

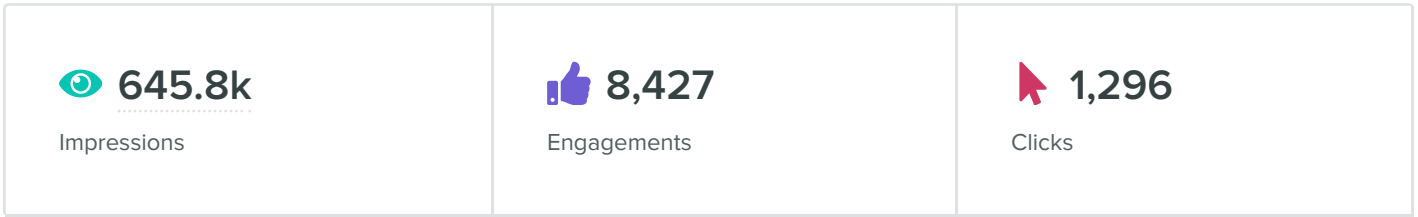


Facebook Pages
for **Kootenay Rockies-BC's Mountain Playground**

May 01, 2018 - May 31, 2018

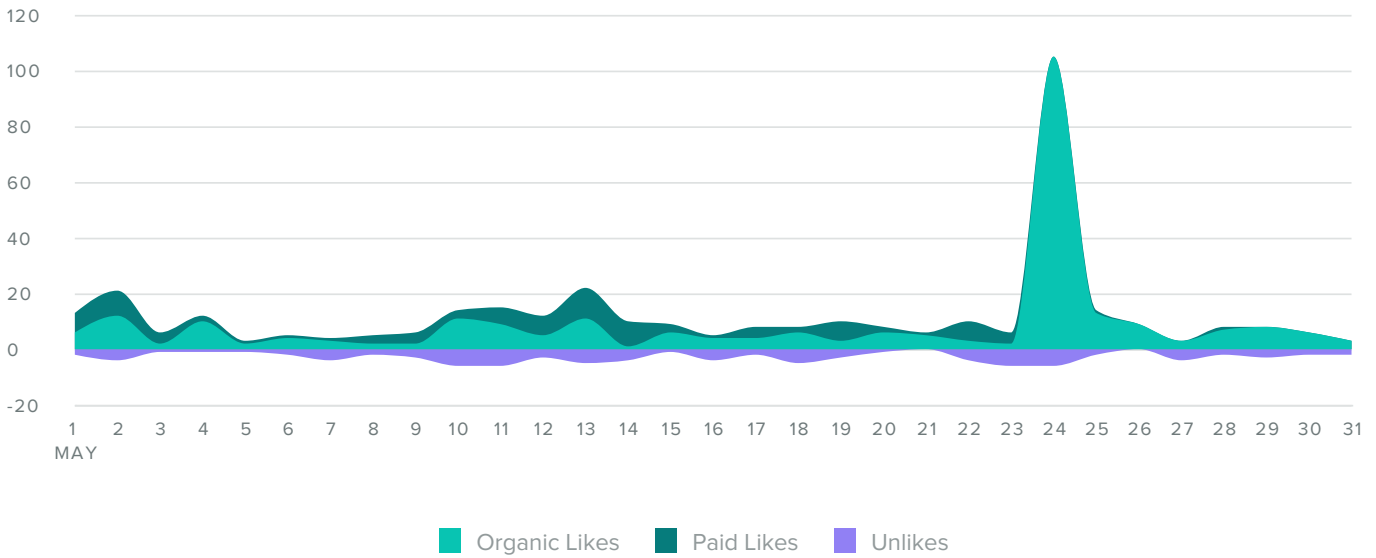
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics	Totals
Total Fans	20,774
Paid Likes	101
Organic Likes	273
Unlikes	91
Net Likes	283

