






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

Jun 01, 2017 - Jun 30, 2017

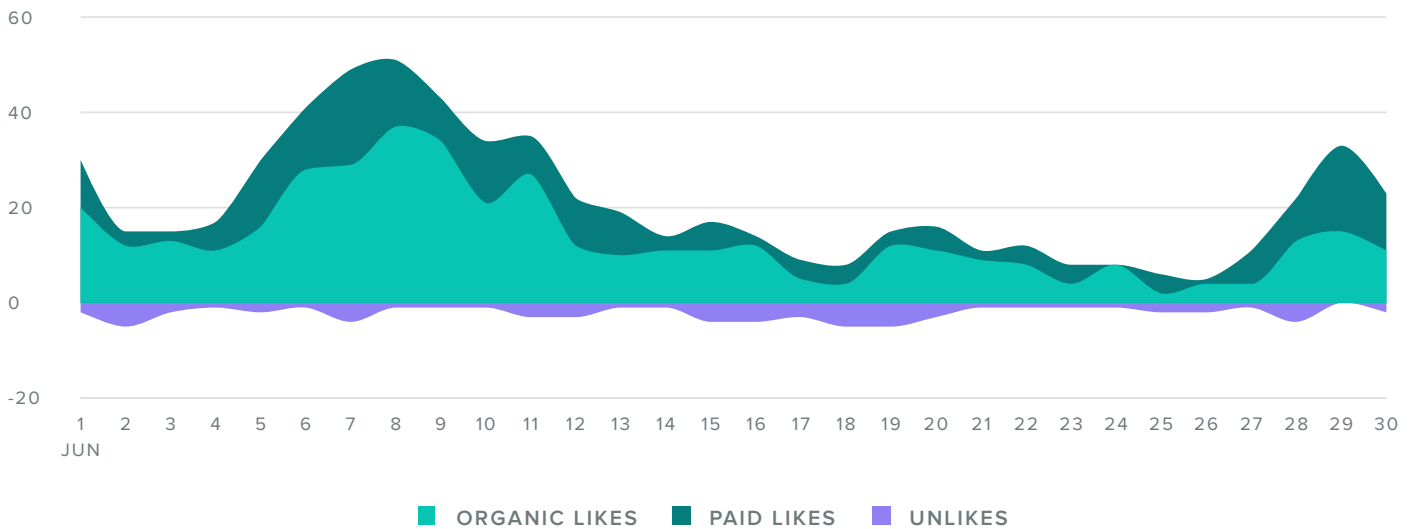
The Facebook Report gives you insight on all social activity across your Facebook accounts using a blend of Facebook Insights and proprietary metrics of our own.

### Facebook Activity Overview

 <p><b>930,138</b> Impressions</p>	 <p><b>12,083</b> Post Engagements</p>	 <p><b>4,350</b> Link Clicks</p>
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### Audience Growth

