

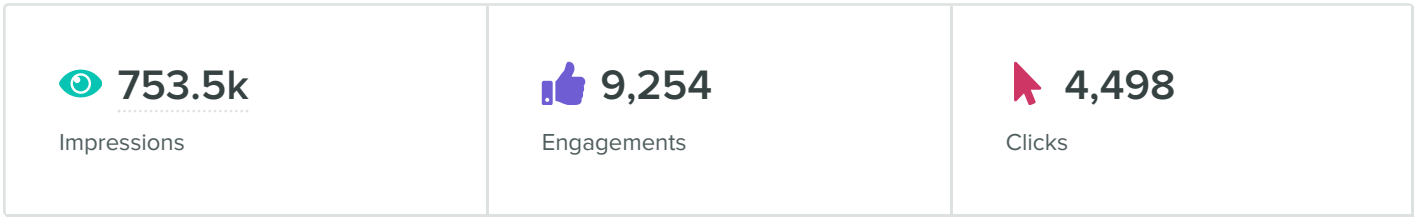


Facebook Pages
for **Kootenay Rockies-BC's Mountain Playground**

Jun 01, 2018 - Jun 30, 2018

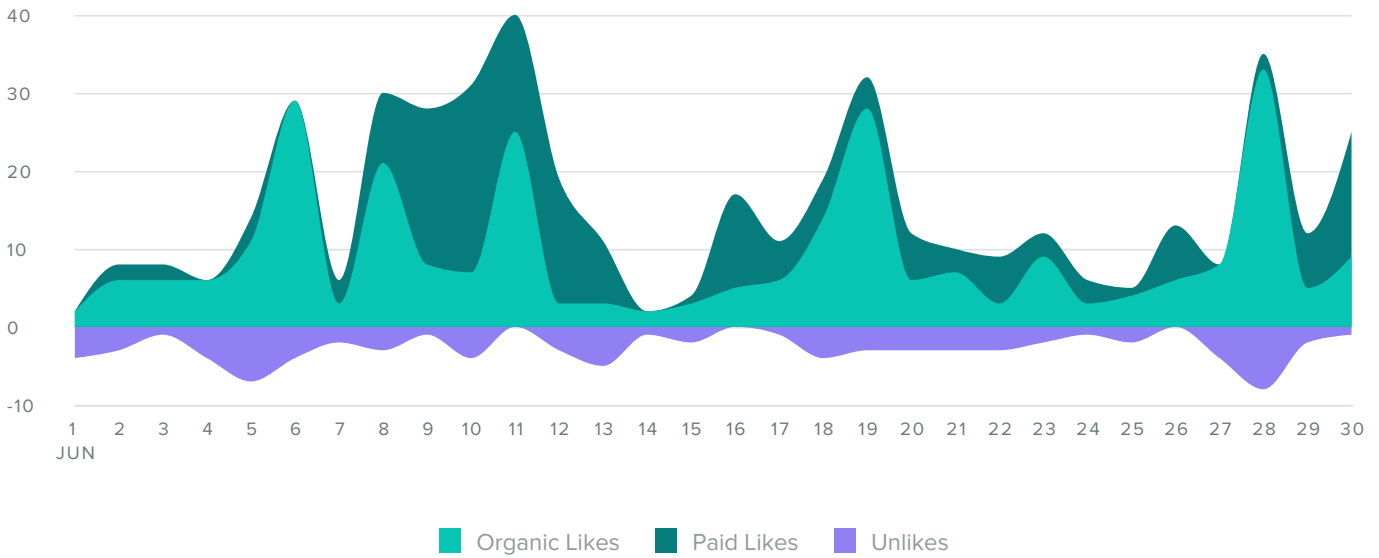
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics	Totals
Total Fans	21,152
Paid Likes	183
Organic Likes	281
Unlikes	81
Net Likes	383

