

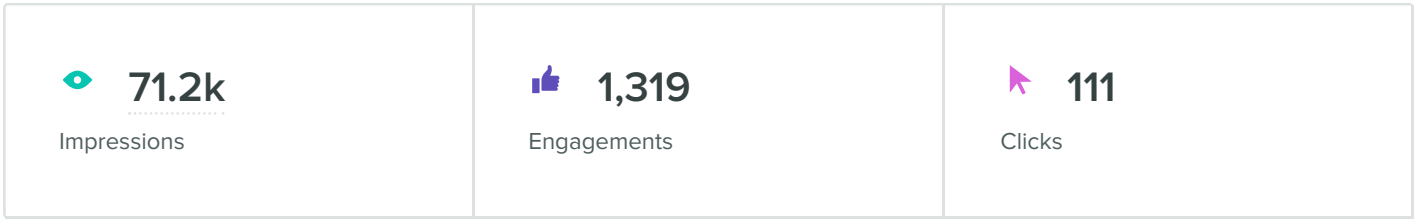


# Facebook Pages for **The Powder Highway**

Apr 01, 2018 - Apr 30, 2018

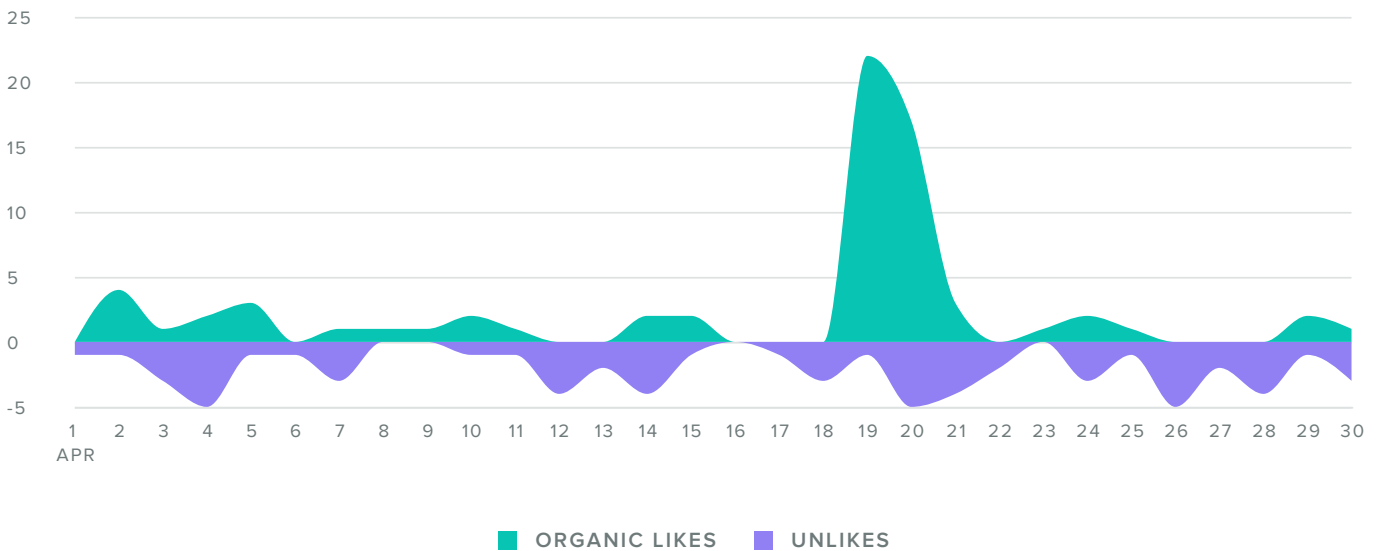
Analyze Facebook page data at a granular level for deeper insights

## Facebook Activity Overview



## Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics	Totals
<b>Total Fans</b>	<b>9,903</b>
Organic Likes	69
Unlikes	63
Net Likes	6

