

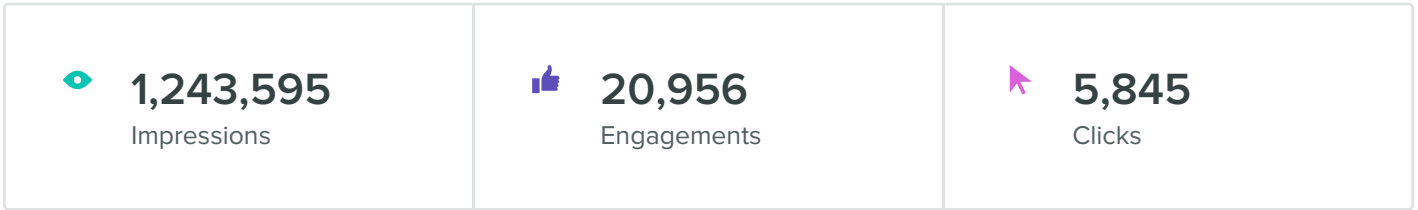


Facebook Pages for **Kootenay Rockies-BC's Mountain Playground**

Sep 01, 2017 - Sep 30, 2017

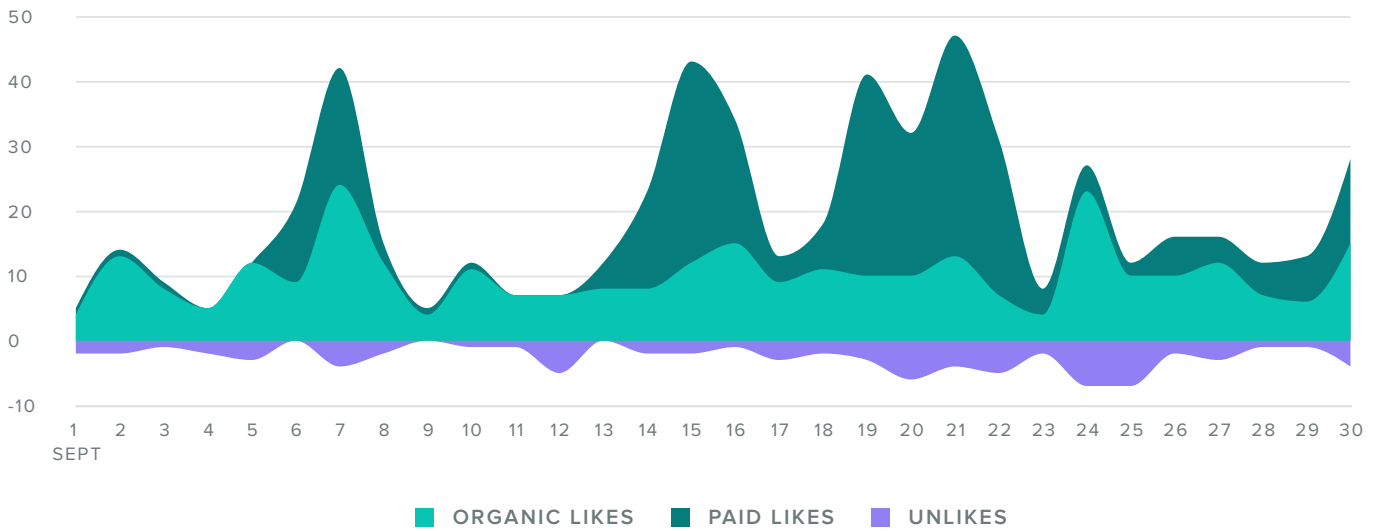
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics

Audience Growth Metrics	Totals
Total Fans	16,930
Paid Likes	274
Organic Likes	306
Unlikes	78
Net Likes	502

