

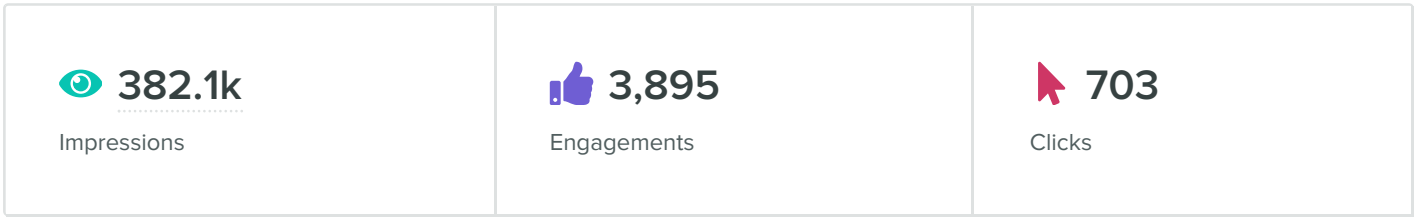


Facebook Pages  
for **Kootenay Rockies-BC's Mountain Playground**

Aug 01, 2018 - Aug 31, 2018

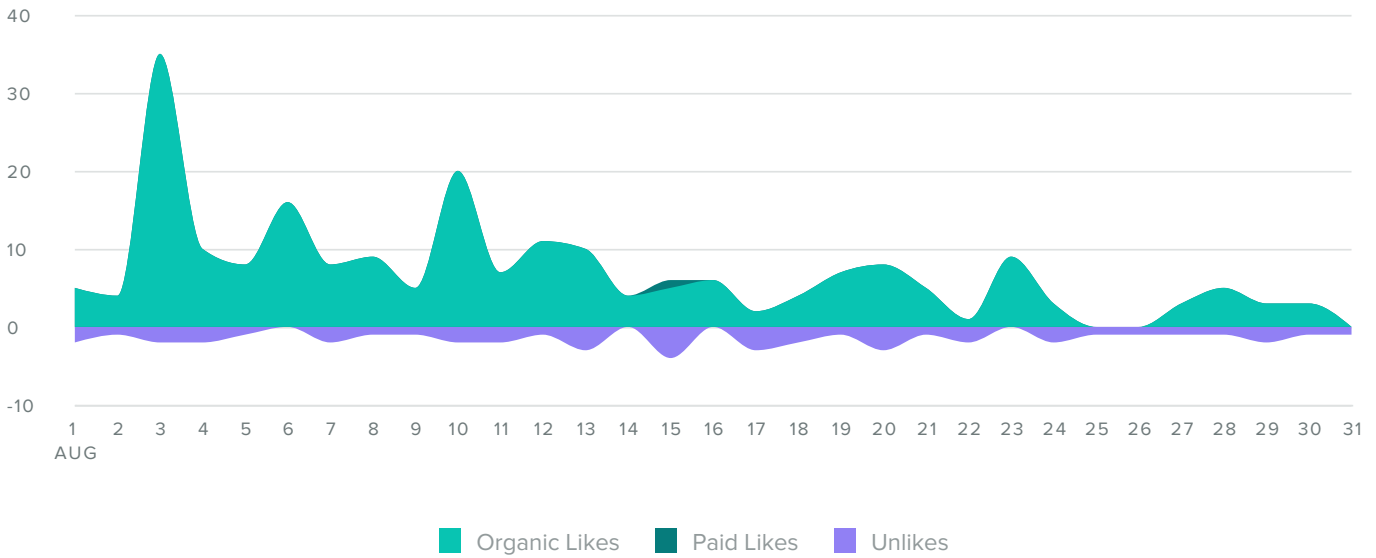
Analyze Facebook page data at a granular level for deeper insights

