






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

May 01, 2017 - May 31, 2017

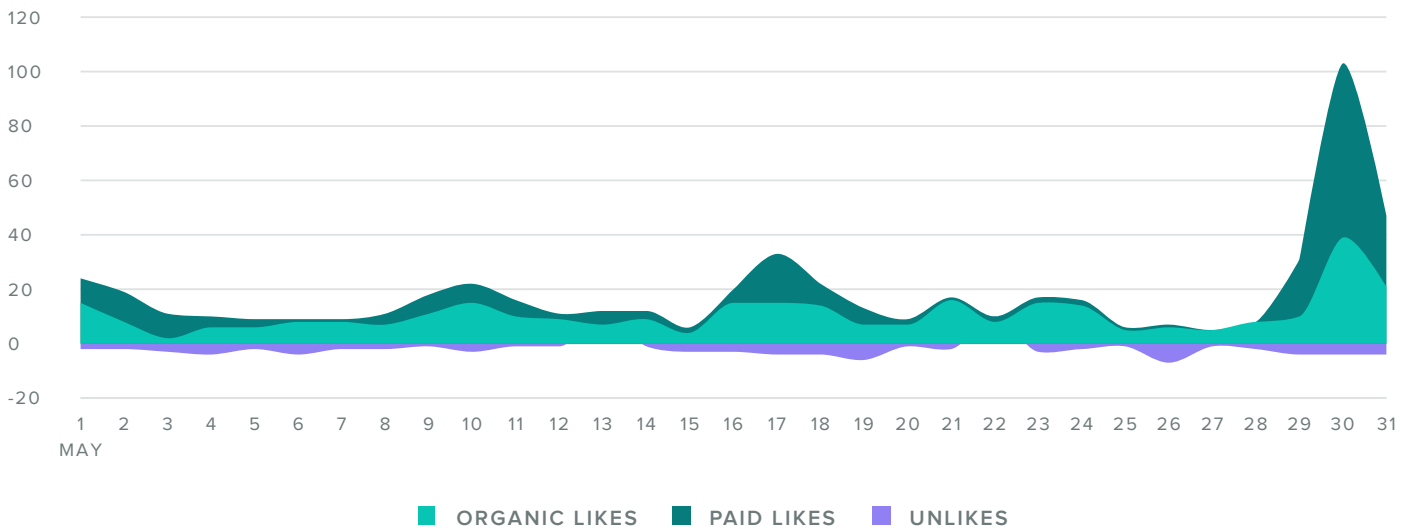
The Facebook Report gives you insight on all social activity across your Facebook accounts using a blend of Facebook Insights and proprietary metrics of our own.

Facebook Activity Overview

 <p>704,999 Impressions</p>	 <p>9,152 Post Engagements</p>	 <p>4,630 Link Clicks</p>
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Audience Growth

