

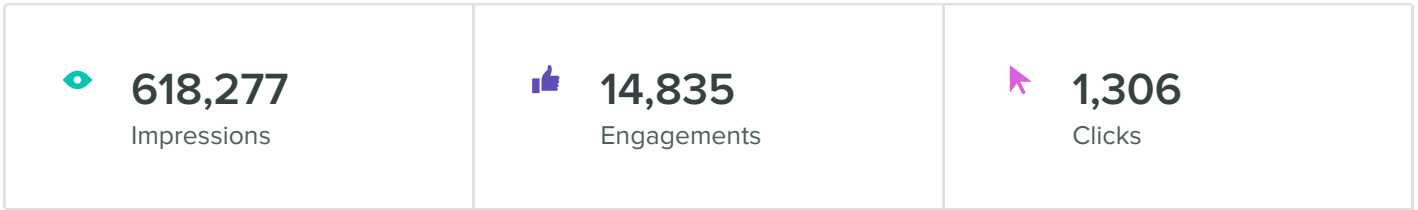


Facebook Pages
for **Kootenay Rockies-BC's Mountain Playground**

Nov 01, 2017 - Nov 30, 2017

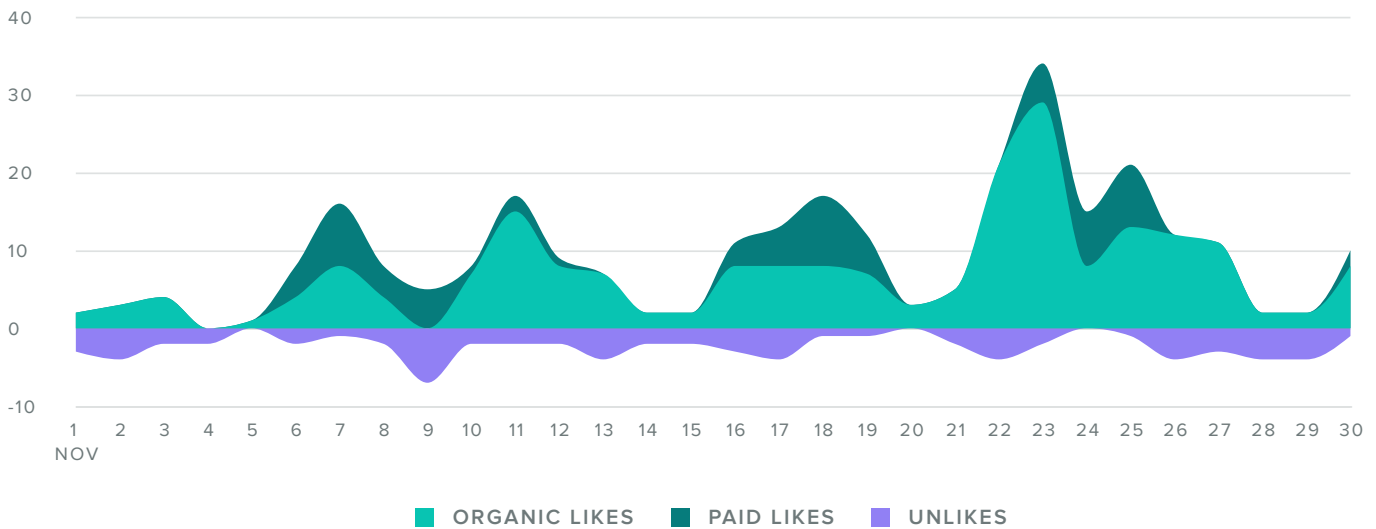
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics