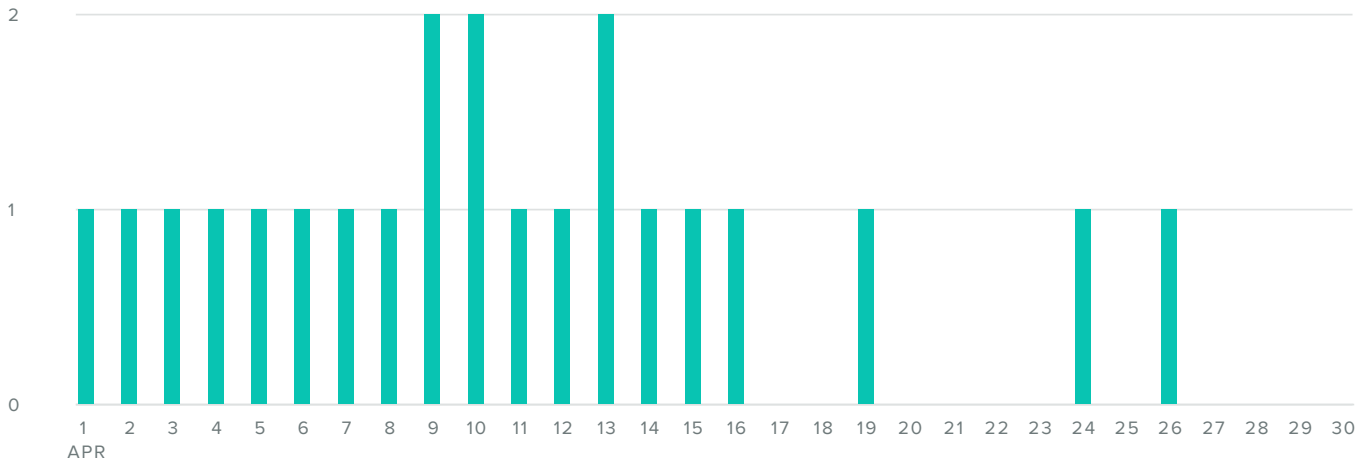
Total fans decreased by

▼ **0%**

since previous month

## Facebook Publishing Behavior

### POSTS, BY DAY



■ POSTS SENT





Publishing Metrics	Totals
Photos	20
Videos	1
Posts	1
Notes	0
<b>Total Posts</b>	<b>22</b>