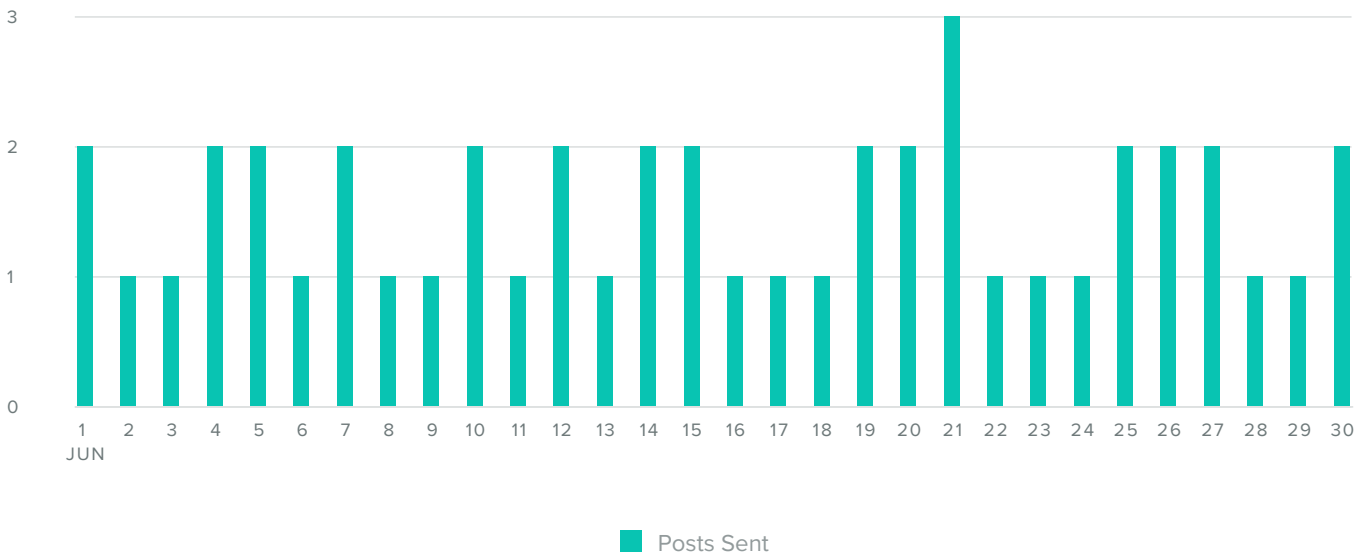
Total fans increased by

+1.8%

since previous date range

Facebook Publishing Behavior


POSTS, BY DAY






Publishing Metrics	Totals
Photos	40
Videos	2
Posts	4
Notes	0
Total Posts	46

The number of posts you sent increased by **2.2%** since previous date range

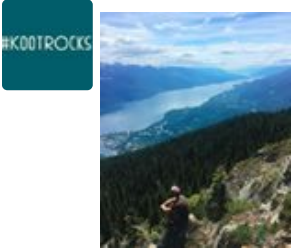
Facebook Top Posts, by Reactions

Post	Reactions	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>The three bears... seen in Kootenay National Park! Have you seen any wildlife on your Kootenay road trip? Where? Awesome capture by Jenn Martin ~ https://www.instagram.com/jennm4rtin/ More fan photos: https://www.kootenayrockies.com/page/fan-feed/ #exploreBC #ParksCanada</p>  <p>(Post) June 12, 2018 3:30 pm</p>	662	95	5.2%	21,242

