

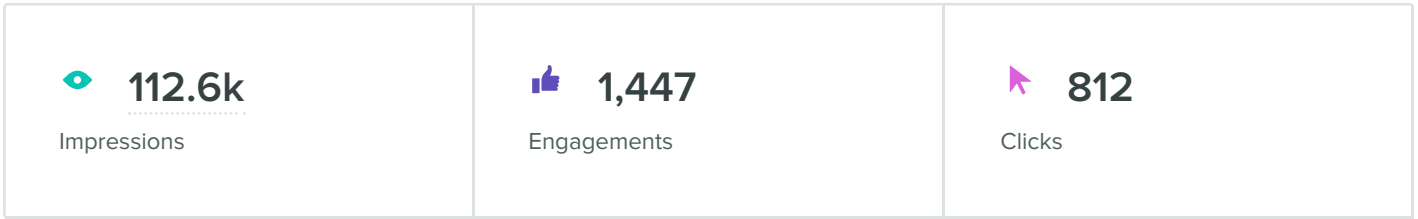


Facebook Pages for **The Powder Highway**

Jan 01, 2018 - Jan 31, 2018

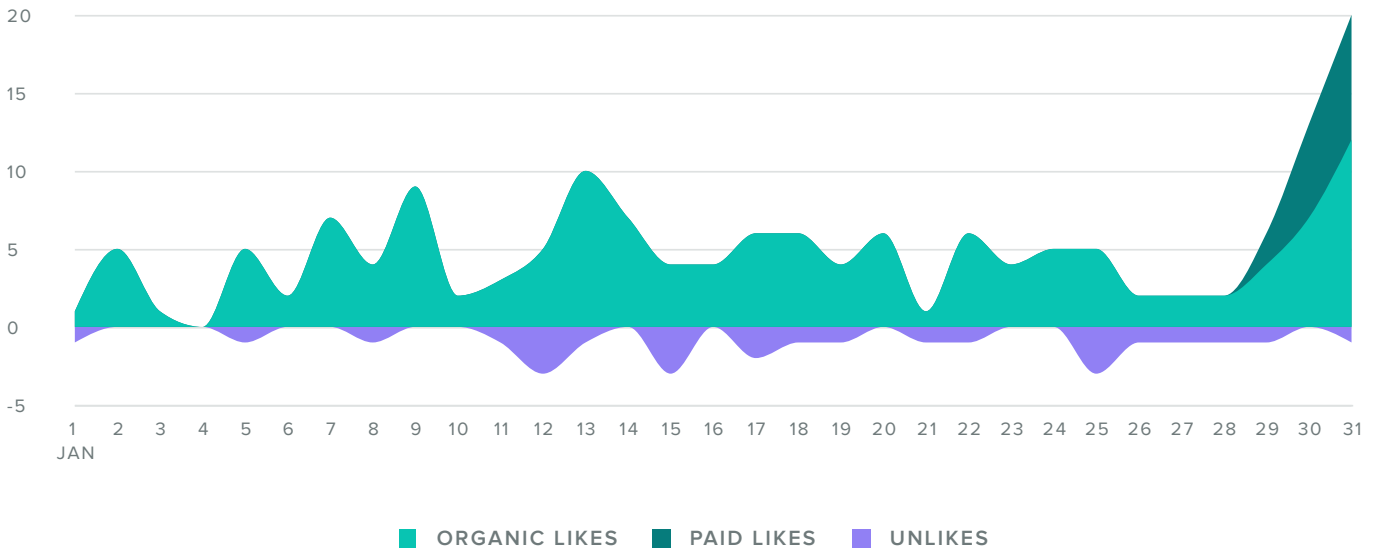
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY

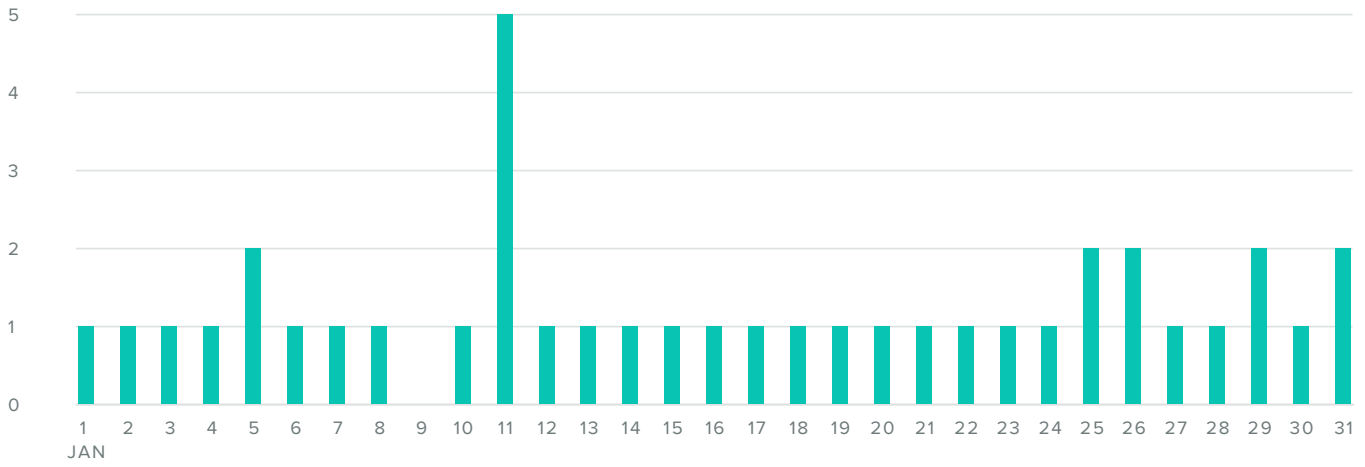


Audience Growth Metrics	Totals
Total Fans	9,467
Paid Likes	16
Organic Likes	141
Unlikes	25
Net Likes	132

Total fans increased by
▲ 1.4%
 since previous date range

Facebook Publishing Behavior

POSTS, BY DAY



POSTS SENT




Publishing Metrics	Totals
Photos	28
Videos	8
Posts	3
Notes	0
Total Posts	39

The number of posts you sent increased by








8.3%

since previous date range

Facebook Top Posts, by Reactions

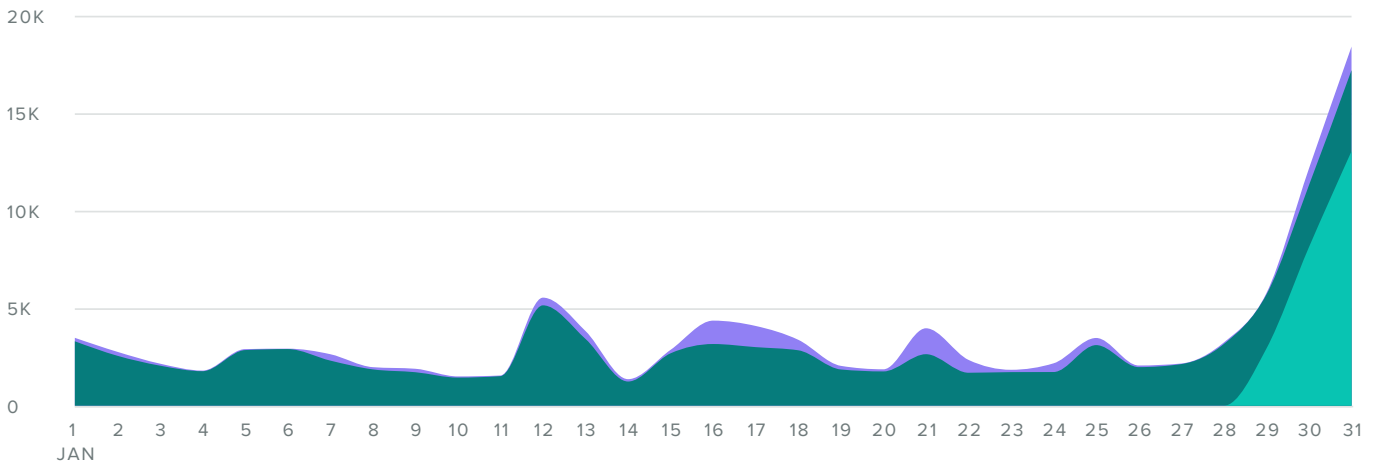
Post	Reactions	Comments	Engagement	Reach
<p>The Powder Highway Imagine waking up every morning in one of Rossland's unique cabins at RED Mountain Resort! Would you ♥ to live at one of these cabins? "Rossland's Unique Cabins" Learn more: https://www.kootenayrockies.com/post/rossland-cabins (Story and photos by Ryan Flett Media) #PowderHighway #exploreBC</p>  <p>(Post) January 15, 2018 6:10 pm</p>	77	10	7.8%	3,250
<p>The Powder Highway Here's something not every ski resort has near by... The Whiteway near Panorama Mountain Resort is the World's Longest Skating Path, a 34-km (21 mile) groomed track! What après ski activities do you ♥ ? Details: https://www.kootenayrockies.com/post/the-whiteway 📍: Kari Medig #PureCanada #PowderHighway #exploreBC</p>  <p>(Post) January 29, 2018 6:10 pm</p>	57	17	5.6%	2,954
<p>The Powder Highway Find your powder with Cat Skiing. There are 14 Cat-Ski operator on the #PowderHighway including Fernie Wilderness Adventures, who provides their clients an exceptional outdoor experience in a relaxed, casual atmosphere enjoying the snow and great Canadian Rockies. Nestled in a nearby mountain range just south west of the Fernie Alpine Resort known for its legendary deep snow dumps. Discover more >> http://ow.ly/8rhp30hSYWE 📍: OLIVE - instagram.com/olivia_lemire/ 📍: Fernie Wilderness Adventures BC #kootrocks #exploreBC #ferniestoke</p>  <p>(Post) January 21, 2018 11:05 am</p>	51	4	5.3%	3,067

