






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

Apr 01, 2015 - Mar 31, 2016

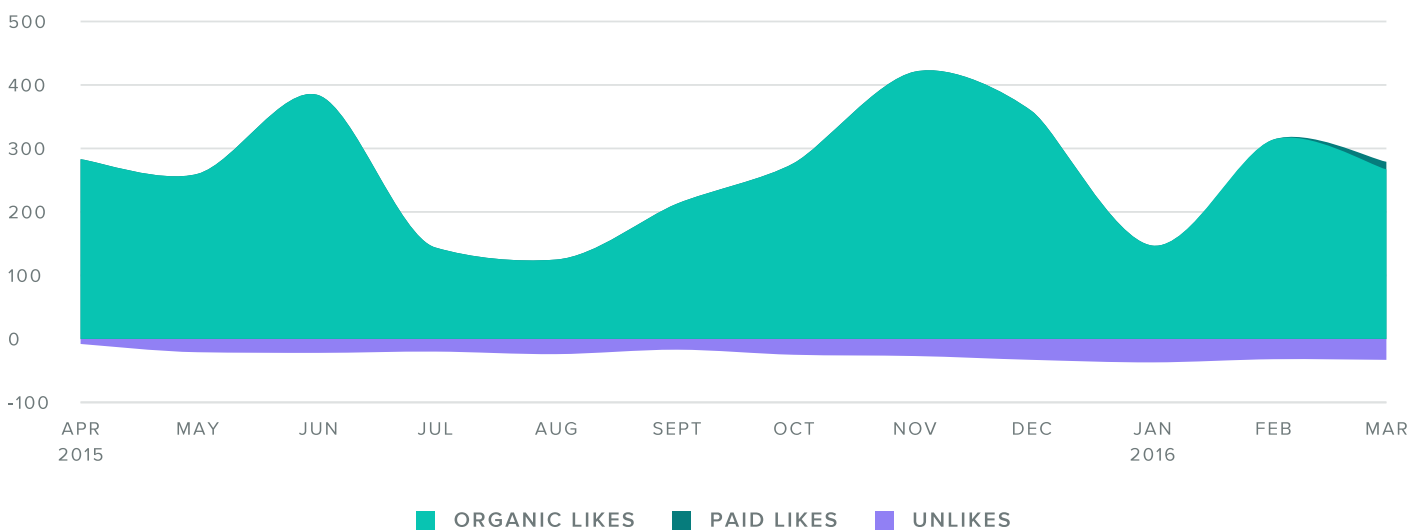
The Facebook Report gives you insight on all social activity across your Facebook accounts using a blend of Facebook Insights and proprietary metrics of our own.

Facebook Activity Overview

 <p>4,998,138 Impressions</p>	 <p>127,068 Post Engagements</p>	 <p>13,125 Link Clicks</p>
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Audience Growth

LIKES BREAKDOWN, BY MONTH



AUDIENCE GROWTH METRICS	TOTALS
Total Fans	6,814
Paid Likes	12
Organic Likes	3,194
Unlikes	299
Net Likes	2,907

