

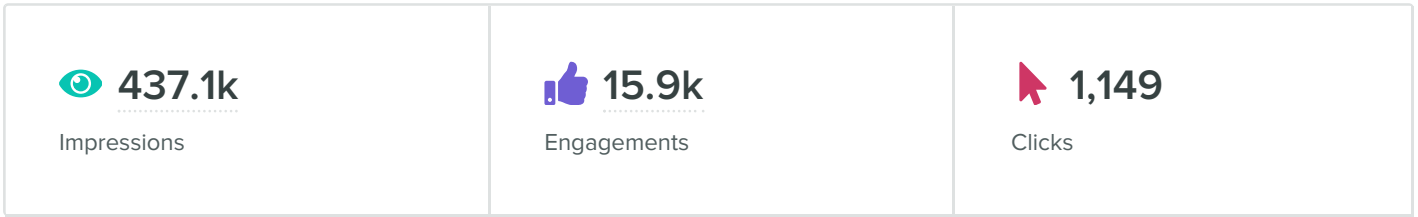


Facebook Pages
for **Kootenay Rockies-BC's Mountain Playground**

Nov 01, 2018 - Nov 30, 2018

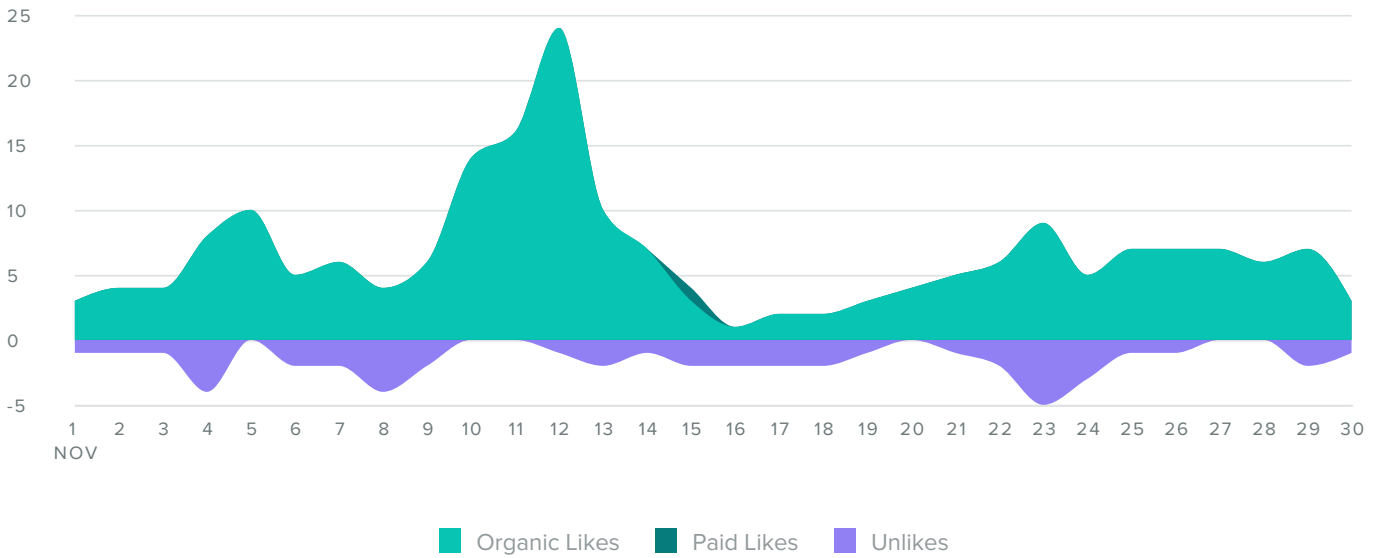
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY

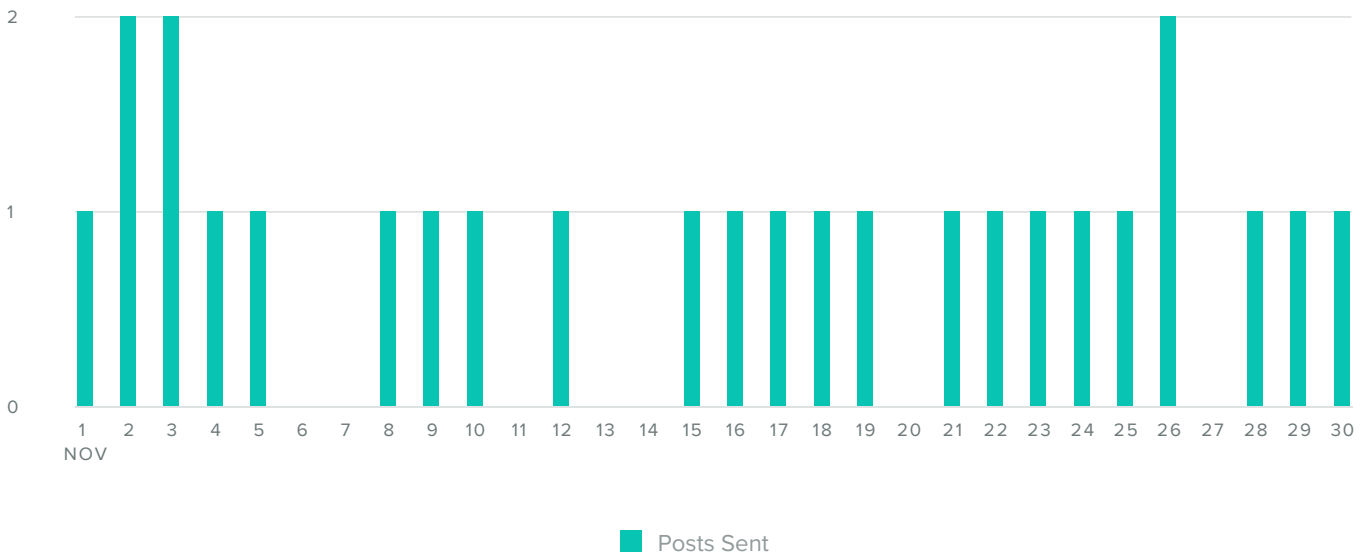


Audience Growth Metrics	Totals
Total Fans	21,834
Paid Likes	1
Organic Likes	198
Unlikes	46
Net Likes	153

Total fans increased by
▲0.7%
 since previous date range

Facebook Publishing Behavior


POSTS, BY DAY






Publishing Metrics	Totals
Photos	20
Videos	2
Posts	4
Notes	0
Total Posts	26

The number of posts you sent decreased by **-7.1%** since previous date range


Facebook Top Posts, by Reactions

Post	Reactions	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Do you think these elk posed perfectly for their picture? Wonderful photo capture by Tasha in Elkford, BC ~ https://www.instagram.com/tashachorneyko See where others Kootenay-ites have been exploring! ~ https://www.kootenayrockies.com/page/fan-feed</p>  <p>(Post) November 12, 2018 6:30 pm</p>	1,673	52	12.3%	14,655