## Facebook Activity Overview



## Facebook Audience Growth

LIKES BREAKDOWN, BY DAY

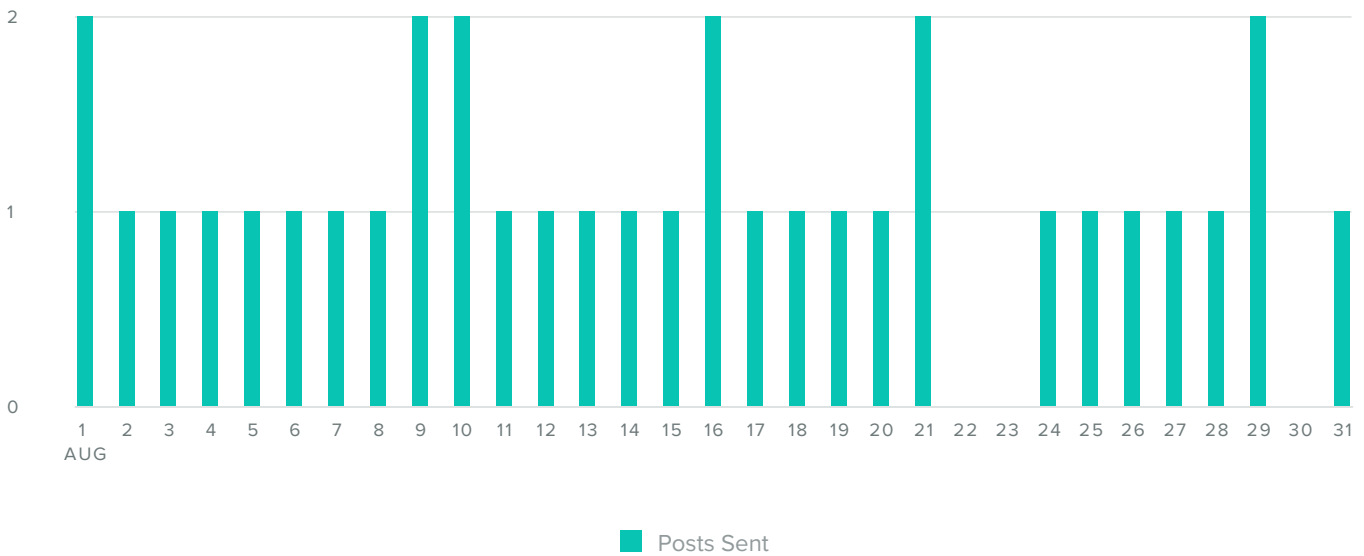


| Audience Growth Metrics | Totals        |
|-------------------------|---------------|
| <b>Total Fans</b>       | <b>21,403</b> |
| Paid Likes              | 1             |
| Organic Likes           | 216           |
| Unlikes                 | 46            |
| Net Likes               | 171           |

Total fans increased by  
**▲0.7%**  
 since previous date range

## Facebook Publishing Behavior


### POSTS, BY DAY





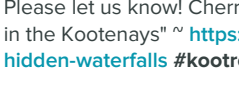

| Publishing Metrics | Totals    |
|--------------------|-----------|
| Photos             | 23        |
| Videos             | 3         |
| Posts              | 8         |
| Notes              | 0         |
| <b>Total Posts</b> | <b>34</b> |

The number of posts you sent decreased by **-15%** since previous date range

## Facebook Top Posts, by Reactions

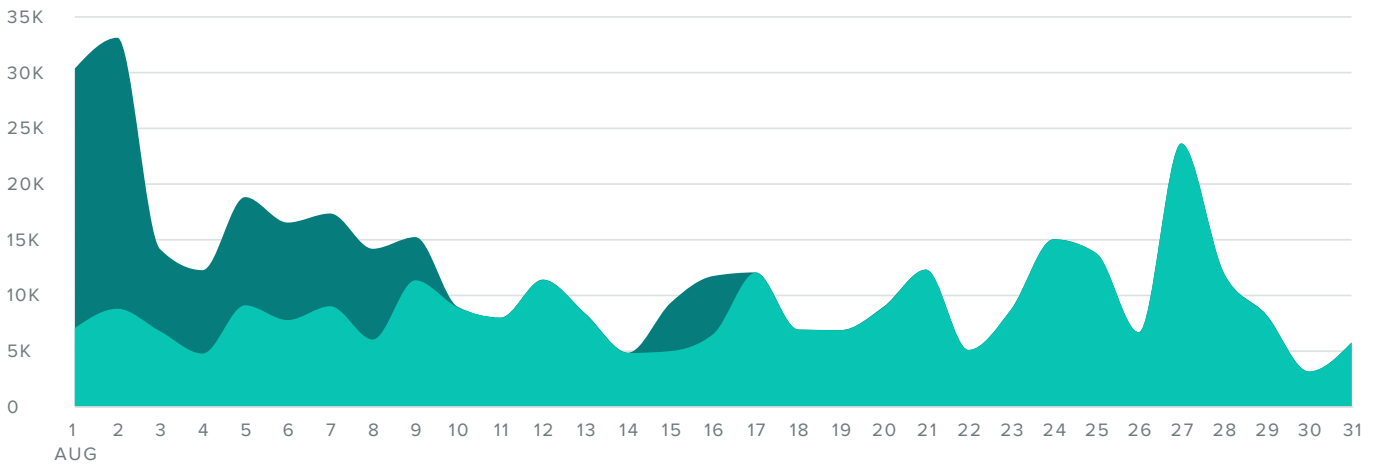
| Post  | Reactions ▼ | Comments | Engagement | Reach  |
|---|-------------|----------|------------|--------|
| <p>Kootenay Rockies-BC's Mountain Playground</p>  <p>#KOOTROCKS</p> <p>(Post) August 20, 2018 6:15 pm</p> | 1,006       | 45       | 9.9%       | 22,970 |