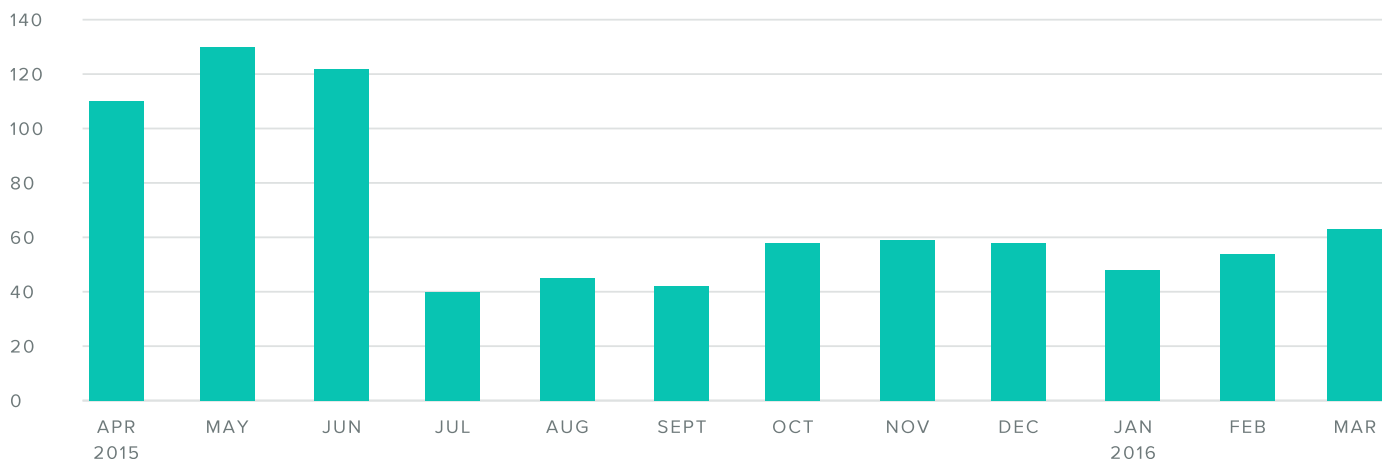
Total fans increased by

▲ 69.6%

since previous date range

Publishing Behavior

POSTS, BY MONTH



■ POSTS SENT






PUBLISHING METRICS	TOTALS
Photos	556
Videos	6
Posts	267
Total Posts	829

The number of posts you sent decreased by

▼ **0.6%**

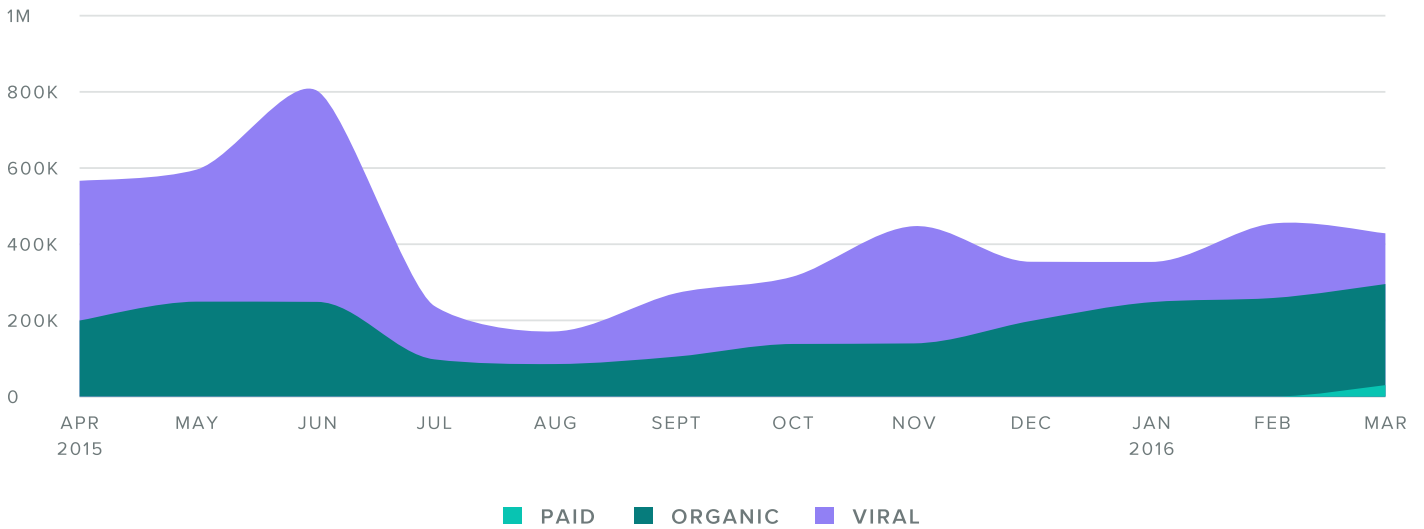
since previous date range

Top Posts, by Engagement

Post	Reactions	Comments	Engagement ▼	Reach
 <p>Kootenay Rockies-BC's Mountain Playground "Autumn arrives in early morning, but spring at the close of a winter day." ~ Elizabeth Bowen Photo by Don Weixl in Kootenay National Park (near Radium Hot Springs, BC) #exploreKR</p> <p>(Post) March 11, 2016 10:04 am</p>	210	9	29,000.0%	1
 <p>Kootenay Rockies-BC's Mountain Playground Winter alpenglow on Fisher Peak near Kimberley, BC! Photo by Shannon Harrison Fun Fact: The peak is an outstanding 2,846 m/9,336 feet high! #exploreKR</p> <p>(Post) February 12, 2016 11:56 am</p>	275	14	17,100.0%	2
 <p>Kootenay Rockies-BC's Mountain Playground Happy Easter Weekend! Amazing sunset set from Bootleg Gap Golf in Kimberley, BC Photo by Don Weixl Photography #exploreKR #exploreBC</p> <p>(Post) March 24, 2016 1:32 pm</p>	77	3	16,600.0%	1
 <p>Kootenay Rockies-BC's Mountain Playground Ready to take off atop of Revelstoke Mountain Resort! Have you tried ever paragliding? Photo by Grant Gunderson Photography #TheRealStoke #PowderHighway</p> <p>(Post) March 18, 2016 12:58 pm</p>	13	3	9,100.0%	1
 <p>Kootenay Rockies-BC's Mountain Playground Enjoying the views at Panorama Mountain Resort! Photo by Scott Rowed #PureCanada #exploreKR</p> <p>(Post) February 19, 2016 11:44 am</p>	60	1	6,900.0%	2

Page Impressions

PAGE IMPRESSIONS, BY MONTH



IMPRESSIONS METRICS	TOTALS
Organic Impressions	2,233,370
Viral Impressions	2,734,701
Paid Impressions	30,067
Total Impressions	4,998,138
Users Reached	2,201,015