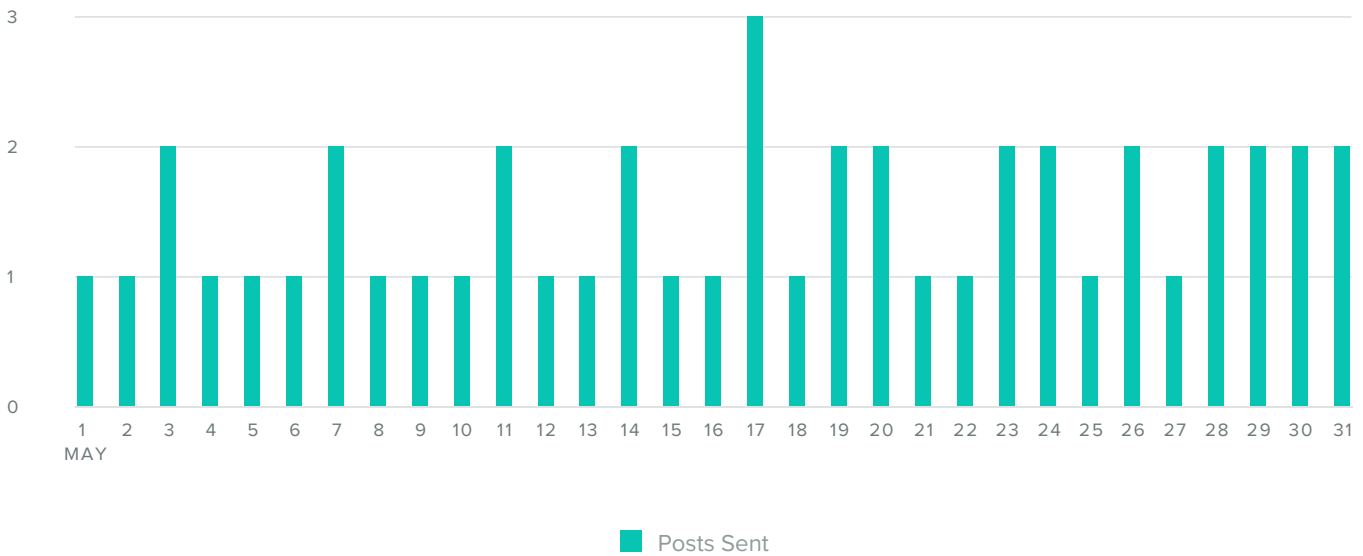
Total fans increased by

+1.4%

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





▲ 31.4%

since previous date range

Facebook Top Posts, by Reactions

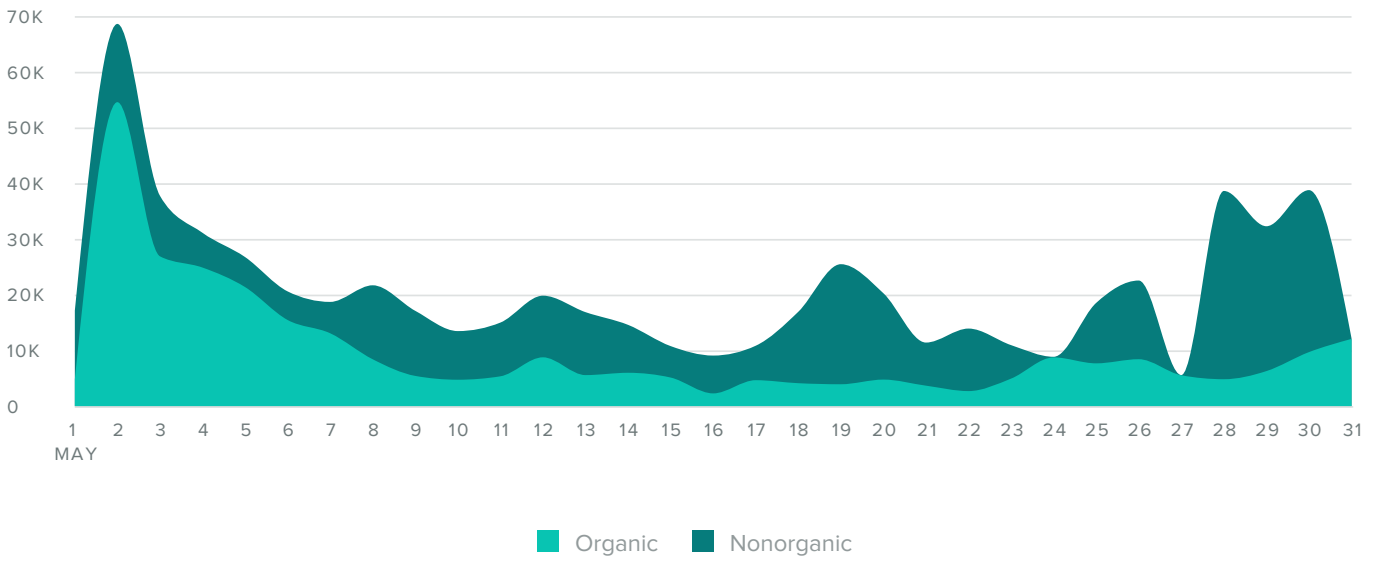
Post	Reactions ▼	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground Do you have what it takes? What's your RUSH? ~ http://WhatsYourRush.ca This may get your heart-pumping... zip-line adventure with Kokanee Mountain Zipline near Nelson, BC Incredible photo by Kari Medig #kootrocks #YesWYR18 #exploreBC</p>  <p>(Post) May 03, 2018 6:10 pm</p>	1,315	147	6.6%	27,911