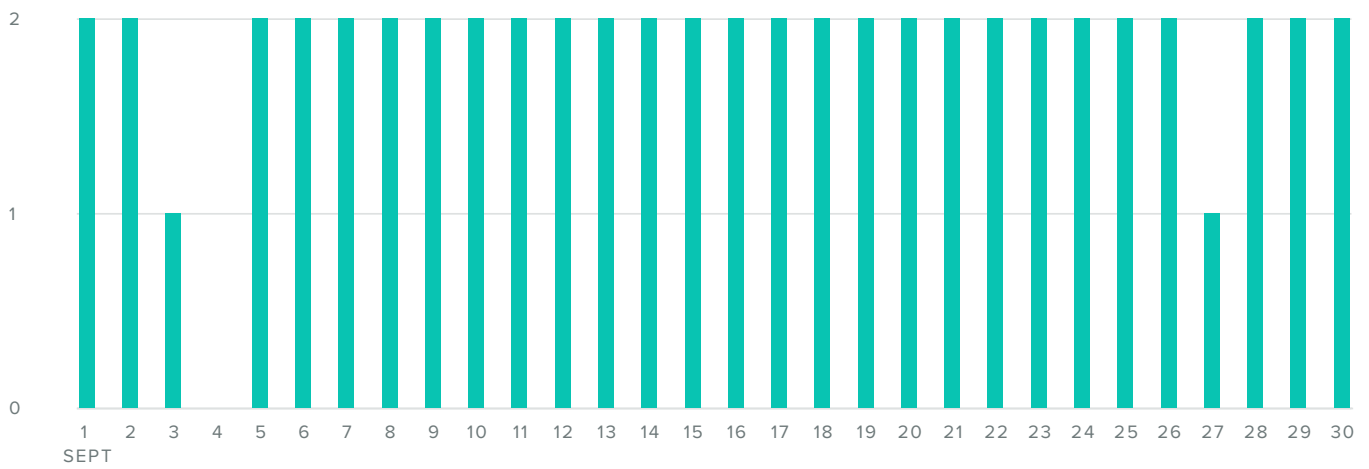
Total fans increased by

^ 3.1%

since previous month

Facebook Publishing Behavior

POSTS, BY DAY



■ POSTS SENT





Publishing Metrics	Totals
Photos	48
Videos	4
Posts	4
Notes	–
Total Posts	56

The number of posts you sent decreased by


-8.2%

since previous month

Facebook Top Posts, by Reactions

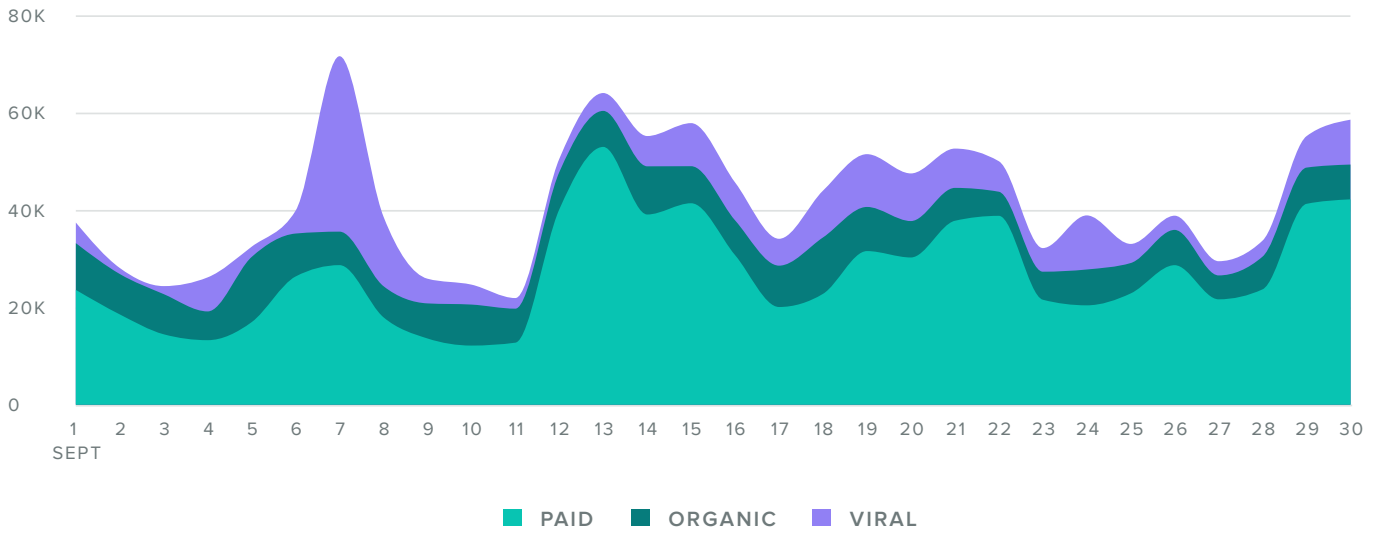
Post	Reactions ▼	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>What are your favourite #Kootenay fall adventures? Fantastic capture by Tom Richards (via https://www.instagram.com/richtomm/), paddling on Emerald Lake in Yoho National Park ~ More paddling info: http://bit.ly/2h3Ga5E What's Your Rush? #exploreBC</p>  <p>(Post) September 13, 2017 3:05 pm</p>	1,538	51	7.8%	22,654
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Hiking?! Tell us your favourite (easy) hiking trail in the Kootenays! Beautiful capture by Jesse Schpakowski (via https://www.instagram.com/jessesviewphotography/) of Idaho Peak in the Slocan Valley - Selkirk Mountains What's Your Rush? - https://www.kootenayrockies.com/play/hiking-trail-running/ #exploreBC</p>  <p>(Post) September 18, 2017 3:49 pm</p>	1,472	62	7.6%	23,498
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>We are home to so many free and natural attractions! It's the perfect time to hit the road and discover them! Stunning photo of Wapta Falls in Yoho National Park by Blare Conlin (https://www.instagram.com/earthsoul_/) Fall Colours Road Trip: http://bit.ly/2xyiobU Packages & Deals: http://bit.ly/2xyqi4T #exploreBC</p>  <p>(Post) September 24, 2017 3:15 pm</p>	1,406	43	6.4%	26,353
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>One of our most unique waterfalls - Twin Falls in Yoho National Park! Have you visited these, or any of our other "hidden falls"? Hidden Waterfalls in the Kootenays - http://bit.ly/2vMXmGB Stunning capture by Kenneth Devloo (via https://www.instagram.com/kennethdev/) #exploreBC</p>  <p>(Post) September 17, 2017 6:15 pm</p>	1,373	93	6.0%	29,852

