

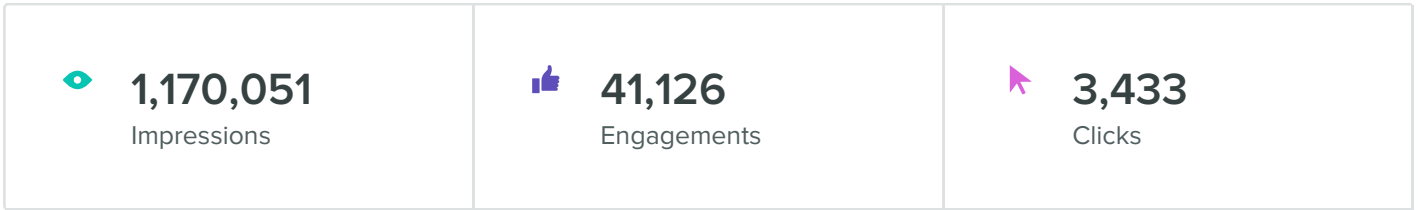


Facebook Pages for **Kootenay Rockies-BC's Mountain Playground**

Jan 01, 2018 - Jan 31, 2018

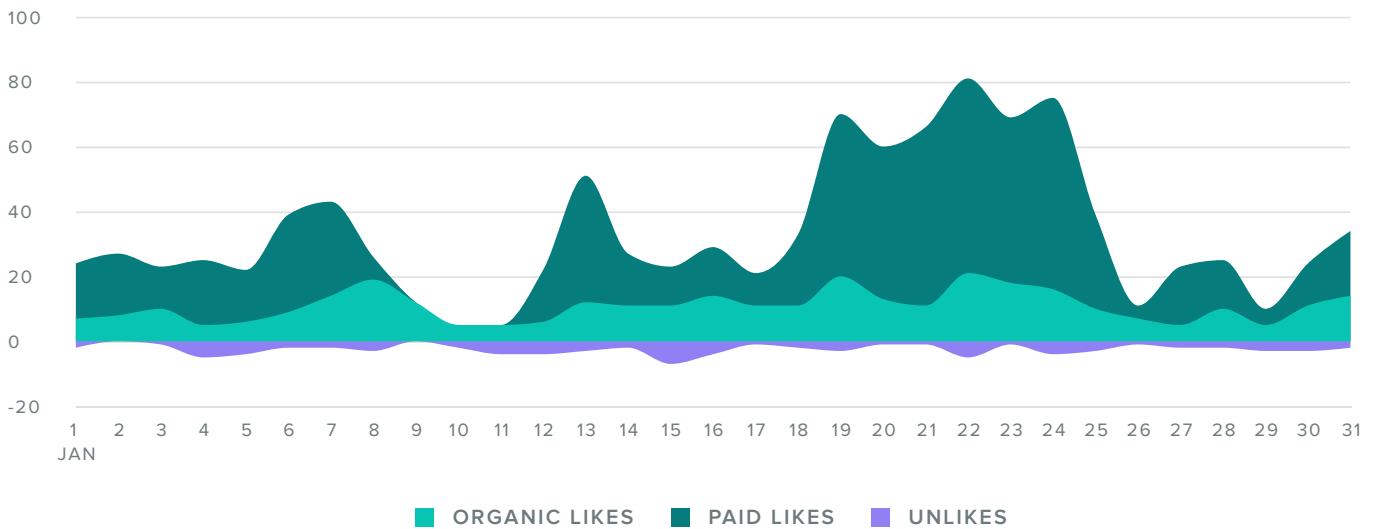
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics

