

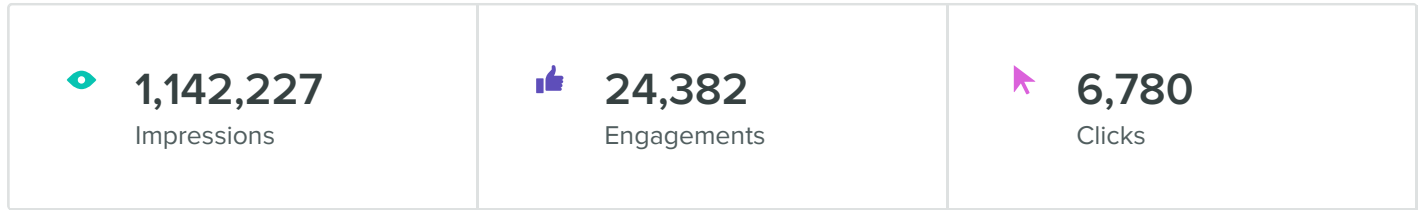


Facebook Pages
for **Kootenay Rockies-BC's Mountain Playground**

Oct 01, 2017 - Oct 31, 2017

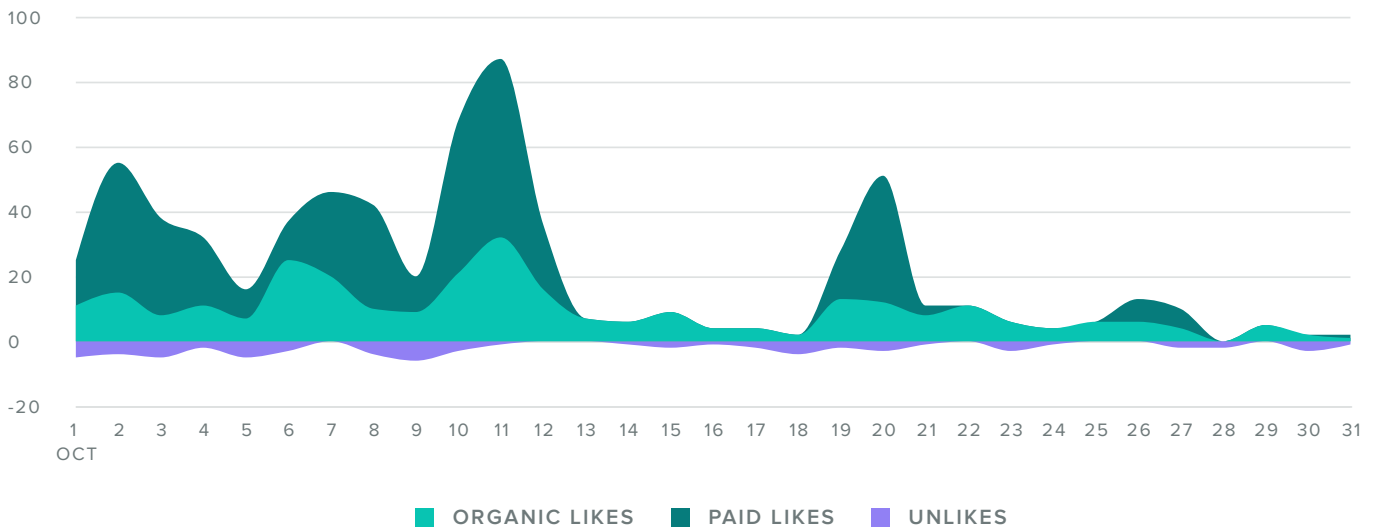
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics

Audience Growth Metrics	Totals
Total Fans	17,546
Paid Likes	388
Organic Likes	295
Unlikes	66
Net Likes	617

