

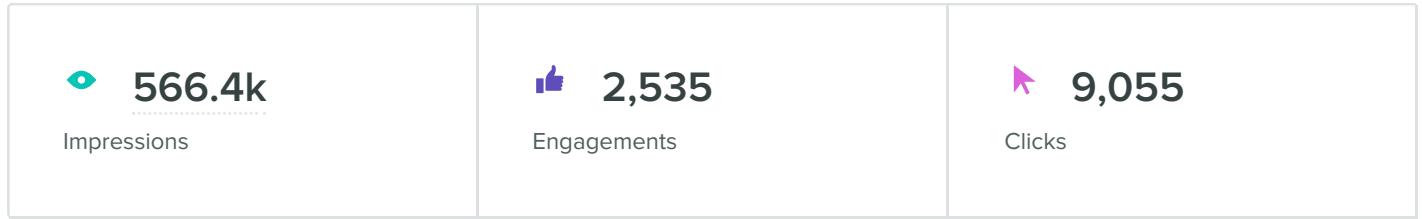


Facebook Pages for **The Powder Highway**

Mar 01, 2018 - Mar 31, 2018

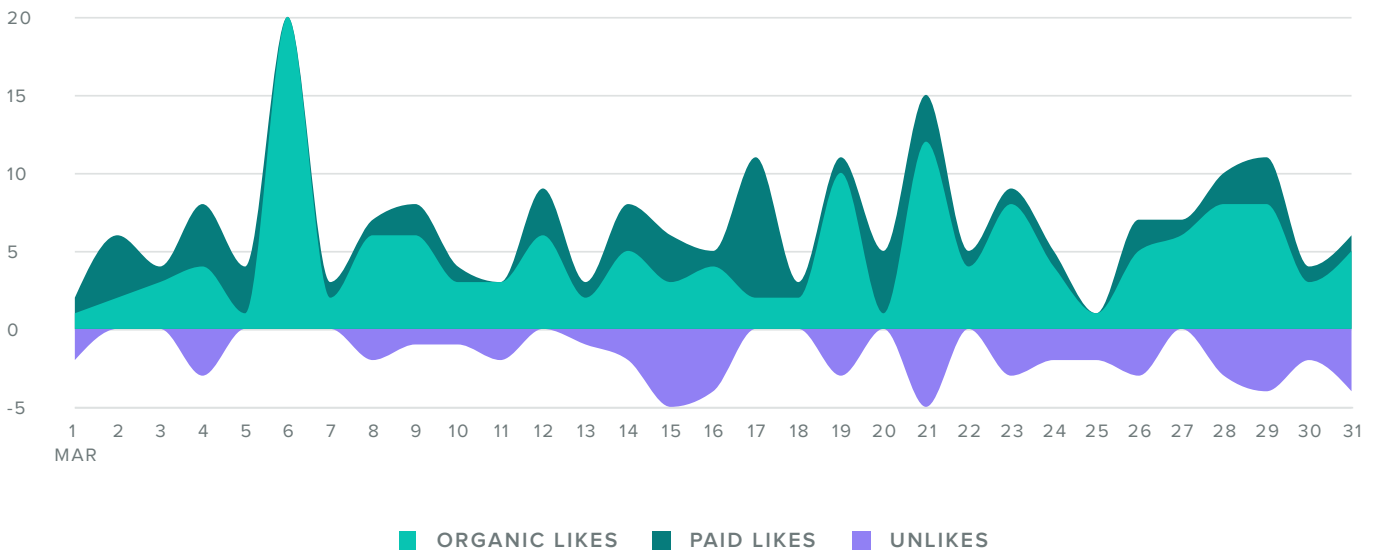
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY

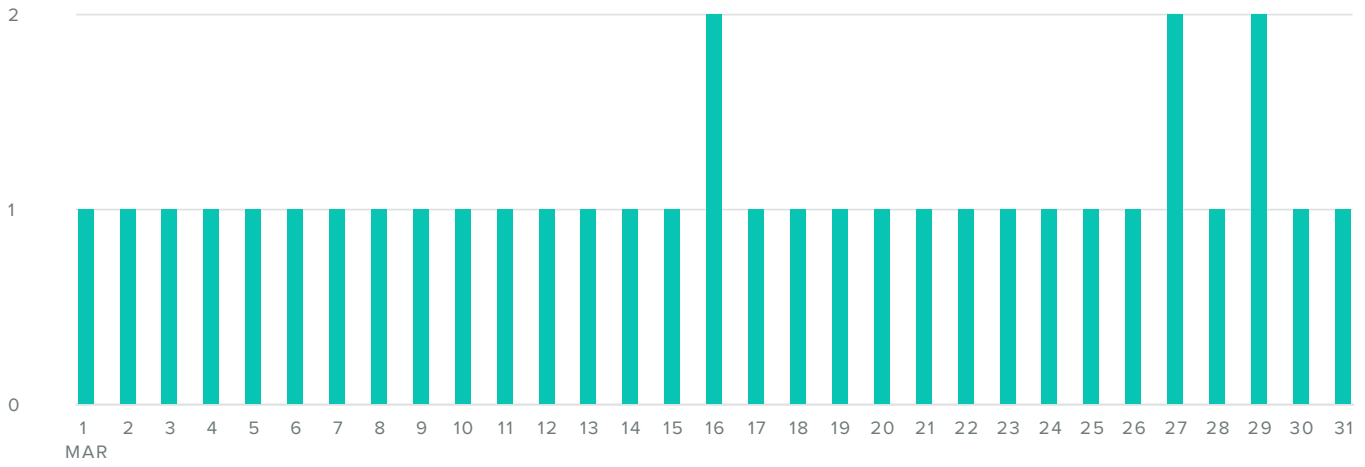


Audience Growth Metrics	Totals
Total Fans	9,906
Paid Likes	60
Organic Likes	150
Unlikes	54
Net Likes	156

Total fans increased by
↑ 1.7%
 since previous date range

Facebook Publishing Behavior

POSTS, BY DAY



■ POSTS SENT









Publishing Metrics	Totals
Photos	11
Videos	8
Posts	15
Notes	0
Total Posts	34

The number of posts you sent decreased by





▼ **32%**

since previous date range

Facebook Top Posts, by Reactions

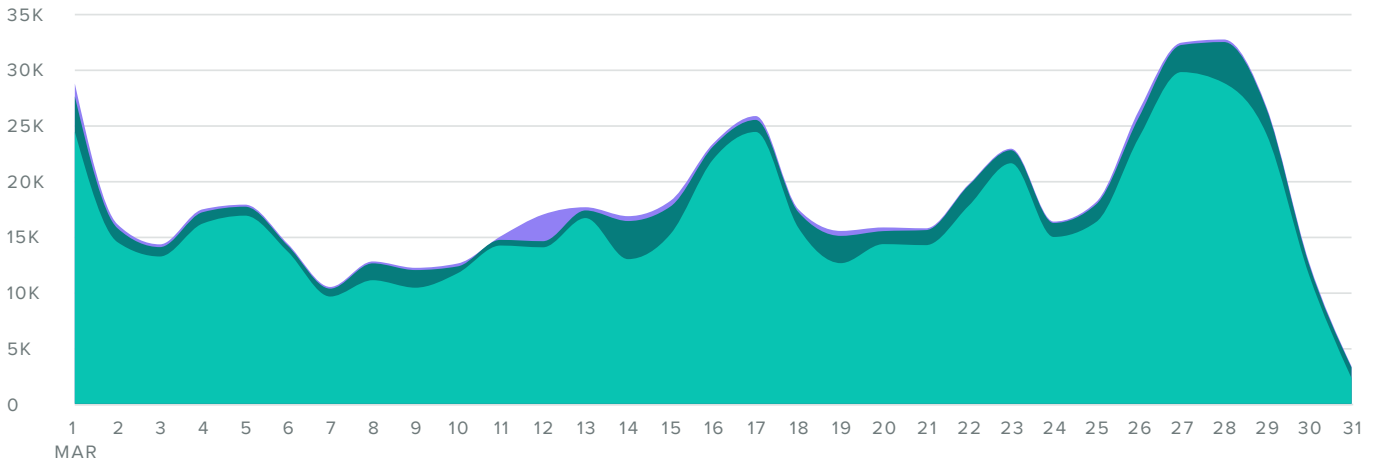
Post	Reactions ▼	Comments	Engagement	Reach
<p>The Powder Highway</p> <p>Have you hit the #PowderHighway this season? Do you like stickers? Respond with a picture of you in deep POW and we will send you Powder Highway Stickers! Still plenty of the time to hit the highway >> http://ow.ly/7Ny430iRou4 #kootrocks #exploreBC</p>   <p>(Post) March 14, 2018 6:10 pm</p>	136	302	4.5%	12.6k
<p>The Powder Highway</p> <p>Checkout Forecast Ski Magazine first stop on the #PowderHighway -RED Mountain Resort. Learn more about the #PowderHighway >> http://ow.ly/2pqh30jbKdZ</p>   <p>(Post) March 28, 2018 5:11 pm</p>	123	2	5.9%	4,943
<p>The Powder Highway</p> <p>Where's your favourite backcountry stash on the #PowderHighway? There's endless options for track-set skiing from luxury fly-in retreats to rustic lodge to lodge ski touring options >> http://ow.ly/2pqh30jbKdZ 📍: Baldface Lodge 📍: Nelson Kootenay Lake Tourism #kootrocks #exploreBC #explorekootenaylake</p>   <p>(Post) March 27, 2018 6:00 pm</p>	105	13	2.1%	19.2k
<p>The Powder Highway</p> <p>Have you experienced the #PowderHighway this season? Hurry before the season's over! http://ow.ly/7Ny430iRou4 📍: Whitewater Ski Resort 📍: Nelson Kootenay Lake Tourism #kootrocks #exploreBC #explorekootenaylake</p>   <p>(Post) March 25, 2018 6:05 pm</p>	66	11	1.2%	14k

