

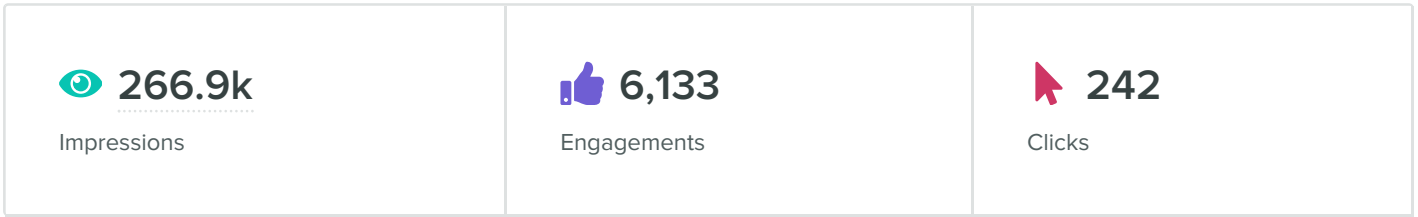


Facebook Pages
for **Kootenay Rockies-BC's Mountain Playground**

Oct 01, 2018 - Oct 31, 2018

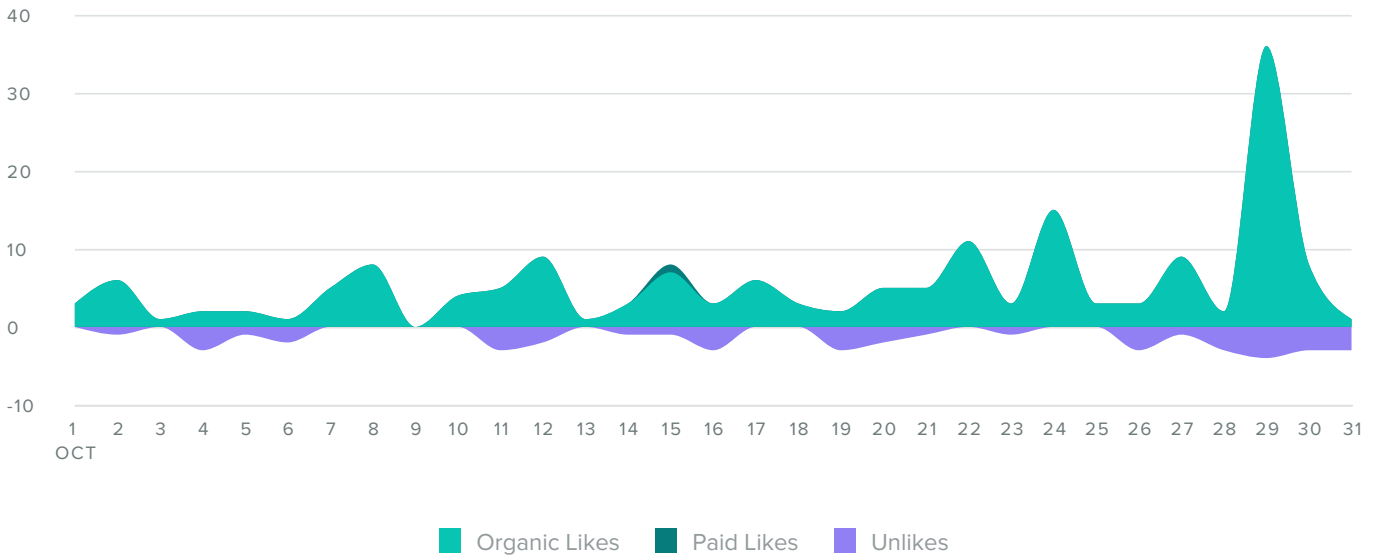
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY