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Off the beaten path! What's your next 'bucket list' hike in the Kootenays? Fun capture by Kieran Wood (https://www.instagram.com/bootbeatenpath), above Drinnon Lake in Valhalla Provincial Park ~ Park details: http://bit.ly/27FgYq8 What's Your Rush? #exploreBC</p>  <p>(Post) September 12, 2017 3:18 pm</p>	1,212	77	7.2%	21,448

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	231,017
Viral Impressions	206,724
Paid Impressions	805,854
Total Impressions	1,243,595
Users Reached	826,551

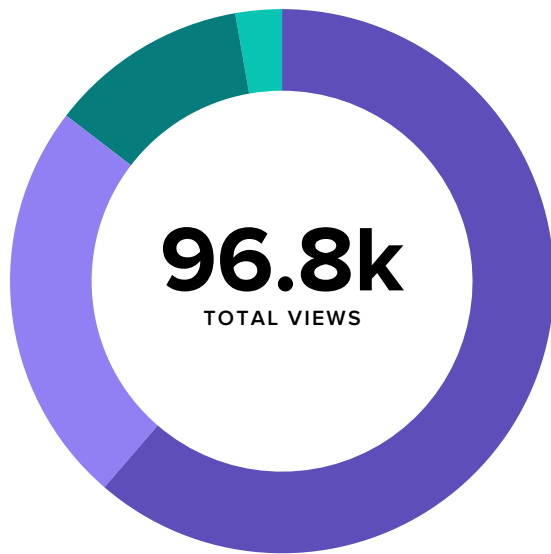
Total Impressions decreased by

-1.8%

since previous month

Facebook Video Performance

VIEW METRICS



2.7k

ORGANIC FULL

11.4k

ORGANIC PARTIAL

23.3k

PAID FULL

59.4k

PAID PARTIAL

VIEWING BREAKDOWN



15%

ORGANIC VIEWS

85%

PAID VIEWS



20%

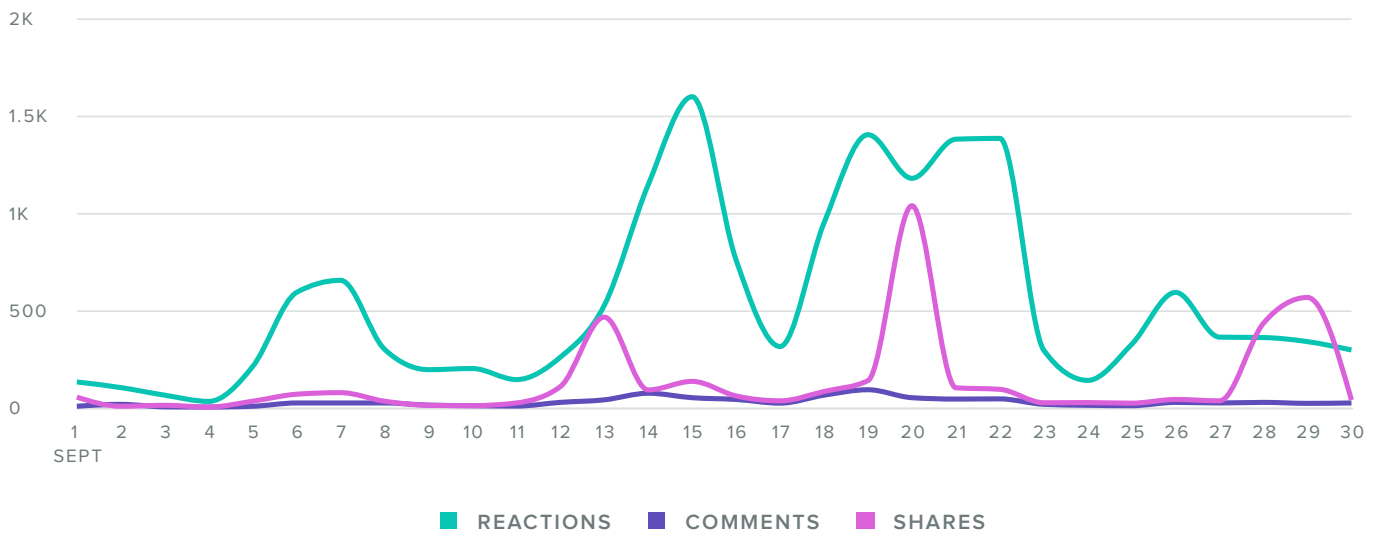
CLICK PLAYS

80%

AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	16,226
Comments	857
Shares	3,873
Total Engagements	20,956

Total Engagements increased by **89.9%** since previous month

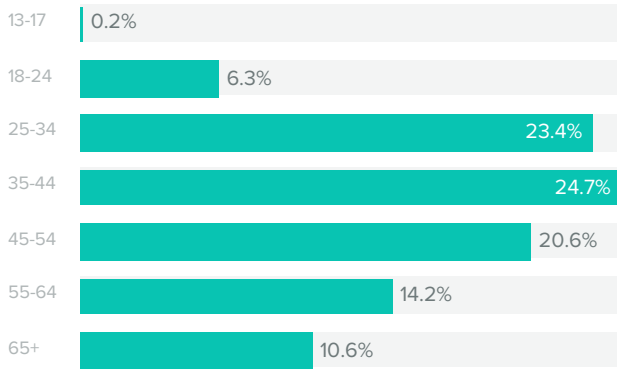
Facebook Audience Demographics

Page Fans

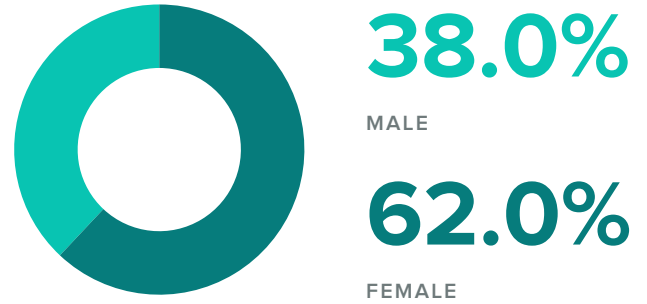
People Reached

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	12,635
United States	1,932
Germany	339
Australia	254
United Kingdom	253

Top Cities

Calgary, AB, Canada	1,231
Cranbrook, BC, Canada	664
Edmonton, AB, Canada	533
Vancouver, BC, Canada	523
Nelson, BC, Canada	371

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...	16,930	3.14%	56	1,243,595	22,207	20,956	374.2	5,845