

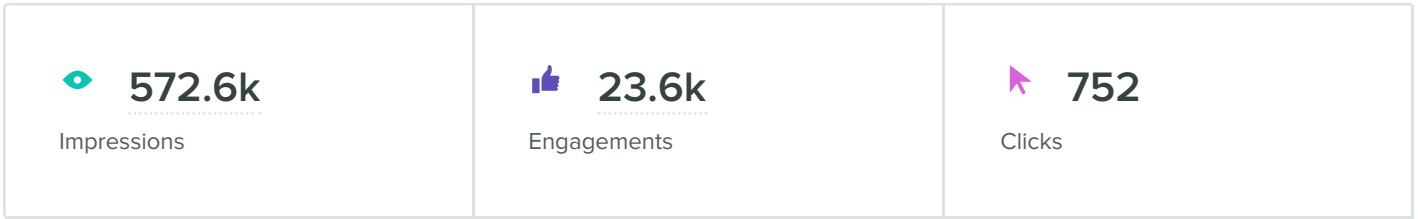


Facebook Pages for **Kootenay Rockies-BC's Mountain Playground**

Apr 01, 2018 - Apr 30, 2018

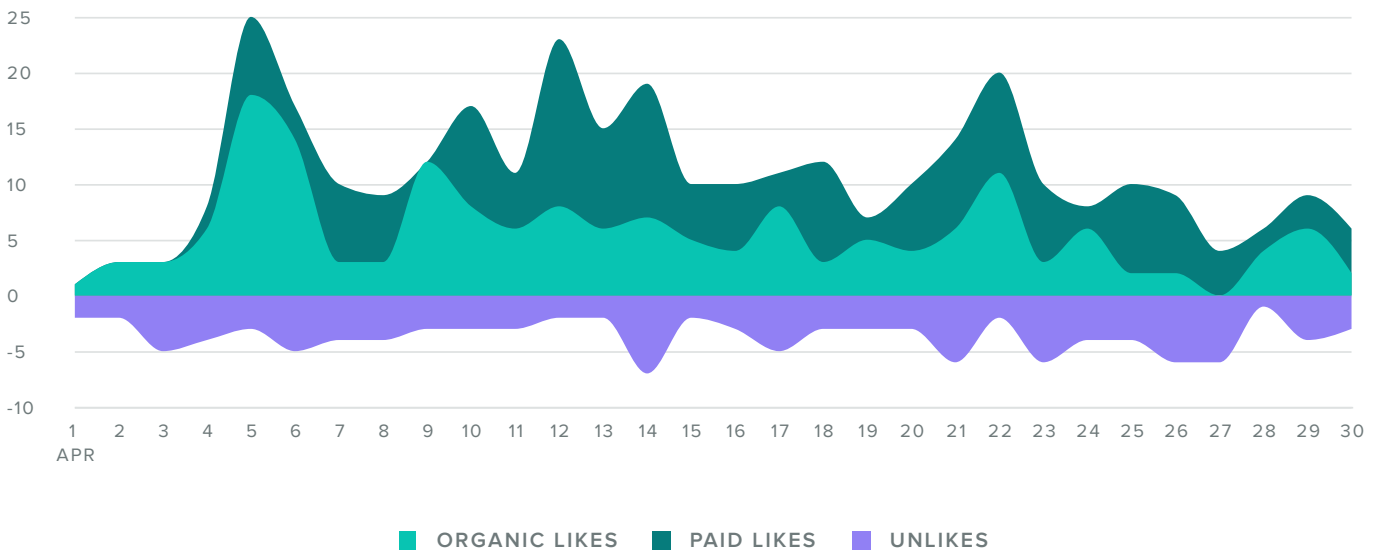
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY

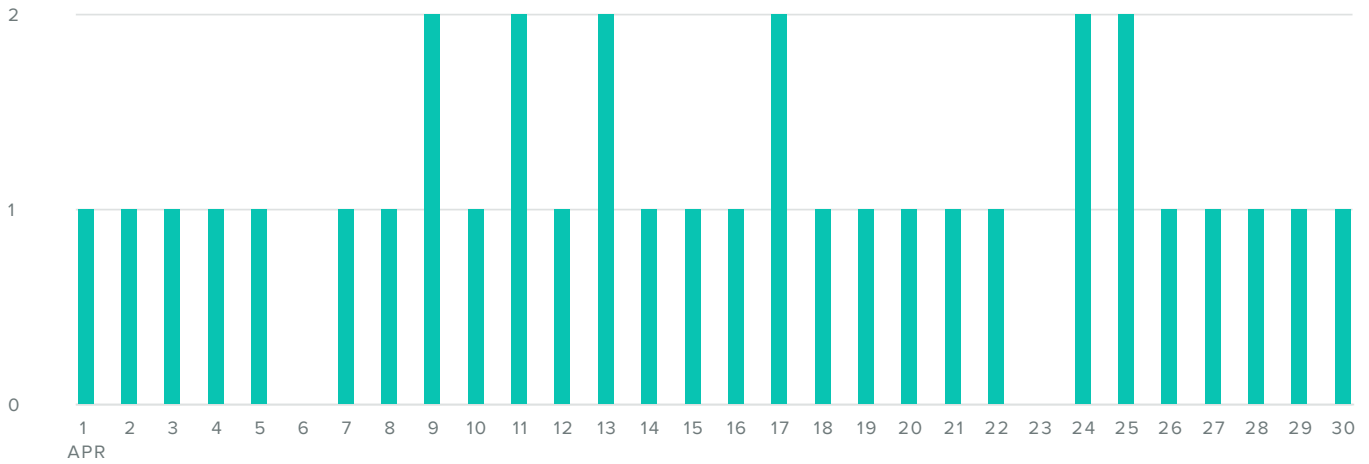


Audience Growth Metrics	Totals
Total Fans	20.5k
Paid Likes	160
Organic Likes	169
Unlikes	110
Net Likes	219

Total fans increased by
▲ 1.1%
 since previous month

Facebook Publishing Behavior

POSTS, BY DAY



■ POSTS SENT




Publishing Metrics	Totals
Photos	32
Videos	0
Posts	2
Notes	0
Total Posts	34

The number of posts you sent decreased by



-2.9%

since previous month

Facebook Top Posts, by Reactions

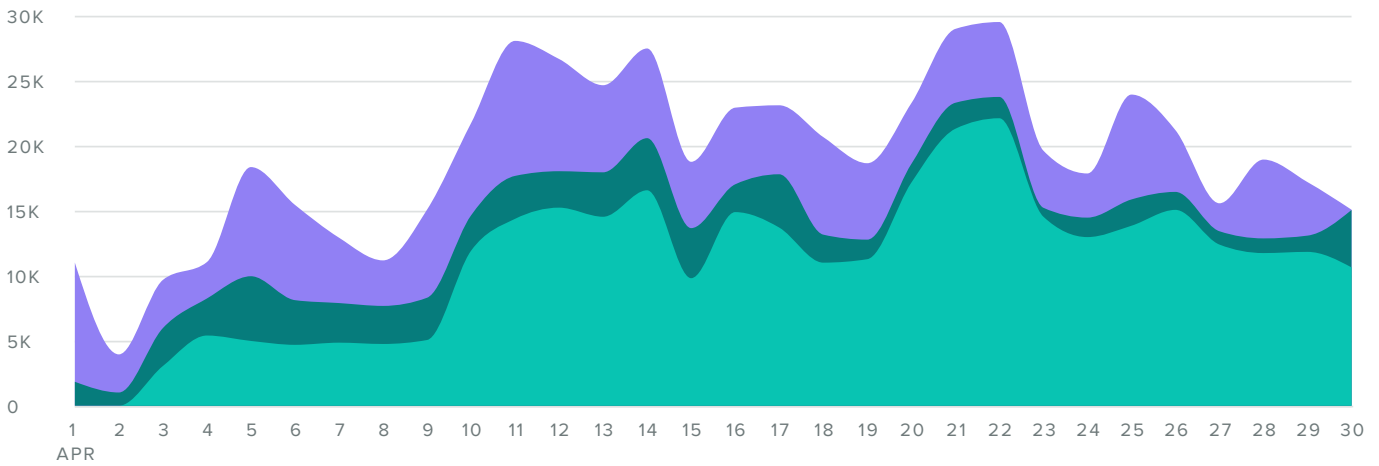
Post	Reactions ▼	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Have you trekked to atop of the Hoodoos by Fairmont Hot Springs? This is a great, easy hike open year-round? Learn more: http://bit.ly/2q8pFdH Spectacular photo capture by Caydence Photography ~ https://www.instagram.com/caydencephotography A 'big' thank you to all who shares the ♥ of the Kootenays! ~ https://www.kootenayrockies.com/page/fan-feed/ #exploreBC</p>  <p>(Post) April 05, 2018 6:10 pm</p>	3,718	301	9.3%	52.9k
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Query (to our locals): Do you share your favourite Kootenay "secret" spots with visiting friends & family? Please let us know. Thanks! Stellar shot by Lucas Jmieff (Mountain Art Photography: https://www.mountainart.ca) near Taghum, BC on the Kootenay River ~ https://www.instagram.com/mountain_art_photo/ #exploreBC</p>  <p>(Post) April 13, 2018 6:10 pm</p>	2,384	41	11.9%	22.9k
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Hiking in the Kootenays makes the list! Did you know that the Rockwall Trail in Kootenay National Park is one of our most iconic, bucket-list multi-day hikes? And, BCA Tours Inc. is now offering guided hikes! ~ Learn more: http://bit.ly/2EeLA7m "5 Best Ways to Get into BC's Mountains" ~ http://bit.ly/2GyWRoQ Incredible shot of the Rockwall Trail by Linh (https://www.instagram.com/linhyrdsdynyrd/) #exploreBC</p>  <p>(Post) April 03, 2018 6:05 pm</p>	2,291	44	10.2%	25.7k

