

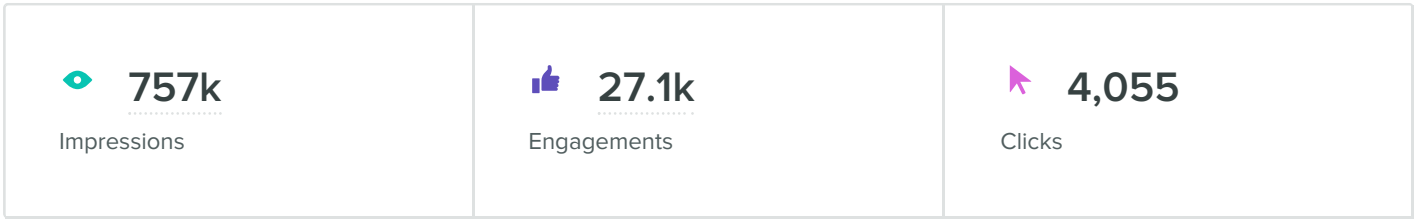


Facebook Pages for **Kootenay Rockies-BC's Mountain Playground**

Mar 01, 2018 - Mar 31, 2018

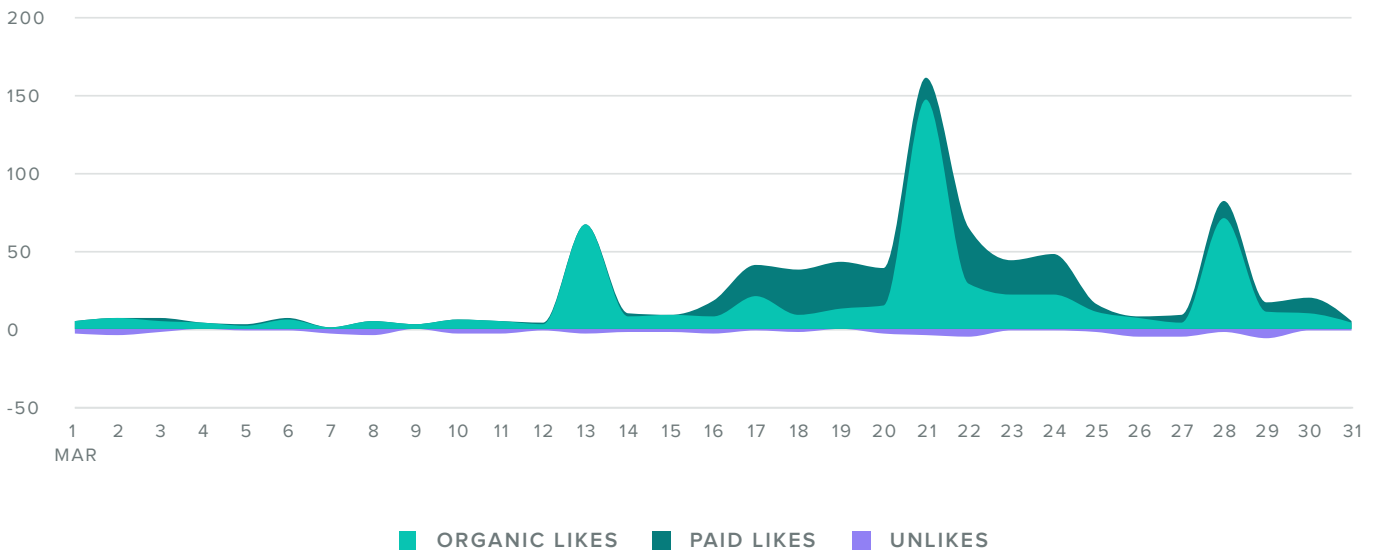
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY

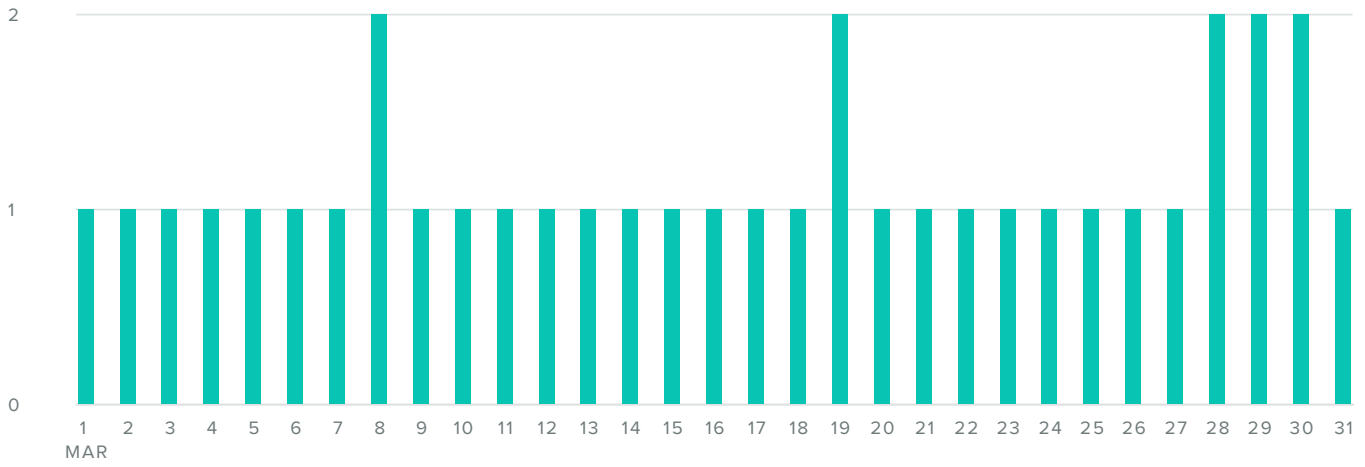


| Audience Growth Metrics | Totals |
|-------------------------|--------------|
| Total Fans | 20.3k |
| Paid Likes | 257 |
| Organic Likes | 540 |
| Unlikes | 74 |
| Net Likes | 723 |

Total fans increased by
▲ 3.7%
 since previous date range

Facebook Publishing Behavior

POSTS, BY DAY



■ POSTS SENT





| Publishing Metrics | Totals |
|--------------------|-----------|
| Photos | 32 |
| Videos | 0 |
| Posts | 4 |
| Notes | 0 |
| Total Posts | 36 |

The number of posts you sent decreased by


-26.5%

since previous date range

Facebook Top Posts, by Reactions

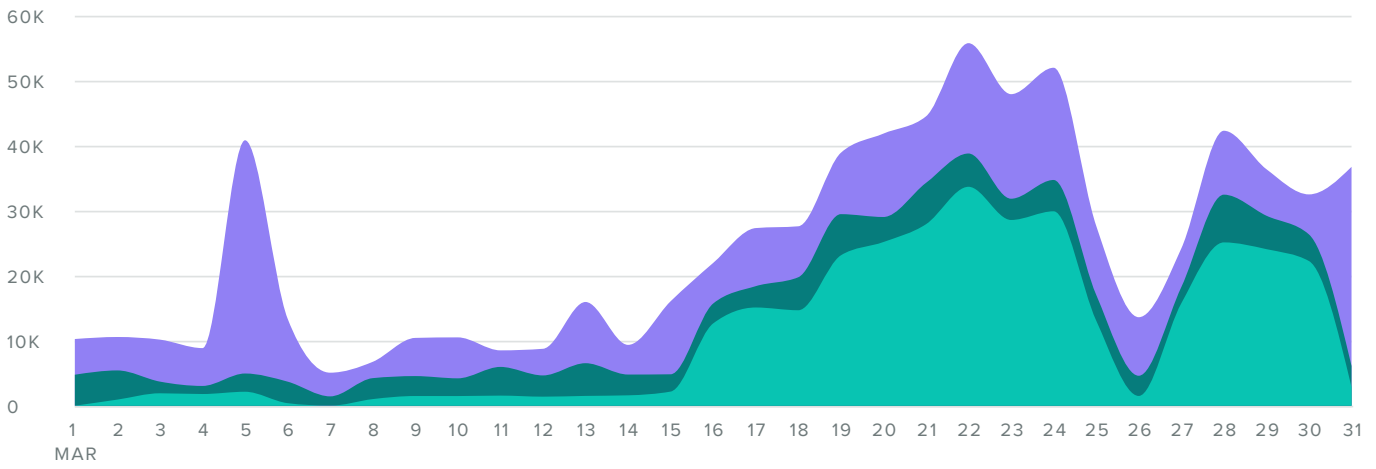
| Post | Reactions ▼ | Comments | Engagement | Reach |
|---|-------------|----------|------------|-------|
| <p>Kootenay Rockies-BC's Mountain Playground</p> <p>Looking for a winter escape? Sounds like Halycon Hot Springs near Nakusp, BC, is just what the doctor ordered! With views like that, how can you go wrong?! Check out Marc Smith's escape to Halycon this winter ~ http://30dayadventures.ca/halycon-hot-springs-winter-escape/#prettyPhoto Photo by Marc Smith #ExploreBC</p>  <p>(Post) March 02, 2018 6:45 am</p> | 3,033 | 340 | 7.1% | 61k |
| <p>Kootenay Rockies-BC's Mountain Playground</p> <p>The towering Steeples Mountain Range as part of the Rocky Mountains above the city of Cranbrook, BC! Where's your favourite mountain range? #exploreBC Stunning capture by Drew Leiterman ~ https://www.instagram.com/drewmagoo66/</p>  <p>(Post) March 01, 2018 6:30 am</p> | 2,858 | 168 | 8.6% | 41.1k |
| <p>Kootenay Rockies-BC's Mountain Playground</p> <p>Thank you to all who share so many amazing photos of the Kootenay! Beautiful shot of Fisher Peak, one the highest summits of the Southern Rocky Mountains by Steve Tersmette ~ https://www.instagram.com/ekdirtbaggery/ #exploreBC Check out more amazing photos on our Fan-Feed ~ https://www.kootenayrockies.com/page/fan-feed/</p>  <p>(Post) March 03, 2018 6:30 am</p> | 1,964 | 37 | 8.4% | 25.4k |
| <p>Kootenay Rockies-BC's Mountain Playground</p> <p>Have you ever been to the quaint village of New Denver along Slokan Lake? If New Denver is on your visit list you must check out The Domes! 8 Unusual Accommodations in British Columbia, featuring The Domes in New Denver, BC ~ http://blog.hellobc.com/10-unusual-accommodations-british-columbia-2/</p>  <p>(Post) March 21, 2018 6:00 pm</p> | 1,869 | 241 | 7.5% | 52.5k |