Facebook Top Posts, by Reactions

Post	Reactions	Comments	Engagement	Reach
<p>The Powder Highway</p> <p>Start 2018 right with some fresh tracks! Happy New Year from the #PowderHighway! http://ow.ly/Ds7130hehzA  irierootsnw - instagram.com/irierootsnw/  Revelstoke Mountain Resort oke #TheRealStoke #kootrocks #exploreBC</p>   <p>(Post) January 01, 2018 10:25 am</p>	47	3	4.4%	2,130
<p>The Powder Highway</p> <p>Get deep!  Paul Myrehaug - instagram.com/paulmyrehaug/  Eagle Pass Heliski oke #kootrocks #exploreBC #TheRealStoke</p>  <p>(Post) January 28, 2018 11:10 am</p>	44	3	7.7%	2,099

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



PAID ORGANIC VIRAL

Impressions Metrics	Totals
Organic Impressions	77.7k
Viral Impressions	10.8k
Paid Impressions	24.1k
Total Impressions	112.6k
Average Daily Users Reached	2,110

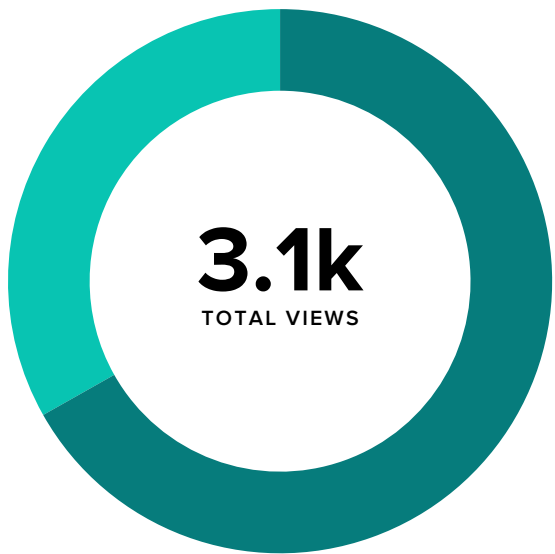
Total Impressions increased by