## Facebook Top Posts, by Reactions

| Post  | Reactions ▼ | Comments | Engagement | Reach  |
|---|-------------|----------|------------|--------|
| <p><b>Kootenay Rockies-BC's Mountain Playground</b><br/>                     Did you know that several hundred-million years ago water covered the Kootenays and today you can see what type of trilobites swam these warm waters. Today you'll be able to explore and examine the fossils they left behind in the earth! "Fossil Finds in the Kootenays" ~ <a href="https://www.kootenayrockies.com/post/kootenay-fossil-finds">https://www.kootenayrockies.com/post/kootenay-fossil-finds</a> (Story and photo by Dave Quinn) ~ Become a 'Paleontologist' or view the Bull River fossils at the <b>Cranbrook History Centre</b> ~ Hike the Burgess Shale fossil treks in <b>Kootenay National Park</b> (Stanley Glacier/photo) and/or <b>Yoho National Park</b> (Mt. Stephen and the Walcott Quarry) ~ Explore Top of the World Provincial Park <b>#exploreBC</b></p>  <p>(Post) August 20, 2018 6:15 pm</p> | 1,006       | 45       | 9.9%       | 22,970 |
| <p><b>Kootenay Rockies-BC's Mountain Playground</b><br/>                     Fun Fact: The Glass House (located along Hwy 3A, the East Shore of Kootenay Lake) is built built from over half a million discarded embalming fluid bottles! Have you stopped by this road-side gem? Or any of our other unique attractions only found in the Kootenays? Which ones! <b>#kootrocks #explorebc</b></p>  <p>(Post) by Kootenay R. August 11, 2018 6:10 pm</p>   | 870         | 156      | 6.7%       | 23,965 |
| <p><b>Kootenay Rockies-BC's Mountain Playground</b><br/>                     There are so many waterfalls in the Kootenays - did we miss your favourite? Please let us know! Cherry Creek Falls near Kimberley, BC "Hidden Waterfalls in the Kootenays" ~ <a href="https://www.kootenayrockies.com/post/kootenay-hidden-waterfalls">https://www.kootenayrockies.com/post/kootenay-hidden-waterfalls</a> <b>#kootrocks #exploreBC</b></p>  <p>(Post) August 07, 2018 6:10 pm</p>  | 221         | 51       | 5.2%       | 12,484 |
| <p><b>Kootenay Rockies-BC's Mountain Playground</b><br/>                     We are so happy 😊 to see clear skies today from Fernie, BC at Island Lake Lodge! Photos taken this morning (Aug 21)! <b>#ferniestoke   #exploreBC</b></p>  <p>(Post) August 21, 2018 4:47 pm</p>  | 215         | 9        | 10.4%      | 4,795  |

# Facebook Impressions

PAGE IMPRESSIONS, BY DAY



■ Organic ■ Nonorganic

| Impressions Metrics                | Totals         |
|------------------------------------|----------------|
| Organic Impressions                | 270,811        |
| Nonorganic Impressions             | 111,249        |
| <b>Total Impressions</b>           | <b>382,060</b> |
| <b>Average Daily Users Reached</b> | <b>7,627.4</b> |