Facebook Top Posts, by Reactions

| Post | Reactions ▼ | Comments | Engagement | Reach |
|--|-------------|----------|------------|-------|
| <p>Kootenay Rockies-BC's Mountain Playground</p> <p>Have you checked out any frozen waterfalls this winter? Which ones? Learn more about some Hidden Waterfalls in the Kootenays ~</p> <p>https://www.kootenayrockies.com/post/kootenay-hidden-waterfalls Stunning photo by Cory Strom of a 'top secret' waterfall in Nelson, BC ~</p> <p>https://www.instagram.com/cstrom.photography/ #findingawesome #exploreBC</p>  <p>(Post) March 16, 2018 6:00 pm</p> | 1,356 | 45 | 7.4% | 22k |

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



■ PAID ■ ORGANIC ■ VIRAL

| Impressions Metrics | Totals |
|------------------------------------|--------------|
| Organic Impressions | 118k |
| Viral Impressions | 303.9k |
| Paid Impressions | 335.1k |
| Total Impressions | 757k |
| Average Daily Users Reached | 16.6k |

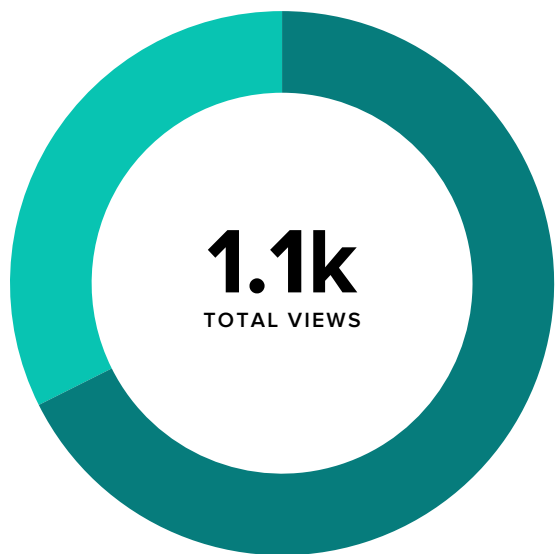
Total Impressions increased by

▲ **0.8%**

since previous date range

Facebook Video Performance