Totals

Total Fans	19,142
Paid Likes	707
Organic Likes	337
Unlikes	79
Net Likes	965

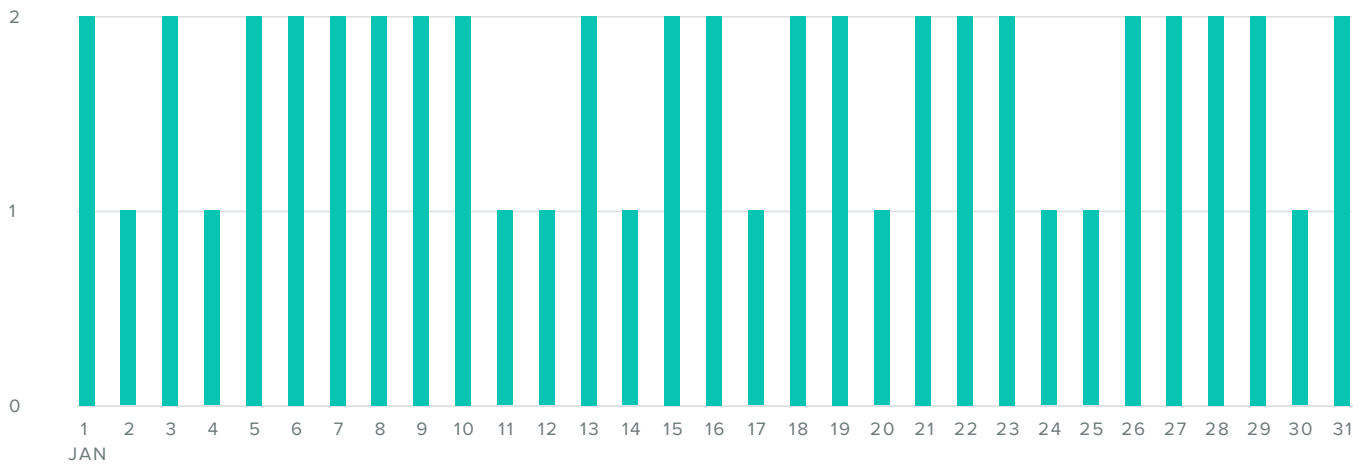
Total fans increased by

▲ 5.3%

since previous month

Facebook Publishing Behavior

POSTS, BY DAY



■ POSTS SENT




Publishing Metrics	Totals
Photos	46
Videos	2
Posts	4
Notes	-
Total Posts	52

The number of posts you sent increased by

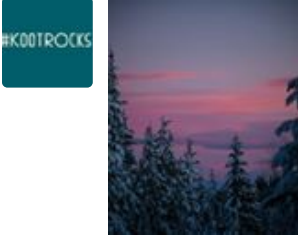

▲ 15.6%

since previous month

Facebook Top Posts, by Reactions

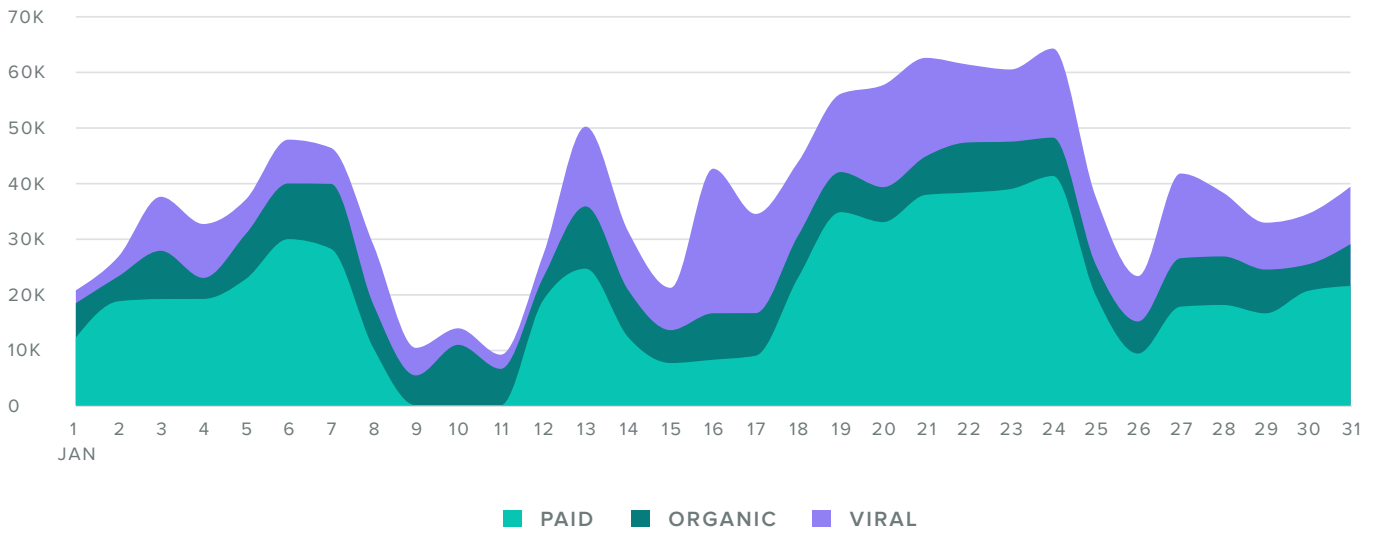
Post	Reactions ▼	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Are you longing for a little TLC? We are home to 7 hot springs - nudge, nudge! Getting into Hot Water: Hot Springs along The Powder Highway ~ https://www.kootenayrockies.com/post/kootenay-hot-springs Ahh-mazing photo capture by Michelle Dy-Reyes (https://www.instagram.com/michelledyreyes/) at Radium Hot Springs, BC #PowderHighway #exploreBC</p>  <p>(Post) January 07, 2018 6:30 pm</p>	4,519	475	7.0%	112,273
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Awe-inspiring... or better yet "Supernatural Purcells", as quoted by photographer Lucas Jmieff (https://www.instagram.com/mountain_art_photo/) ~ Photo taken north of Kootenay Lake Check out more fan photos: https://www.kootenayrockies.com/page/fan-feed/ Thanks for sharing your ♥ of the Kootenays! #findingawesome #KootRocks #exploreBC</p>  <p>(Post) January 17, 2018 6:10 pm</p>	3,333	89	9.1%	45,052
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Where were you exploring in the Kootenays on the weekend? Check out this epic photo by Glen Laura Dunsmore (fan photo) on the Kootenay Lake Ferry ~ Learn more about other Kootenay Road Trips: http://bit.ly/2dU35CP #findingawesome #exploreBC</p>  <p>(Post) January 22, 2018 3:10 pm</p>	3,295	239	8.5%	46,120