LIKES BREAKDOWN, BY DAY

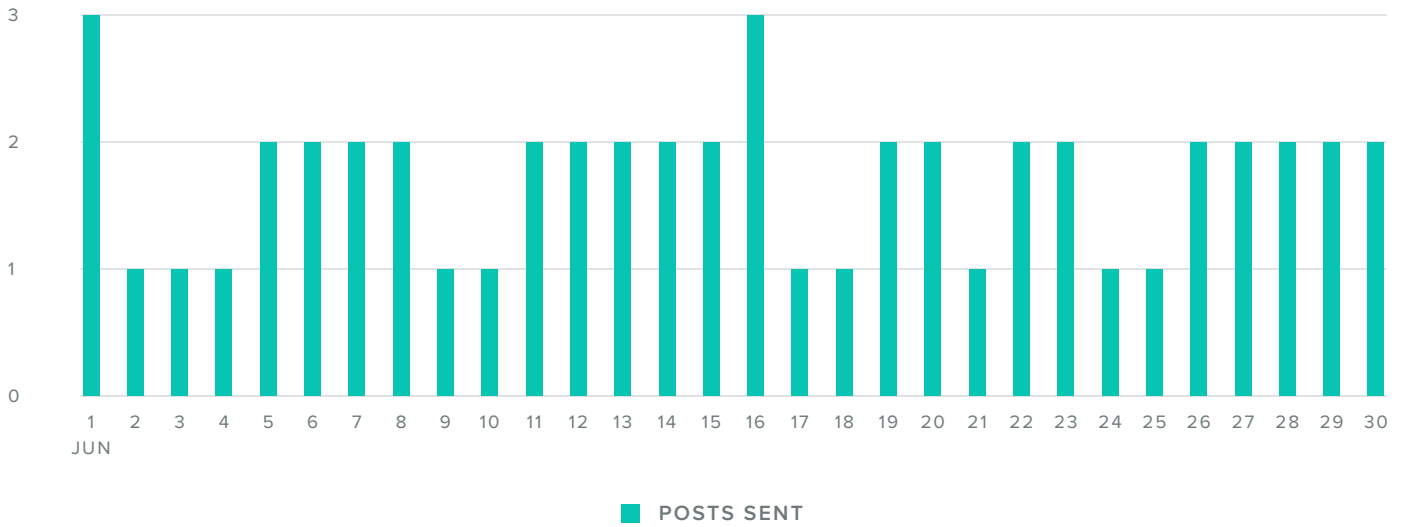


Audience Growth Metrics	Totals
<b>Total Fans</b>	<b>15,595</b>
Paid Likes	219
Organic Likes	414
Unlikes	67
Net Likes	566

Total fans increased by  
**▲ 3.8%**  
 since previous date range

## Publishing Behavior

POSTS, BY DAY






Publishing Metrics	Totals
Photos	33
Videos	4
Posts	15
<b>Total Posts</b>	<b>52</b>