Facebook Top Posts, by Reactions

Post	Reactions	Comments	Engagement	Reach
<p>The Powder Highway</p> <p>What was the best Pow day you've had this season on the #PowderHighway? Haven't experienced it yet? There's still time and plenty of snow! >> http://ow.ly/HayL30iHJoT  Parker Malenke - instagram.com/parkermalenke/  See Revelstoke . #kootrocks #exploreBC #TheRealStoke</p>   <p>(Post) March 02, 2018 6:21 pm</p>	67	12	7.5%	2,705

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



■ PAID ■ ORGANIC ■ VIRAL

Impressions Metrics	Totals
Organic Impressions	46.2k
Viral Impressions	11k
Paid Impressions	509.2k
Total Impressions	566.4k
Average Daily Users Reached	15.3k

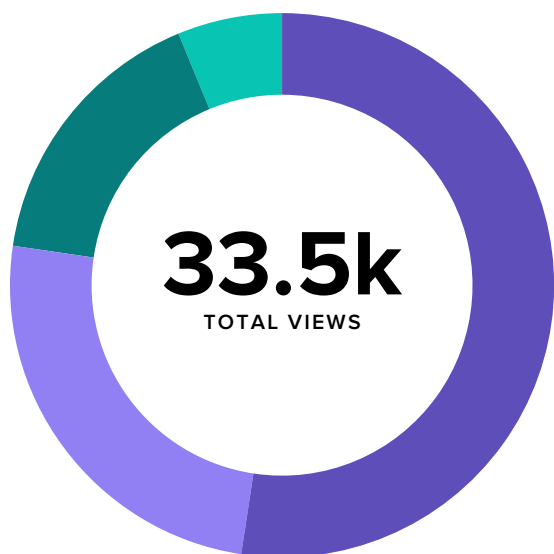
Total Impressions increased by

▲ 10%

since previous date range

Facebook Video Performance

VIEW METRICS



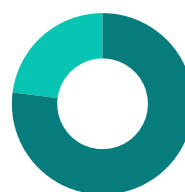
2.1k
ORGANIC FULL

5.5k
ORGANIC PARTIAL

8.3k
PAID FULL

