

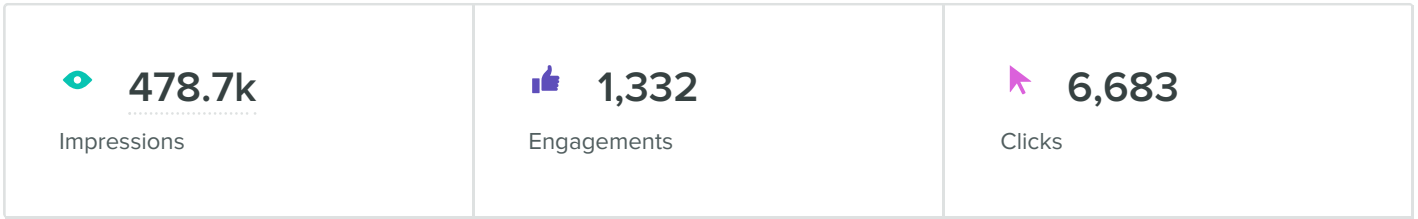


Facebook Pages for **The Powder Highway**

Feb 01, 2018 - Feb 28, 2018

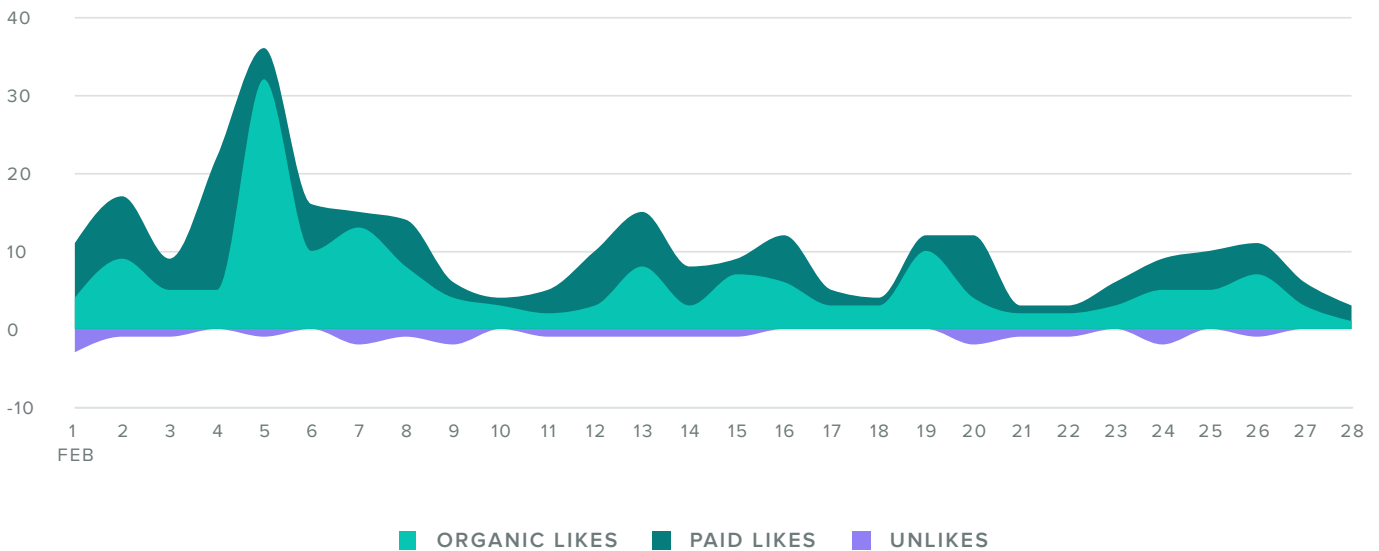
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY

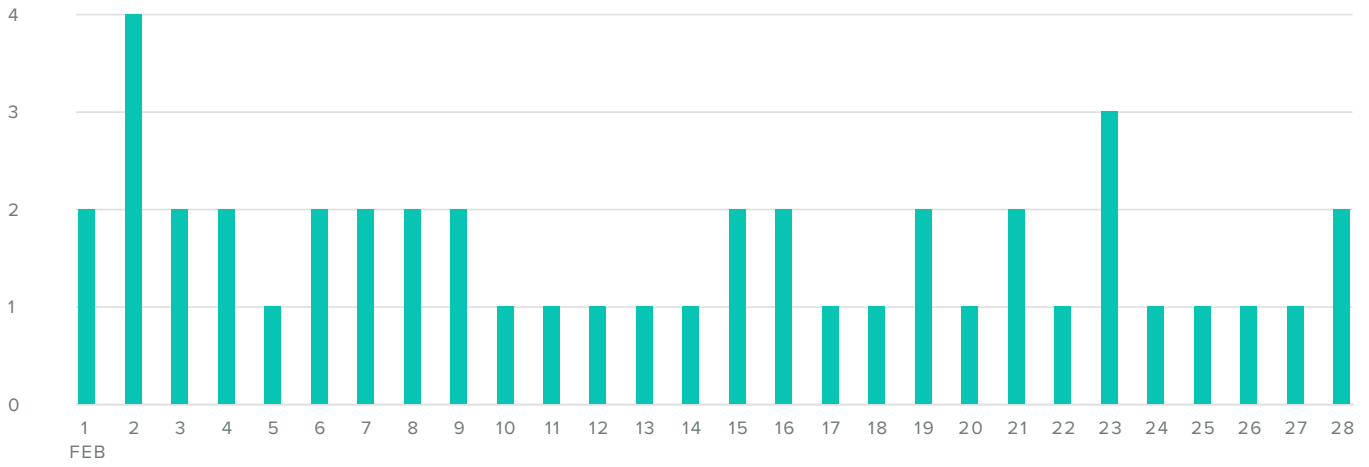


Audience Growth Metrics	Totals
Total Fans	9,740
Paid Likes	123
Organic Likes	170
Unlikes	23
Net Likes	270

Total fans increased by
^ 2.9%
 since previous date range

Facebook Publishing Behavior

POSTS, BY DAY



■ POSTS SENT





Publishing Metrics	Totals
Photos	22
Videos	8
Posts	15
Notes	0
Total Posts	45

The number of posts you sent increased by

▲ **25%**

since previous date range

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>The Powder Highway</p> <p>Choose your ride >> http://ow.ly/m78C30ibSRR 📷: Todd Avison - instagram.com/toddavison/ 📍: Snowwater Heliskiing #snowwaterheli #kootrocks #exploreBC #PowderHighway</p>  <p>(Post) February 04, 2018 7:10 am</p>	207	3	6.1%	4,271
<p>The Powder Highway</p> <p>There's plenty to discover at Kimberley Alpine Resort on the #PowderHighway >> http://ow.ly/m78C30ibSRR 📷: Chris Elder - instagram.com/itschriselder/ 📍: Kimberley Alpine Resort #kootrocks #exploreBC #agoodplacetobe #mykimberley</p>  <p>(Post) February 07, 2018 8:11 am</p>	93	8	2.8%	16.5k
<p>The Powder Highway</p> <p>Watch this video from RED Mountain Resort... careful you may want to quit your job and become a ski bum.</p>  <p>(Post) February 28, 2018 5:18 pm</p>	74	12	2.9%	11.7k
<p>The Powder Highway</p> <p>Find Awesome! Discover why the Kaslo and Nelson region is the capital for cat skiing, and Nelson is truly one of North America's best ski town. >> http://ow.ly/pwvd30iyJNw 📷: Are - instagram.com/aresandnes/ 📍: Nils A. Skogstrømin instagram.com/rockenils/ 📍: Whitewater Ski Resort 📍: Nelson Kootenay Lake Tourism #kootrocks #exploreBC #explorekootenaylake</p>  <p>(Post) February 24, 2018 11:35 am</p>	58	3	2.8%	4,781

Facebook Top Posts, by Reactions

Post

Reactions ▼ Comments Engagement Reach

The Powder Highway

Drop into Fernie Alpine Resort - Where legendary skiing and snowboarding fuses with real stories from locals, pioneers, ski bums and freeskiers in one of the most classic Rocky Mountain ski towns in North America. Experience Fernie for yourself >> <http://ow.ly/yRxU30inI9z> 📷: Derek Pettigrew - [instagram.com/depetty12](https://www.instagram.com/depetty12) 📍: **Fernie Alpine Resort** BC **#kootrocks** **#exploreBC** **#PowderHighway** **#ferniestoke**