The number of posts you sent increased by

**▲ 8.3%**

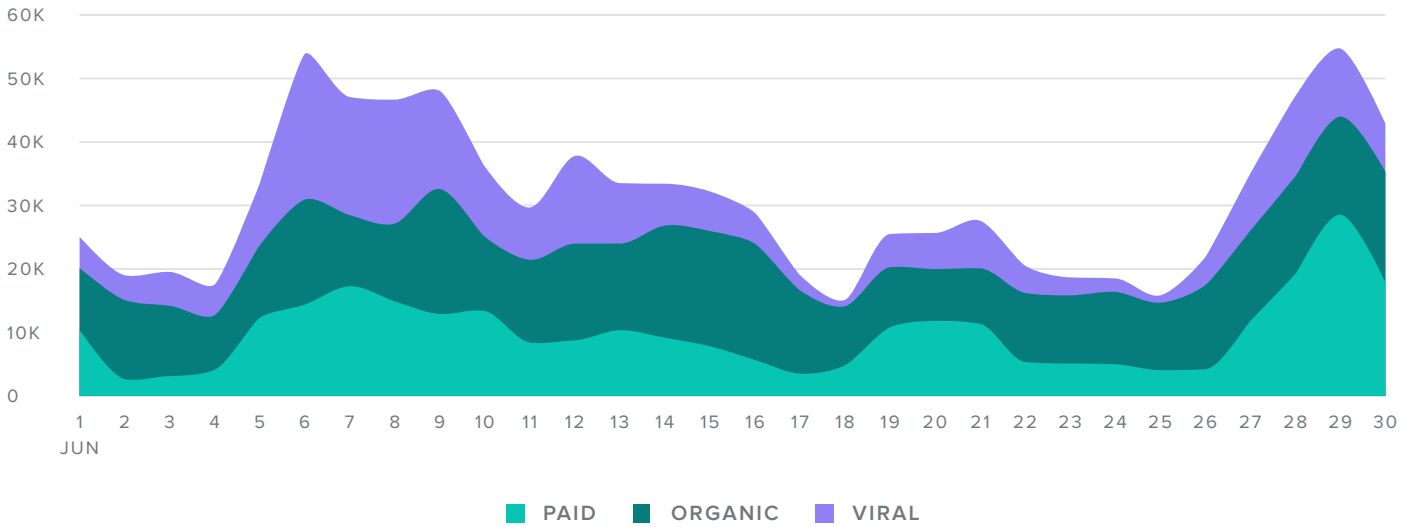
since previous date range

## Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Let's celebrate "National Paddling Week, June 10-18".. with SUPSquatching?! This one-of-a-kind adventure is only available in Fernie, BC with <b>Mountain High Adventures!</b> Ride the rapids on a 17-foot paddle board with your friends or family! Details: <a href="https://www.raftfernie.com/adventure/supsquatch/">https://www.raftfernie.com/adventure/supsquatch/</a> <b>#ferniestoke #kootrocks #exploreBC</b></p>  <p>(Post) June 16, 2017 8:55 am</p>	1	–	117.7%	17
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>It's the perfect time to explore the 'road less travelled' - Highway 23/6 from Revelstoke to Nakusp to Kaslo to Nelson! Check out our road trip pics from earlier this week! Featuring <b>Revelstoke Mountain Resort, See Revelstoke, Nakusp, Kaslo, Kaslo Kayaking, Kokanee Mountain Zipline, Nelson Kootenay Lake Tourism</b> All photos by our <b>#KootRocks</b> staffer, Heidi Korven <b>#exploreBC #Kootenay</b> Road Trips: <a href="https://www.kootenayrockies.com/explore">https://www.kootenayrockies.com/explore</a></p>  <p>(Post) June 09, 2017 3:30 pm</p>	722	35	9.0%	22,686
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Fun Fact: The <b>#Kootenays</b> is home to some of the the most unique, historic, cultural and quirky attractions found in the world! Like the Glass House, it was built with over 1/2 million empty embalming jars! <b>#KootRocks: Alluring Gems</b> only Found in the Kootenays (photo by Don Weixl, along the East Shore of Kootenay Lake) <b>#exploreBC</b></p>  <p>(Post) June 03, 2017 3:10 pm</p>	832	128	7.7%	26,400

## Page Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	388,814
Viral Impressions	242,274
Paid Impressions	299,050
<b>Total Impressions</b>	<b>930,138</b>
<b>Users Reached</b>	<b>562,054</b>