The number of posts you sent decreased by



**-33.3%**

since previous month

## Facebook Top Posts, by Reactions

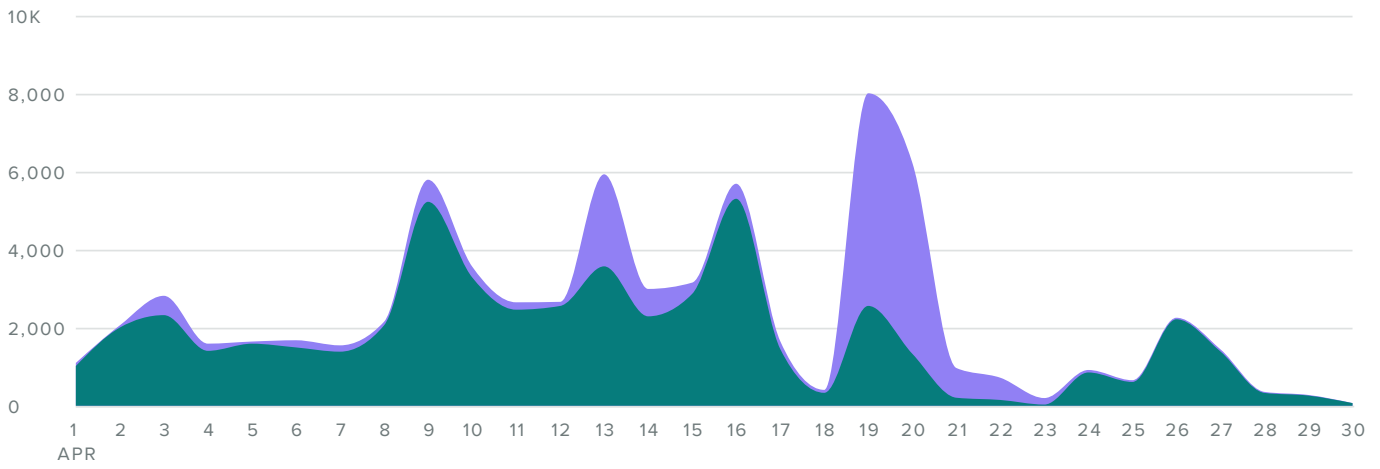
Post	Reactions ▼	Comments	Engagement	Reach
<p><b>The Powder Highway</b></p> <p>Did you get a glimpse of our incredible sunrises or sunsets, on the Powder Highway this past season? Stunning photo by <b>Kootenay Backcountry Guides</b> near Kaslo, BC <a href="#">#powderhighway</a> <a href="#">#exploreBC</a></p>  <p>(Post) April 19, 2018 6:10 pm</p>	357	20	5%	11.9k
<p><b>The Powder Highway</b></p> <p>It's the season that keeps on giving! Sweet powder (20+ cm) on closing day from the <b>Revelstoke Mountain Resort!</b> So much snow it burried the weather gnome overnight and bumped Revy into a new record for the most annual snow ever recorded in its 10-year history! Video by Morgan Tilton (<a href="https://www.instagram.com/motilton/">https://www.instagram.com/motilton/</a>) <a href="#">#PowderHighway</a> <a href="#">#KootRocks</a> <a href="#">#exploreBC</a> <a href="#">#therealstoke</a></p>  <p>(Post) April 16, 2018 3:07 pm</p>	152	25	8.6%	4,332
<p><b>The Powder Highway</b></p> <p>Fernie, Kicking Horse and Revelstoke will be open for one more week - who's stoked for more skiing/riding? Fun capture by Kaya Lampa at <b>Revelstoke Mountain Resort</b> ~ <a href="https://www.instagram.com/kayalampa/">https://www.instagram.com/kayalampa/</a> <a href="#">#therealstoke</a> <a href="#">#revelstoked</a> <a href="#">#exploreBC</a></p>  <p>(Post) April 08, 2018 6:15 pm</p>	80	1	5.9%	2,057
<p><b>The Powder Highway</b></p> <p>The Rogers Pass (located between Golden and Revelstoke) makes the list! "6 Famous Highways Loved by Skiers" via <b>Outside Magazine</b> ~ Learn more: <a href="http://bit.ly/2lyNBxT">http://bit.ly/2lyNBxT</a> Sweet ❤️ shot by Matthew Smith ~ <a href="https://www.instagram.com/wildernessflightmedic/">https://www.instagram.com/wildernessflightmedic/</a> <a href="#">#exploreBC</a></p>  <p>(Post) April 09, 2018 6:30 am</p>	69	1	4.8%	2,518

## Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p data-bbox="185 344 416 371"><b>The Powder Highway</b></p> <p data-bbox="185 378 866 405">Which mountain peak did you explore this past weekend? Sweet shot by</p> <p data-bbox="185 407 767 434"><b>Ryan Flett Media</b> from <b>RED Mountain Resort</b> in <b>Rossland, BC</b></p> <p data-bbox="185 434 480 461">#PowderHighway #exploreBC</p> <div data-bbox="92 501 177 595">  </div> <div data-bbox="185 479 343 714">  </div> <p data-bbox="185 728 456 754">(Post) April 02, 2018 6:05 pm</p>	58	10	4.5%	2,190

# Facebook Impressions

PAGE IMPRESSIONS, BY DAY



■ ORGANIC ■ VIRAL

Impressions Metrics	Totals
Organic Impressions	52.7k
Viral Impressions	18.6k
<b>Total Impressions</b>	<b>71.2k</b>
<b>Average Daily Users Reached</b>	<b>1,466</b>

