

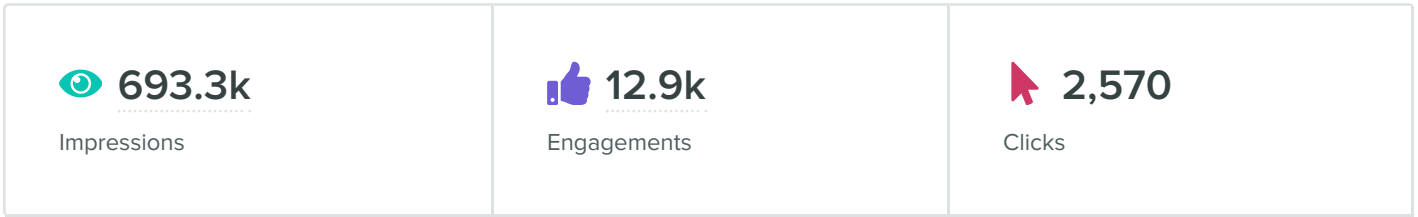


Facebook Pages
for **Kootenay Rockies-BC's Mountain Playground**

Jan 01, 2019 - Jan 31, 2019

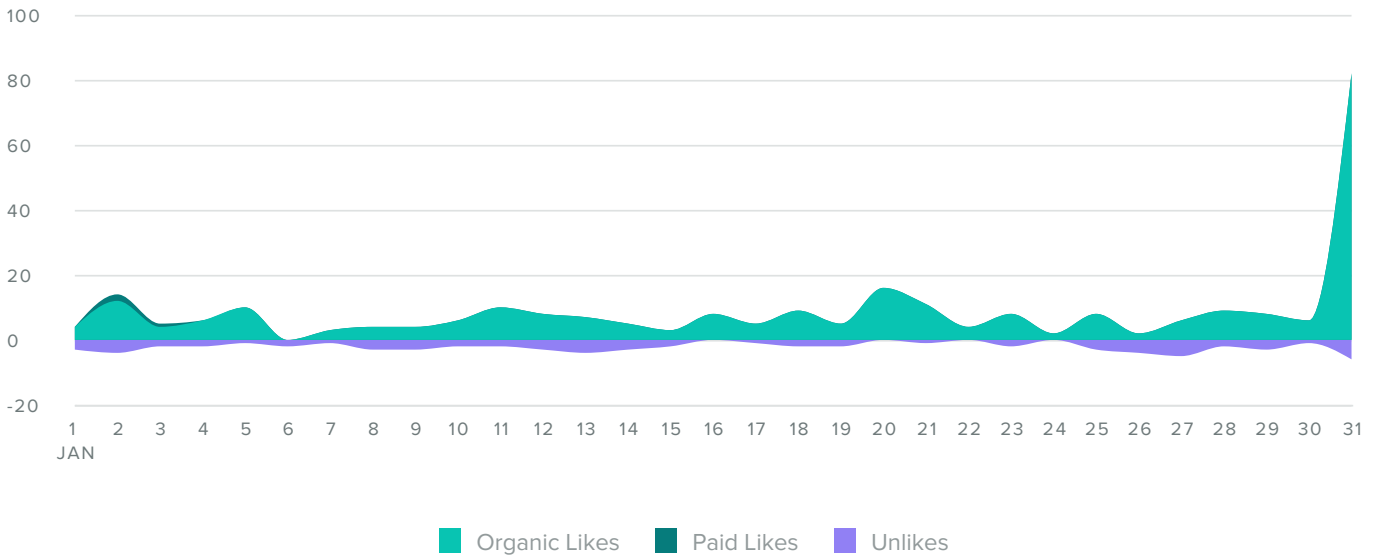
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY

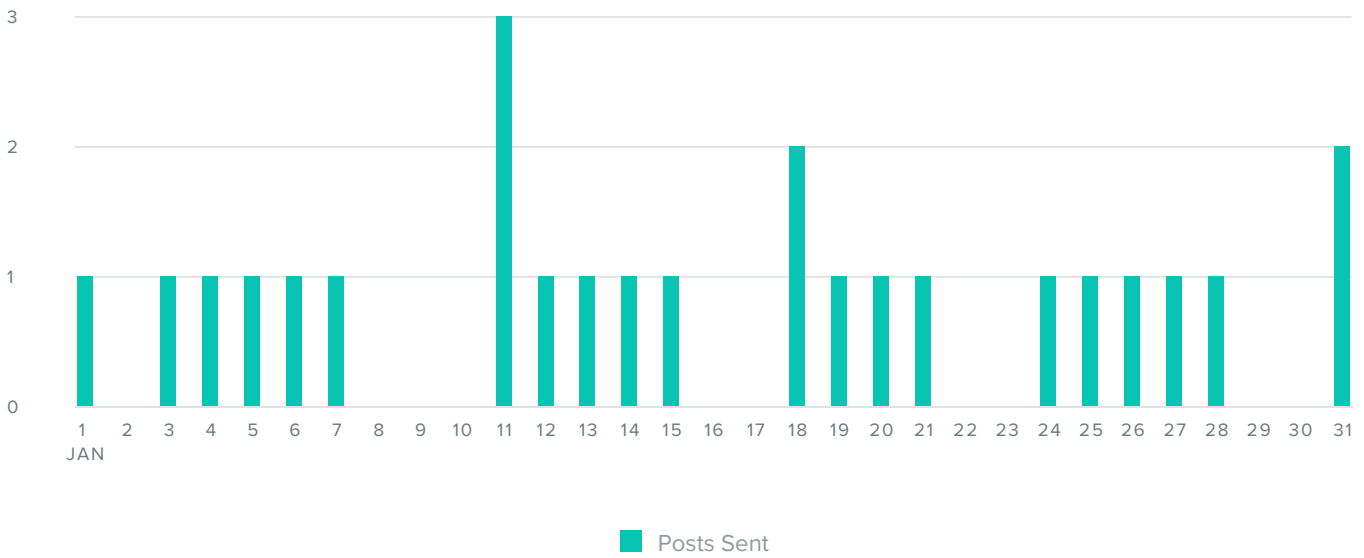


Audience Growth Metrics	Totals
Total Fans	22,188
Paid Likes	3
Organic Likes	275
Unlikes	69
Net Likes	209