LIKES BREAKDOWN, BY DAY

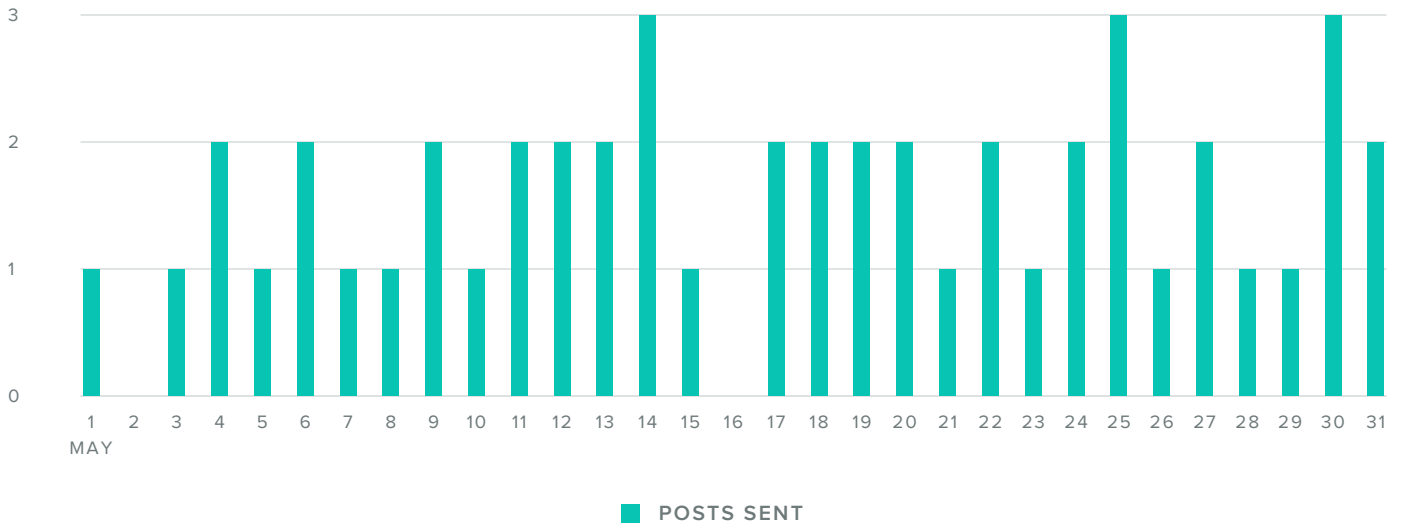


Audience Growth Metrics	Totals
Total Fans	15,027
Paid Likes	233
Organic Likes	330
Unlikes	79
Net Likes	484

