

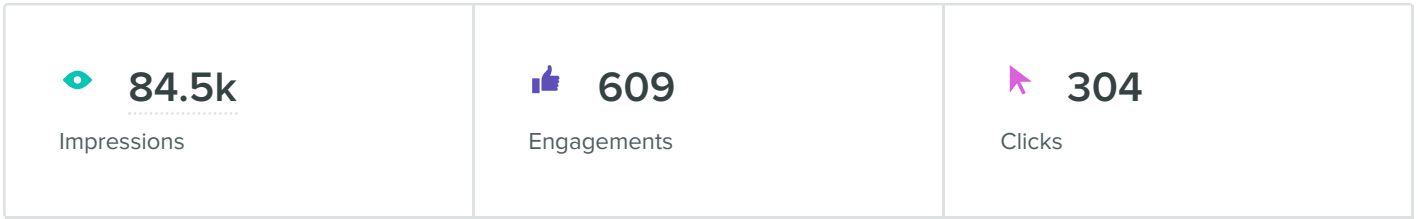


# Facebook Pages for **The Powder Highway**

Dec 01, 2017 - Dec 31, 2017

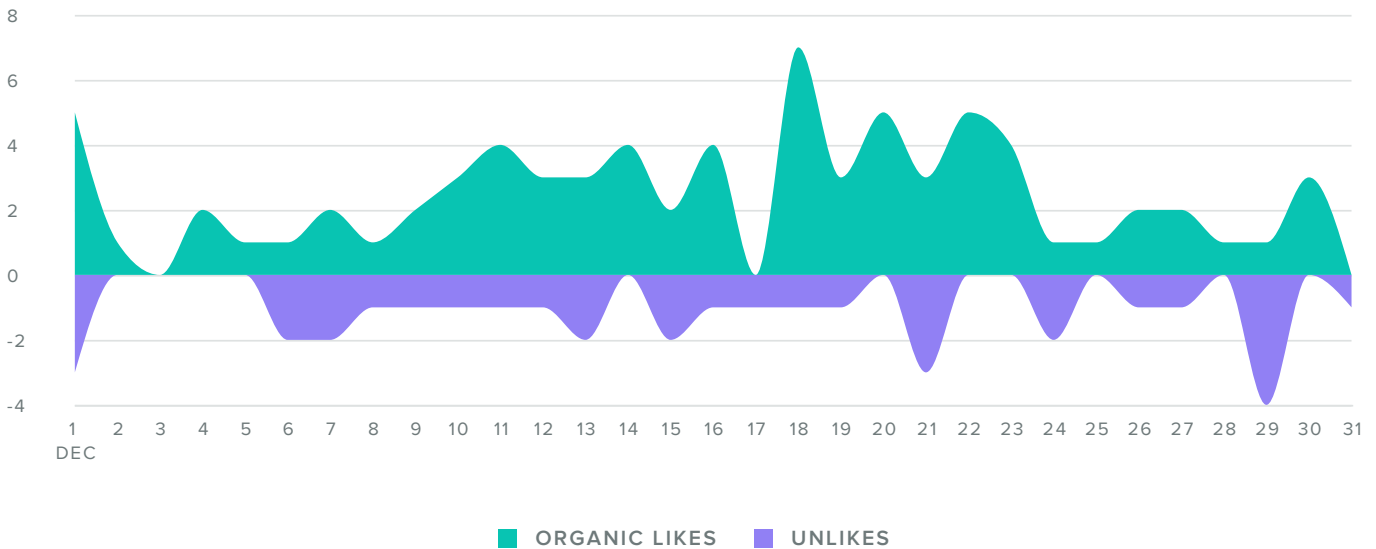
Analyze Facebook page data at a granular level for deeper insights

