

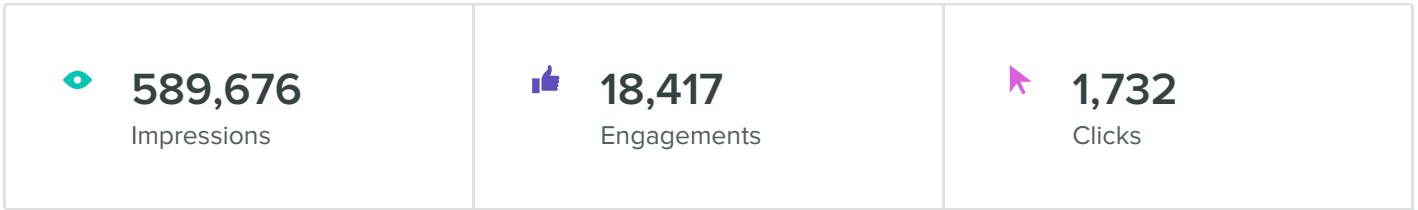


Facebook Pages  
for **Kootenay Rockies-BC's Mountain Playground**

Dec 01, 2017 - Dec 31, 2017

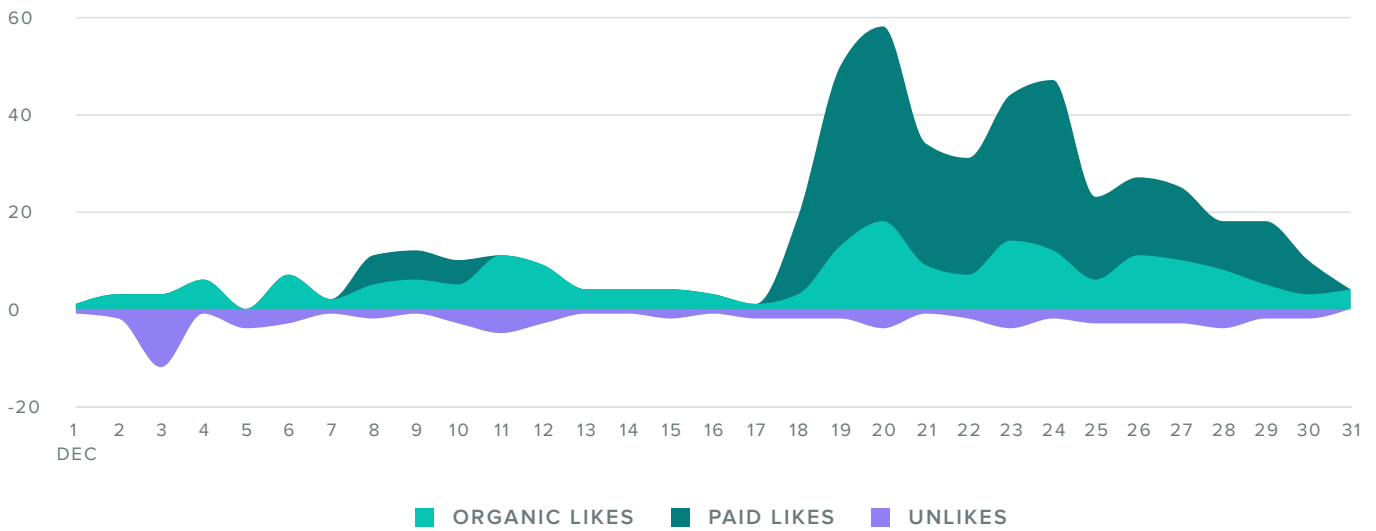
Analyze Facebook page data at a granular level for deeper insights

## Facebook Activity Overview



## Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics

Totals

<b>Total Fans</b>	<b>18,176</b>
Paid Likes	302
Organic Likes	197
Unlikes	79
Net Likes	420