Facebook Top Posts, by Reactions

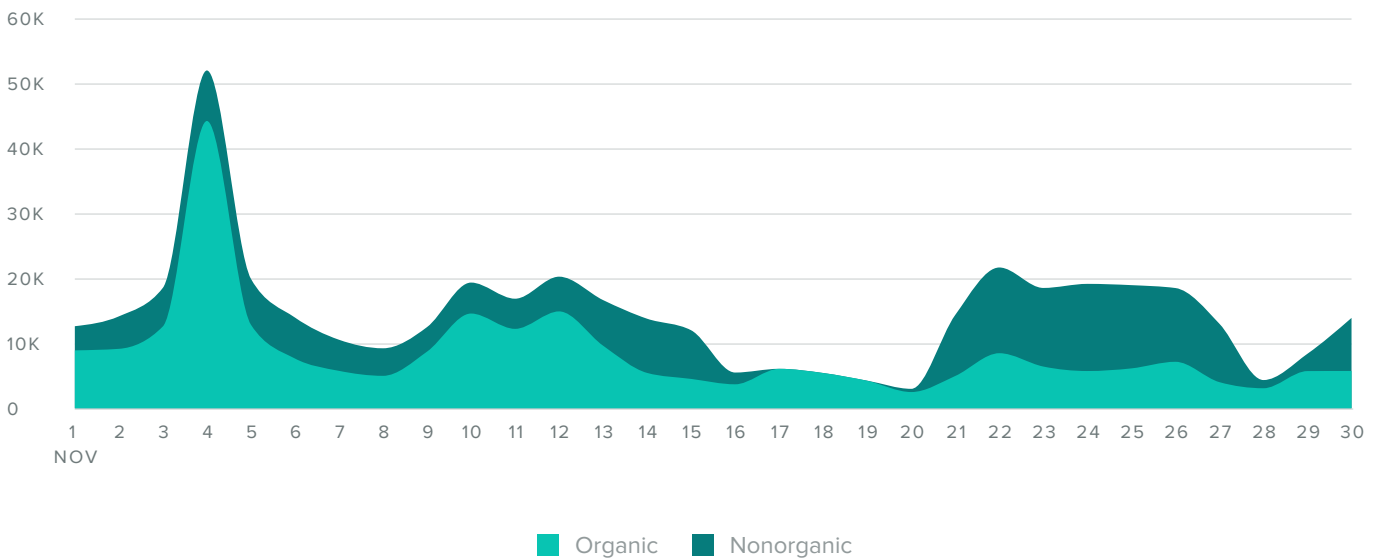
Post	Reactions ▼	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground Need some inspiration on places to visit in the Kootenays? Check out where the locals have been exploring! ~ https://www.kootenayrockies.com/page/fan-feed Incredible sunset photo from the Slocan Valley by Ashley Voykin ~ https://www.instagram.com/ashvoykin</p>  <p>(Post) November 17, 2018 3:30 pm</p>	1,641	51	13.2%	14,339
<p>Kootenay Rockies-BC's Mountain Playground How does a week-long hot springs road trip through the Kootenays sound? Who's stoked for a relaxing soak?! ~ Details: https://bit.ly/2Dar0II Which is your favourite Kootenay hot springs? Photo of Lussier Hot Springs in the Whiteswan Provincial Park #kootrocks #exploreBC Ainsworth Hot Springs Resort Fairmont Hot Springs Resort Halcyon Hot Springs Village and Spa Nakusp Hot Springs & Halfway River Hot Springs Canadian Rockies Hot Springs (Radium Hot Springs)</p>  <p>(Post) November 10, 2018 6:30 pm</p>	1,392	170	13.4%	20,268
<p>Kootenay Rockies-BC's Mountain Playground Wow, these fall 🍁 colours are amazing 🤩! See where other local Kootenay-ites have been exploring - https://www.kootenayrockies.com/page/fan-feed Incredible capture by Kootenay local in Rossland, BC Don Conway ~ https://www.instagram.com/don.p.conway #rossland #kootrocks #exploreBC</p>  <p>(Post) November 02, 2018 6:20 pm</p>	1,047	50	11.1%	12,650

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p>  <p>(Post) November 29, 2018 3:01 pm</p>	996	19	9.5%	15,840

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	255,238
Nonorganic Impressions	181,812
Total Impressions	437,050
Average Daily Users Reached	10,860.8

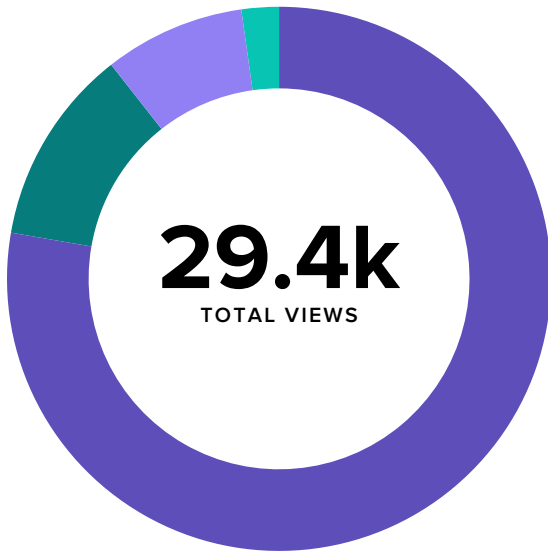
Total Impressions increased by

▲67.2%

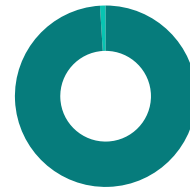
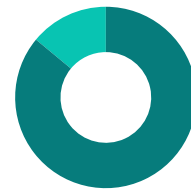
since previous date range