Total fans increased by
▲0.9%
 since previous month

Facebook Publishing Behavior

POSTS, BY DAY






Publishing Metrics	Totals
Photos	22
Videos	3
Posts	0
Notes	0
Total Posts	25

The number of posts you sent decreased by



-7.4%

since previous month

Facebook Top Posts, by Reactions

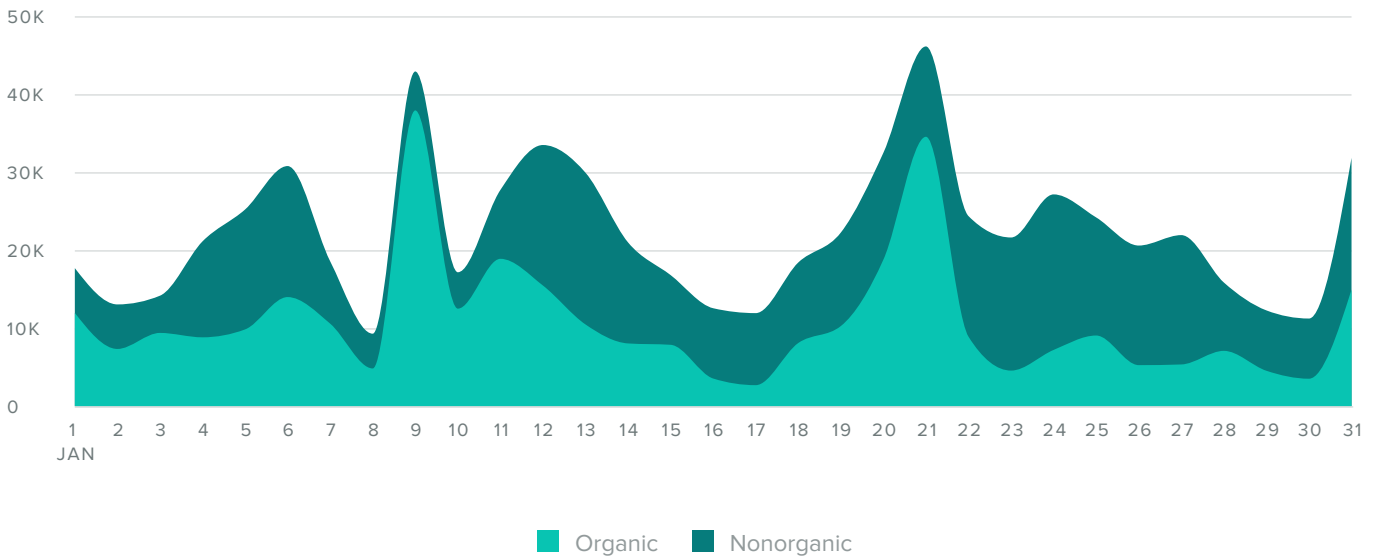
Post	Reactions ▼	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>"Driving out to Rogers Pass for two nights at the Asulkan Hut and crossed paths with this sweet lynx! Trip's off to a great start!" - states Andrew ~ Amazing capture & thanks for the share (https://www.instagram.com/aturnbull) Have you seen any wildlife while out exploring our National Parks? ~ https://www.kootenayrockies.com/explore/national-parks</p>  <p>(Post) January 27, 2019 6:30 pm</p>	2,258	42	19%	12,863
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Looking to unplug, get off the grid and snuggle up in a cozy cabin? Winter in the Kootenays, offers one of the perfect times for a delicious few days of down time! "BC Cozy Retreats With Books To Match" ~ Story: https://bit.ly/2HcNZX1 Featuring Halcyon Hot Springs Village and Spa on the Arrow Lakes and 'Treading Water' by novelist Anne DeGrace</p>  <p>(Post) January 14, 2019 6:30 pm</p>	1,494	68	10.5%	16,974
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Our unique commute in the Kootenays! Video courtesy of Koocanusa Tourism, taken in near Cranbrook, BC</p>  <p>(Post) January 11, 2019 3:43 pm</p>	1,424	113	4.7%	89,641

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>With snow capped peaks, frosted trees and frozen waterfalls, there is nothing like a winter drive through the Canadian Rockies! Video by: s.hyde90 (https://www.instagram.com/s.hyde90) via Instagram in Yoho National Park (located between Lake Louise, Alberta and Golden, BC) Tourism Golden</p>  <p>(Post) January 31, 2019 10:36 am</p>	810	96	4.5%	35,504
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Fun Fact: Cranbrook is one of the largest urban centres in the Kootenays, approximately 19,319 live in this mountain community (with 25,750+ with the surrounding rural areas included)! Have you visited Cranbrook in the past? Or plan to this year? Incredible photo by Drew Leiterman ~ https://www.instagram.com/drewmagoo66 Check out where other locals are exploring in the Kootenays! ~ https://www.kootenayrockies.com/page/fan-feed</p>  <p>(Post) January 06, 2019 6:30 pm</p>	603	109	6.3%	23,614

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	335,868
Nonorganic Impressions	357,443
Total Impressions	693,311
Average Daily Users Reached	17,584.8

