

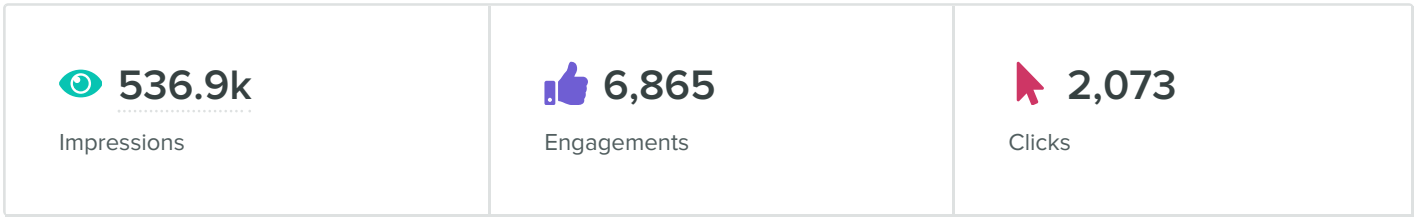


Facebook Pages  
for **Kootenay Rockies-BC's Mountain Playground**

Jul 01, 2018 - Jul 31, 2018

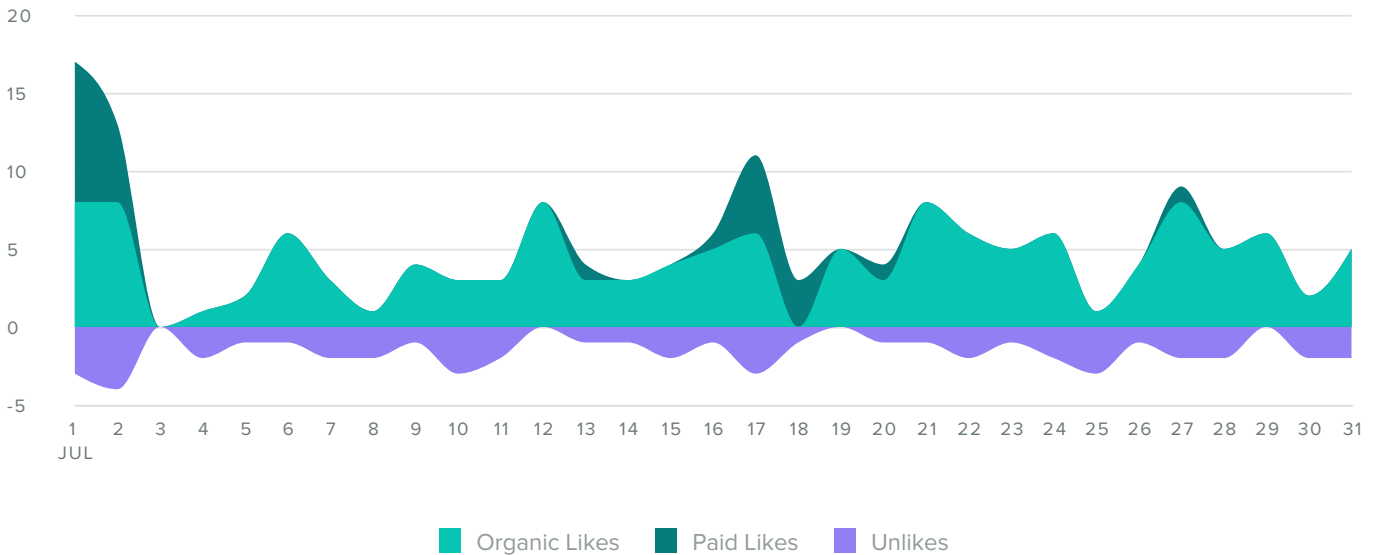
Analyze Facebook page data at a granular level for deeper insights