Facebook Top Posts, by Reactions

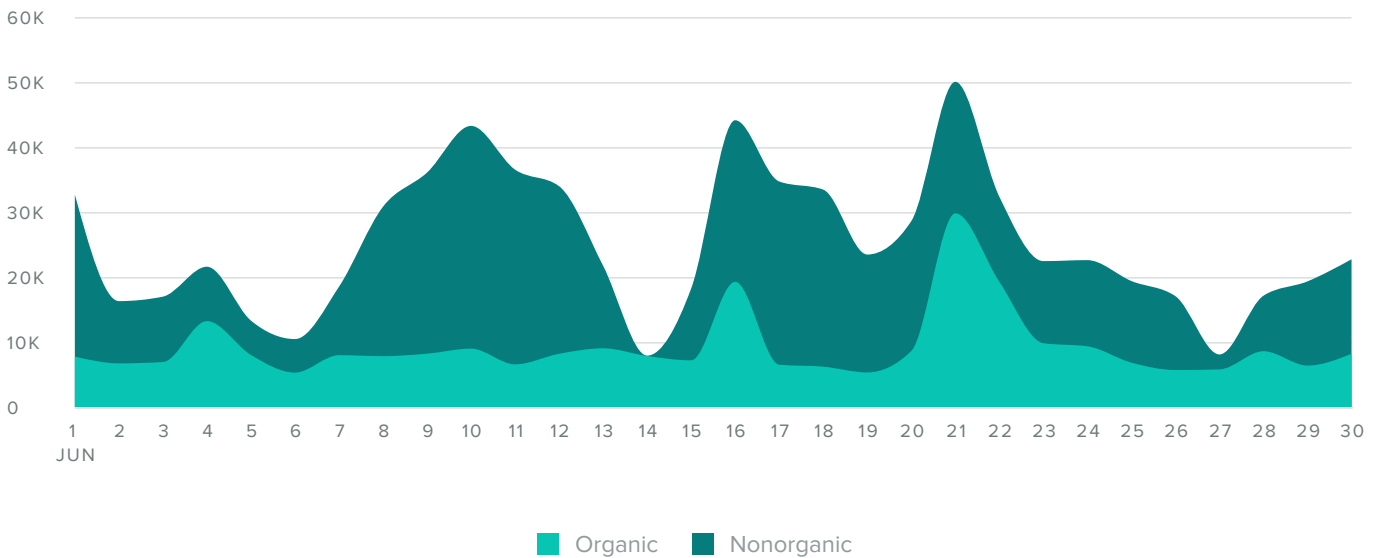
Post	Reactions ▼	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Reminder: Sign up for our What's Your Rush? 2018 photo/video contest • You could win prizes, chance at four monthly prizes and the grand prize! ~ Random draw each month (Jun-Sep) for a 2-day getaway ~ Grand prize is a 5-day getaway How to: Complete ALL 3 of these tasks: #1. - Enter to Win online (http://whatsyourrush.ca OR check out bio) #2. - Capture a Kootenay Rockies photo or video #3. - Post a photo or video on Facebook and/or Instagram (remember to add these two hashtags #KootRocks and #YesWYR18) Stunning capture by Lucas Jmieff of a Kootenay Lake at sunset ~ https://www.instagram.com/mountain_art_photo #findingawesome #exploreBC</p>  <p>(Post) June 16, 2018 6:10 pm</p>	602	7	5.7%	12,133
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Awesome 🏆 entry for our What's Your Rush? Photo/Video Contest by Dan Cockram (https://www.instagram.com/glasshorizonphoto/) at Whiteswan Lake Provincial Park! His entry has a chance to win: - 1 of our 4 Monthly Prizes (2-day getaway to the Kootenays) - The Grand Prize (5-day getaway to the Kootenays) Learn more: http://whatsyourrush.ca #YesWYR18 #KootRocks #exploreBC</p>  <p>(Post) June 02, 2018 6:30 pm</p>	594	6	7.2%	9,623
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>What's your favourite natural snack when out exploring in the Kootenays? • Looks like it's 'dandelions' for this grizzly in Kootenay National Park • What's Your Rush? photo entry by: Chris Boudens #kootrocks #yesWYR18 #exploreBC</p>  <p>(Post) June 20, 2018 6:10 pm</p>	495	8	2.9%	19,749

Facebook Top Posts, by Reactions

Post	Reactions	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>These views - wow 🤩 of Kaslo and Kootenay Lake are spectacular! Stunning photo submission for the What's Your Rush? photo/video contest by: https://www.instagram.com/heliabloomfield * Have you signed up for our photo contest yet? * Opportunity to win a 2-day Kootenay Getaway * Enter to win: http://whatsyourrush.ca or view details in our bio #KootRocks #yesWYR18 #exploreBC</p>  <p>(Post) June 23, 2018 6:10 pm</p>	426	41	5.6%	12,902

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	275,127
Nonorganic Impressions	478,386
Total Impressions	753,513
Average Daily Users Reached	18,960.1