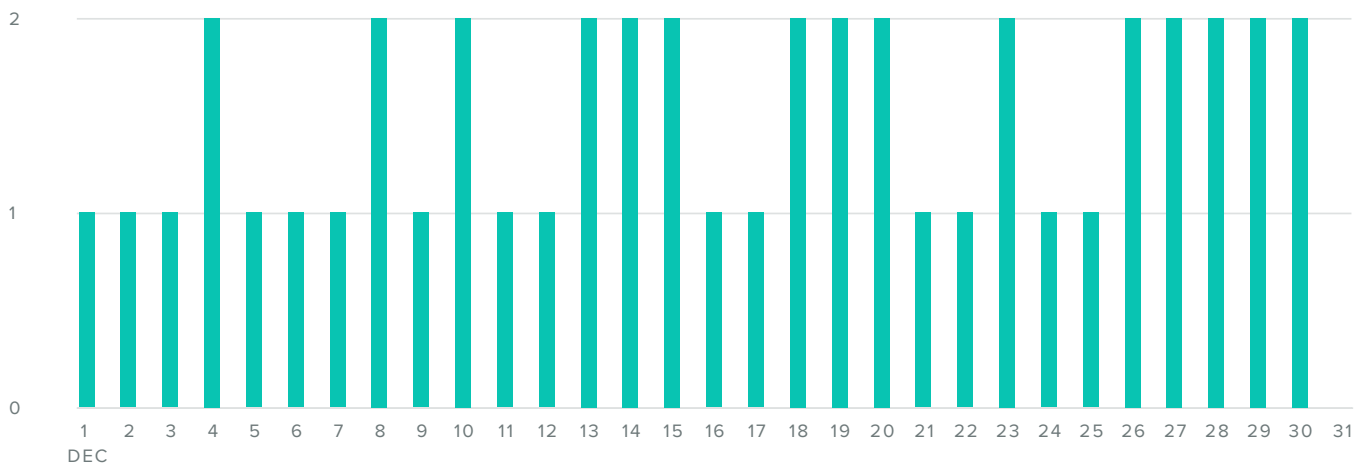
Total fans increased by

**2.4%**

since previous date range

## Facebook Publishing Behavior

POSTS, BY DAY



■ POSTS SENT





Publishing Metrics	Totals
Photos	42
Videos	1
Posts	2
Notes	-
<b>Total Posts</b>	<b>45</b>

The number of posts you sent decreased by


**-8.2%**

since previous date range

## Facebook Top Posts, by Reactions

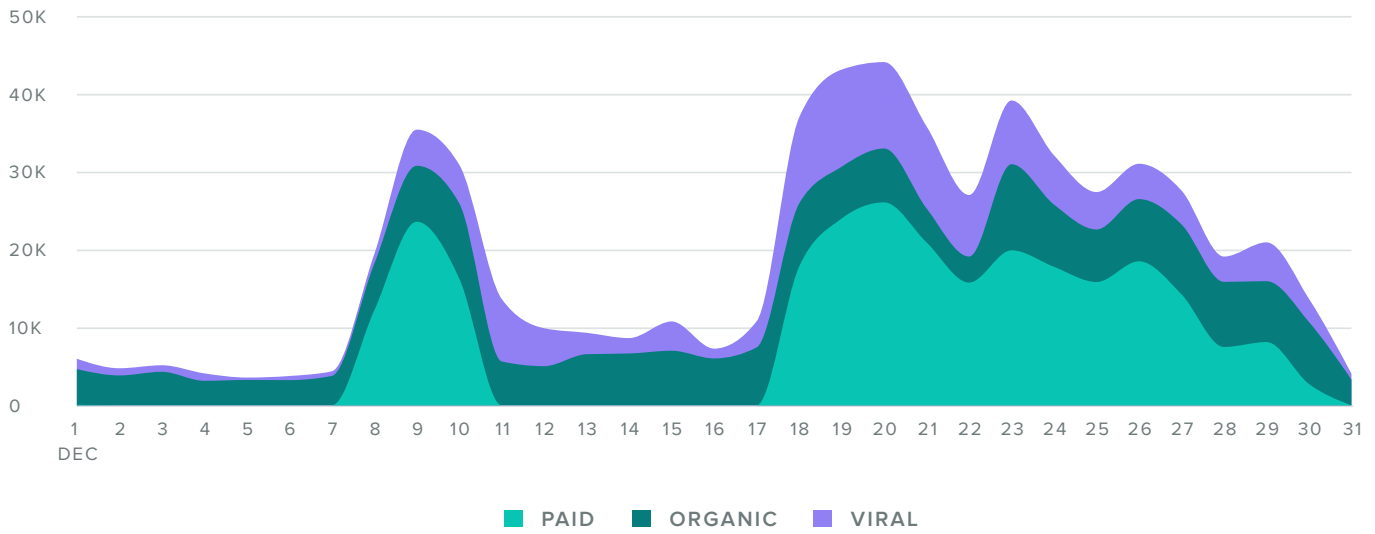
Post	Reactions ▼	Comments	Engagement	Reach
<p><b>Kootenay Rockies-BC's Mountain Playground</b>                      Need a little ahhh time? Can we suggest one of our Kootenay Hot Springs! Which one is your favourite? ~ <a href="https://www.kootenayrockies.com/soak-relax/hot-springs/">https://www.kootenayrockies.com/soak-relax/hot-springs/</a> Fun capture at Lussier Hot Springs by Elisabet Hammann (<a href="https://www.instagram.com/faungarden/">https://www.instagram.com/faungarden/</a>) #exploreBC</p>  <p>(Post) December 21, 2017 6:09 pm</p>	2,287	109	10.2%	29,121
<p><b>Kootenay Rockies-BC's Mountain Playground</b>                      Earn your turns! Is this your winter passion? Fun Fact: The Kootenays is home to over 20 backcountry lodges! ~ <a href="https://www.kootenayrockies.com/play/winter-experiences/backcountry/">https://www.kootenayrockies.com/play/winter-experiences/backcountry/</a> Incredible