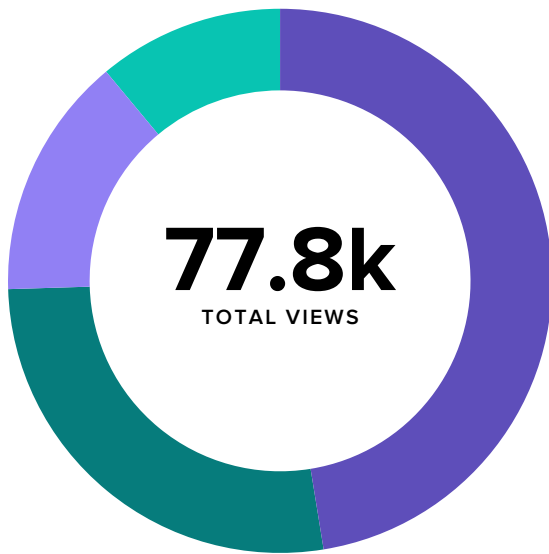
Total Impressions increased by

▲37.4%

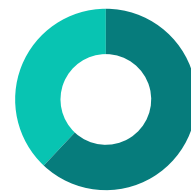
since previous month

Facebook Video Performance

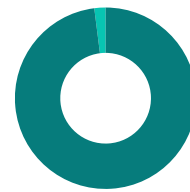
VIEW METRICS



VIEWING BREAKDOWN



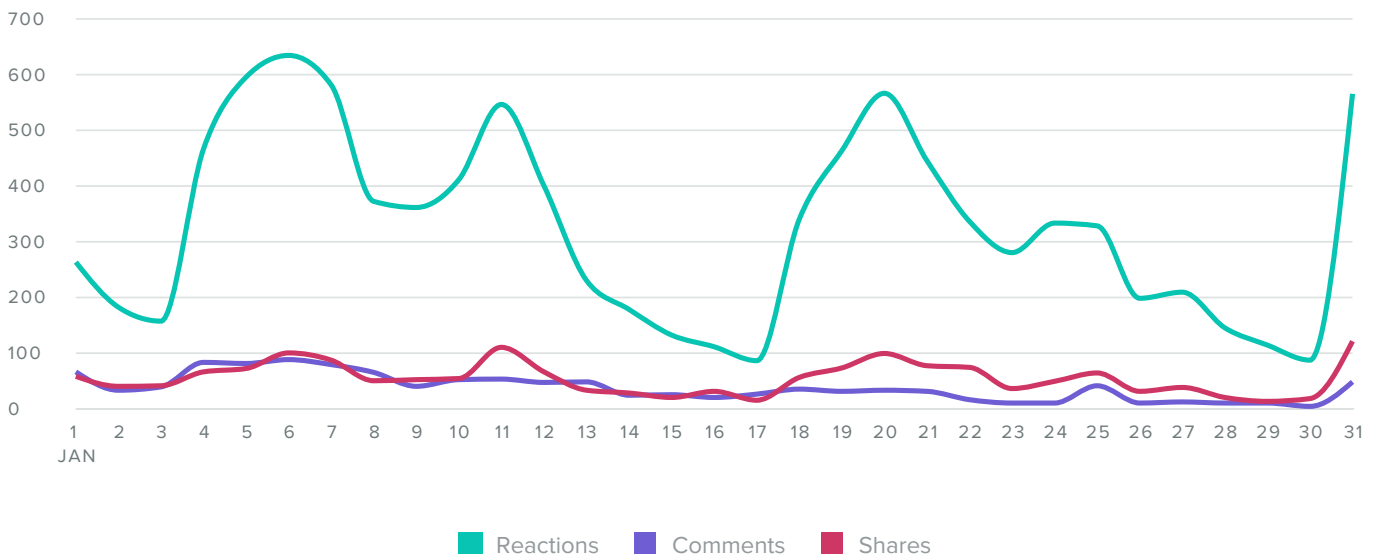
38%
ORGANIC
VIEWS
62%
PAID
VIEWS



2%
CLICK
PLAYS
98%
AUTO
PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	10,083
Comments	1,139
Shares	1,661
Total Engagements	12,883

Total Engagements increased
by
23.9%
since previous month

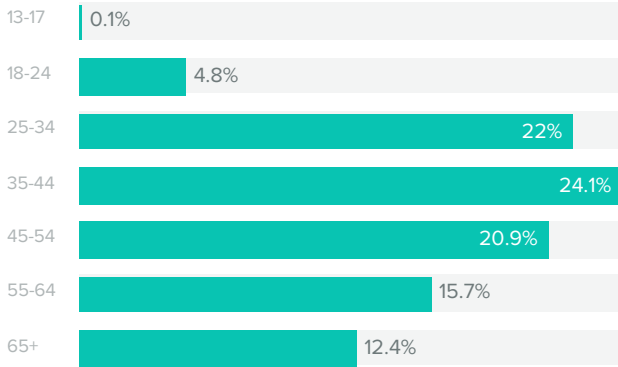
Facebook Audience Demographics

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	16,818
United States	2,599
Germany	375
Australia	317
United Kingdom	313

Top Cities

Calgary, AB, Canada	1,627
Edmonton, AB, Canada	826
Cranbrook, BC, Canada	802
Vancouver, BC, Canada	686
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	22,188	0.89%	25	693,311	27,732.4	12,883	515.3	2,570