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Thank you to all who share the ♥ of the Kootenays! Check out more explorers in our photo gallery! ~ https://www.kootenayrockies.com/page/fan-feed/ Fun photo by Viktoria at Wapta Falls in Yoho National Park ~ https://www.instagram.com/picobac/ #GoldenRules #exploreBC</p>  <p>(Post) April 02, 2018 6:09 pm</p>	2,085	27	12.8%	18.7k
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>We ♥ this photo of Nelson, BC by Chandrima! ~ https://www.instagram.com/skier_dreams/ Thank you to everyone who explores the Kootenays! Check out the our photo gallery of other explorers - https://www.kootenayrockies.com/page/fan-feed/ #findingawesome #exploreBC</p>  <p>(Post) April 12, 2018 6:10 pm</p>	1,682	95	8.3%	23.2k

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



PAID ORGANIC VIRAL

Impressions Metrics	Totals
Organic Impressions	74.7k
Viral Impressions	168.1k
Paid Impressions	329.8k
Total Impressions	572.6k
Average Daily Users Reached	13.8k

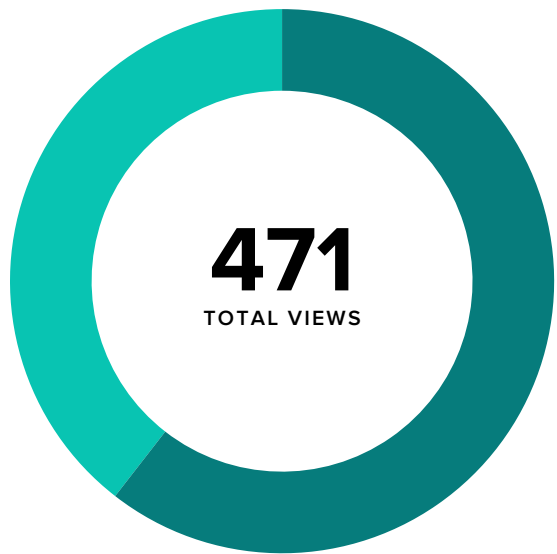
