

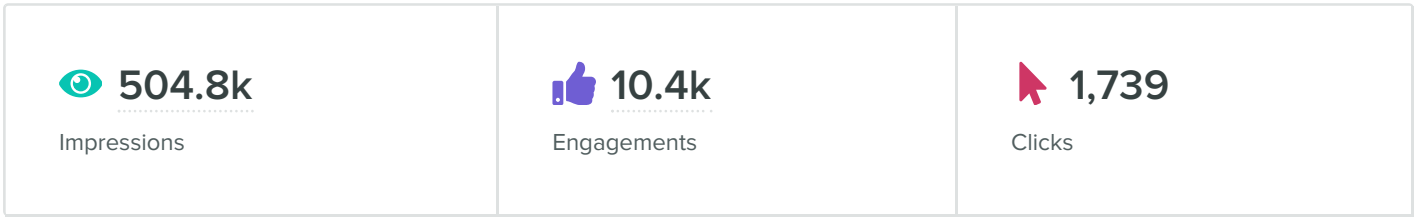


Facebook Pages  
for **Kootenay Rockies-BC's Mountain Playground**

Dec 01, 2018 - Dec 31, 2018

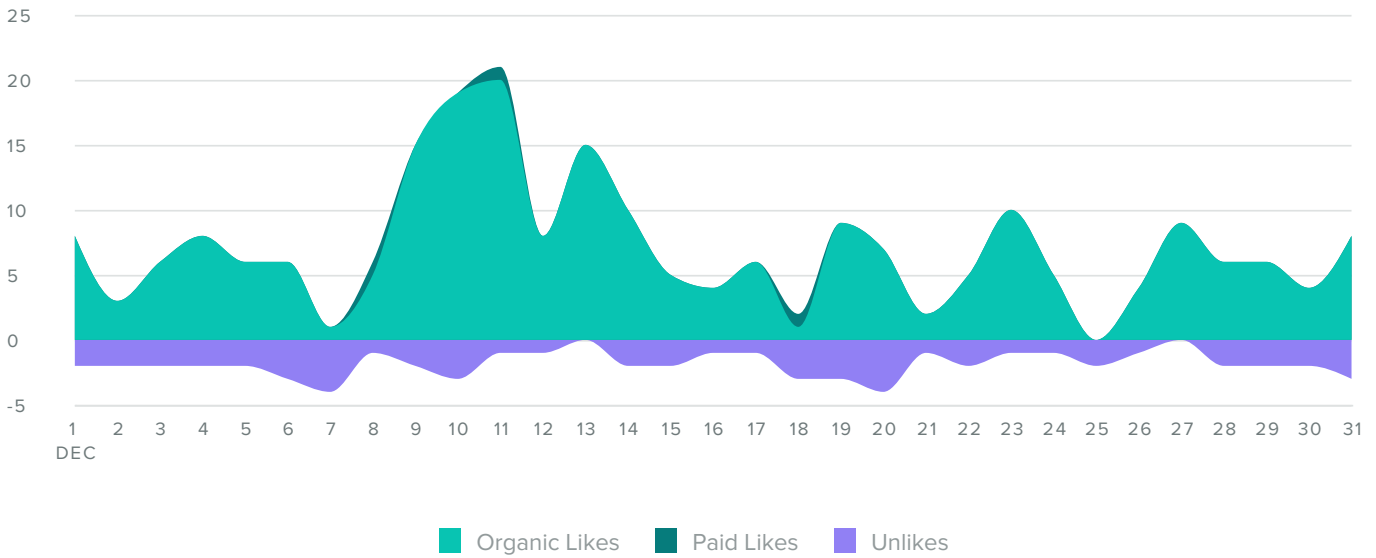
Analyze Facebook page data at a granular level for deeper insights