capture by Chris F Duppenhale (near Revelstoke, BC) (<a href="https://www.instagram.com/definitelynotamovievillain/">https://www.instagram.com/definitelynotamovievillain/</a>) #therealstoke #powderhighway #exploreBC</p>  <p>(Post) December 29, 2017 6:10 pm</p>	1,789	24	7.7%	27,548
<p><b>Kootenay Rockies-BC's Mountain Playground</b>                      Meet our GuestGrammer for December, Kristine Wiess! A photographer living the mountain lifestyles in the town of Fernie, BC! What tips would you give a first-time visitor coming to the Kootenays? What is your must-see attraction? Story: <a href="https://www.kootenayrockies.com/post/kristine-wiess">https://www.kootenayrockies.com/post/kristine-wiess</a> #FernieStoke #exploreBC</p>  <p>(Post) December 27, 2017 6:10 pm</p>	1,784	43	7.7%	29,613
<p><b>Kootenay Rockies-BC's Mountain Playground</b>                      Kootenay living is the best! Would you like to move here? Which community? Fun photo by our GuestGrammer Don Conway from <b>Rossland, BC</b> ~ <a href="https://www.kootenayrockies.com/post/don-conway">https://www.kootenayrockies.com/post/don-conway</a> #exploreBC</p>  <p>(Post) December 17, 2017 6:03 pm</p>	1,693	110	7.7%	31,098

## Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p><b>Kootenay Rockies-BC's Mountain Playground</b>            Tell us, why you love our Kootenay hot springs! Getting into Hot Water: Hot Springs along <b>The Powder Highway</b>  <a href="https://www.kootenayrockies.com/post/kootenay-hot-springs">https://www.kootenayrockies.com/post/kootenay-hot-springs</a> (Photo by Steve Ogle at Halcyon Hot Springs, near Nakusp, BC) <b>#exploreBC</b></p>	1,659	157	7.8%	30,169
				
(Post) December 10, 2017 6:10 pm				

# Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	192,832
Viral Impressions	135,578
Paid Impressions	261,266
<b>Total Impressions</b>	<b>589,676</b>
<b>Average Daily Users Reached</b>	<b>11,742</b>

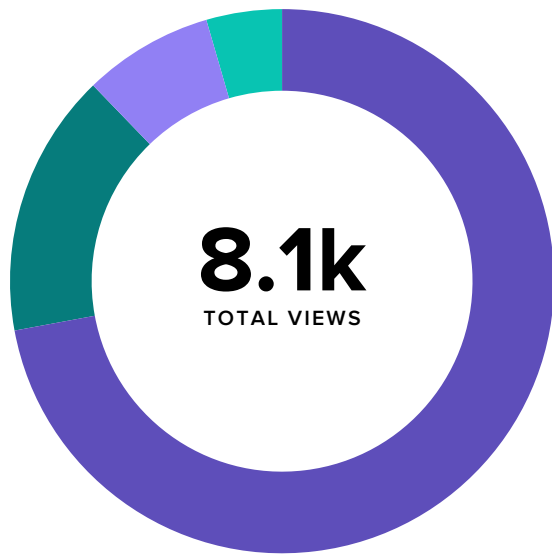
Total Impressions decreased by

**-6.3%**

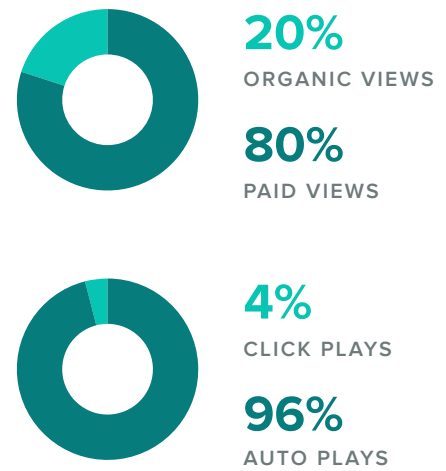
since previous date range

## Facebook Video Performance

### VIEW METRICS

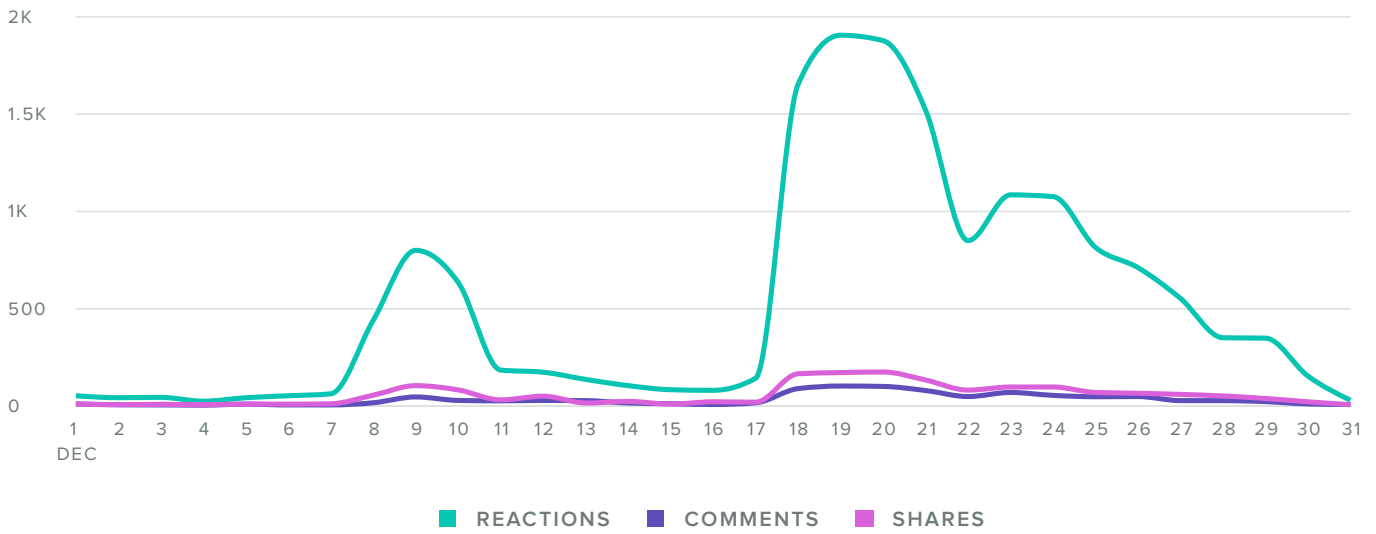


### VIEWING BREAKDOWN



# Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	15,915
Comments	900
Shares	1,602
<b>Total Engagements</b>	<b>18,417</b>

Total Engagements increased by **21.9%** since previous date range



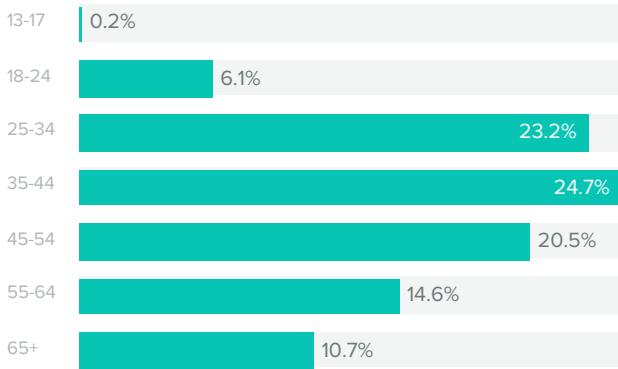
## Facebook Audience Demographics

Page Fans

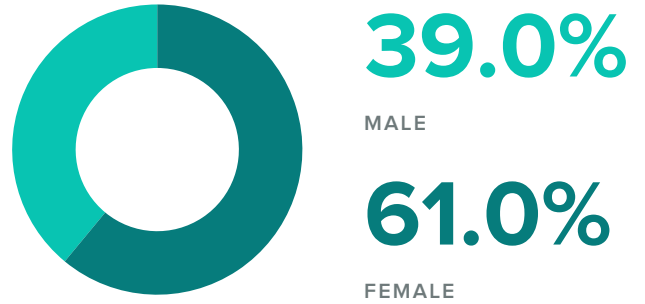
People Reached

People Engaged

BY AGE



BY GENDER



Women and people between the ages of 35-44 appear to be the leading force among your fans.

Top Countries

Canada	13,561
United States	2,108
Germany	354
United Kingdom	272
Australia	265

Top Cities

Calgary, AB, Canada	1,461
Vancouver, BC, Canada	815
Cranbrook, BC, Canada	662
Edmonton, AB, Canada	639
Nelson, BC, Canada	418

## 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's Mountai...	18,176	2.37%	45	589,676	13,104	18,417	409.3	1,732