Totals

Total Fans	17,756
Paid Likes	69
Organic Likes	212
Unlikes	71
Net Likes	210

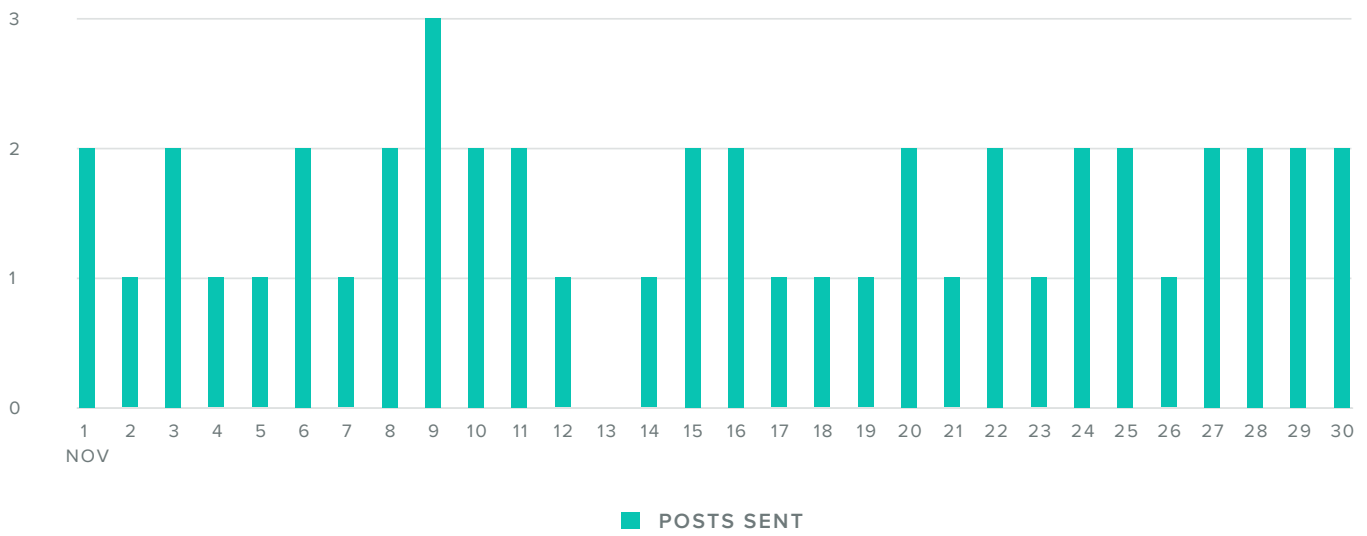
Total fans increased by

▲ 1.2%

since previous date range

Facebook Publishing Behavior

POSTS, BY DAY







Publishing Metrics	Totals
Photos	33
Videos	6
Posts	8
Notes	-
Total Posts	47

The number of posts you sent decreased by



-14.5%

since previous date range

Facebook Top Posts, by Reactions

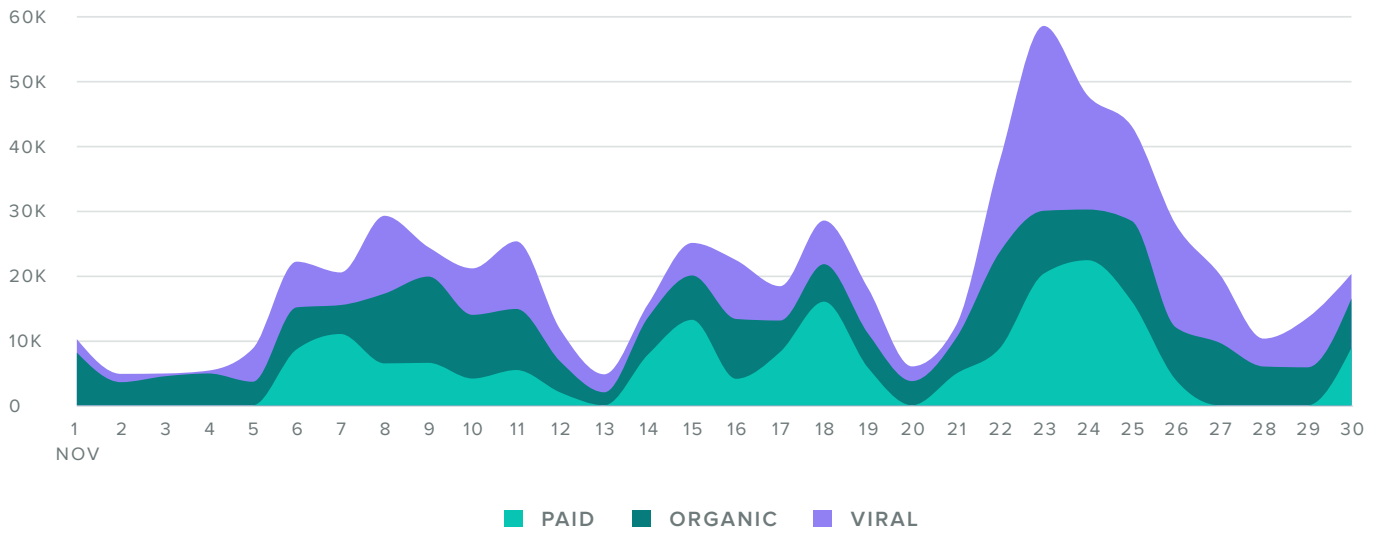
Post	Reactions ▼	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>"A most stunning sunrise last winter. Nothing beats the alpenglow"! Incredible capture by Tom Weager near Kaslo, BC https://www.instagram.com/tomweagerphotography/ Please share your Kootenay winter images with us (and if you tag them #KootRocks we'll share them on our fan feed - https://www.kootenayrockies.com/page/fan-feed/) #exploreBC</p>  <p>(Post) November 21, 2017 6:15 pm</p>	2,271	75	11.5%	23,114
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Waterfall chasing - do you also explore them during the winter months too? Cool capture of Bear Falls (located between Golden & Revelstoke) by Aine Falter (https://www.instagram.com/u812cbbc/) Check out the other "Hidden Waterfalls in the Kootenays" https://www.kootenayrockies.com/post/kootenay-hidden-waterfalls #exploreBC</p>  <p>(Post) November 15, 2017 6:15 pm</p>	1,783	52	10.0%	21,350
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Who else is excited about Lake Windermere's "The Whiteway" (the World's Longest Ice-skating Trail)? The Whiteway (Invermere/Windermere, BC) has tracks set for classic & skate Nordic skiing and a cleared ice-skating track. Learn more: https://www.kootenayrockies.com/partner/lake-windermere-whiteway - Video produced by Riptide Studios #exploreBC</p>  <p>(Post) November 22, 2017 3:25 pm</p>	1,300	286	5.0%	62,005
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>What is your favourite après winter adventure activity? Après Ski Powder Highway Style - https://www.kootenayrockies.com/post/apres-hot-springs Featuring Ainsworth Hot Springs Resort, Fairmont Hot Springs Resort (photo) and Halfway River Hot Springs ~ Photo by Kari Medig #exploreBC</p>  <p>(Post) November 26, 2017 6:15 pm</p>	611	18	7.2%	10,122