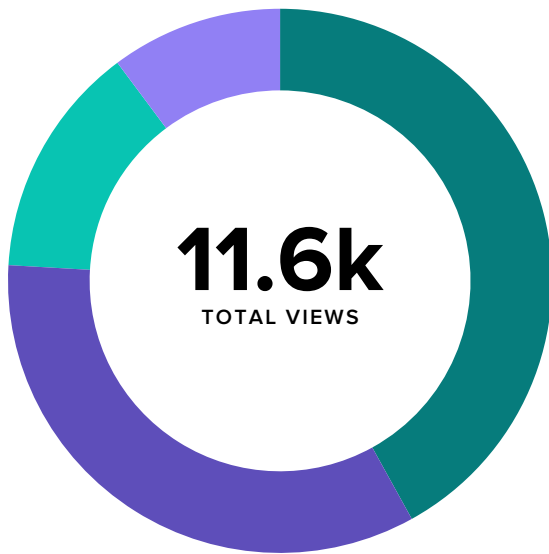
Total Impressions increased by

▲19.9%

since previous date range

Facebook Video Performance

VIEW METRICS



1.6k

ORGANIC FULL

4.9k

ORGANIC PARTIAL

1.2k

PAID FULL

3.9k

PAID PARTIAL

VIEWING BREAKDOWN

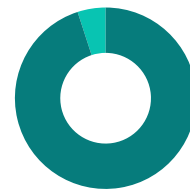


56%

ORGANIC VIEWS

44%

PAID VIEWS



5%

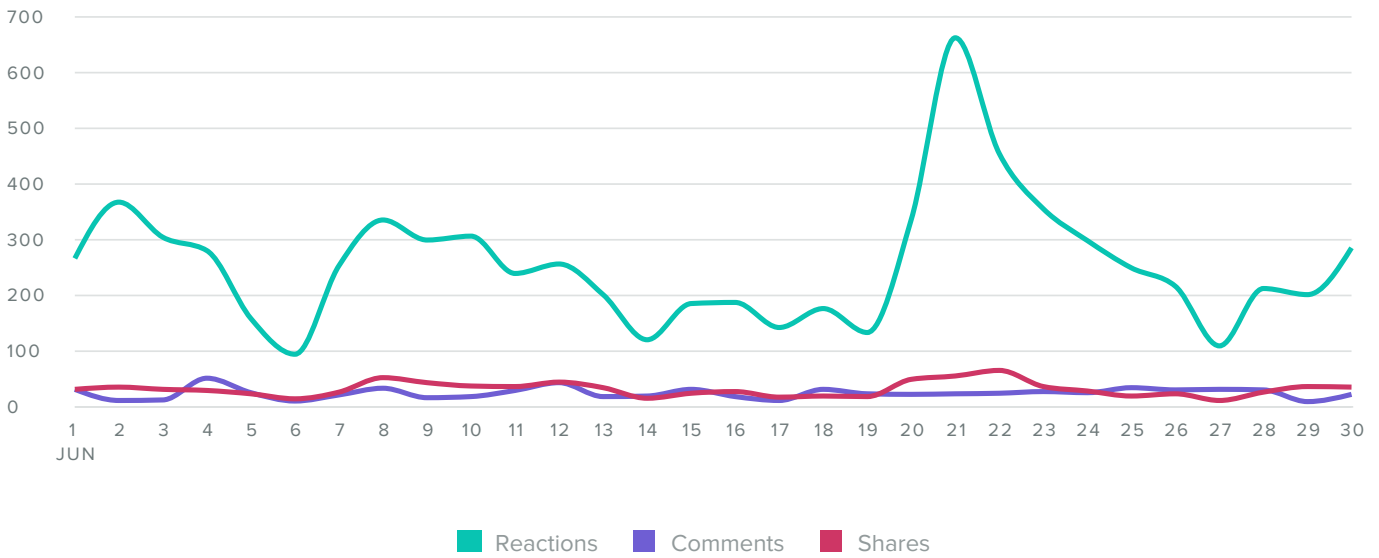
CLICK PLAYS

95%

AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	7,648
Comments	698
Shares	908
Total Engagements	9,254

Total Engagements increased by **▲18%** since previous date range

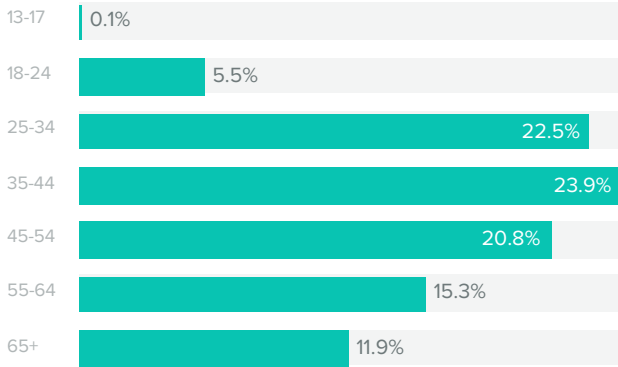
Facebook Audience Demographics

Page Fans

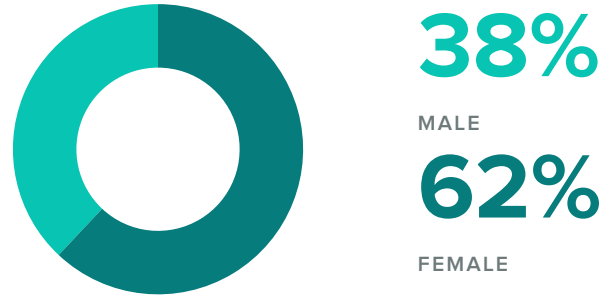
People Reached

People Engaged

BY AGE



BY GENDER



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

Top Countries

Canada	16,193
United States	2,399
Germany	354
Australia	287
United Kingdom	281

Top Cities

Calgary, AB, Canada	1,541
Edmonton, AB, Canada	781
Vancouver, BC, Canada	771
Cranbrook, BC, Canada	768
Nelson, BC, Canada	487

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	21,152	1.82%	46	753,513	16,380.7	9,254	201.2	4,498