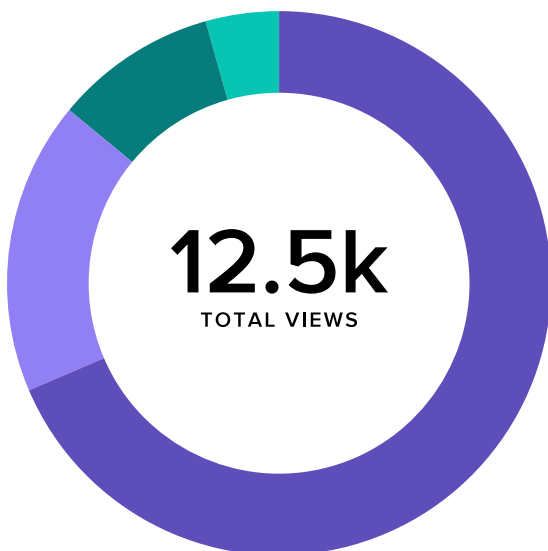
Total Impressions increased by

▲ 31.2%

since previous date range

Video Performance

VIEW METRICS



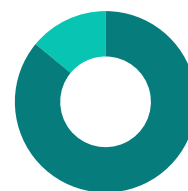
544
ORGANIC FULL

1.2k
ORGANIC PARTIAL

2.2k
PAID FULL

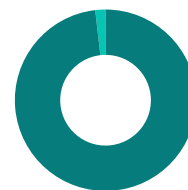
8.6k
PAID PARTIAL

VIEWING BREAKDOWN



14%
ORGANIC VIEWS

86%
PAID VIEWS

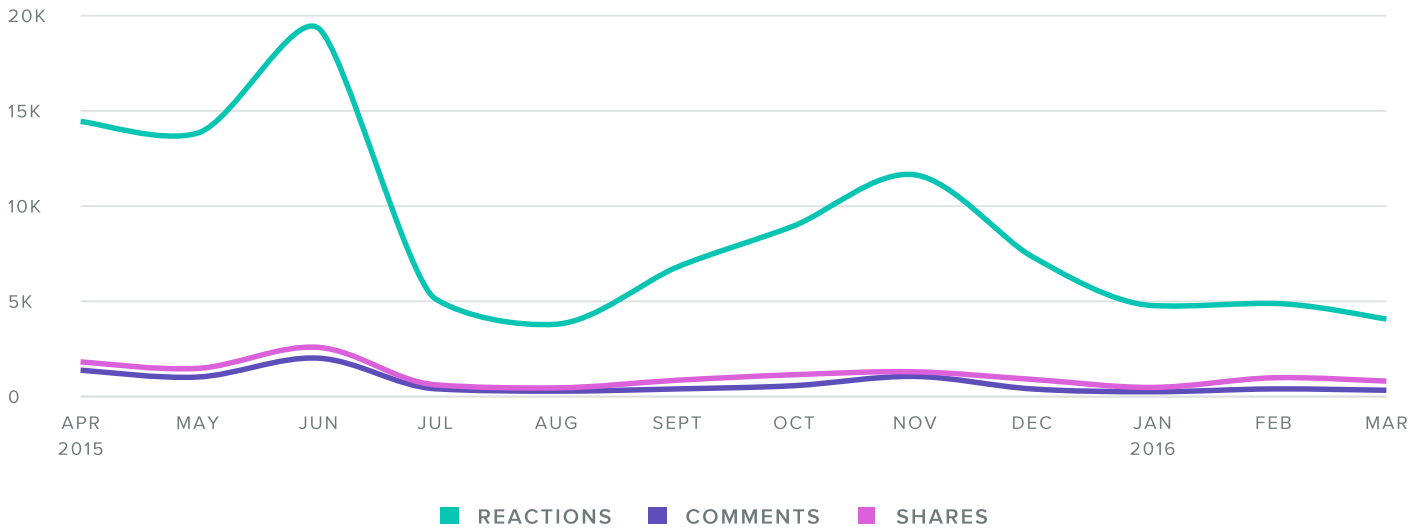


2%
CLICK PLAYS

98%
AUTO PLAYS

Audience Engagement

AUDIENCE ENGAGEMENT, BY MONTH



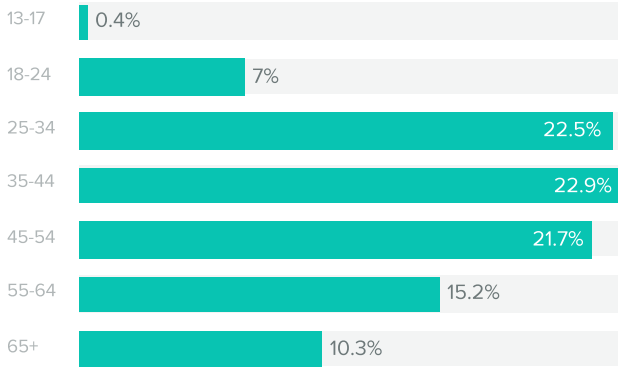
ACTION METRICS	TOTALS
Reactions	105,074
Comments	8,544
Shares	13,450
Total Engagements	127,068

Total Engagements increased by
 ▲ **22.4%**
 since previous date range

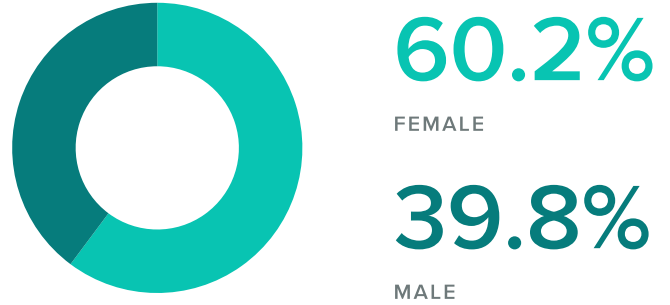
Demographics

- 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	5,014
United States	811
Germany	177
United Kingdom	85
Australia	85

TOP CITIES

Calgary, AB, Canada	346
Cranbrook, BC, Canada	339
Edmonton, AB, Canada	178
Nelson, BC, Canada	170
Kimberley, BC, Canada	164

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!...	6,814	69.59%	829	4,998,138	6,029	127,068	153.3	13,125