## Facebook Activity Overview



## Facebook Audience Growth

LIKES BREAKDOWN, BY DAY

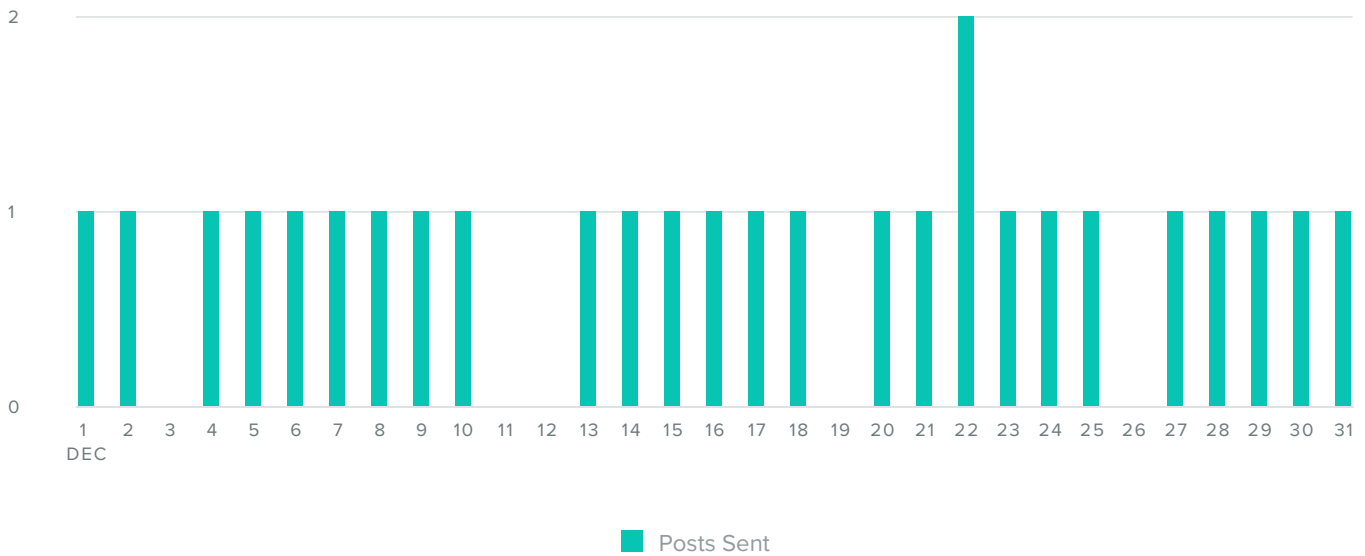


Audience Growth Metrics	Totals
<b>Total Fans</b>	<b>21,992</b>
Paid Likes	3
Organic Likes	221
Unlikes	58
Net Likes	166

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

## Facebook Publishing Behavior

### POSTS, BY DAY







Publishing Metrics	Totals
Photos	22
Videos	2
Posts	3
Notes	0
<b>Total Posts</b>	<b>27</b>