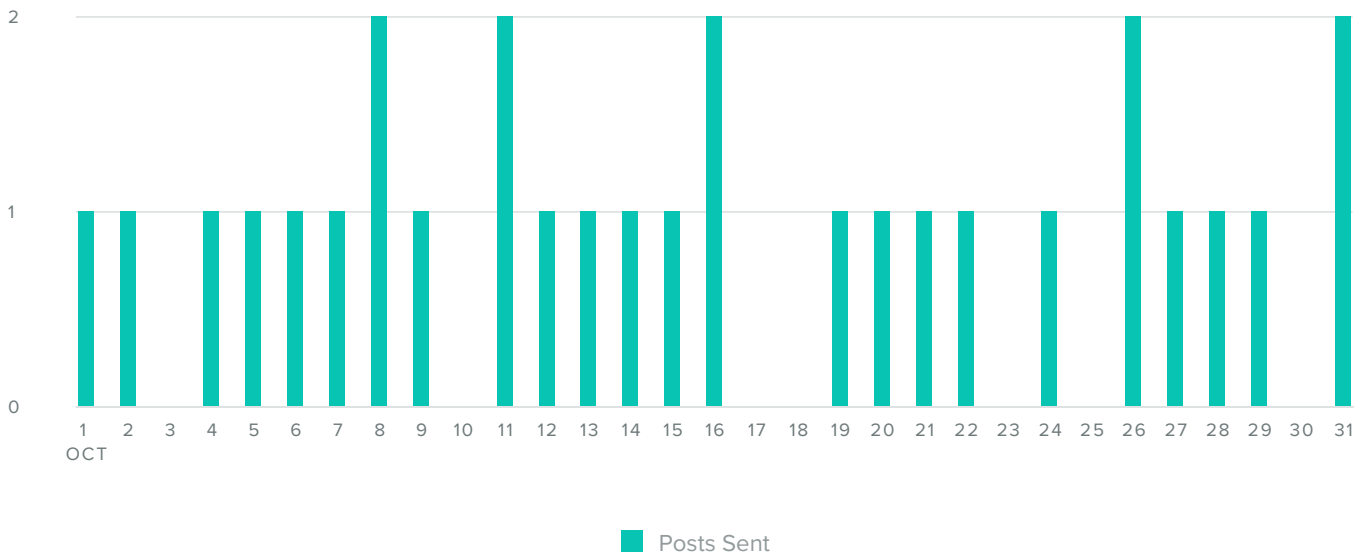


Audience Growth Metrics	Totals
Total Fans	21,692
Paid Likes	1
Organic Likes	172
Unlikes	41
Net Likes	132