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach				
<p>Kootenay Rockies-BC's Mountain Playground Picture postcard perfect! Does anyone know where this Kootenay photo was taken? Beautiful shot by Don Conway https://www.instagram.com/don.p.conway/ #exploreBC</p>	596	127	13.8%	14,584				
								
(Post) November 25, 2017 6:30 pm								

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	214,366
Viral Impressions	219,492
Paid Impressions	184,419
Total Impressions	618,277
Average Daily Users Reached	12,527

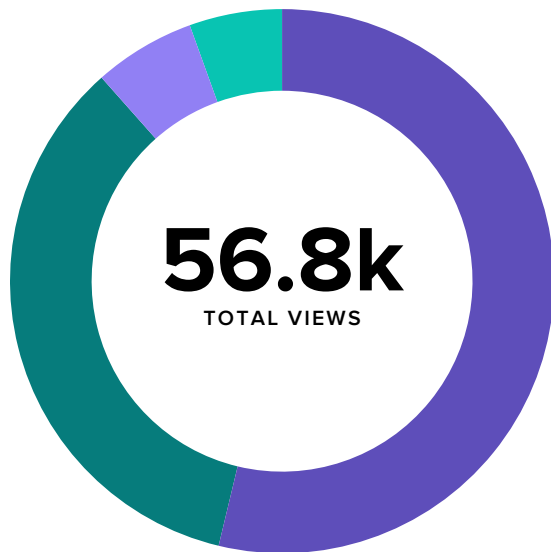
Total Impressions decreased by

-42.8%

since previous date range

Facebook Video Performance

VIEW METRICS



3.1k
ORGANIC FULL

19.7k
ORGANIC PARTIAL

3.4k
PAID FULL

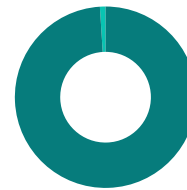
30.5k
PAID PARTIAL

VIEWING BREAKDOWN



40%
ORGANIC VIEWS

60%
PAID VIEWS

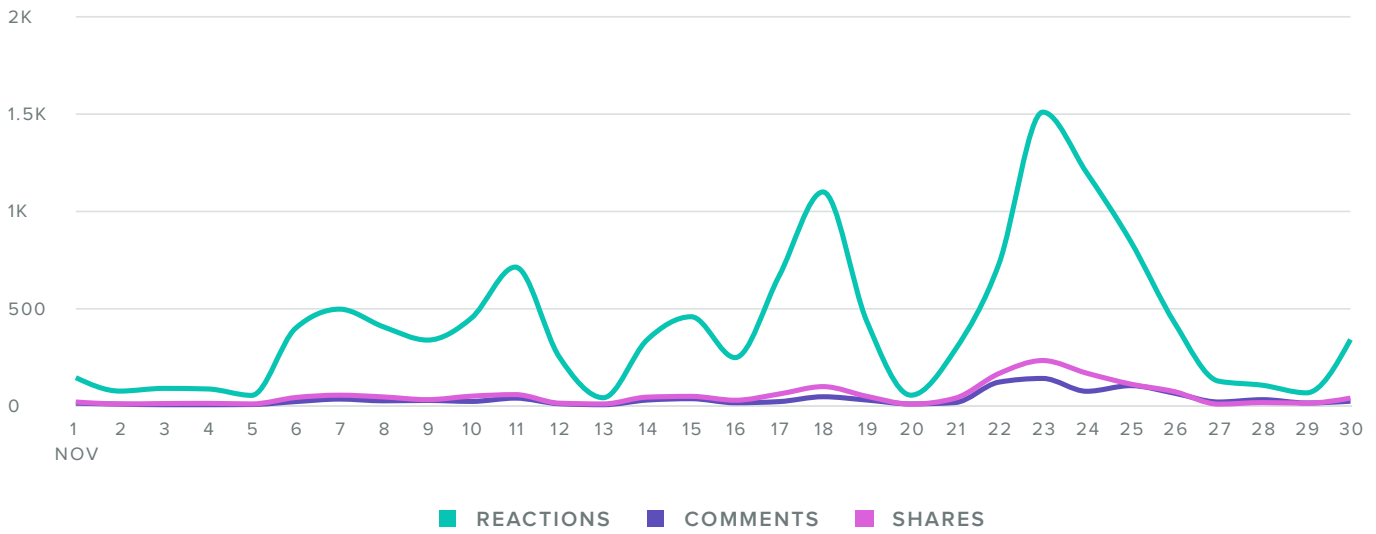


1%
CLICK PLAYS

99%
AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	12,390
Comments	950
Shares	1,495
Total Engagements	14,835

Total Engagements decreased by **38.5%** since previous date range

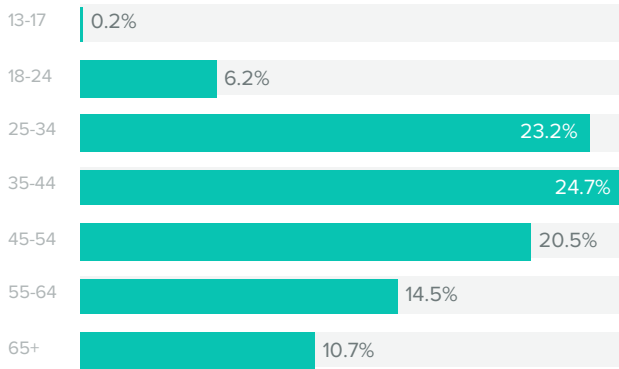
Facebook Audience Demographics

Page Fans

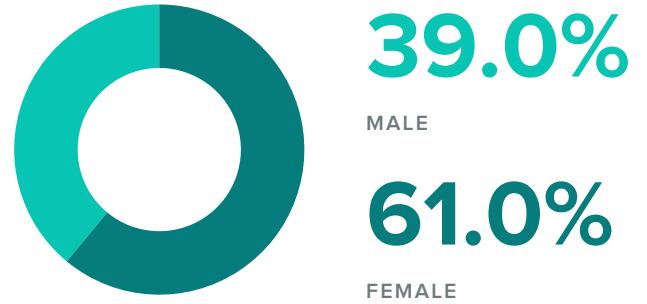
People Reached

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	13,191
United States	2,073
Germany	347
Australia	272
United Kingdom	266

Top Cities

Calgary, AB, Canada	1,423
Vancouver, BC, Canada	817
Cranbrook, BC, Canada	647
Edmonton, AB, Canada	621
Nelson, BC, Canada	399

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...	17,756	1.20%	47	618,277	13,155	14,835	315.6	1,306