## Facebook Activity Overview



## Facebook Audience Growth

LIKES BREAKDOWN, BY DAY

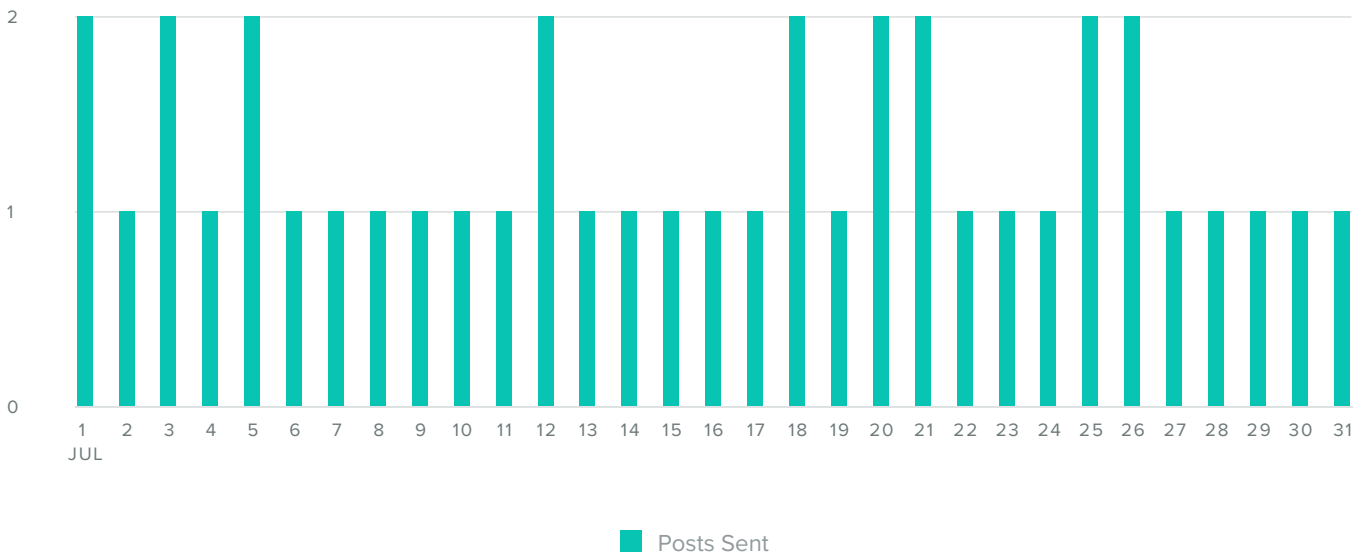


Audience Growth Metrics	Totals
<b>Total Fans</b>	<b>21,246</b>
Paid Likes	26
Organic Likes	132
Unlikes	49
Net Likes	109

Total fans increased by  
**▲0.4%**  
 since previous date range

## Facebook Publishing Behavior


### POSTS, BY DAY







Publishing Metrics	Totals
Photos	37
Videos	0
Posts	3
Notes	0
<b>Total Posts</b>	<b>40</b>

The number of posts you sent decreased by **-16.7%** since previous date range

## Facebook Top Posts, by Reactions

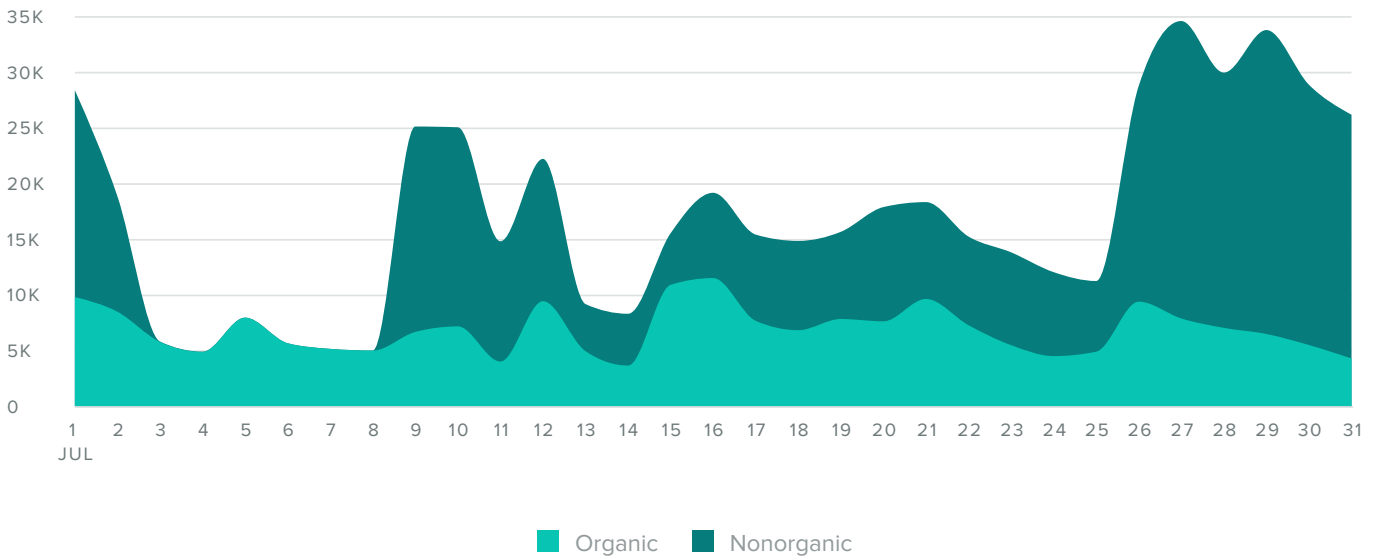
Post	Reactions	Comments	Engagement	Reach
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Can you picture yourself here?! Looking out to Kootenay Lake from above Kaslo, BC! ☺ * Explore where the locals go! ~ What Your Rush? Explorers: <a href="http://bit.ly/2JiMGkU">http://bit.ly/2JiMGkU</a> (or check out our bio) * Fun capture by Kayla Gaudet (<a href="https://www.instagram.com/tali.toes">https://www.instagram.com/tali.toes</a>) #KootRocks   #yesWYR18   #exploreBC</p>  <p>(Post) July 14, 2018 6:00 pm</p>	666	33	5%	17,033

## Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p>  <p>#KOOTROCKS</p> <p>(Post) July 09, 2018 6:10 pm</p>	579	28	5.3%	21,197
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p>  <p>#KOOTROCKS</p> <p>(Post) July 09, 2018 6:10 pm</p>	579	28	5.3%	21,197
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>The shores of the Arrow Lakes hold some of the most wonderful secrets-hidden swimming holes, bountiful fishing spots and even the region's largest natural arch. Paddling adventures with <b>Endless Adventure Kayaking and Rafting in the Kootenays BC</b> to one of the region's most geological, hidden marvels! Have you discovered any hidden gems in the Kootenays? Where? "Endless Adventures: Kayaking to the Renata Natural Arch" ~ <a href="https://www.kootenayrockies.com/post/endless-adventures-kayaking">https://www.kootenayrockies.com/post/endless-adventures-kayaking</a> (Photos and words by <b>Ashley Voykin Photography</b>) #Castlegar   #exploreBC</p>  <p>#KOOTROCKS</p> <p>(Post) July 09, 2018 6:10 pm</p>	579	28	5.3%	21,197
<p><b>Kootenay Rockies-BC's Mountain Playground</b></p> <p>Fun Fact: In addition to Premier Lake, this Kootenay provincial park also has four smaller lakes - Canuck, Yankee, Cats Eye and Quartz! Which park in the Kootenays do you ♥ to visit? Beautiful photo by Christopher Taggart #kootrocks #exploreBC</p>  <p>#KOOTROCKS</p> <p>(Post) July 23, 2018 6:10 pm</p>	247	8	2.8%	12,108

# Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	212,729
Nonorganic Impressions	324,183
<b>Total Impressions</b>	<b>536,912</b>
<b>Average Daily Users Reached</b>	<b>13,666.8</b>