## Facebook Activity Overview



## Facebook Audience Growth

LIKES BREAKDOWN, BY DAY

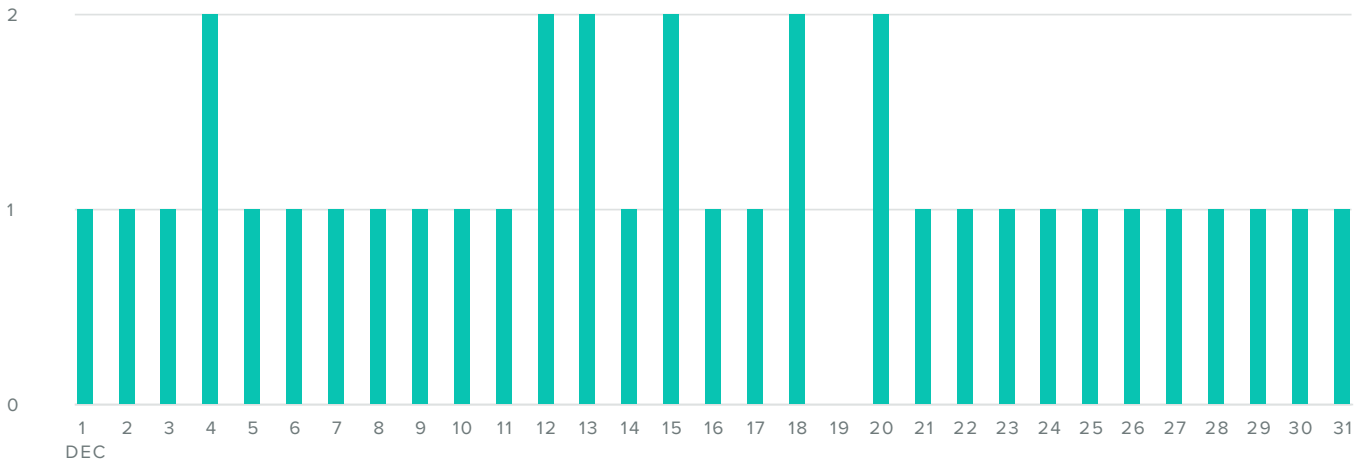


Audience Growth Metrics	Totals
<b>Total Fans</b>	<b>9,336</b>
Organic Likes	76
Unlikes	32
Net Likes	44

Total fans increased by  
▲ 0.4%  
 since previous date range

## Facebook Publishing Behavior

POSTS, BY DAY



■ POSTS SENT



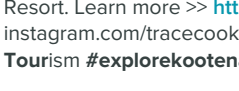


Publishing Metrics	Totals
Photos	28
Videos	1
Posts	7
Notes	0
<b>Total Posts</b>	<b>36</b>