The number of posts you sent decreased by


**▼ 3.6%**

since previous date range

## Facebook Top Posts, by Reactions

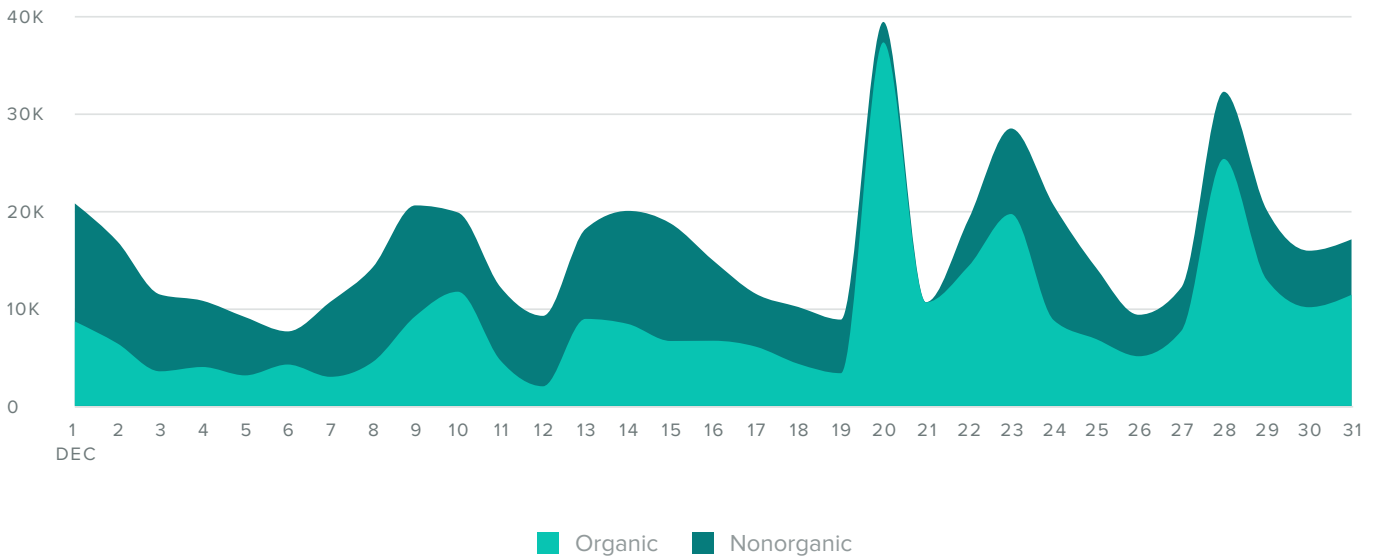
Post	Reactions ▼	Comments	Engagement	Reach
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Fun Fact: The Whiteway on Lake Windermere is the World's Longest Skating Path, a 34-km (21 mile) groomed track that runs all the way around the lake and connects the towns of Invermere and Windermere! Have you ice-skated "ALL" or a portion of the path? "Invermere's Whiteway: And All Things Winter" ~ <a href="https://www.kootenayrockies.com/post/the-whiteway">https://www.kootenayrockies.com/post/the-whiteway</a> ~ Opening soon (updates via <b>Toby Creek Nordic Ski Club</b>) (Wonderful capture by Krista - <a href="https://www.instagram.com/scuba_sheak">https://www.instagram.com/scuba_sheak</a>)</p>  <p>(Post) December 22, 2018 6:30 pm</p>	1,947	562	10.2%	56,361
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Can anyone tell us what animal this is? Hint: It is rarely spotted in the Kootenays! Thanks to Shawna &amp; Damien who capture this unique photo 📷: <a href="https://www.instagram.com/parkstagrammer">https://www.instagram.com/parkstagrammer</a></p>  <p>(Post) December 29, 2018 6:30 pm</p>	1,741	326	16.2%	17,540
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Waterfall chasing... it's worth visiting in the summer and winter months! Tell us did we miss your favourite one in the Kootenays? "Hidden Waterfalls in the Kootenays" ~ <a href="https://www.kootenayrockies.com/post/kootenay-hidden-waterfalls">https://www.kootenayrockies.com/post/kootenay-hidden-waterfalls</a> Colour capture by Jessie at Moses Falls, near Revelstoke, BC ~ <a href="https://www.instagram.com/jbogue42">https://www.instagram.com/jbogue42</a></p>  <p>(Post) December 28, 2018 6:30 pm</p>	1,175	26	12.7%	10,004
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p>  <p>(Post) December 10, 2018 6:30 pm</p>	1,013	78	12.5%	24,696

## Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p>  <p>(Post) December 10, 2018 6:30 pm</p>	1,013	78	12.5%	24,696

## Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	279,631
Nonorganic Impressions	225,139
<b>Total Impressions</b>	<b>504,770</b>
<b>Average Daily Users Reached</b>	<b>12,161</b>