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground Did you hear we're doing a summer photo/video What's Your Rush? contest! 📸 • Enter to win some incredible Kootenay experiences (like a soak at Ainsworth Hot Springs), to be eligible please complete these three simple steps: #1. Capture a photo/video from the Kootenays #2. Post it on social media #3. Enter to win "online" • Learn more at the What's Your Rush? - http://WhatsYourRush.ca Monthly Prizes and a Grand Prize #kootrocks #YESWYR18 #exploreBC 📸: Kari Medig at Ainsworth Hot Springs Resort #findingawesome</p>  <p>(Post) May 19, 2018 6:10 pm</p>	719	46	7.7%	11,252
<p>Kootenay Rockies-BC's Mountain Playground What's Your Rush? Is it rock climbing or _____! Stunning capture by Rayne Grein near Revelstoke, BC ~ https://www.instagram.com/raynelee_ #therealstoke #YesWYR18 #exploreBC</p>  <p>(Post) May 29, 2018 6:30 pm</p>	694	12	8%	9,854
<p>Kootenay Rockies-BC's Mountain Playground Discover the history of one of Canada's most unique and cultural attractions. Castlegar's Doukhobor Discovery Centre shares heartfelt stories of ancestors that continue to live on in the Kootenays! Have you visited this attraction? Would you recommend it? Doukhobor Discovery Centre: Castlegar's Cultural Story ~ https://www.kootenayrockies.com/post/castlegar-doukhobor-centre Words and photos by Gina Bégin #castlegarbc #exploreBC</p>  <p>(Post) May 22, 2018 6:30 pm</p>	313	8	6.7%	5,540
<p>Kootenay Rockies-BC's Mountain Playground 1 region. 1 camera. 1 photo. It's all you need to participate! The next big Kootenay experience! ENTER TO WIN - details: http://WhatsYourRush.ca/ (Photo & Video 2018 summer contest) Stunning capture from Lake of the Hanging Glacier in our Purcell Mountains (west of Invermere & Radium Hot Springs), by Megan McLellan ~ https://www.instagram.com/littlebrownfox/ #exploreBC</p>  <p>(Post) May 14, 2018 3:10 pm</p>	276	5	4.3%	8,739

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	304,393
Nonorganic Impressions	341,437
Total Impressions	645,830
Average Daily Users Reached	15,079.7

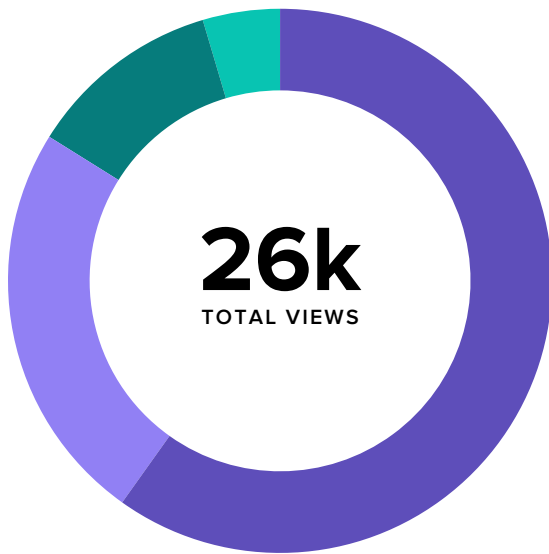
Total Impressions increased by

▲6%

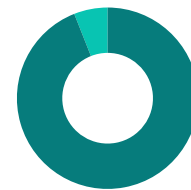
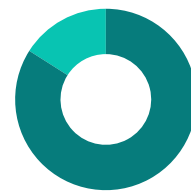
since previous date range