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>We love sharing your photos from around the Kootenays! ~ Please tag your images with #KootRocks to be featured here: https://www.kootenayrockies.com/page/fan-feed/ Gorgeous shot from Nancy Greene Provincial Park near Rossland, BC by Kieran Wood - https://www.instagram.com/bootbeatenpath/ #exploreBC</p>  <p>(Post) January 09, 2018 3:15 pm</p>	3,057	74	12.6%	27,019
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Halfway River Hot Springs make the list! ~ Top 10 Notable Hot Springs and Hot Tubs ~ https://www.kootenayrockies.com/post/ski-and-soak Did we miss your favourite Kootenay Hot Springs? Let us know. Cool capture by Kristie Steele (https://www.instagram.com/kristeaandbiscuits/) near Nakusp, BC #exploreBC</p>  <p>(Post) January 13, 2018 3:10 pm</p>	2,815	263	8.1%	61,530

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics

Totals

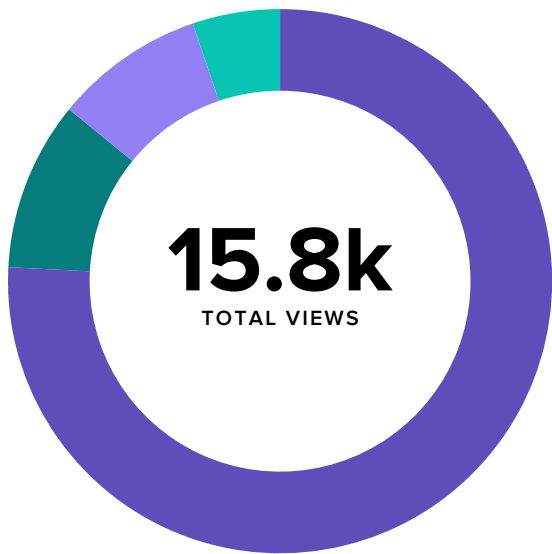
Organic Impressions	230,391
Viral Impressions	328,712
Paid Impressions	610,948
Total Impressions	1,170,051
Average Daily Users Reached	24,826