The number of posts you sent increased by

▲ **9.1%**

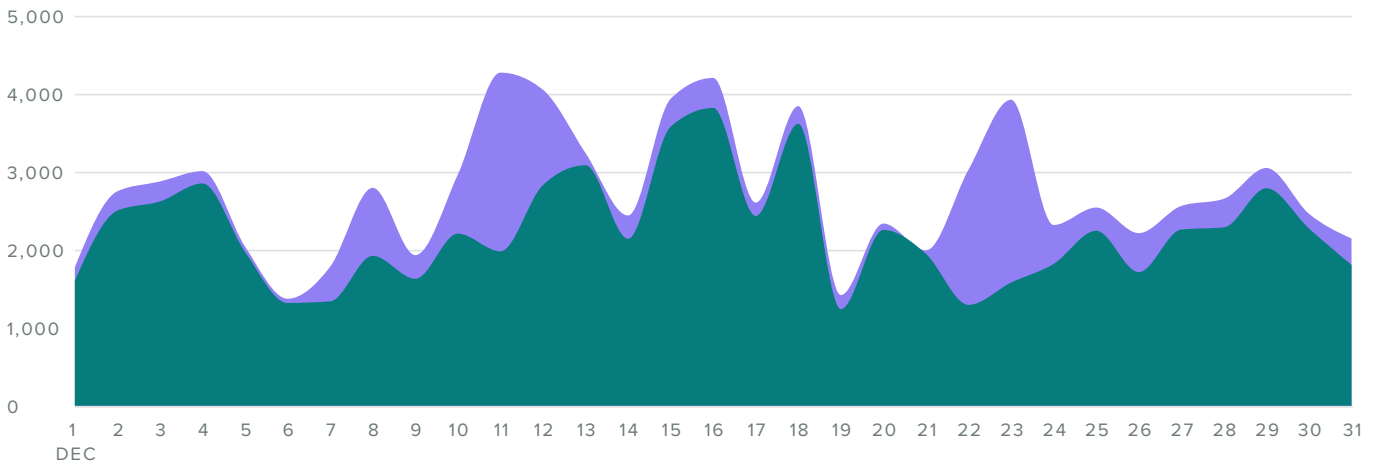
since previous date range

## Facebook Top Posts, by Reactions

Post	Reactions	Comments	Engagement	Reach
<p><b>The Powder Highway</b></p> <p>The season of deep is upon us. Discover why Nelson is truly one of North America's best ski towns and one of the prime stops on the <b>#PowderHighway</b>&gt;&gt; <a href="http://ow.ly/Ds7130ehzA">http://ow.ly/Ds7130ehzA</a> 📷: Drew Cushway   🗣️: Dale Cushway   📍: <b>Whitewater Ski Resort</b>   📍: <b>Nelson Kootenay Lake Tourism</b> <b>#kootrocks #exploreBC #explorekootenaylake</b></p>  <p>(Post) December 16, 2017 11:30 am</p>	51	1	3.1%	2,925
<p><b>The Powder Highway</b></p> <p>At <b>Snowwater Heliskiing</b> their prediction for this season is: "La Nina is going to hit us hard this winter bringing colder and snowier weather than usual". What is your prediction? And are you stoked? ~ Photo courtesy of Snowwater (<a href="https://www.snowwater.com">https://www.snowwater.com</a>) <b>#skiBC</b></p>  <p>(Post) December 10, 2017 6:05 pm</p>	46	9	5.3%	2,204
<p><b>The Powder Highway</b></p> <p>Experience the rush of ripping through fresh powder at Whitewater Ski Resort. Learn more &gt;&gt; <a href="http://ow.ly/cjtX30hoQjl">http://ow.ly/cjtX30hoQjl</a> 📷: tracecooke - <a href="https://www.instagram.com/tracecooke/">instagram.com/tracecooke/</a>   📍: <b>Whitewater Ski Resort Tourism</b> <b>#explorekootenaylake #kootrocks #exploreBC</b></p>  <p>(Post) December 28, 2017 3:56 pm</p>	40	4	5.1%	2,627
<p><b>The Powder Highway</b></p>  <p>(Post) December 15, 2017 11:41 am</p>	33	7	302.8%	36
<p><b>The Powder Highway</b></p> <p>Real... DEEP - <b>Whitewater Ski Resort</b> gets featured in <b>Salomon TV</b> "Bearing (South)" VIDEO: <a href="http://bit.ly/2iqOy3T">http://bit.ly/2iqOy3T</a> <b>#findingawesome #skiBC</b></p>  <p>(Post) December 02, 2017 6:10 pm</p>	32	4	4.4%	2,057

# Facebook Impressions

PAGE IMPRESSIONS, BY DAY



■ ORGANIC ■ VIRAL

Impressions Metrics	Totals
Organic Impressions	68.9k
Viral Impressions	15.6k
<b>Total Impressions</b>	<b>84.5k</b>
<b>Average Daily Users Reached</b>	<b>1,338</b>

