

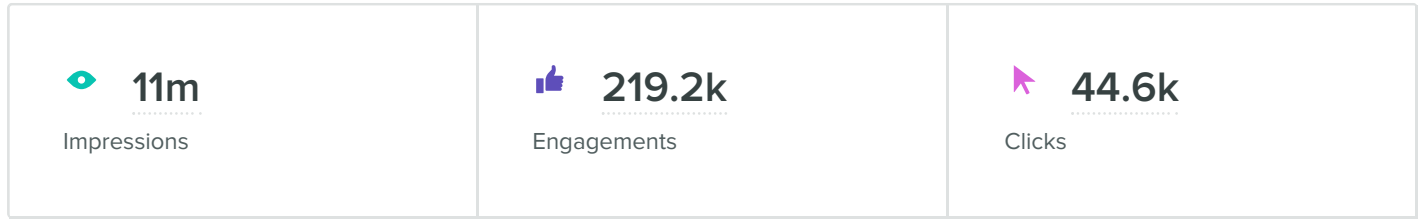


Facebook Pages for **Kootenay Rockies-BC's Mountain Playground**

Apr 01, 2017 - Mar 31, 2018

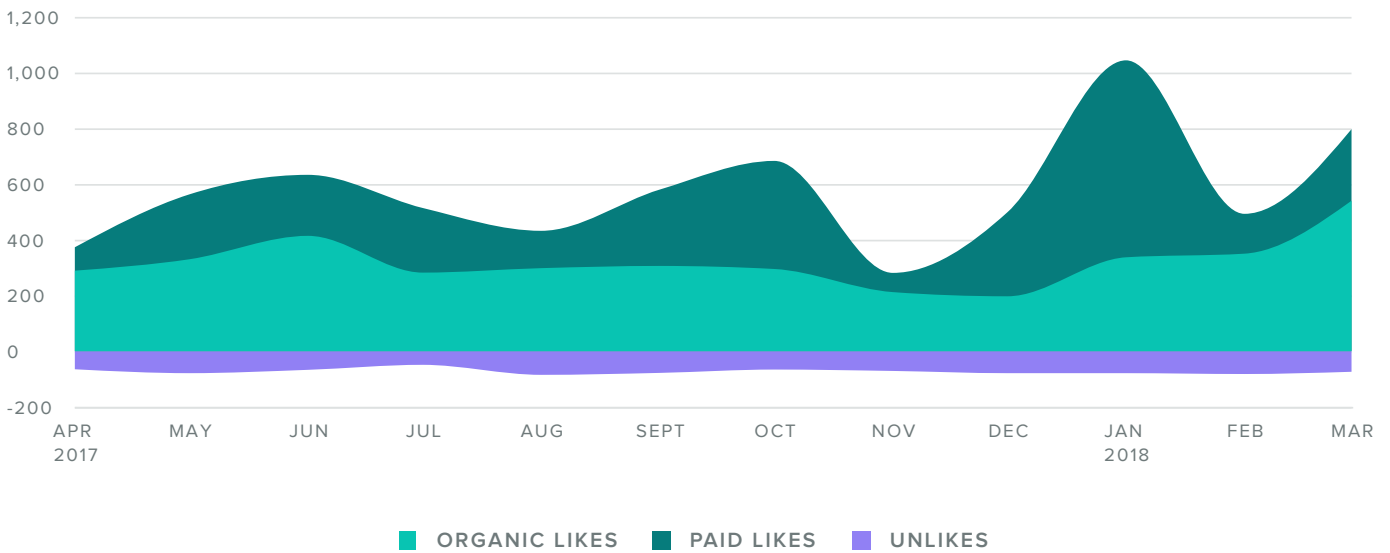
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY MONTH