Facebook Video Performance

VIEW METRICS

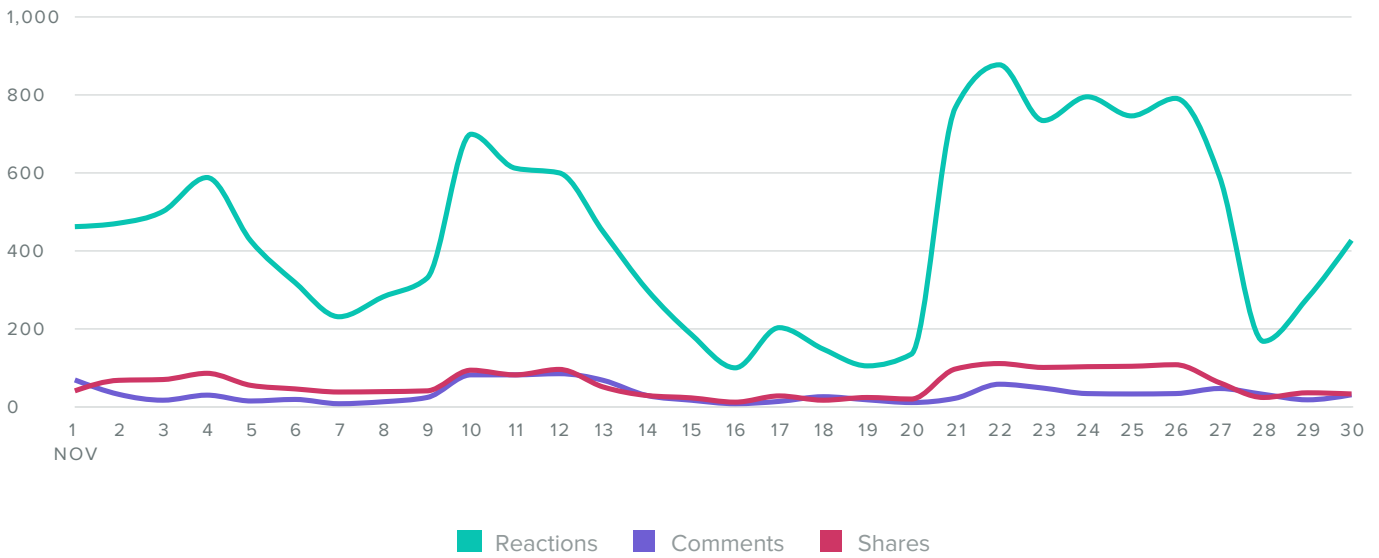


VIEWING BREAKDOWN



Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	13,261
Comments	964
Shares	1,679
Total Engagements	15,904

Total Engagements increased by **▲163.5%** since previous date range

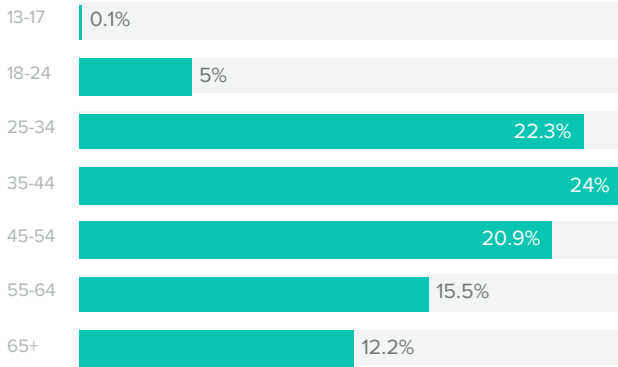
Facebook Audience Demographics

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	16,596
United States	2,551
Germany	358
Australia	308
United Kingdom	306

Top Cities

Calgary, AB, Canada	1,599
Edmonton, AB, Canada	844
Cranbrook, BC, Canada	793
Vancouver, BC, Canada	732
Nelson, BC, Canada	511

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	21,834	0.65%	26	437,050	16,809.6	15,904	611.7	1,149