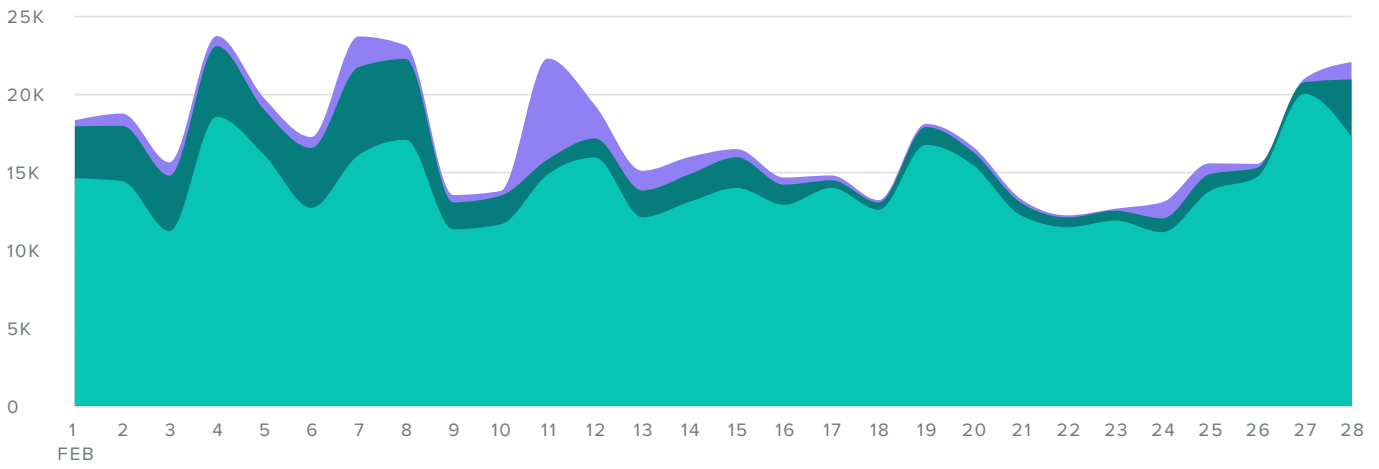


55	3	5.8%	1,612
----	---	------	-------

(Post) February 14, 2018 9:01 am

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



■ PAID ■ ORGANIC ■ VIRAL

Impressions Metrics	Totals
Organic Impressions	57k
Viral Impressions	24.5k
Paid Impressions	397.2k
Total Impressions	478.7k
Average Daily Users Reached	14k