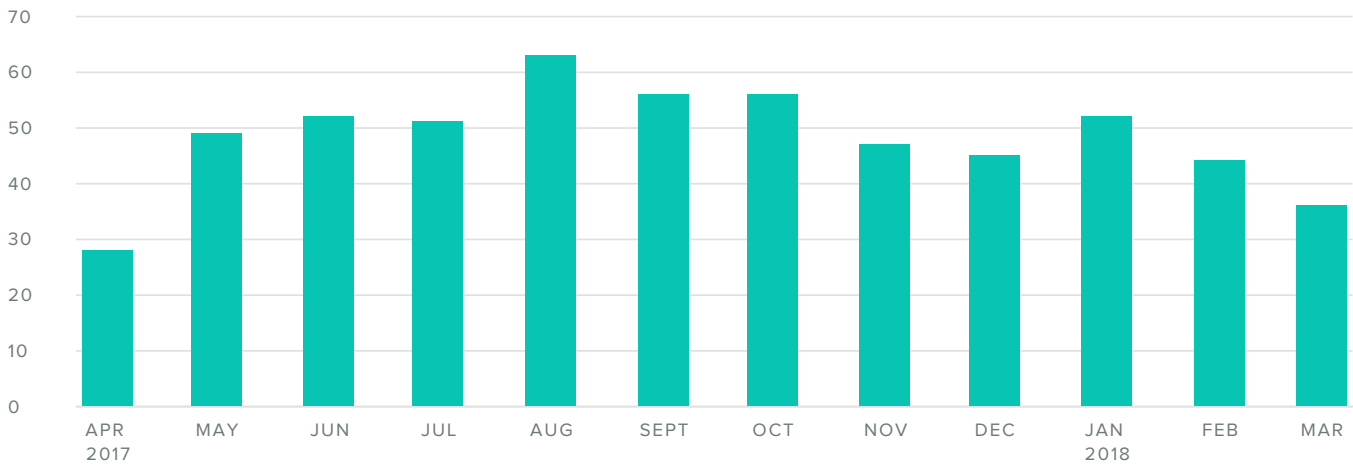


Audience Growth Metrics	Totals
Total Fans	20.3k
Paid Likes	3,042
Organic Likes	3,850
Unlikes	874
Net Likes	6,018

Total fans increased by
42.5%
 since previous date range

Facebook Publishing Behavior

POSTS, BY MONTH



■ POSTS SENT




Publishing Metrics	Totals
Photos	450
Videos	38
Posts	91
Notes	0
Total Posts	579

The number of posts you sent increased by



▲ 14.9%

since previous date range

Facebook Top Posts, by Reactions

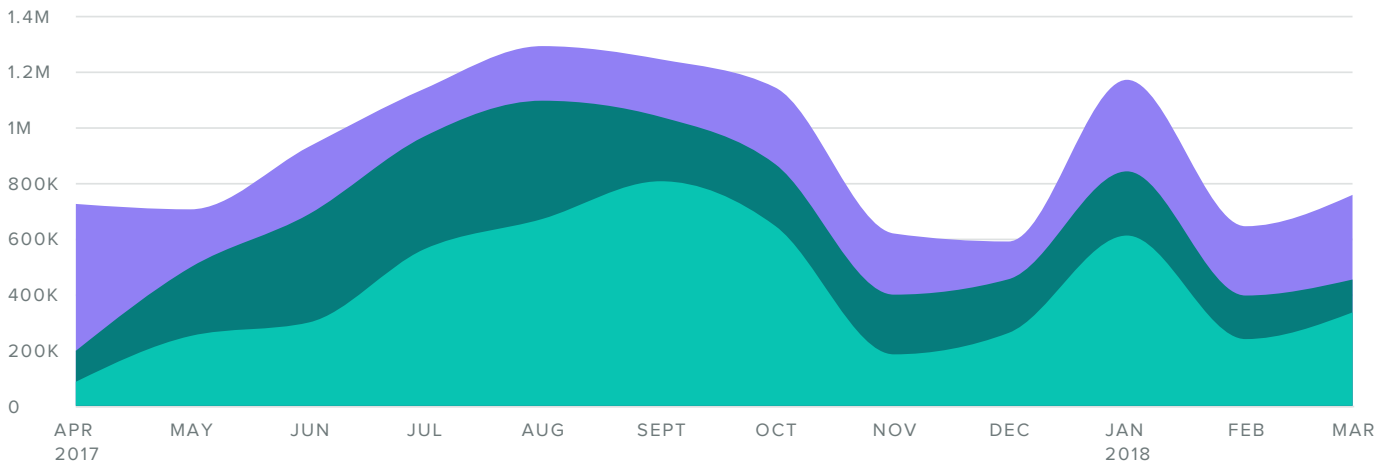
Post	Reactions	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>One of the things we ♥ about the Kootenays is its natural, awesome beauty! What is your favourite thing you love? Incredible photo by local explorer Lyle Grisedale, near Cranbrook BC - capturing a herd of Elk with Fisher Peak as the beautiful backdrop! ~ https://www.instagram.com/lyle.grisedale/ #exploreBC</p>  <p>(Post) February 14, 2018 3:15 pm</p>	7,326	583	10.6%	87.7k
<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>	4,534	479	6.8%	115.4k
<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>	3,353	103	8.4%	49.1k