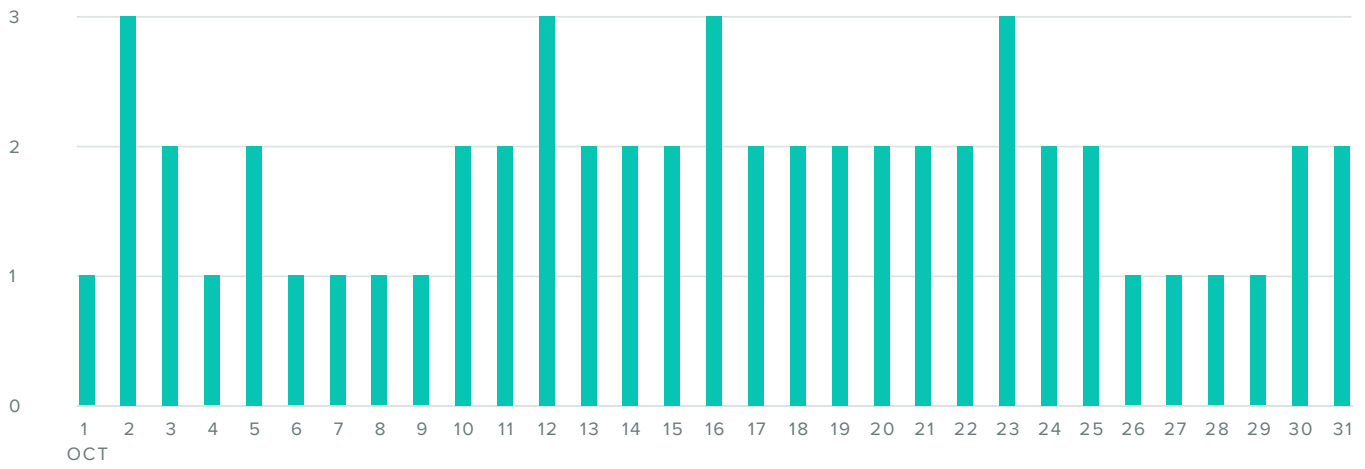
Total fans increased by

^ 3.6%

since previous date range

Facebook Publishing Behavior

POSTS, BY DAY



■ POSTS SENT





Publishing Metrics	Totals
Photos	43
Videos	5
Posts	8
Notes	-
Total Posts	56

The number of posts you sent decreased by


-3.4%

since previous date range

Facebook Top Posts, by Reactions

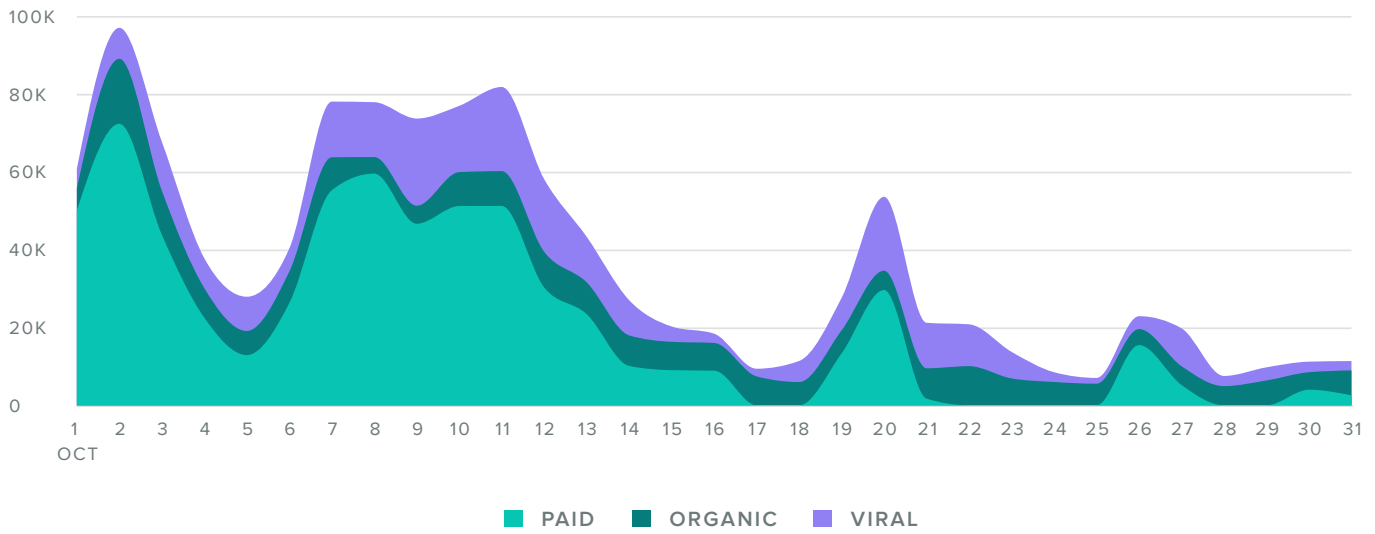
Post	Reactions ▼	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>The drive along quiet, tree-lined lakeshores and our epic mountain passes is a perfect getaway this fall - so why not add hot springs too! ~ Hot Springs Road Trip: https://www.kootenayrockies.com/partner/hotspringsroute/ Which Kootenay 'hot springs' is your favourite? Photo by Emanuel Smedbol (https://www.instagram.com/emanuelsmedbol/) at Lussier Hot Springs in Whiteswan Lake Provincial Park #exploreBC</p>  <p>(Post) October 06, 2017 6:15 pm</p>	2,793	280	8.7%	64,671
<p>Kootenay Rockies-BC's Mountain Playground</p>  <p>(Post) October 04, 2017 3:04 pm</p>	2,355	113	9.9%	32,873
<p>Kootenay Rockies-BC's Mountain Playground</p>  <p>(Post) October 04, 2017 3:04 pm</p>	2,355	113	9.9%	32,873
<p>Kootenay Rockies-BC's Mountain Playground</p>  <p>(Post) October 04, 2017 3:04 pm</p>	2,355	113	9.9%	32,873