Total Impressions increased by

▲ 98.4%
since previous month

Facebook Video Performance

VIEW METRICS



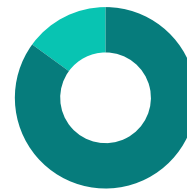
823
ORGANIC FULL

1.6k
ORGANIC PARTIAL

1.4k
PAID FULL

12.0k
PAID PARTIAL

VIEWING BREAKDOWN



15%
ORGANIC VIEWS

85%
PAID VIEWS

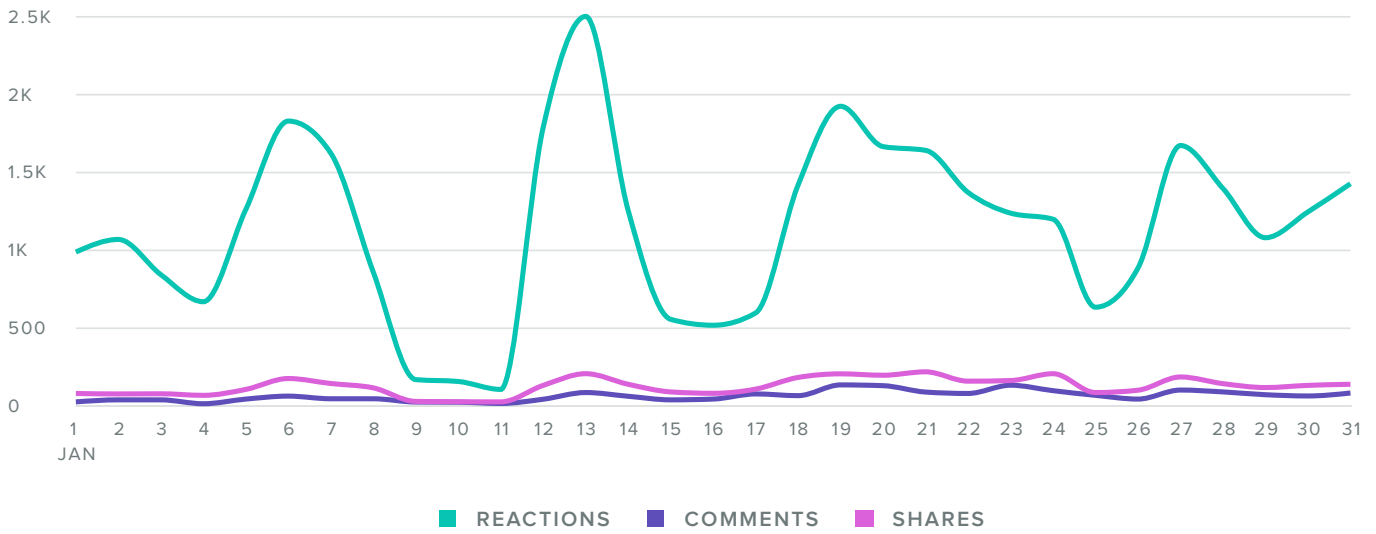


63%
CLICK PLAYS

37%
AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	35,464
Comments	1,863
Shares	3,799
Total Engagements	41,126

Total Engagements increased by **123.3%** since previous month

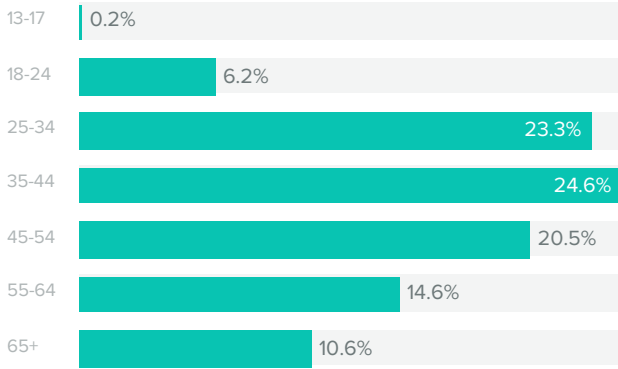
Facebook Audience Demographics

Page Fans

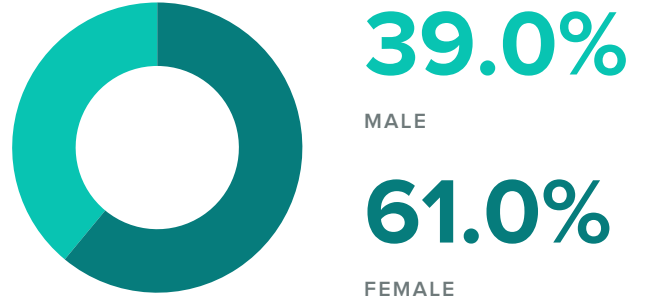
People Reached

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	14,356
United States	2,229
Germany	360
Australia	271
United Kingdom	268

Top Cities

Calgary, AB, Canada	1,421
Vancouver, BC, Canada	717
Cranbrook, BC, Canada	694
Edmonton, AB, Canada	690
Nelson, BC, Canada	462

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...	19,142	5.31%	52	1,170,051	22,501	41,126	790.9	3,433

