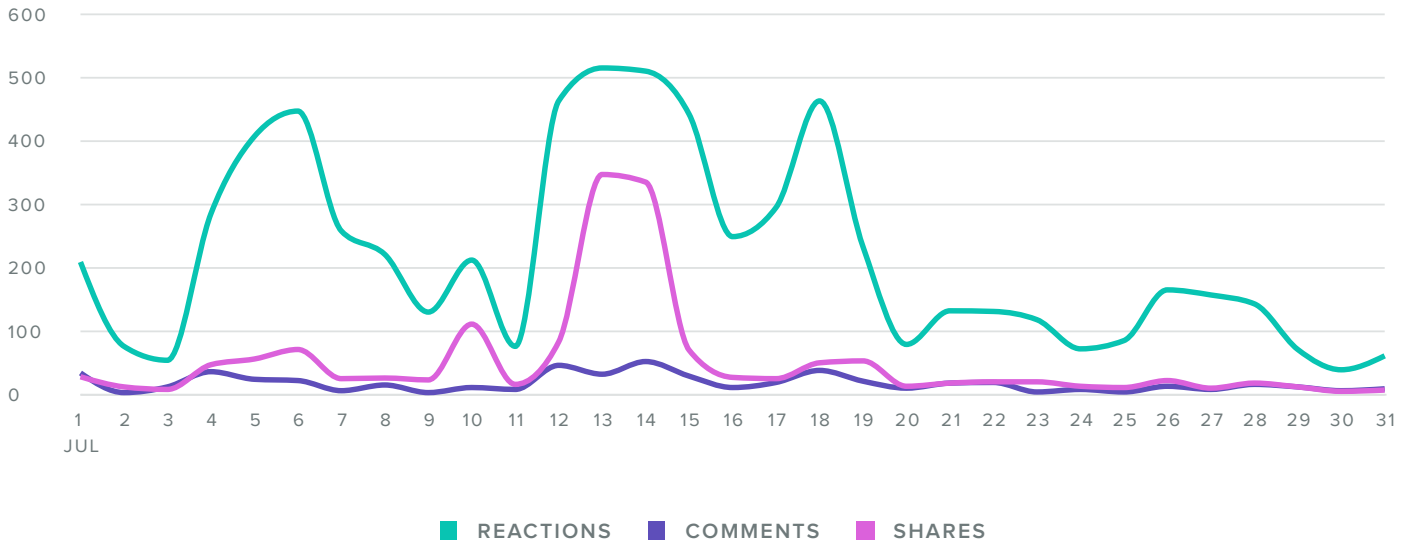
CLICK PLAYS

**50%**

AUTO PLAYS

## Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	6,767
Comments	518
Shares	1,551
<b>Total Engagements</b>	<b>8,836</b>

Total Engagements decreased by **-30.1%** since previous date range

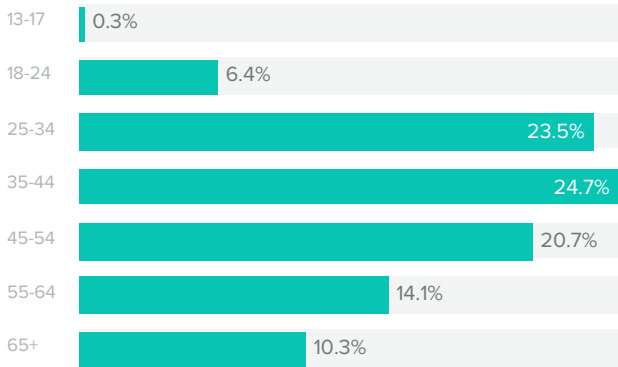
## Demographics

Page Fans

People Reached

People Engaged

BY AGE



BY GENDER



61.5%

FEMALE

38.5%

MALE

Women between the ages of 35-44 appear to be the leading force among your fans.

Top Countries

Canada	11,945
United States	1,828
Germany	320
Australia	246
United Kingdom	243

Top Cities

Calgary, AB, Canada	1,198
Cranbrook, BC, Canada	617
Vancouver, BC, Canada	509
Edmonton, AB, Canada	484
Nelson, BC, Canada	372

## 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!...	16,057	2.96%	51	1,136,633	22,287	8,836	173.3	3,351