Total fans increased by
▲ 3.3%
 since previous date range

Publishing Behavior

POSTS, BY DAY



Publishing Metrics

Totals




Photos	34
Videos	3
Posts	12
Total Posts	49

The number of posts you sent increased by

▲ **69.0%**

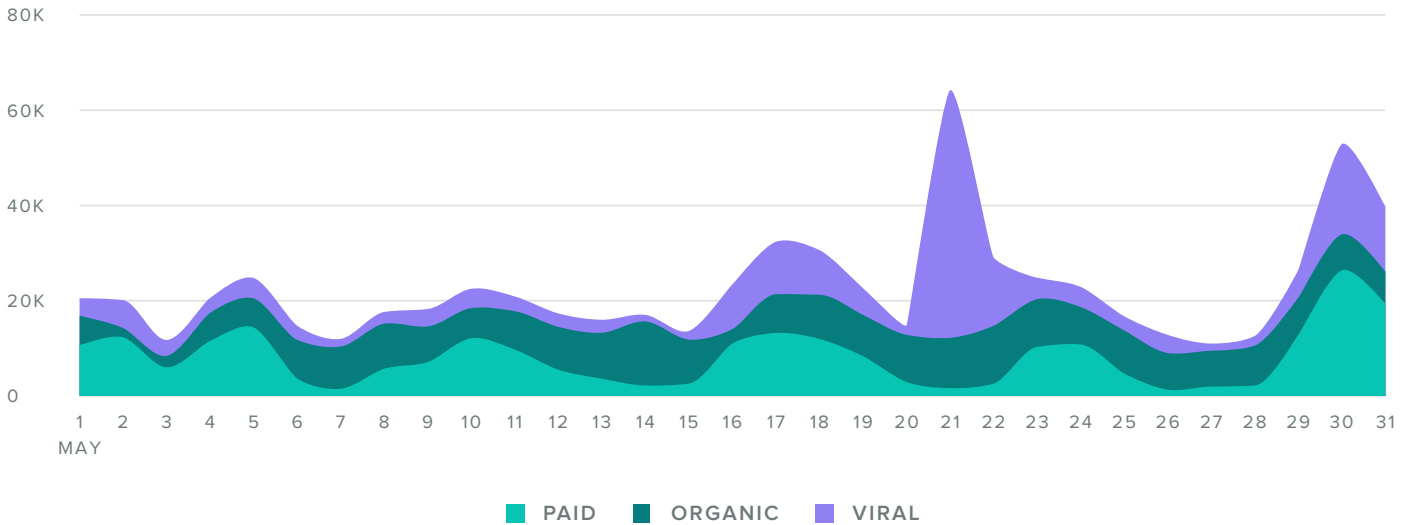
since previous date range

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>1.4km of twists & turns + up to 42-km/hr + 279 vertical metres = FUN! Opening for the season - this weekend! "The Pipe Mountain Coaster" at Revelstoke Mountain Resort #therealstoke #kootrocks #exploreBC</p>  <p>(Post) May 17, 2017 3:59 pm</p>	230	79	6.5%	15,401
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>This year's lineup for the Kaslo Jazz Etc. Festival has been released! Set for Aug 4-6 - will you be attending? 2017 Lineup: https://kaslojazzfest.com/2017-artist-lineup/ #explorekootenaylake #exploreBC</p>  <p>(Post) May 12, 2017 3:09 pm</p>	93	8	6.3%	5,940
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Rush Level: Spooky! Did you know #KootRocks is home to 20+ Ghost Towns? If the history and tragedies of days gone by gives you a rush, check out our Trip Planner and plot your course through some of the coolest old communities in BC! What's your rush? http://bit.ly/2qJp8Nr #exploreBC (Andrew Penner Photography got this shot of Sandon in the Slocan Lake area.)</p>  <p>(Post) May 25, 2017 6:14 pm</p>	134	25	6.2%	7,899

Page Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics

Totals

Organic Impressions	246,441
Viral Impressions	208,164
Paid Impressions	250,394
Total Impressions	704,999
Users Reached	440,360