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<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>	3,300	239	8.3%	47.6k
<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>	3,064	76	12.3%	27.7k

Facebook Impressions

PAGE IMPRESSIONS, BY MONTH



■ PAID ■ ORGANIC ■ VIRAL

Impressions Metrics	Totals
Organic Impressions	2.9m
Viral Impressions	3.1m
Paid Impressions	4.9m
Total Impressions	11m
Average Daily Users Reached	18.8k

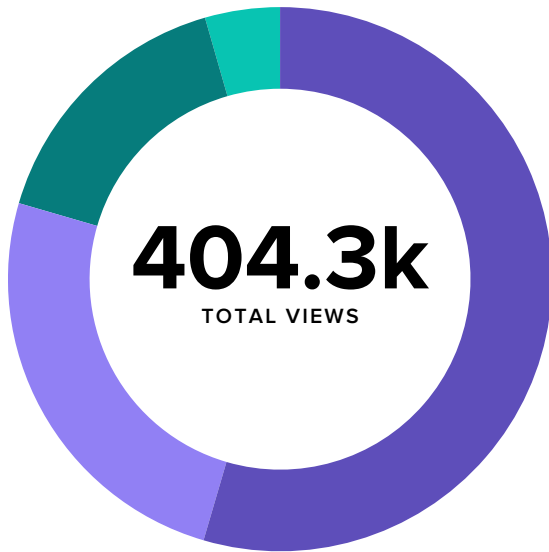
Total Impressions increased by

▲ 29.4%

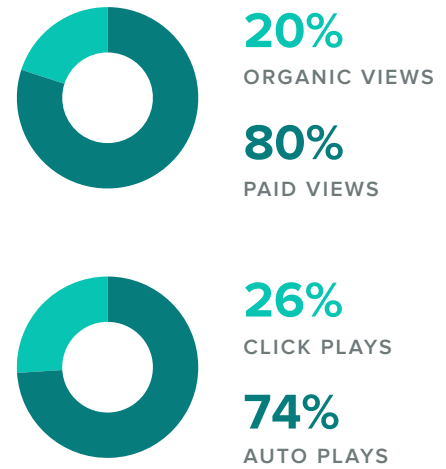
since previous date range

Facebook Video Performance

VIEW METRICS

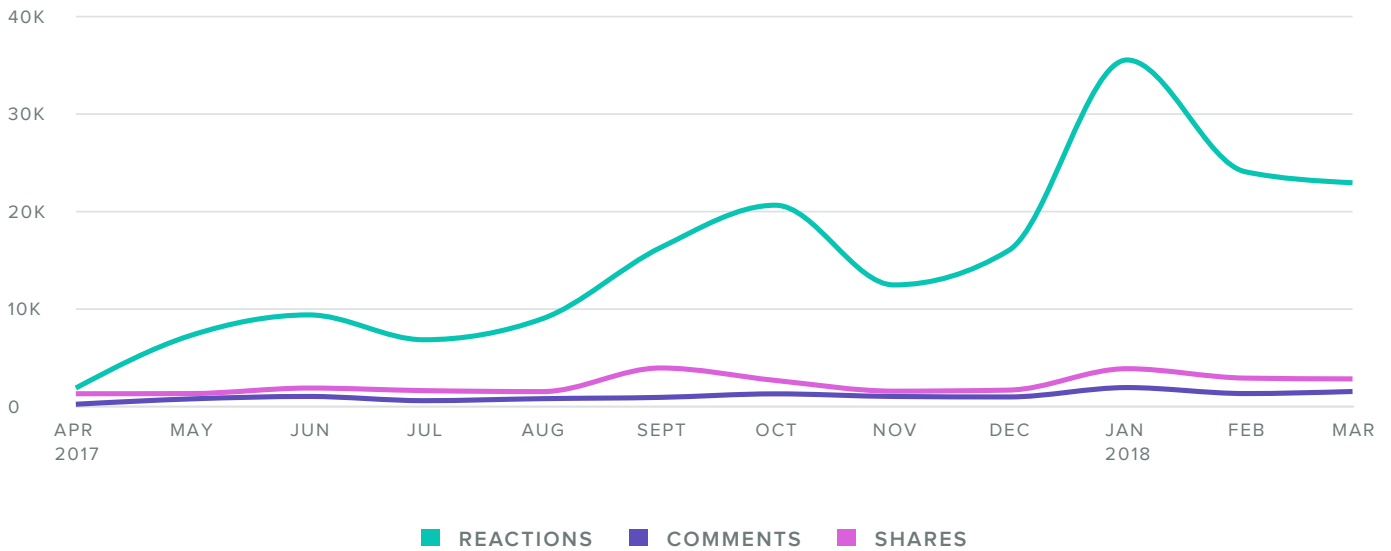


VIEWING BREAKDOWN



Facebook Engagement