▲ 33.2%

since previous date range

Facebook Video Performance

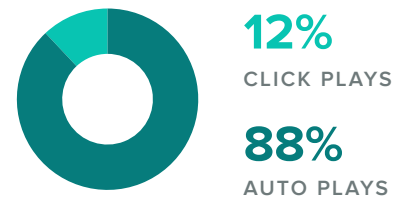
VIEW METRICS



1k
ORGANIC FULL

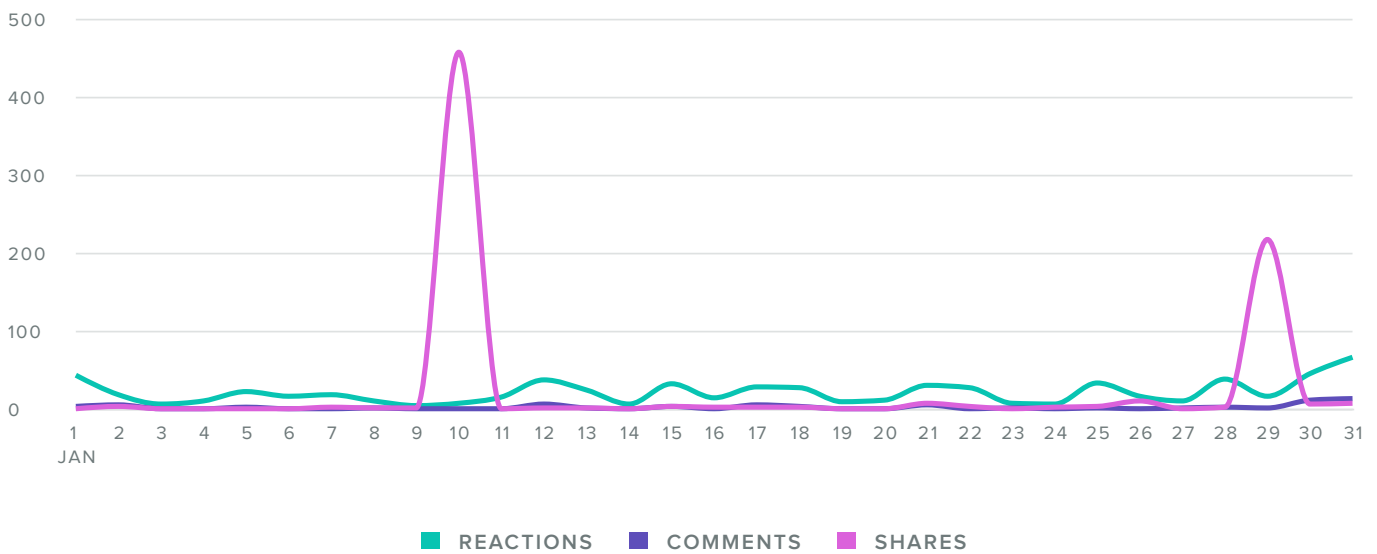
2.1k
ORGANIC PARTIAL

VIEWING BREAKDOWN



Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	651
Comments	64
Shares	732
Total Engagements	1,447

Total Engagements increased by **137.6%** since previous date range

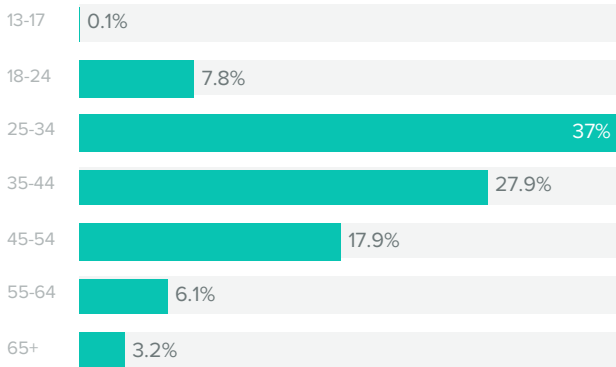
Facebook Audience Demographics

Page Fans

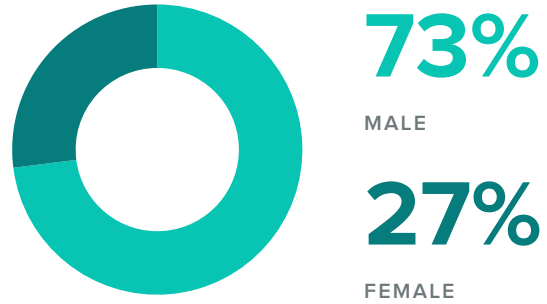
People Reached

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	3,914
Canada	3,676
Australia	312
United Kingdom	173
Germany	159

Top Cities

Calgary, AB, Canada	461
Vancouver, BC, Canada	212
Edmonton, AB, Canada	182
Revelstoke, BC, Canada	143
Nelson, BC, 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	9,467	1.4%	39	112.6k	2,887	1,447	37.1	812