Total fans increased by
▲0.6%
 since previous date range

Facebook Publishing Behavior

POSTS, BY DAY






Publishing Metrics	Totals
Photos	17
Videos	5
Posts	7
Notes	0
Total Posts	29

The number of posts you sent decreased by



-12.1%

since previous date range

Facebook Top Posts, by Reactions

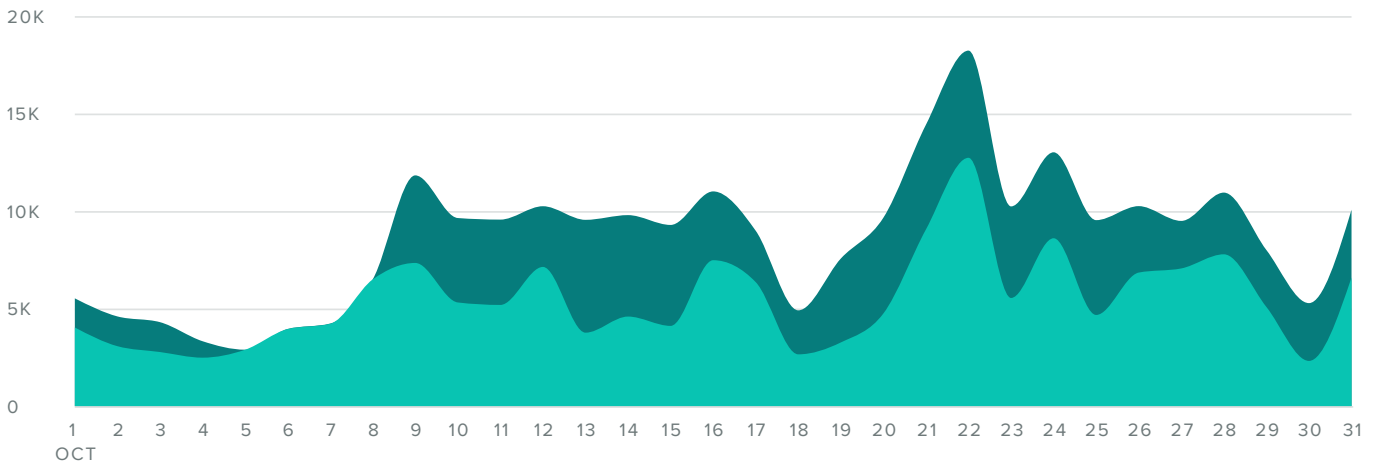
Post	Reactions ▼	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Did you know that the Columbia River (2,000 kms/ 1,243 miles) is the largest river in the Pacific Northwest region of North America? Beginning in Canal Flats, it flows northwest (Golden & Revelstoke) and then south (Nakusp & Castlegar) - into the US until it reaches the Pacific Ocean! Stellar fall shot by Kelly Ferguson in Canal Flats, BC ~ https://www.instagram.com/kellyferguson2323 Check out where others have been exploring in the Kootenays! ~ https://www.kootenayrockies.com/page/fan-feed #kootrocks #exploreBC</p>  <p>(Post) October 21, 2018 6:15 pm</p>	1,981	82	11.2%	22,747
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Meet Ryan, a local from Invermere and our October GuestGrammer! ~ Find out where, some of his favourite places are in the Columbia Valley! "KootRocks October GuestGrammer" ~ https://www.kootenayrockies.com/post/ryan-bavin ~ Words and images by Ryan Bavin ~ Featuring the Purcells and Columbia Valley #shareinvermere #kootrocks #exploreBC</p>  <p>(Post) by Kootenay R. October 24, 2018 6:00 pm</p>	939	42	5.4%	23,211
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Are you planning a Powder Highway road trip for this season? Did you know that 100+ operators are along the route offering over 7 million acres of terrain?! Alpine, backcountry, cat & heli, nordic - what's your favourite way to ski or ride down a mountain? Powder Highway 101 ~ https://www.kootenayrockies.com/post/powder-highway-101 (Photo by Matt Kuhn at Island Lake Lodge in the Canadian Rocky mountains) #kootrocks #powderhighway #skibc</p>  <p>(Post) October 29, 2018 6:15 pm</p>	740	11	9.2%	8,992

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>"This sunset lingered on for longer than I've ever seen. The forest turned dark quickly, but the sky continued to glow an eerie pink..." - words by Bron Cheung. 🍁 Stunning fall 📷 - https://www.instagram.com/broncheungphoto from the Elk Lakes Provincial Park, near Elkford BC #kootrocks #exploreBC</p>  <p>(Post) October 14, 2018 6:09 pm</p>	534	12	3.8%	16,615
<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Congrats 💜 to Lindsay who made it into our finals of our What's Your Rush? photo & video contest! Here is her family video adventure in the Kootenays! "We hiked, paddled, fished, picked mushrooms, crossed massive tree slides, and even ran into some bears. All of these ventures helped to create memories that will literally last a lifetime!" ~ What activities do you love 😊 to do in the Kootenays? #yesWYR18 #kootrocks #explorebc</p>  <p>(Post) October 22, 2018 11:00 am</p>	486	35	11.8%	6,003

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Organic Nonorganic

Impressions Metrics	Totals
Organic Impressions	168,131
Nonorganic Impressions	98,723
Total Impressions	266,854
Average Daily Users Reached	6,134.1