Total Impressions decreased by

▼ **86.8%**

since previous month

## Facebook Video Performance

### VIEW METRICS



**628**

ORGANIC FULL

**1.8k**

ORGANIC PARTIAL

### VIEWING BREAKDOWN

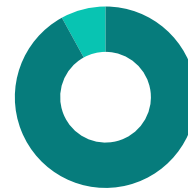


**100%**

ORGANIC VIEWS

**0%**

PAID VIEWS



**8%**

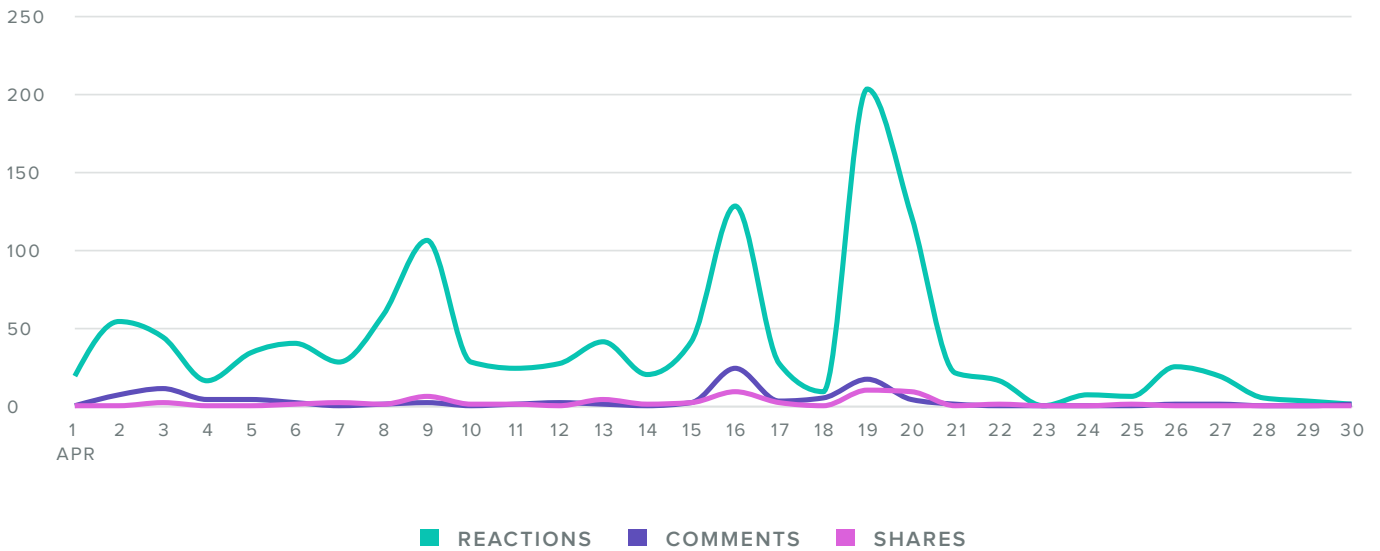
CLICK PLAYS

**92%**

AUTO PLAYS

# Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	1,172
Comments	94
Shares	53
<b>Total Engagements</b>	<b>1,319</b>

Total Engagements decreased by **47%** since previous month



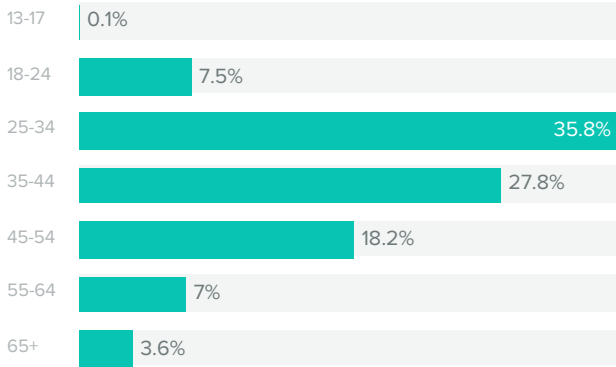
## Facebook Audience Demographics

Page Fans

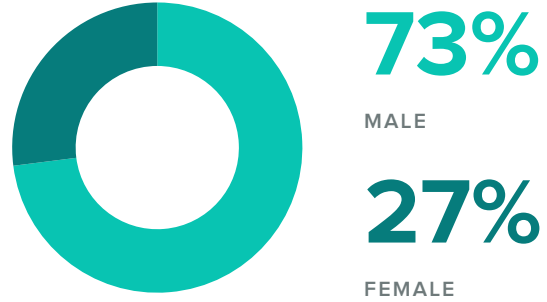
People Reached

People Engaged

### BY AGE



### BY GENDER



Men between the ages of 25-34 appear to be the leading force among your fans.

### Top Countries

Canada	4,002
United States	3,975
Australia	324
United Kingdom	183
Germany	154

### Top Cities

Calgary, AB, Canada	502
Vancouver, BC, Canada	237
Edmonton, AB, Canada	209
Revelstoke, BC, Canada	145
Toronto, ON, Canada	136

## Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
The Powder Highway	9,903	-0.03%	22	71.2k	3,237	1,319	59.95	111