VIEW METRICS



353

ORGANIC FULL

737

ORGANIC PARTIAL

VIEWING BREAKDOWN



100%

ORGANIC VIEWS

0%

PAID VIEWS



59%

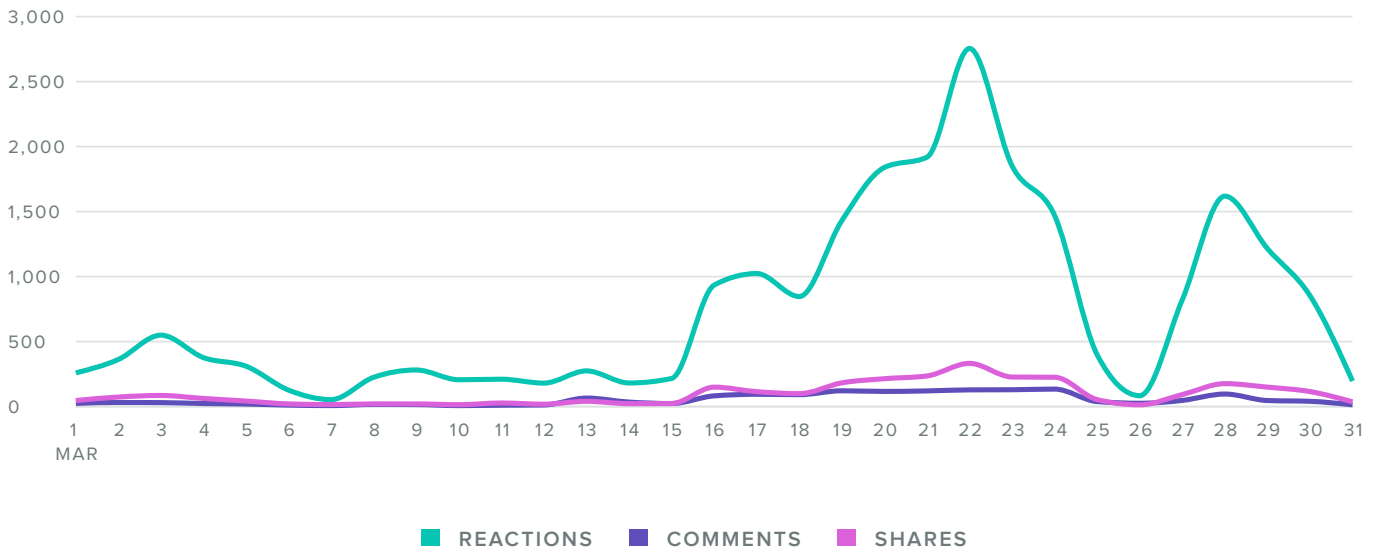
CLICK PLAYS

41%

AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



| Action Metrics | Totals |
|--------------------------|--------------|
| Reactions | 22.9k |
| Comments | 1,461 |
| Shares | 2,752 |
| Total Engagements | 27.1k |

Total Engagements decreased by **-16.4%** since previous date range

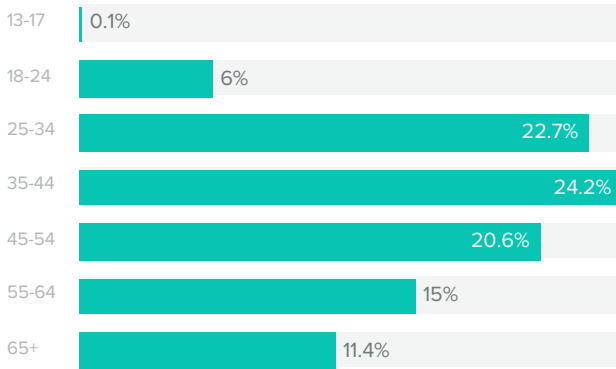
Facebook Audience Demographics

Page Fans

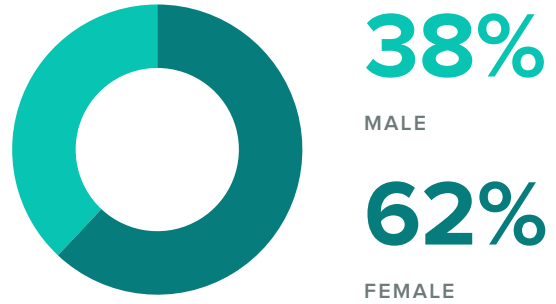
People Reached

People Engaged

BY AGE



BY GENDER



Women between the ages of 35-44 appear to be the leading force among your fans.


Top Countries

| Country | Count |
|----------------|-------|
| Canada | 15.3k |
| United States | 2,375 |
| Germany | 356 |
| Australia | 285 |
| United Kingdom | 268 |

Top Cities

| City | Count |
|-----------------------|-------|
| 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 | 3.73% | 36 | 757k | 21k | 27.1k | 752.31 | 4,055 |