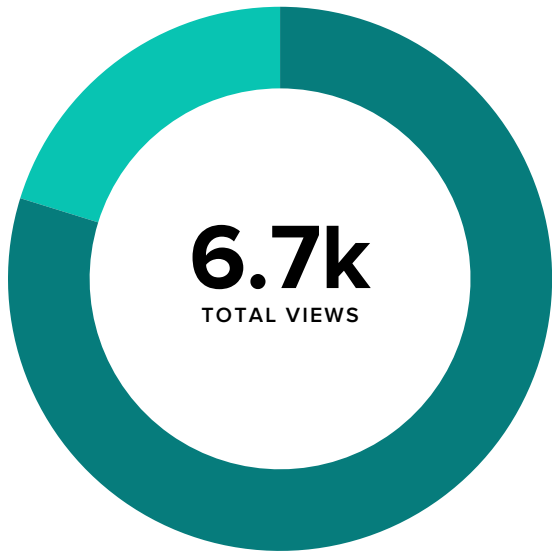
Total Impressions decreased by

-57.7%

since previous date range

Facebook Video Performance

VIEW METRICS



1.4k

ORGANIC FULL

5.4k

ORGANIC PARTIAL

VIEWING BREAKDOWN

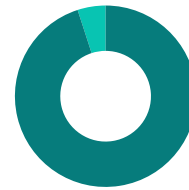


100%

ORGANIC VIEWS

0%

PAID VIEWS



5%

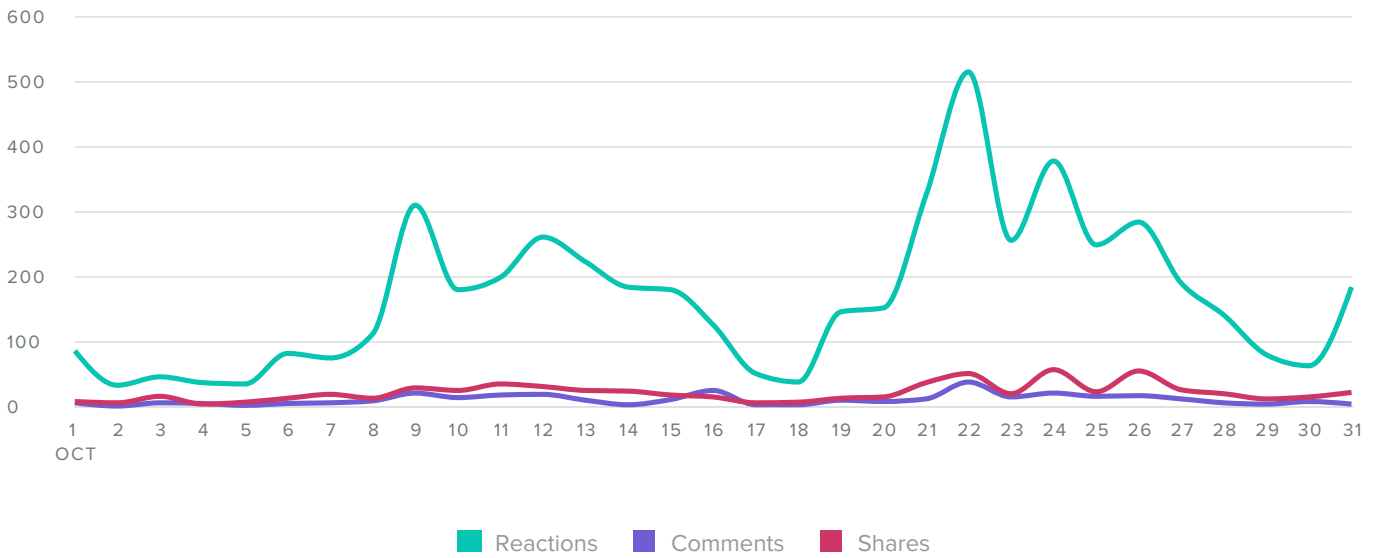
CLICK PLAYS

95%

AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	5,190
Comments	307
Shares	636
Total Engagements	6,133

Total Engagements decreased by **-9.8%** since previous date range

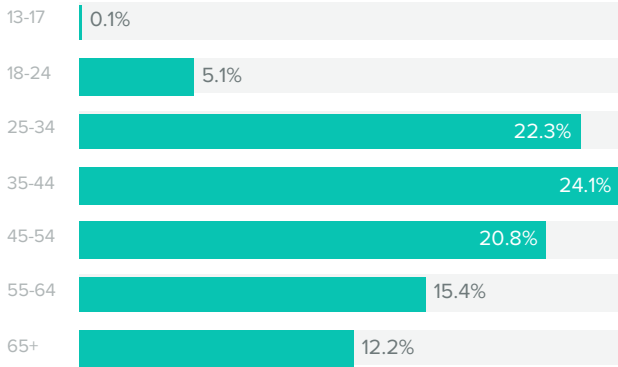
Facebook Audience Demographics

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	16,572
United States	2,481
Germany	354
Australia	297
United Kingdom	296

Top Cities

Calgary, AB, Canada	1,583
Edmonton, AB, Canada	834
Cranbrook, BC, Canada	793
Vancouver, BC, Canada	722
Nelson, BC, Canada	515

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	21,692	0.58%	29	266,854	9,201.9	6,133	211.5	242