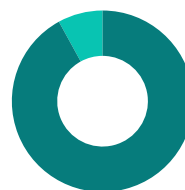
17.5k
PAID PARTIAL

VIEWING BREAKDOWN



23%
ORGANIC VIEWS

77%
PAID VIEWS

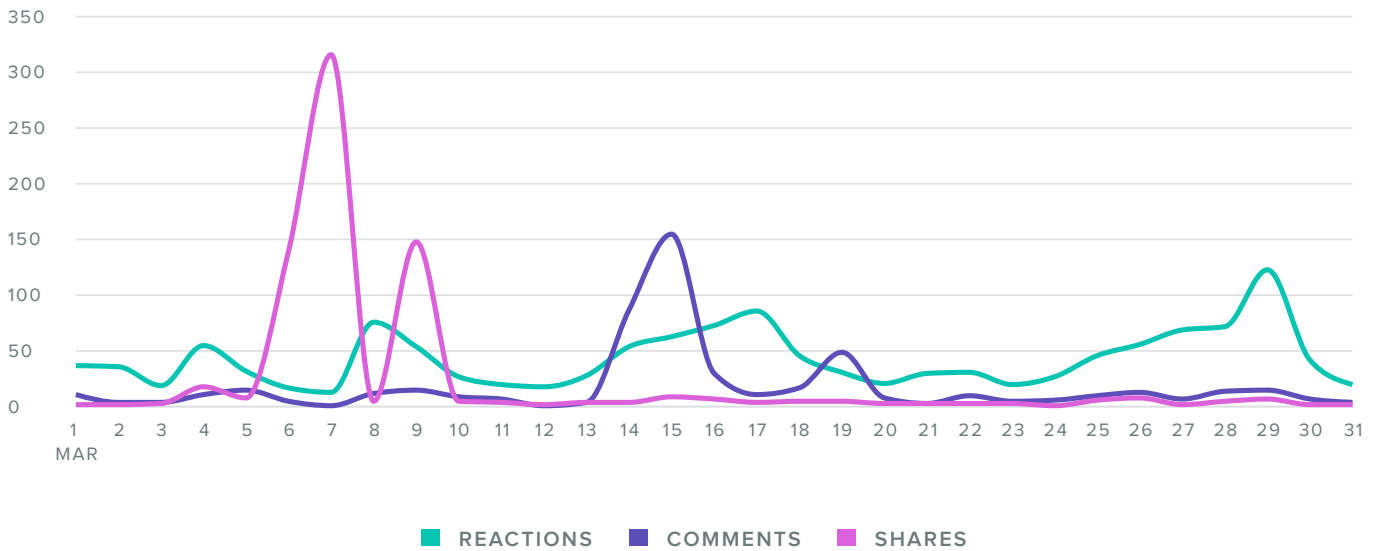


8%
CLICK PLAYS

92%
AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	1,311
Comments	519
Shares	705
Total Engagements	2,535

Total Engagements increased by **47.9%** since previous date range

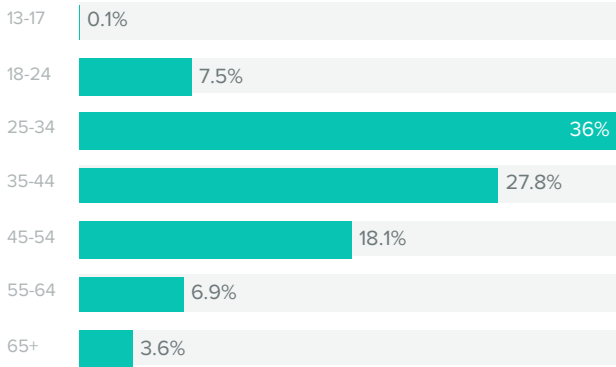
Facebook Audience Demographics

Page Fans

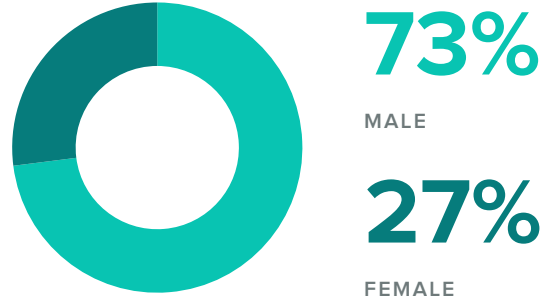
People Reached

People Engaged

BY AGE



BY GENDER



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

Top Countries

Canada	4,024
United States	3,962
Australia	322
United Kingdom	181
Germany	159

Top Cities

Calgary, AB, Canada	501
Vancouver, BC, Canada	240
Edmonton, AB, Canada	210
Revelstoke, BC, Canada	151
Nelson, BC, Canada	133

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	9,906	1.7%	34	566.4k	16.7k	2,535	74.56	9,055