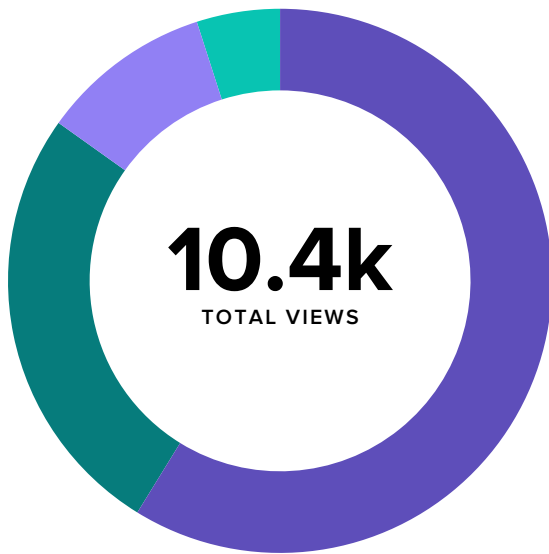
Total Impressions increased by

**▲12.9%**

since previous date range

## Facebook Video Performance

### VIEW METRICS



**516**

ORGANIC FULL

**2.7k**

ORGANIC PARTIAL

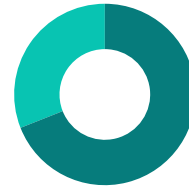
**1.1k**

PAID FULL

**6.1k**

PAID PARTIAL

### VIEWING BREAKDOWN

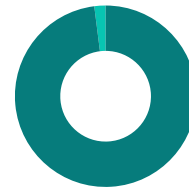


**31%**

ORGANIC VIEWS

**69%**

PAID VIEWS



**2%**

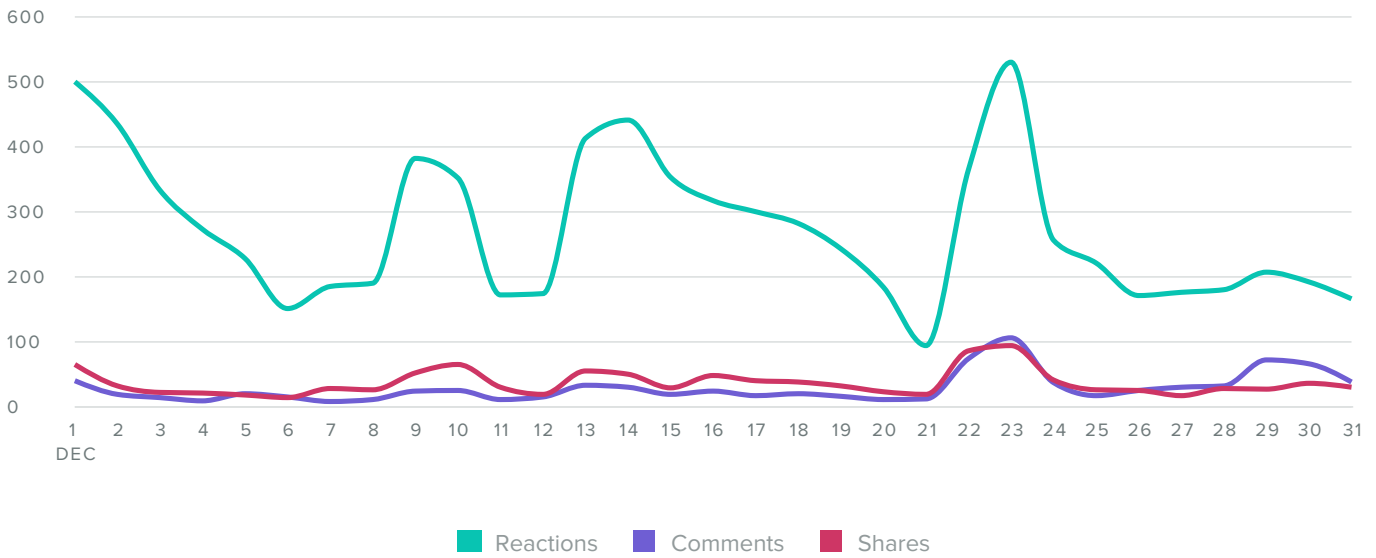
CLICK PLAYS

**98%**

AUTO PLAYS

# Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	8,435
Comments	859
Shares	1,105
<b>Total Engagements</b>	<b>10,399</b>

Total Engagements decreased by **-35.5%** since previous date range

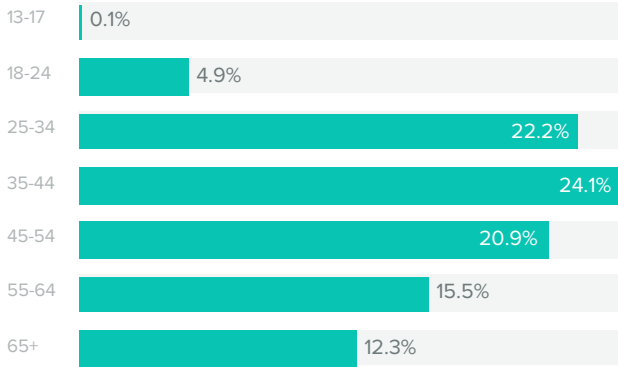
## Facebook Audience Demographics

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	16,687
United States	2,575
Germany	362
Australia	312
United Kingdom	307

Top Cities

Calgary, AB, Canada	1,599
Edmonton, AB, Canada	837
Cranbrook, BC, Canada	797
Vancouver, BC, Canada	691
Nelson, BC, Canada	508

## 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	21,992	0.72%	27	504,770	18,695.2	10,399	385.1	1,739