

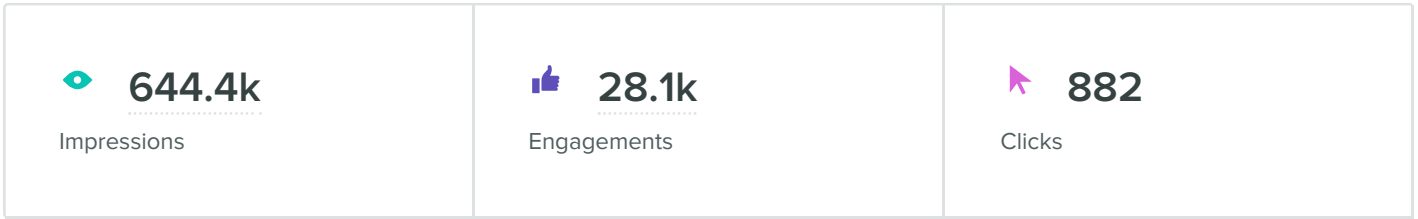


# Facebook Pages for **Kootenay Rockies-BC's Mountain Playground**

Feb 01, 2018 - Feb 28, 2018

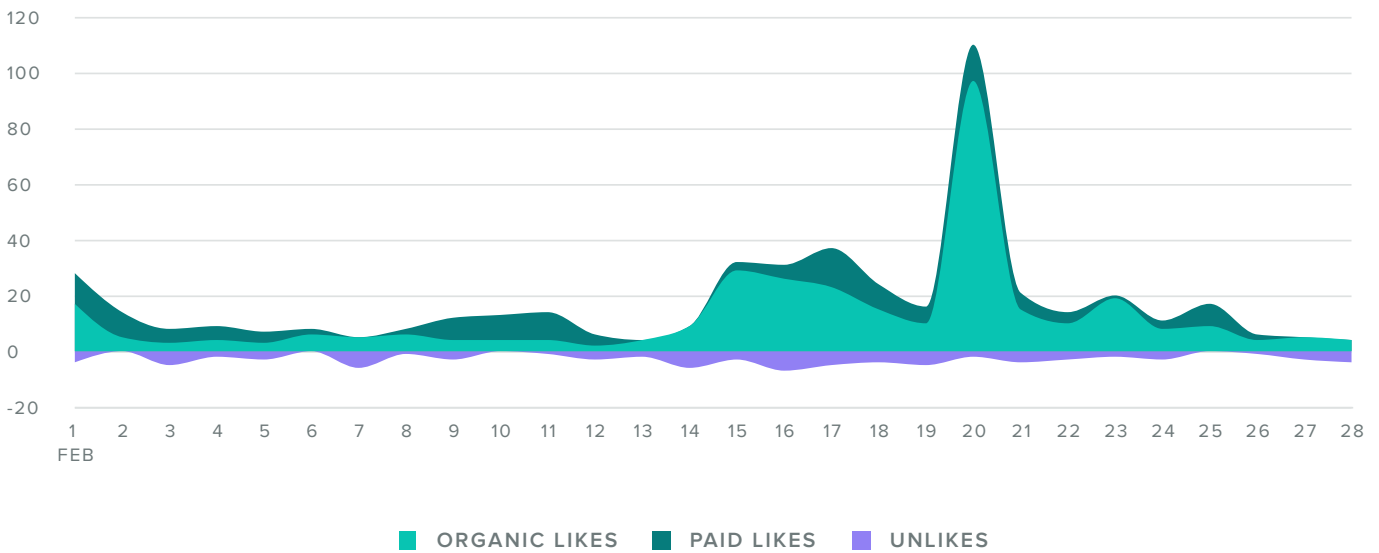
Analyze Facebook page data at a granular level for deeper insights