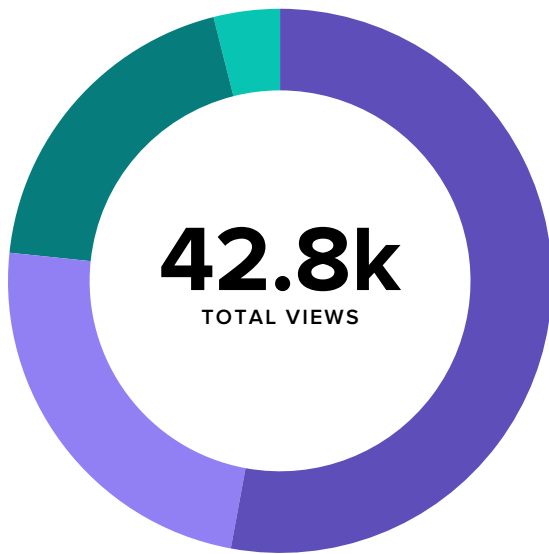
Total Impressions decreased by

**-29.9%**

since previous date range

## Facebook Video Performance

### VIEW METRICS



**1.7k**

ORGANIC FULL

**8.3k**

ORGANIC PARTIAL

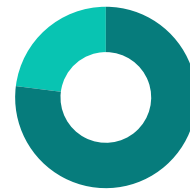
**10.2k**

PAID FULL

**22.6k**

PAID PARTIAL

### VIEWING BREAKDOWN

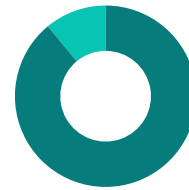


**23%**

ORGANIC VIEWS

**77%**

PAID VIEWS



**11%**

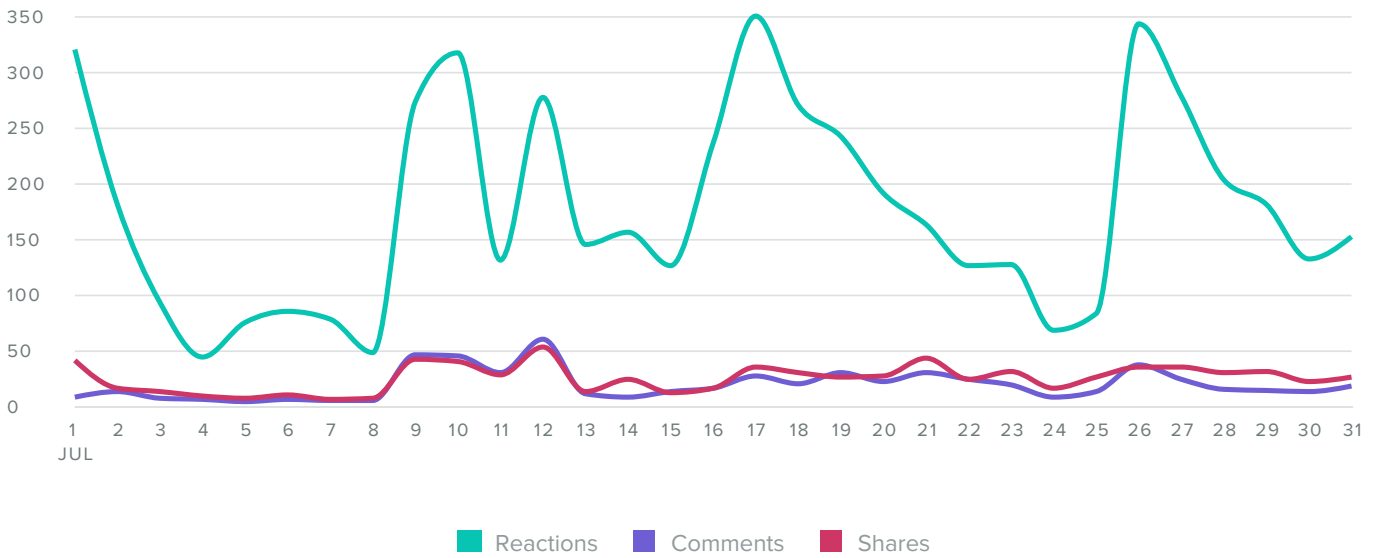
CLICK PLAYS

**89%**

AUTO PLAYS

# Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	5,494
Comments	597
Shares	774
<b>Total Engagements</b>	<b>6,865</b>

Total Engagements decreased by **-27.5%** since previous date range

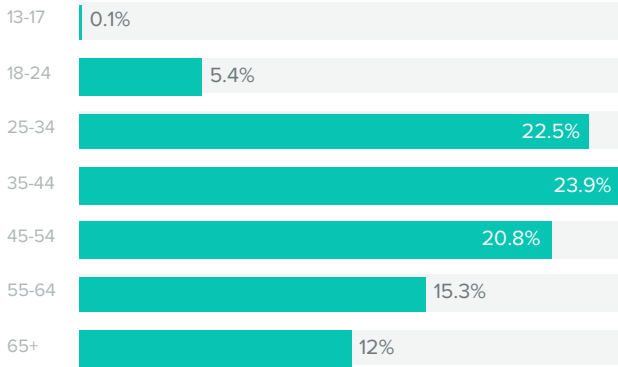
## Facebook Audience Demographics

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	16,279
United States	2,412
Germany	350
United Kingdom	282
Australia	281

Top Cities

Calgary, AB, Canada	1,551
Edmonton, AB, Canada	792
Cranbrook, BC, Canada	770
Vancouver, BC, Canada	744
Nelson, BC, Canada	505

## 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	21,246	0.44%	40	536,912	13,422.8	6,865	171.6	2,073