AUDIENCE ENGAGEMENT, BY MONTH



Action Metrics	Totals
Reactions	181.4k
Comments	11.5k
Shares	26.2k
Total Engagements	219.2k

Total Engagements increased by **119.3%** since previous date range

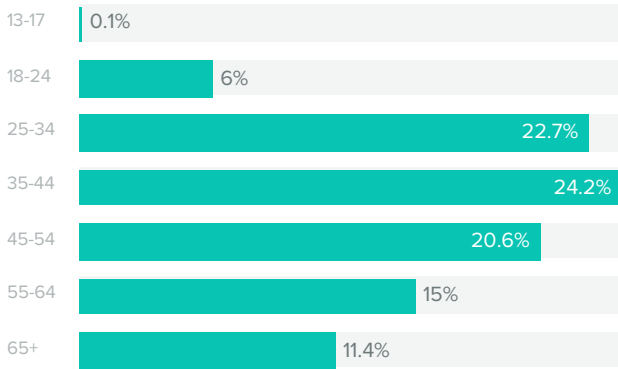
Facebook Audience Demographics

Page Fans

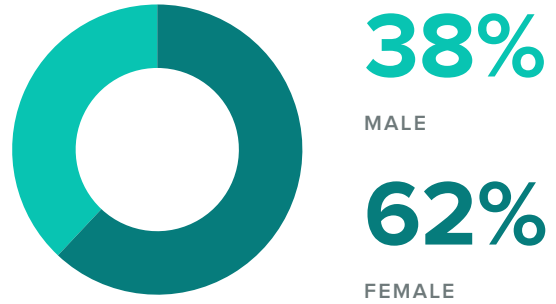
People Reached

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	15.3k
United States	2,375
Germany	356
Australia	285
United Kingdom	268

Top Cities

Calgary, AB, Canada	1,474
Vancouver, BC, Canada	752
Edmonton, AB, Canada	741
Cranbrook, BC, Canada	738
Nelson, BC, Canada	465

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 Mountain Playground	20.3k	42.47%	579	11m	18.9k	219.2k	378.65	44.6k