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Stunning fall colours are popping up all around the Kootenays - please share your photos too! ♥ these photos by Mike McPhee from Fernie and Island Lake Lodge Catskiing (https://www.instagram.com/mcphoto99) Why not experience this colourful season with a fall road trip? Fun getaway deals available: https://www.kootenayrockies.com/packages-deals/ #ferniestoke #exploreBC</p>	2,355	113	9.9%	32,873
				
(Post) October 04, 2017 3:04 pm				

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	221,745
Viral Impressions	275,264
Paid Impressions	645,218
Total Impressions	1,142,227
Average Daily Users Reached	25,101

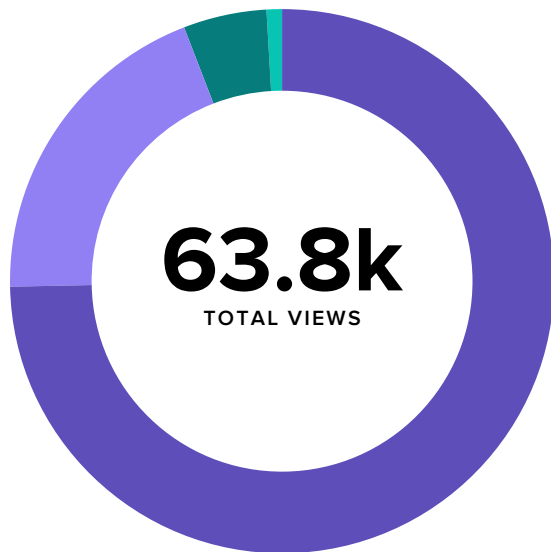
Total Impressions decreased by

-10.5%

since previous date range

Facebook Video Performance

VIEW METRICS



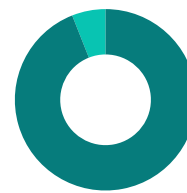
586
ORGANIC FULL

3.2k
ORGANIC PARTIAL