Facebook Video Performance

VIEW METRICS

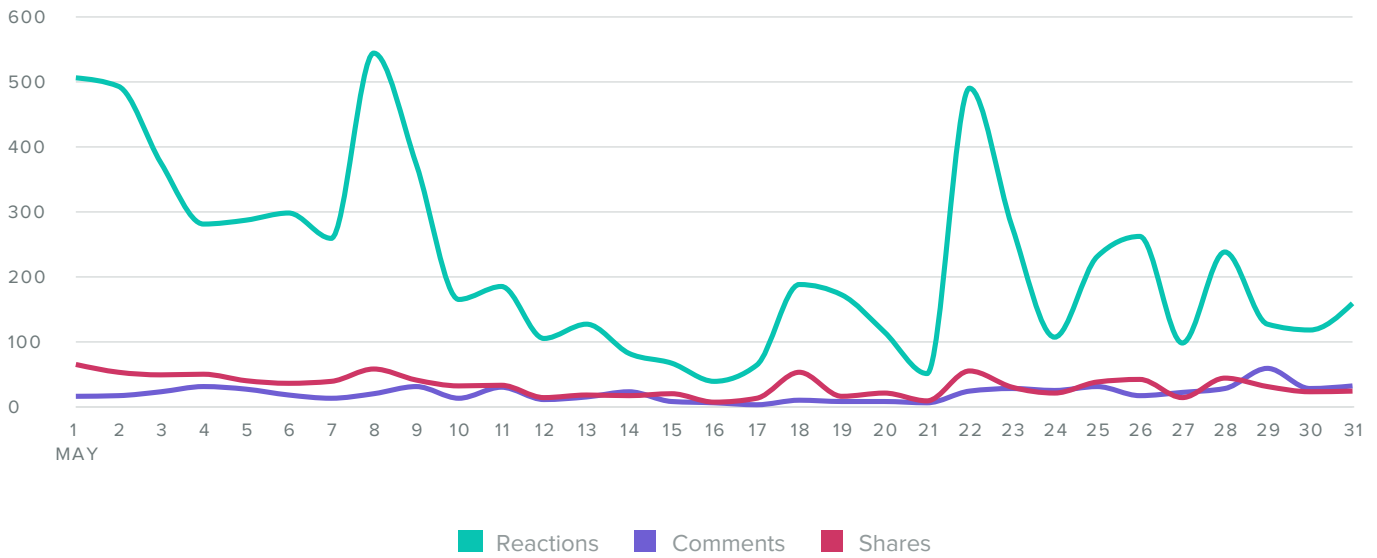


VIEWING BREAKDOWN



Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	6,852
Comments	600
Shares	975
Total Engagements	8,427

Total Engagements decreased by **-64.7%** since previous date range

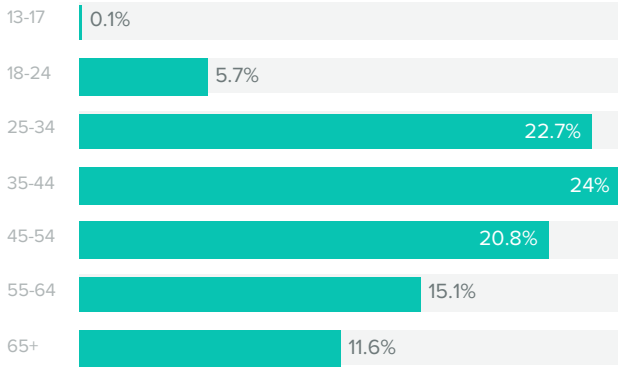
Facebook Audience Demographics

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	15,830
United States	2,358
Germany	356
Australia	291
United Kingdom	277

Top Cities

Calgary, AB, Canada	1,514
Vancouver, BC, Canada	768
Cranbrook, BC, Canada	766
Edmonton, AB, Canada	750
Nelson, BC, Canada	475

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	20,774	1.37%	46	645,830	14,039.8	8,427	183.2	1,296