






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

Apr 01, 2014 - Mar 31, 2015

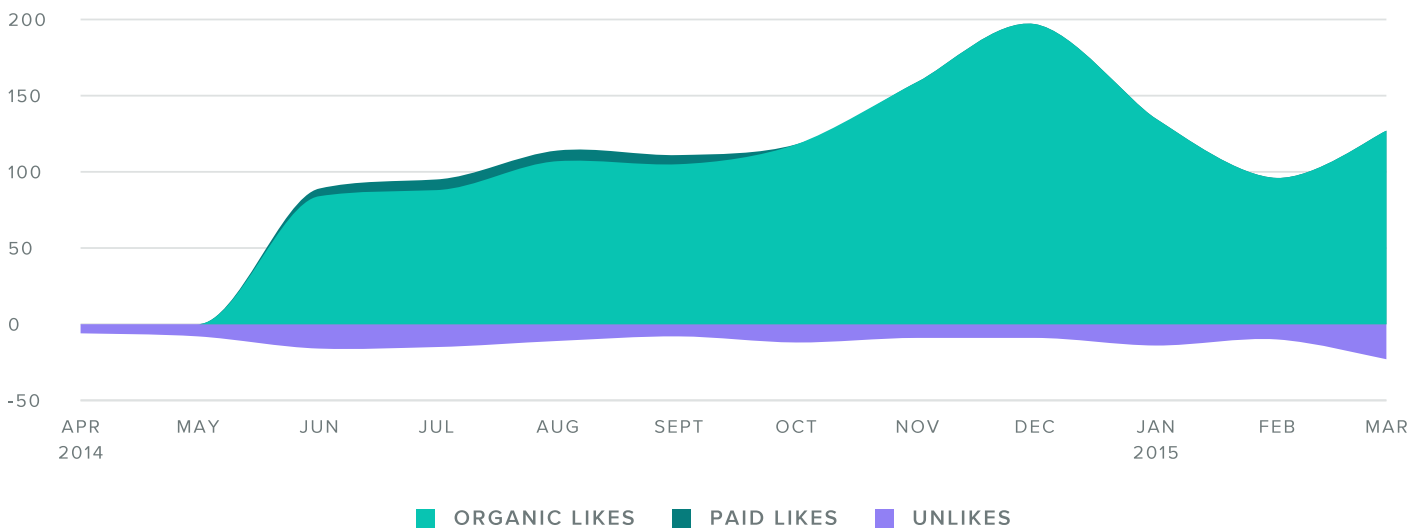
The Facebook Report gives you insight on all social activity across your Facebook accounts using a blend of Facebook Insights and proprietary metrics of our own.

## Facebook Activity Overview

 <p><b>3,808,559</b> Impressions</p>	 <p><b>103,802</b> Post Engagements</p>	 <p><b>4,699</b> Link Clicks</p>
---	--	---

## Audience Growth

LIKES BREAKDOWN, BY MONTH



AUDIENCE GROWTH METRICS	TOTALS
<b>Total Fans</b>	<b>4,018</b>
Paid Likes	25
Organic Likes	1,216
Unlikes	141
Net Likes	1,100

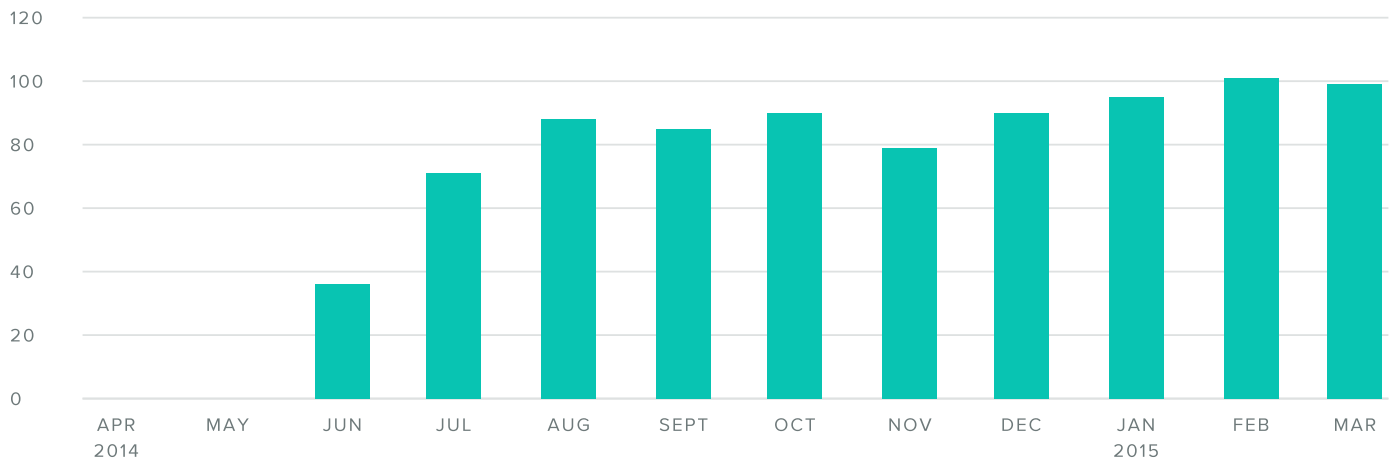
Total fans increased by

**▲ 43.1%**

since previous date range

## Publishing Behavior

### POSTS, BY MONTH



■ POSTS SENT

PUBLISHING METRICS	TOTALS
Photos	601
Videos	—
Posts	233
<b>Total Posts</b>	<b>834</b>