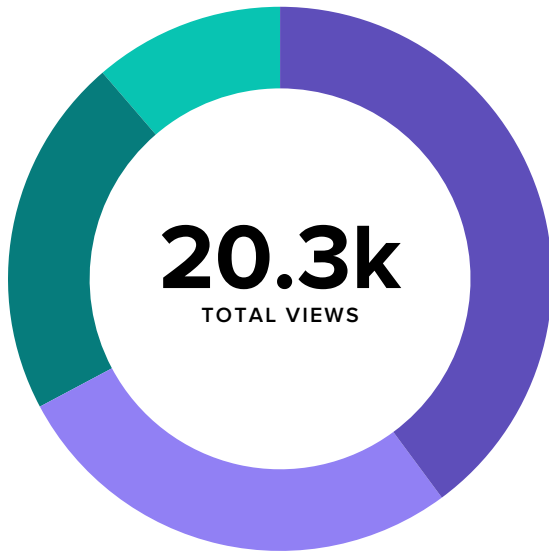
Total Impressions decreased by

**-28.8%**

since previous date range

## Facebook Video Performance

### VIEW METRICS

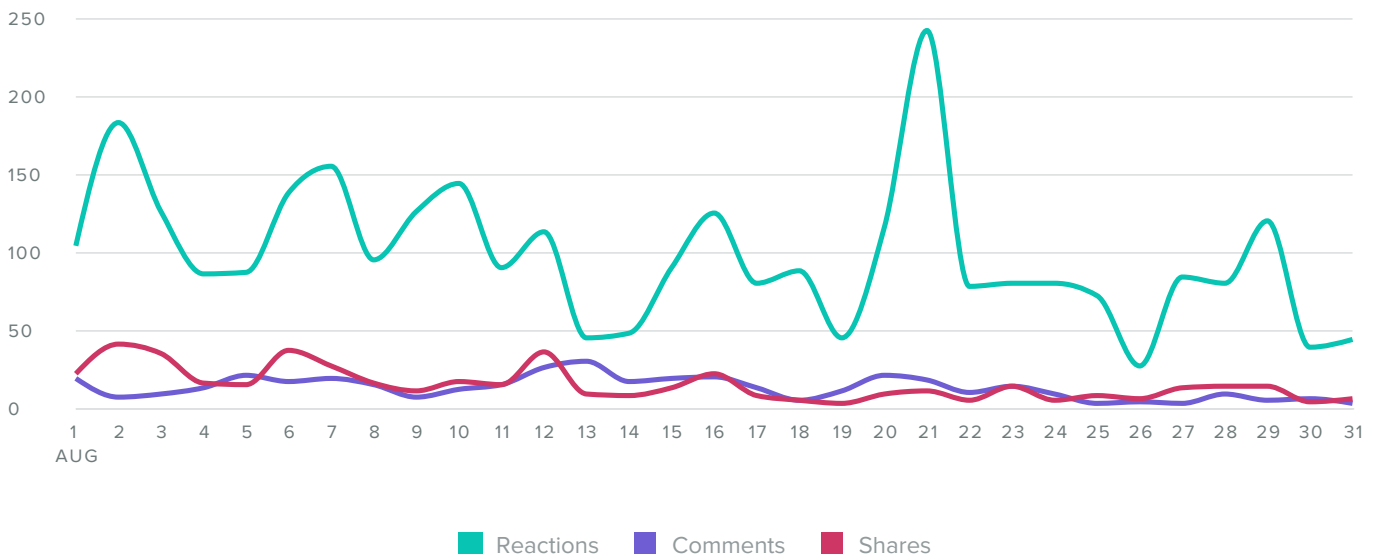


### VIEWING BREAKDOWN



# Facebook Engagement

## AUDIENCE ENGAGEMENT, BY DAY



| Action Metrics           | Totals       |
|--------------------------|--------------|
| Reactions                | 3,030        |
| Comments                 | 400          |
| Shares                   | 465          |
| <b>Total Engagements</b> | <b>3,895</b> |

Total Engagements decreased by **-43.3%** since previous date range

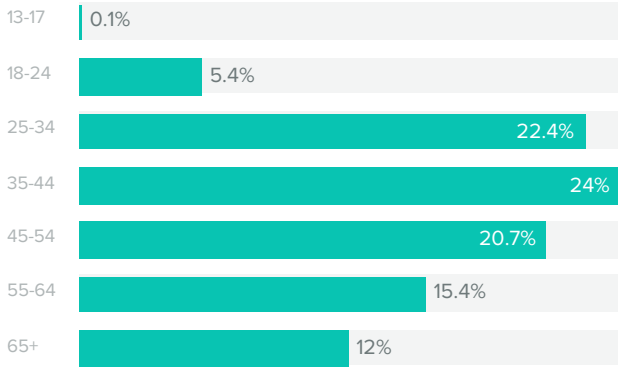
## Facebook Audience Demographics

Page Fans

People Reached

People Engaged

BY AGE



BY GENDER



38%

MALE

62%

FEMALE

Women between the ages of 35-44 appear to be the leading force among your fans.

Top Countries

|                |        |
|----------------|--------|
| Canada         | 16,347 |
| United States  | 2,453  |
| Germany        | 355    |
| Australia      | 290    |
| United Kingdom | 290    |

Top Cities

|                       |       |
|-----------------------|-------|
| Calgary, AB, Canada   | 1,569 |
| Edmonton, AB, Canada  | 810   |
| Vancouver, BC, Canada | 801   |
| Cranbrook, BC, Canada | 779   |
| Nelson, BC, Canada    | 495   |

## Facebook Stats by Page

| Facebook Page                             | Total Fans | Fan Increase | Posts Sent | Impressions | Impressions per Post | Engagements | Engagements per Post | Link Clicks |
|---|------------|--------------|------------|-------------|----------------------|-------------|----------------------|-------------|
| Kootenay Rockies-BC's Mountain Playground | 21,403     | 0.74%        | 34         | 382,060     | 11,237.1             | 3,895       | 114.6                | 703         |