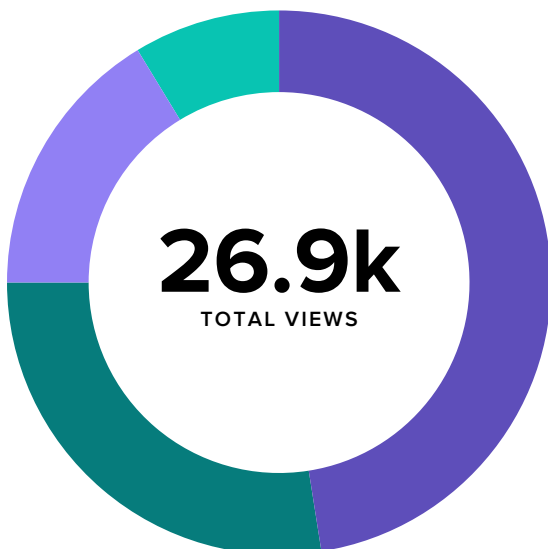
Total Impressions increased by

**▲ 35.9%**

since previous date range

## Video Performance

VIEW METRICS



**2.3k**  
ORGANIC FULL

**7.4k**  
ORGANIC PARTIAL

**4.4k**  
PAID FULL

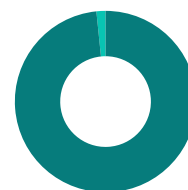
**12.8k**  
PAID PARTIAL

VIEWING BREAKDOWN



**36%**  
ORGANIC VIEWS

**64%**  
PAID VIEWS

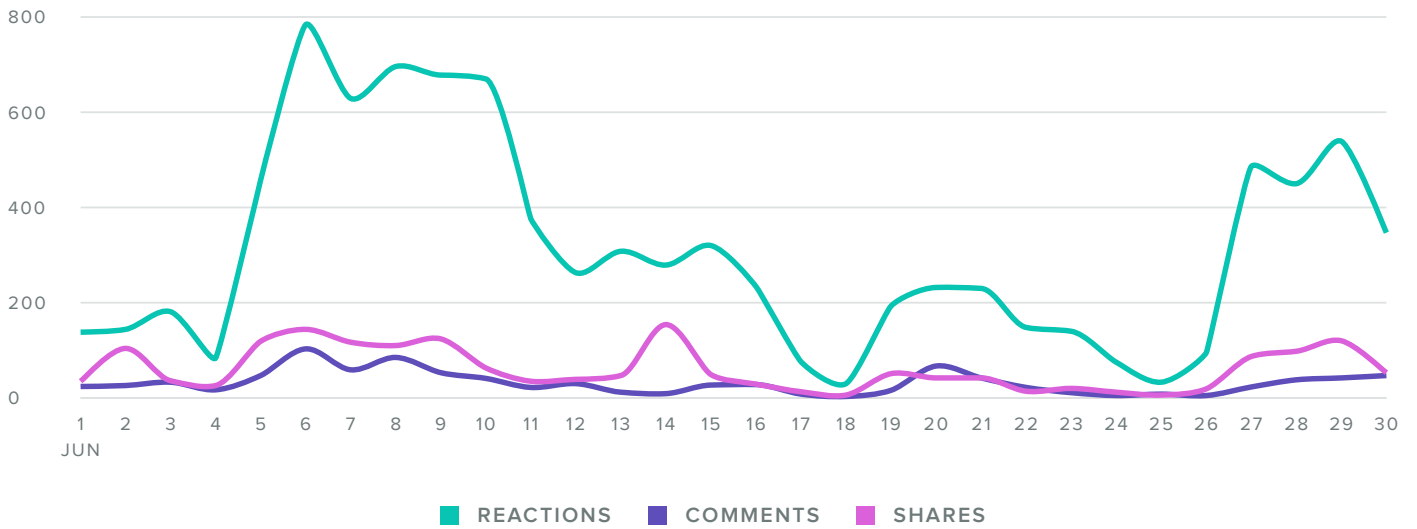


**2%**  
CLICK PLAYS

**98%**  
AUTO PLAYS

## Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	9,316
Comments	953
Shares	1,814
<b>Total Engagements</b>	<b>12,083</b>

Total Engagements increased by **36.7%** since previous date range

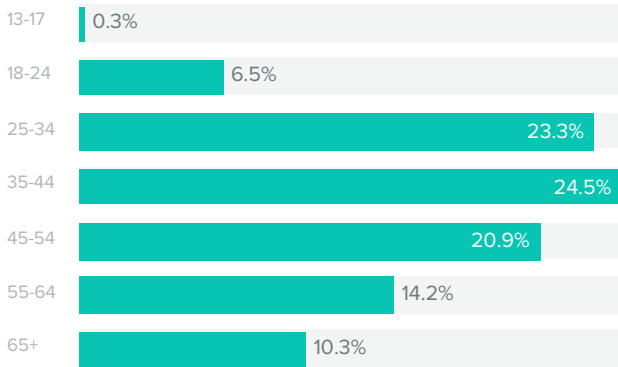
## Demographics

Page Fans

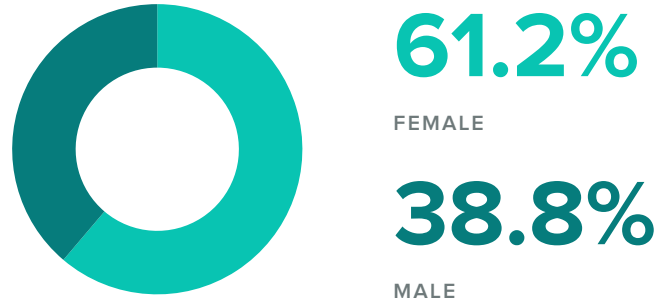
People Reached

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	11,476
United States	1,838
Germany	321
Australia	244
United Kingdom	244

Top Cities

Calgary, AB, Canada	1,119
Cranbrook, BC, Canada	616
Edmonton, AB, Canada	463
Vancouver, BC, Canada	461
Nelson, BC, Canada	354

## 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...	15,595	3.78%	52	930,138	17,887	12,083	232.4	4,350