12.4k
PAID FULL

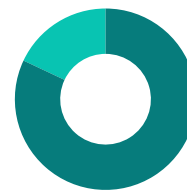
47.7k
PAID PARTIAL

VIEWING BREAKDOWN



6%
ORGANIC VIEWS

94%
PAID VIEWS

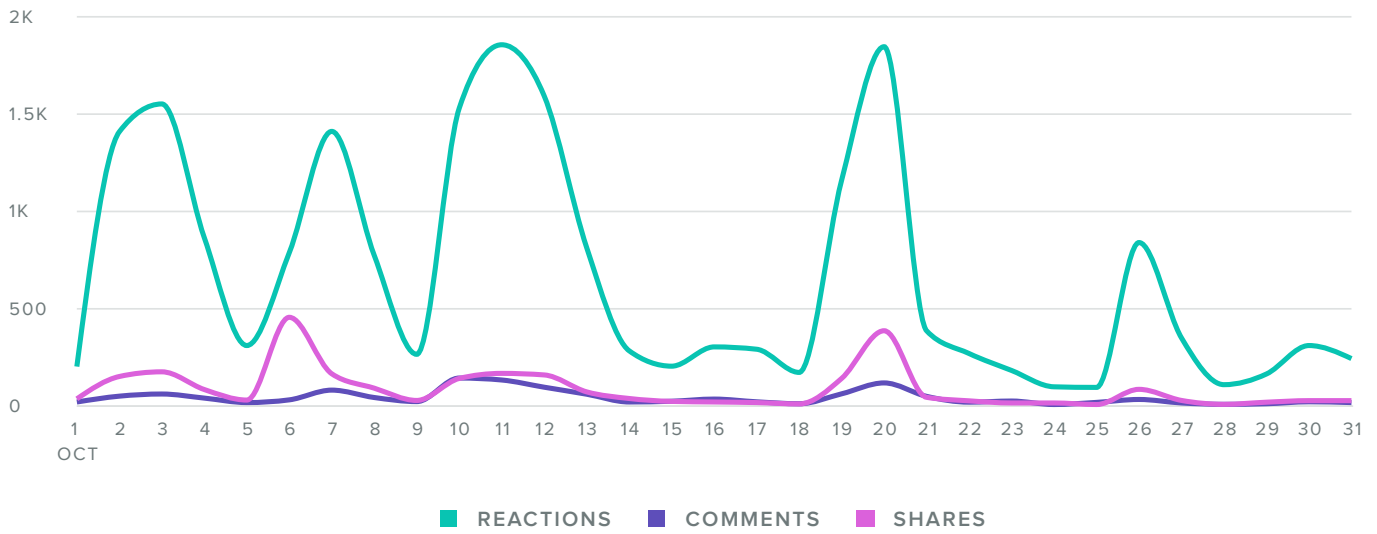


18%
CLICK PLAYS

82%
AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	20,567
Comments	1,218
Shares	2,597
Total Engagements	24,382

Total Engagements increased by **15.7%** since previous date range

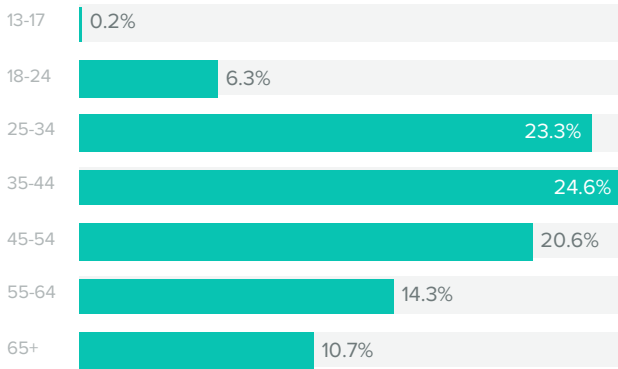
Facebook Audience Demographics

Page Fans

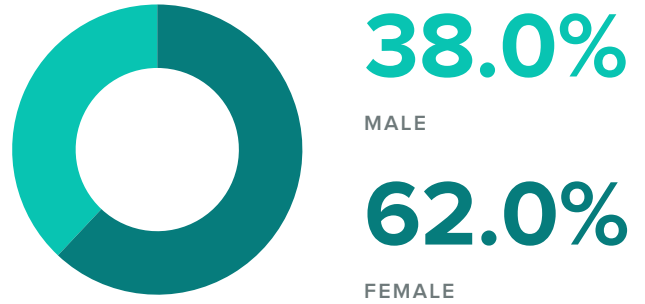
People Reached

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	13,079
United States	2,041
Germany	342
United Kingdom	262
Australia	260

Top Cities

Calgary, AB, Canada	1,285
Cranbrook, BC, Canada	679
Edmonton, AB, Canada	540
Vancouver, BC, Canada	534
Nelson, BC, Canada	386

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...	17,546	3.64%	56	1,142,227	20,397	24,382	435.4	6,780