## Facebook Activity Overview



## Facebook Audience Growth

LIKES BREAKDOWN, BY DAY

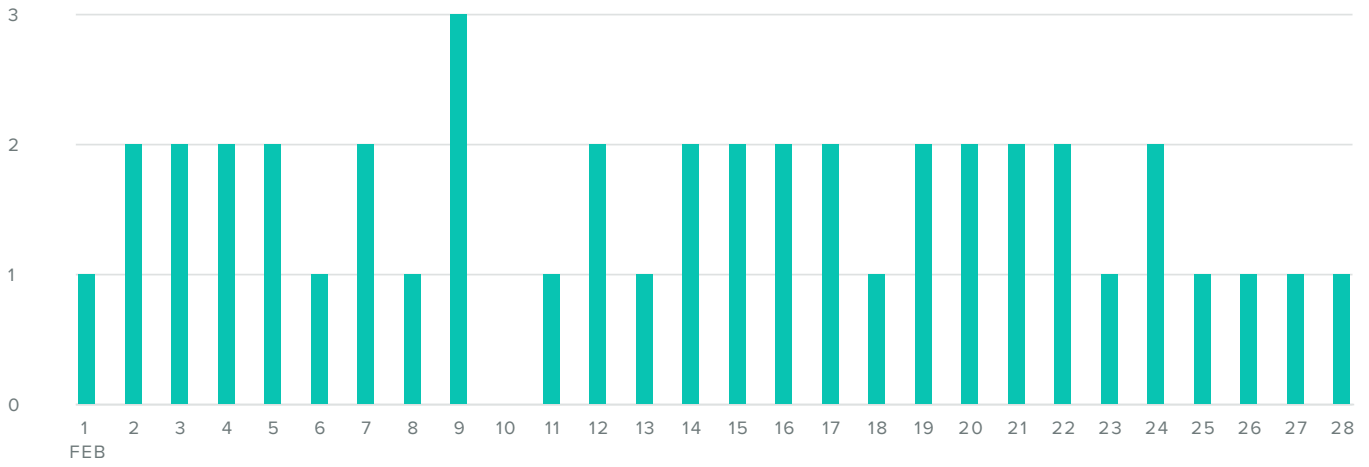


Audience Growth Metrics	Totals
<b>Total Fans</b>	<b>19.5k</b>
Paid Likes	143
Organic Likes	350
Unlikes	82
Net Likes	411

Total fans increased by  
^ 2.1%  
 since previous date range

## Facebook Publishing Behavior

POSTS, BY DAY



■ POSTS SENT




Publishing Metrics	Totals
Photos	39
Videos	3
Posts	2
Notes	0
<b>Total Posts</b>	<b>44</b>

The number of posts you sent decreased by



▼ **6.4%**

since previous date range

## Facebook Top Posts, by Reactions

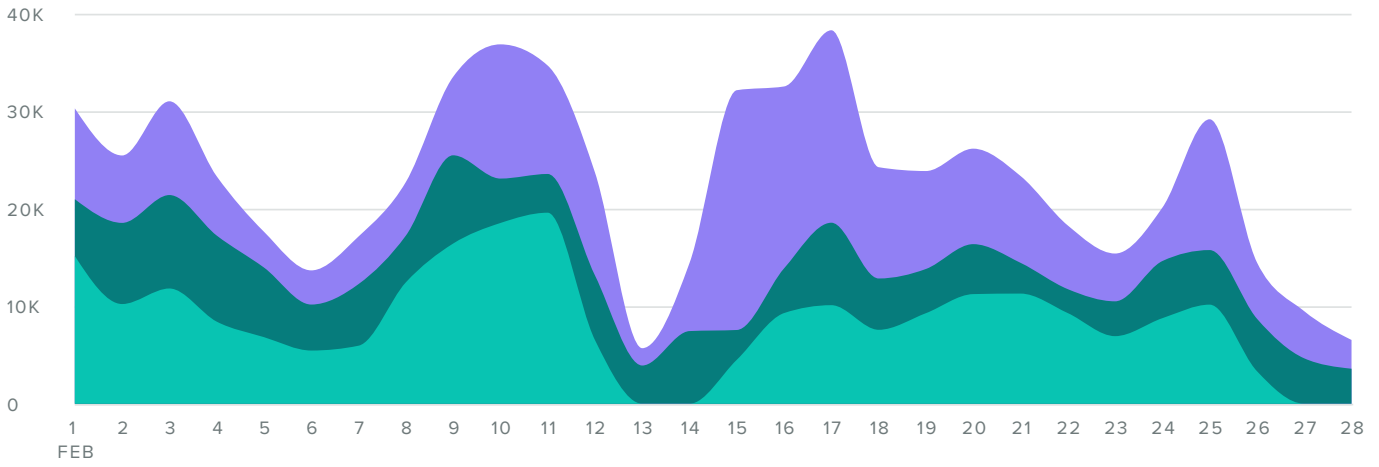
Post	Reactions ▼	Comments	Engagement	Reach
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>One of the things we ♥ about the Kootenays is its natural, awesome beauty! What is your favourite thing you love? Incredible photo by local explorer Lyle Grisedale, near Cranbrook BC - capturing a herd of Elk with Fisher Peak as the beautiful backdrop! ~ <a href="https://www.instagram.com/lyle.grisedale/">https://www.instagram.com/lyle.grisedale/</a> #exploreBC</p>  <p>(Post) February 14, 2018 3:15 pm</p>	7,326	583	10.6%	87.7k
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Looking for a little wow! Many of our hidden waterfalls are accessible in the winter! Learn more: <a href="https://www.kootenayrockies.com/post/kootenay-hidden-waterfalls">https://www.kootenayrockies.com/post/kootenay-hidden-waterfalls</a> Pretty (&amp; pet friendly) photo by Mark &amp; Mya of Sutherland Falls near Revelstoke, BC ~ <a href="https://www.instagram.com/mark_and_myas_adventures/">https://www.instagram.com/mark_and_myas_adventures/</a> #therealstoke #exploreBC</p>  <p>(Post) February 11, 2018 6:15 pm</p>	1,991	23	9.9%	22.9k
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Wondering... can you shut down your schedule and just relax? I'm betting, with a little guidance, you'll catch on — even love it! Totally Laid-back Kootenays: Do Nothing Vacations ~ <a href="https://www.kootenayrockies.com/post/do-nothing-vacation">https://www.kootenayrockies.com/post/do-nothing-vacation</a> Amazing winter capture of <b>Emerald Lake Lodge</b> in <b>Yoho National Park</b> by Geoff Pinkney (<a href="https://www.instagram.com/geoffpinkney/">https://www.instagram.com/geoffpinkney/</a>) #exploreBC</p>  <p>(Post) February 17, 2018 6:15 pm</p>	1,895	32	10.9%	19.4k

## Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Looking a few laid-back community mountains... along <b>The Powder Highway</b> we are home to four! Fairmont Hot Springs Resort, the <b>Salmo Ski Hill</b>, the <b>Summit Lake Ski and Snowboard Area</b> (near Nakusp) and <b>Wapiti Ski Hill</b> (in Elkford)! Wonderful shot by Shawna &amp; Damien Richard of Fairmont Hot Springs Resort BC's Community Ski Areas: T-bars, Two-Man Lifts, and Local Ski Culture Learn more: <a href="http://blog.hellobc.com/ski-bc-kicking-old-school/">http://blog.hellobc.com/ski-bc-kicking-old-school/</a> <b>#powderhighway #exploreBC</b></p>  <p>(Post) February 07, 2018 6:10 pm</p>	1,853	55	9.7%	23k
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Can anyone guess which Kootenay mountain town this is? Hint: <a href="https://www.kootenayrockies.com/explore/cities/">https://www.kootenayrockies.com/explore/cities/</a> Beautiful sunset shot by Shelly - <a href="https://www.instagram.com/shellyinwonderland/">https://www.instagram.com/shellyinwonderland/</a> <b>#exploreBC</b></p>  <p>(Post) February 06, 2018 6:05 pm</p>	1,827	122	8.9%	29k

# Facebook Impressions

PAGE IMPRESSIONS, BY DAY



■ PAID ■ ORGANIC ■ VIRAL

Impressions Metrics	Totals
Organic Impressions	156.4k
Viral Impressions	248.8k
Paid Impressions	239.2k
<b>Total Impressions</b>	<b>644.4k</b>
<b>Average Daily Users Reached</b>	<b>15k</b>