The number of posts you sent increased by



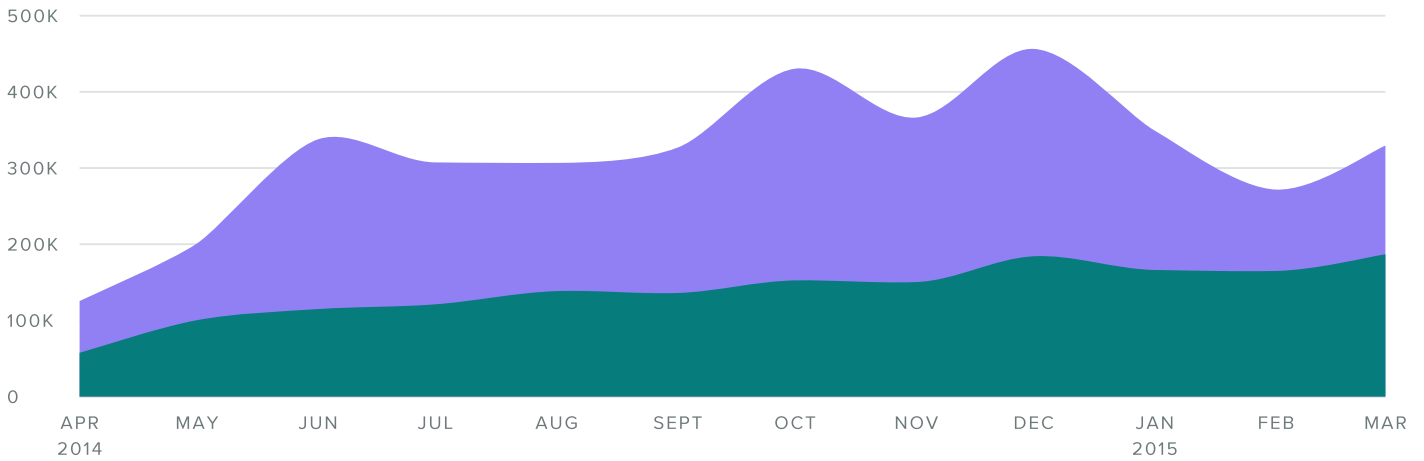
since previous date range

## Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Read more about some of our #Kootenay Rockies golf courses! Christina Lake: <a href="http://bit.ly/1HXOHfT">http://bit.ly/1HXOHfT</a> Golden: <a href="http://bit.ly/1HXORUu">http://bit.ly/1HXORUu</a> Shadow Mountain: <a href="http://bit.ly/1D6PehR">http://bit.ly/1D6PehR</a> St. Eugene: <a href="http://bit.ly/1HXOdGD">http://bit.ly/1HXOdGD</a> (photo) Trickle Creek: <a href="http://bit.ly/1HXPgpV">http://bit.ly/1HXPgpV</a> Wildstone: <a href="http://bit.ly/19Zkfrd">http://bit.ly/19Zkfrd</a> #exploreKR #exploreBC</p> <p>(Post) March 28, 2015 11:00 am</p>	–	–	32.7%	373
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Fun Fact: Craigellachie, famous for being the site of the 'Last Spike' of the Canadian Pacific Railway, is celebrating 130 years in 2015! The last spike was driven on November 7, 1885. Photo by David Gluns, west of Revelstoke BC #exploreKR #exploreBC</p> <p>(Post) March 31, 2015 3:00 pm</p>	–	–	31.7%	561
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Fat bikes... and soon all bikes will be exploring the tracks around the #Kootenays! What are your favourite trails? ~ Area Trails: <a href="http://bit.ly/1G47vwP">http://bit.ly/1G47vwP</a> Photo by Best Impressions Photography, in Golden BC #exploreKR #exploreBC</p> <p>(Post) March 31, 2015 5:00 pm</p>	25	–	27.8%	503
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Fun Fact: The Northwest Mounted Police outpost at Fort Steele Heritage Town was established in 1887 to tame the itinerant gold seekers to the area. Photo by Shannon Harrison, at Fort Steele Heritage Town #exploreKR #exploreBC</p> <p>(Post) March 27, 2015 5:00 pm</p>	–	–	22.7%	833
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Check out the Columbia Valley (new video), spanning over 100km! ~ Details: <a href="http://bit.ly/1s4UFGW">http://bit.ly/1s4UFGW</a> VIDEO: <a href="http://bit.ly/1OxcXdN">http://bit.ly/1OxcXdN</a> Produced by Columbia Valley Chamber of Commerce #exploreKR #exploreBC</p> <p>(Post) March 24, 2015 12:35 pm</p>	–	–	21.7%	582