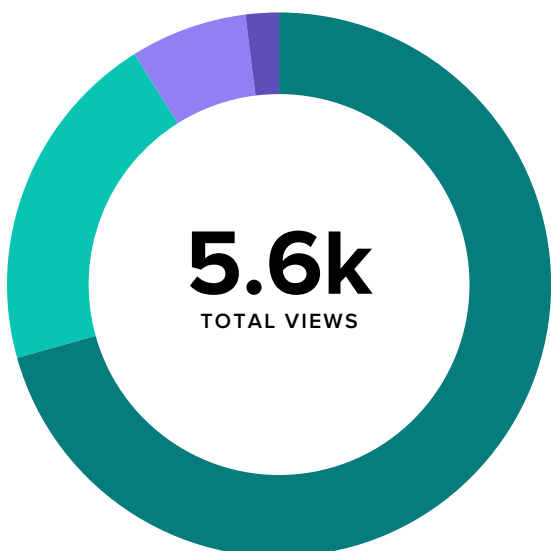
Total Impressions decreased by

▼ **6.5%**

since previous date range

Video Performance

VIEW METRICS



1.1k

ORGANIC FULL

3.9k

ORGANIC PARTIAL

386

PAID FULL

110

PAID PARTIAL

VIEWING BREAKDOWN

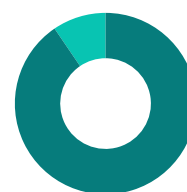


91%

ORGANIC VIEWS

9%

PAID VIEWS



10%

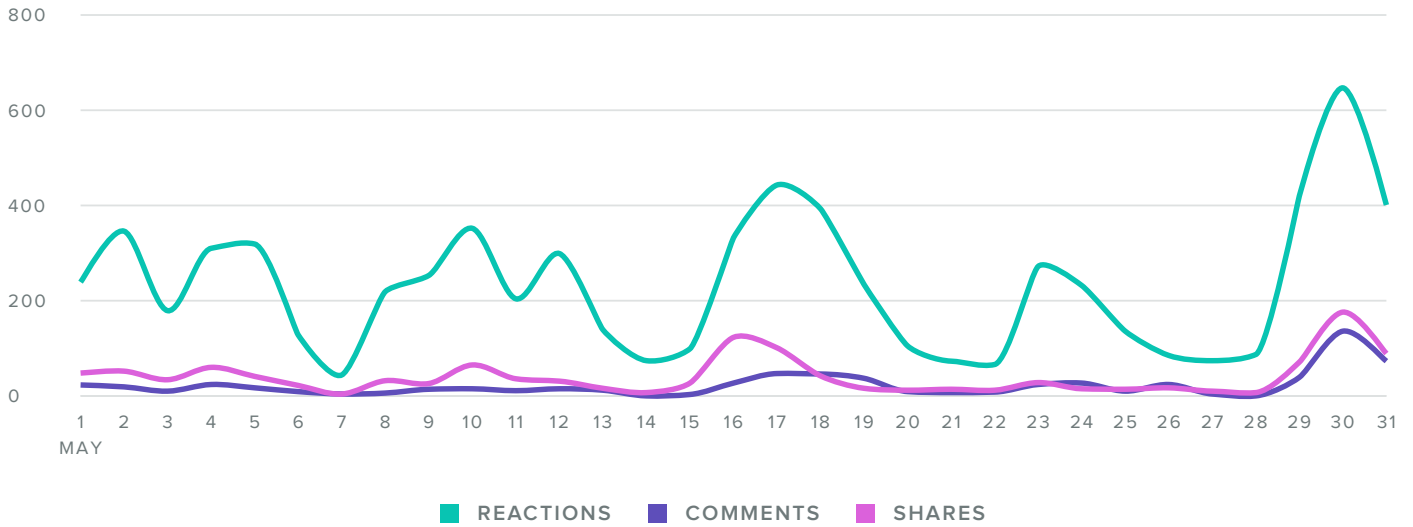
CLICK PLAYS

90%

AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	7,204
Comments	700
Shares	1,248
Total Engagements	9,152

Total Engagements increased by **156.3%** since previous date range

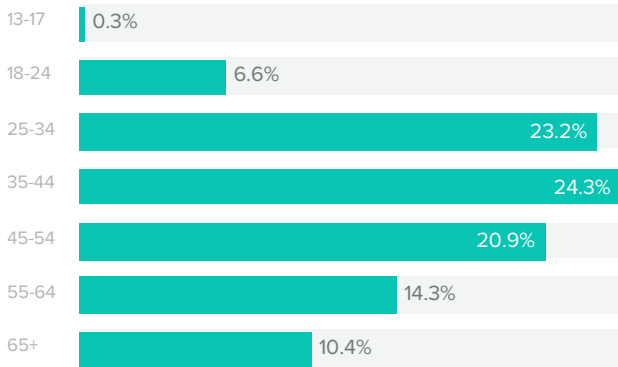
Demographics

Page Fans

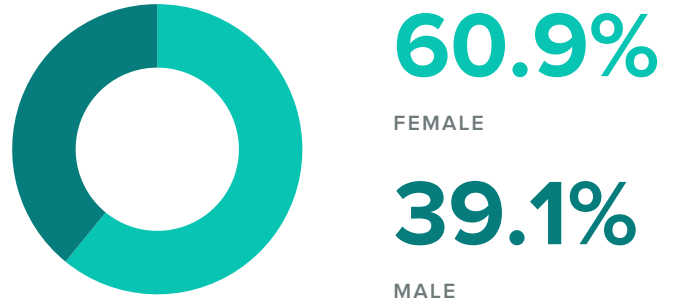
People Reached

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	10,959
United States	1,817
Germany	320
United Kingdom	242
Australia	235

Top Cities

Calgary, AB, Canada	1,004
Cranbrook, BC, Canada	591
Edmonton, AB, Canada	469
Vancouver, BC, Canada	448
Nelson, BC, Canada	345

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...	15,027	3.34%	49	704,999	14,388	9,152	186.8	4,630