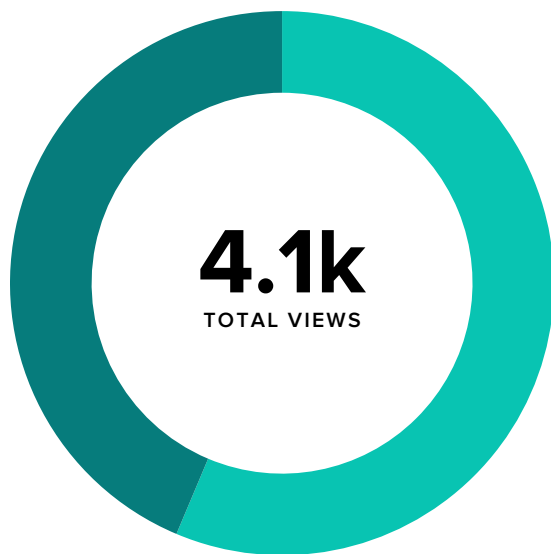
Total Impressions decreased by

**- 40.6%**

since previous date range

## Facebook Video Performance

### VIEW METRICS



**2.3k**

ORGANIC FULL

**1.8k**

ORGANIC PARTIAL

### VIEWING BREAKDOWN

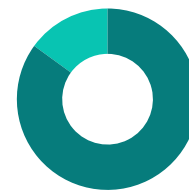


**100%**

ORGANIC VIEWS

**0%**

PAID VIEWS



**15%**

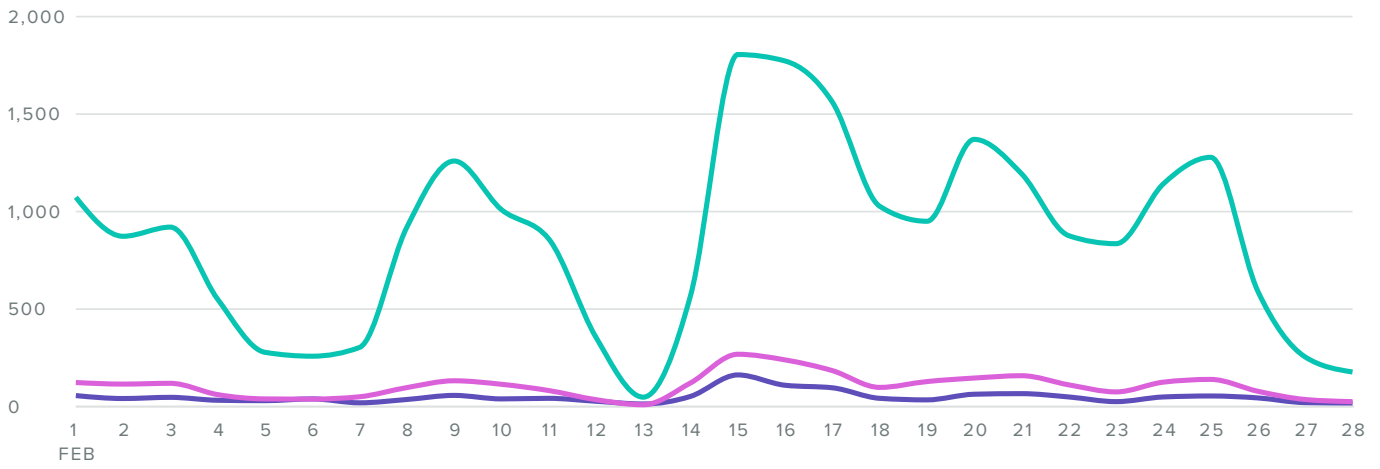
CLICK PLAYS

**85%**

AUTO PLAYS

# Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



■ REACTIONS ■ COMMENTS ■ SHARES

Action Metrics	Totals
Reactions	24k
Comments	1,249
Shares	2,833
<b>Total Engagements</b>	<b>28.1k</b>

Total Engagements decreased by **-26%** since previous date range



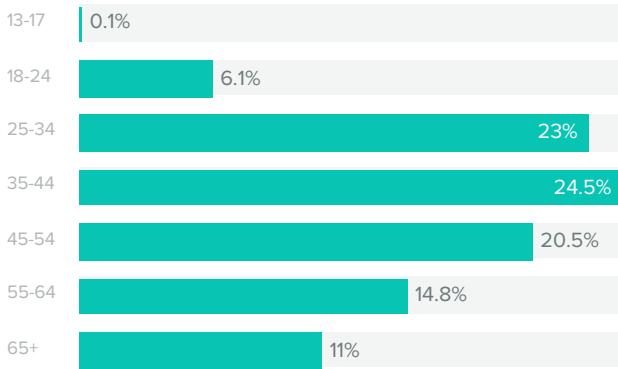
## Facebook Audience Demographics

Page Fans

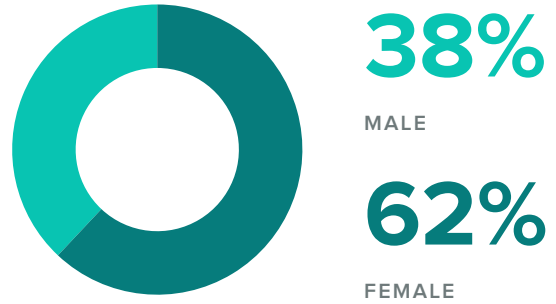
People Reached

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	14.6k
United States	2,308
Germany	355
Australia	279
United Kingdom	268

### Top Cities

Calgary, AB, Canada	1,427
Vancouver, BC, Canada	747
Cranbrook, BC, Canada	711
Edmonton, AB, Canada	704
Nelson, BC, Canada	460

## 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	19.5k	2.13%	44	644.4k	14.6k	28.1k	638.09	882