# Page Impressions

PAGE IMPRESSIONS, BY MONTH



■ PAID ■ ORGANIC ■ VIRAL

IMPRESSIONS METRICS

TOTALS

Organic Impressions	1,672,822
Viral Impressions	2,135,735
Paid Impressions	2
<b>Total Impressions</b>	<b>3,808,559</b>
<b>Users Reached</b>	<b>1,429,796</b>

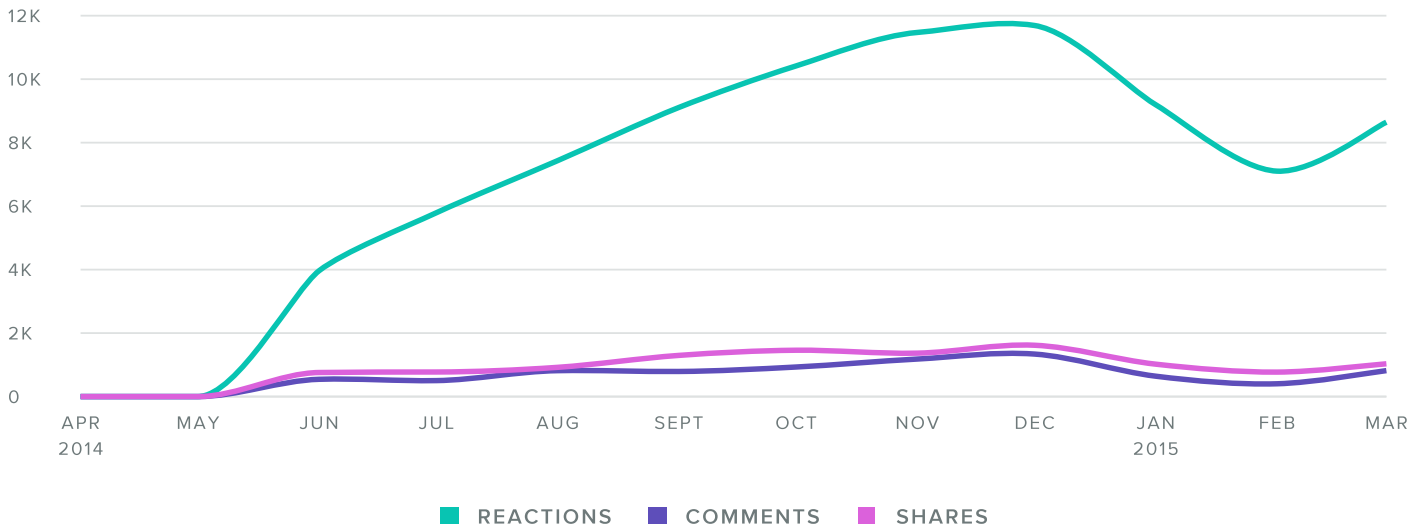
Total Impressions increased by

▲ **165.6%**

since previous date range

# Audience Engagement

AUDIENCE ENGAGEMENT, BY MONTH



ACTION METRICS	TOTALS
Reactions	84,813
Comments	7,969
Shares	11,020
<b>Total Engagements</b>	<b>103,802</b>

Total Engagements increased by   
 **—**   
 since previous date range

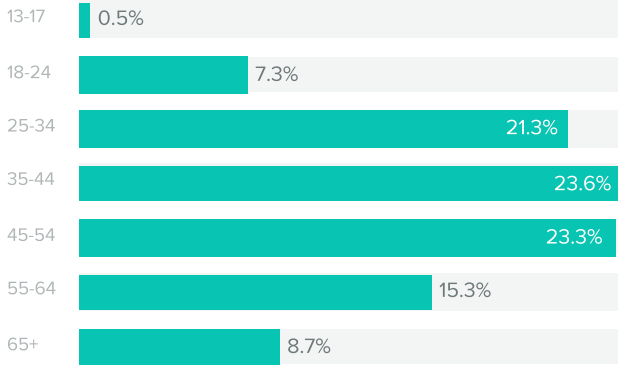
## Demographics

PAGE FANS

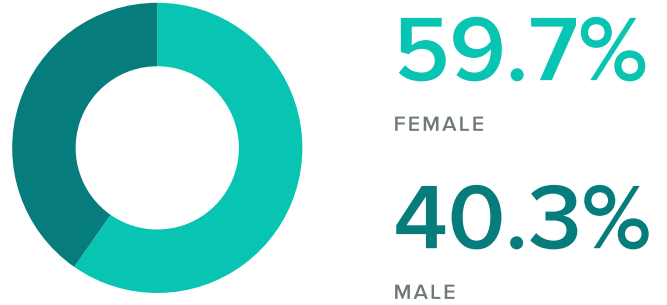
PEOPLE REACHED

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	3,017
United States	443
Germany	104
United Kingdom	52
Australia	50

### TOP CITIES

Calgary, AB, Canada	233
Cranbrook, BC, Canada	172
Vancouver, BC, Canada	151
Nelson, BC, Canada	136
Edmonton, AB, Canada	125

## 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!...	4,018	43.09%	834	3,808,559	4,567	103,802	124.5	4,699