Total Impressions decreased by

- 23.3%

since previous month

Facebook Video Performance

VIEW METRICS



186
ORGANIC FULL

285
ORGANIC PARTIAL

VIEWING BREAKDOWN



100%
ORGANIC VIEWS

0%
PAID VIEWS

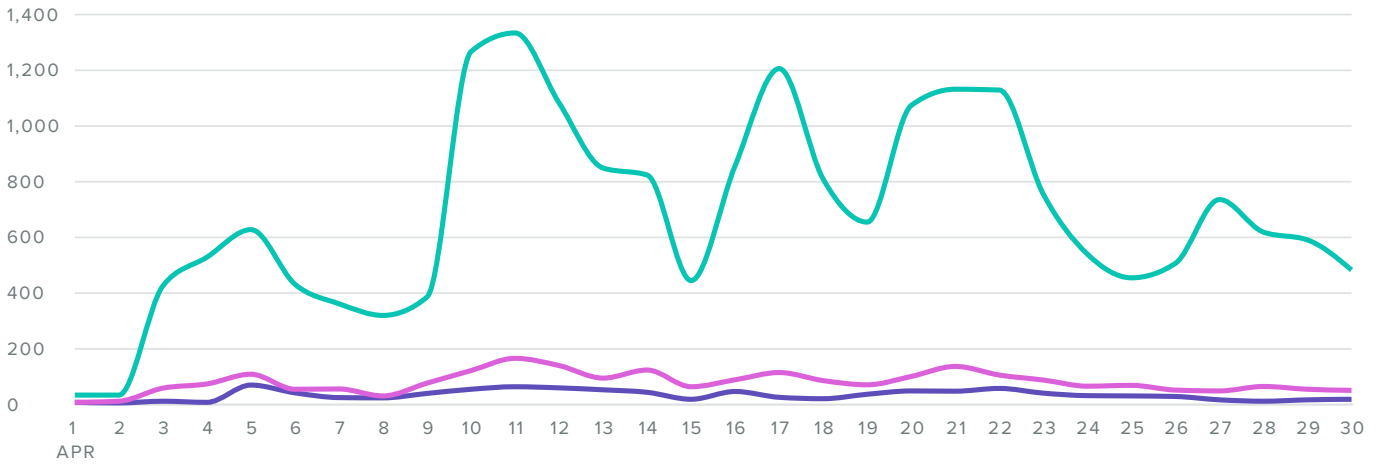


56%
CLICK PLAYS

44%
AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



■ REACTIONS ■ COMMENTS ■ SHARES

Action Metrics	Totals
Reactions	20.4k
Comments	924
Shares	2,302
Total Engagements	23.6k

Total Engagements decreased by **11.7%** since previous month

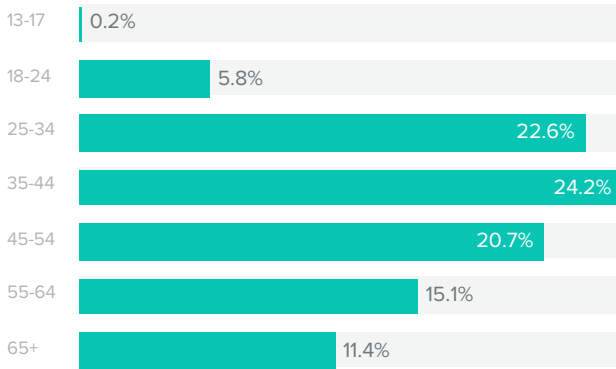
Facebook Audience Demographics

Page Fans

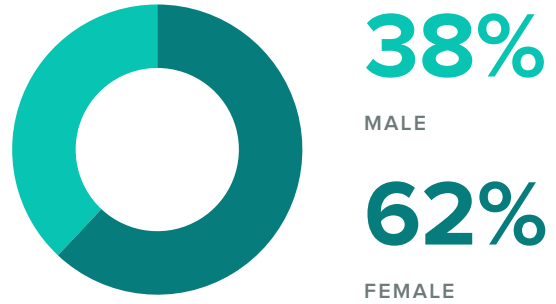
People Reached

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	15.6k
United States	2,352
Germany	358
Australia	289
United Kingdom	276

Top Cities

Calgary, AB, Canada	1,497
Vancouver, BC, Canada	758
Cranbrook, BC, Canada	743
Edmonton, AB, Canada	738
Nelson, BC, Canada	472

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	20.5k	1.06%	34	572.6k	16.8k	23.6k	695.24	752