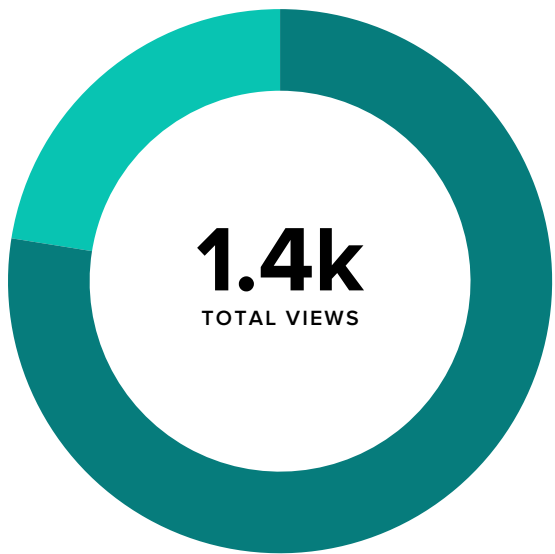
Total Impressions decreased by

**-29.2%**

since previous date range

## Facebook Video Performance

### VIEW METRICS



**310**  
ORGANIC FULL

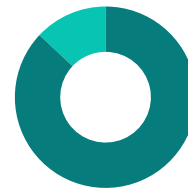
**1.1k**  
ORGANIC PARTIAL

### VIEWING BREAKDOWN



**100%**  
ORGANIC VIEWS

**0%**  
PAID VIEWS

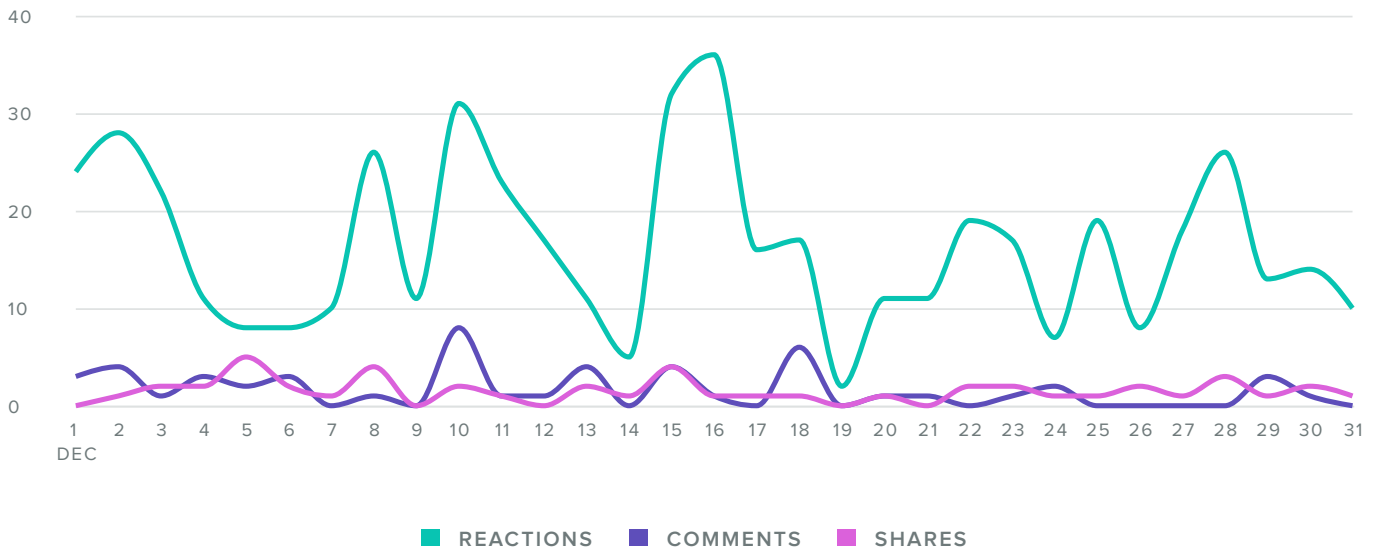


**13%**  
CLICK PLAYS

**87%**  
AUTO PLAYS

# Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	511
Comments	51
Shares	47
<b>Total Engagements</b>	<b>609</b>

Total Engagements decreased by **40.9%** since previous date range

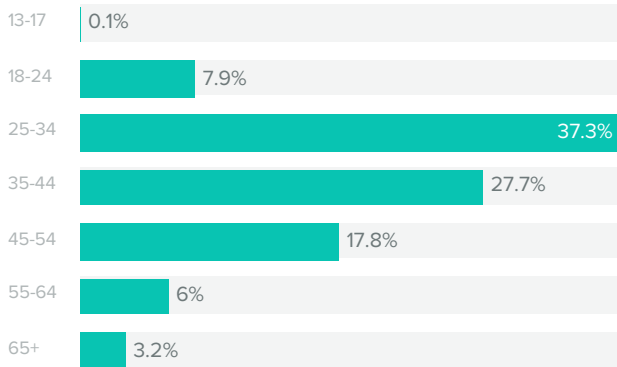
## Facebook Audience Demographics

Page Fans

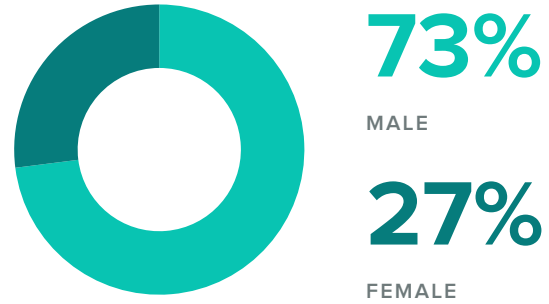
People Reached

People Engaged

### BY AGE



### BY GENDER



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

### Top Countries

United States	3,884
Canada	3,595
Australia	315
United Kingdom	179
Germany	162

### Top Cities

Calgary, AB, Canada	463
Vancouver, BC, Canada	234
Edmonton, AB, Canada	176
Toronto, ON, Canada	145
Revelstoke, BC, Canada	135

## 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	9,336	0.42%	36	84.5k	2,348	609	16.92	304