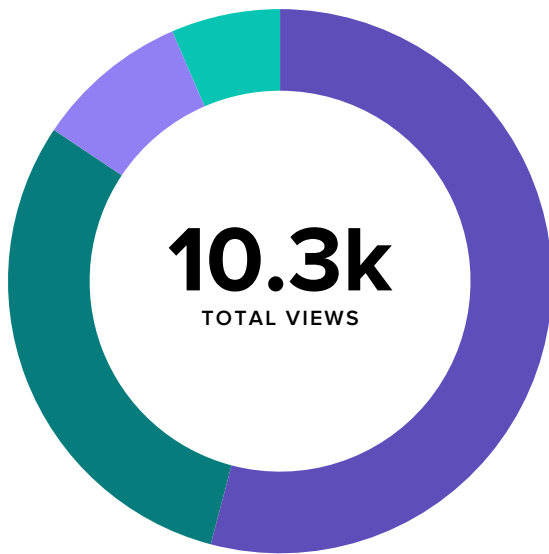
Total Impressions increased by

▲ **359.4%**

since previous date range

Facebook Video Performance

VIEW METRICS



667
ORGANIC FULL

3.1k
ORGANIC PARTIAL

938
PAID FULL

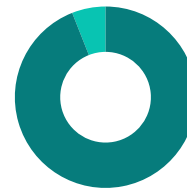
5.6k
PAID PARTIAL

VIEWING BREAKDOWN



37%
ORGANIC VIEWS

63%
PAID VIEWS

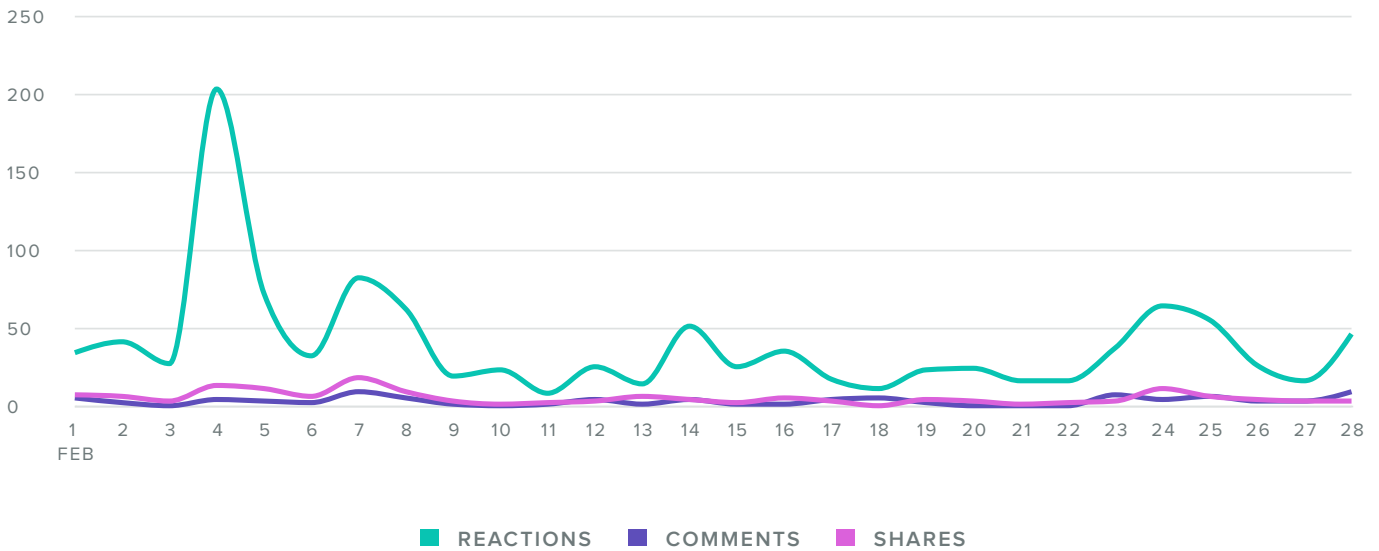


6%
CLICK PLAYS

94%
AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	1,104
Comments	86
Shares	142
Total Engagements	1,332

Total Engagements decreased by **-2.7%** since previous date range

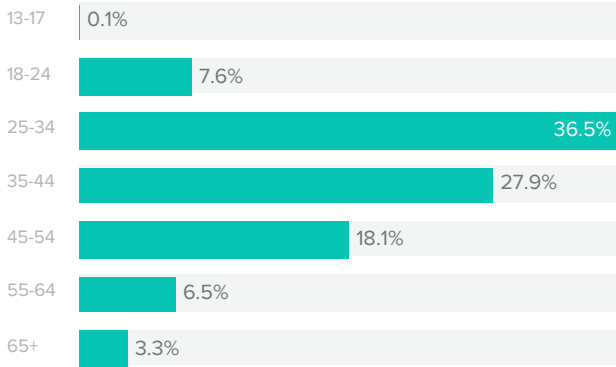
Facebook Audience Demographics

Page Fans

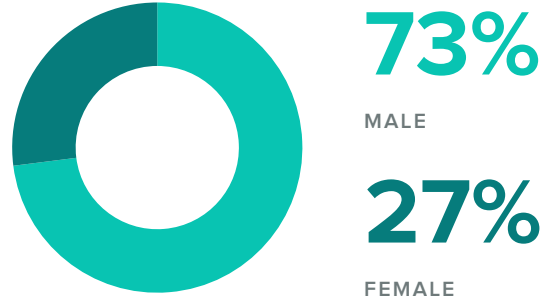
People Reached

People Engaged

BY AGE



BY GENDER



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


Top Countries

Country	Count
United States	3,953
Canada	3,890
Australia	316
United Kingdom	174
Germany	160

Top Cities

City	Count
Calgary, AB, Canada	484
Vancouver, BC, Canada	225
Edmonton, AB, Canada	195
Revelstoke, BC, Canada	151
Nelson, BC, Canada	138

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	9,740	2.88%	45	478.7k	10.6k	1,332	29.6	6,683