

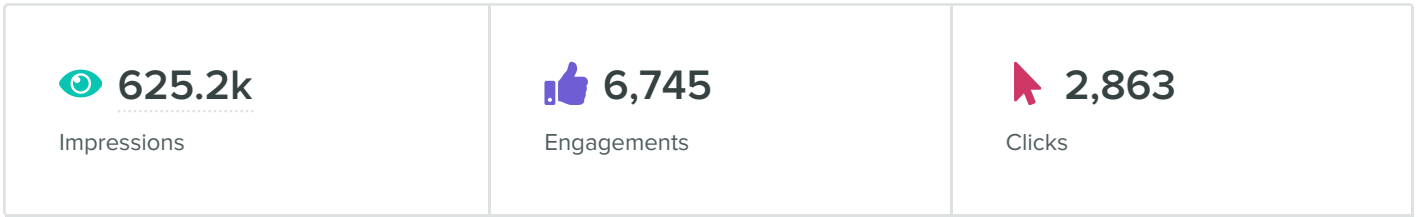


Facebook Pages
for **Kootenay Rockies-BC's Mountain Playground**

Sep 01, 2018 - Sep 30, 2018

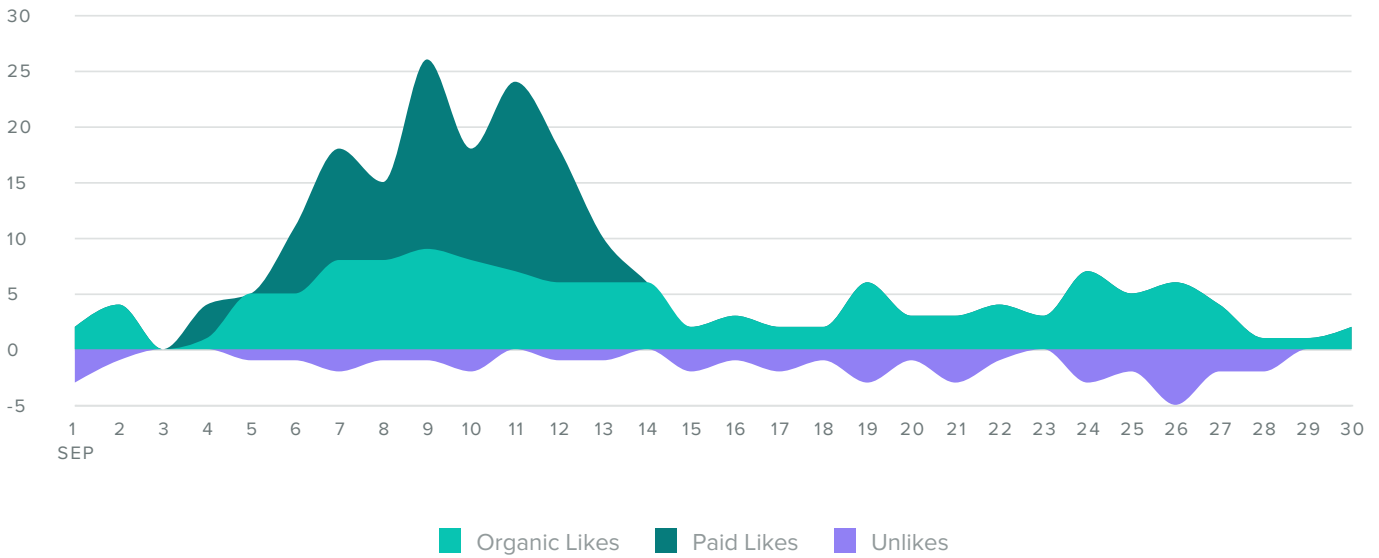
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY

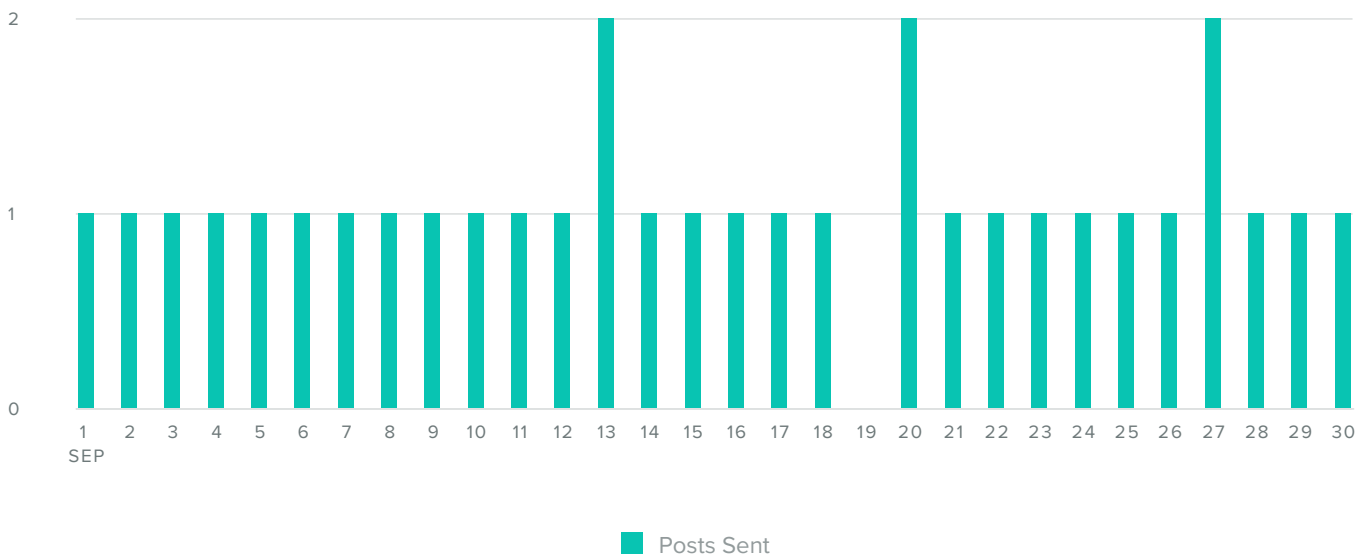


Audience Growth Metrics	Totals
Total Fans	21,567
Paid Likes	86
Organic Likes	129
Unlikes	42
Net Likes	173

Total fans increased by
▲0.8%
 since previous date range

Facebook Publishing Behavior


POSTS, BY DAY











Publishing Metrics	Totals
Photos	30
Videos	0
Posts	2
Notes	0
Total Posts	32

The number of posts you sent increased by █ since previous date range

Facebook Top Posts, by Reactions

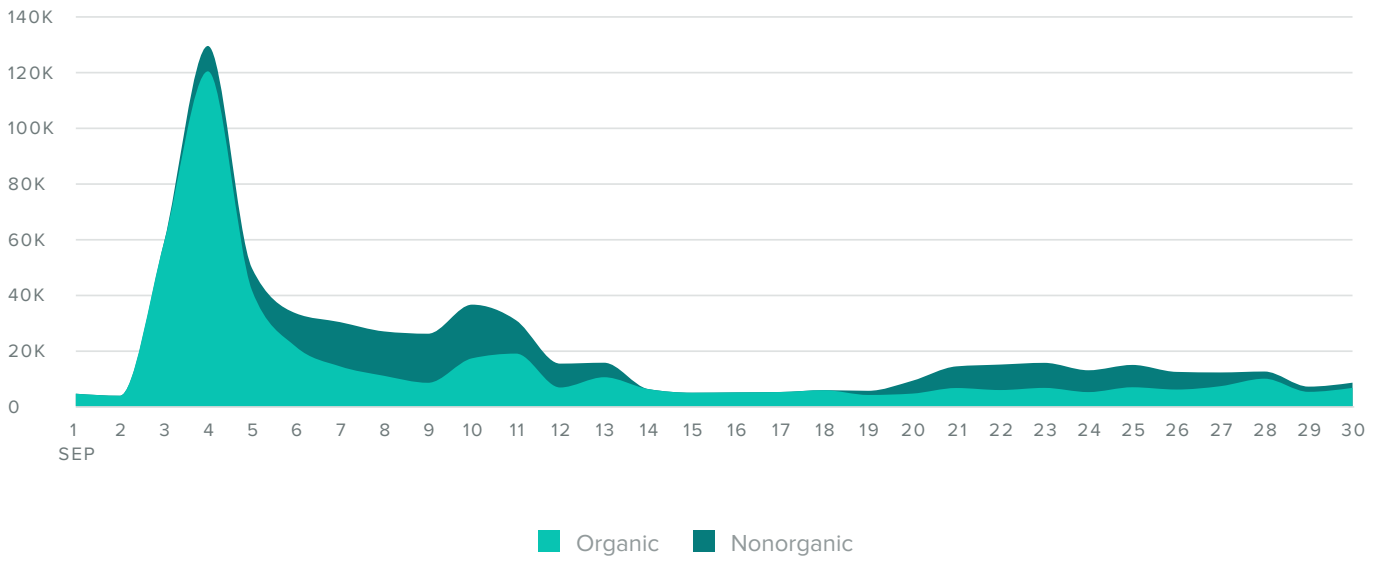
Post	Reactions ▼	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p>  <p>(Post) September 04, 2018 10:17 am</p>	1,006	45	9.9%	22,970

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>Kootenay Rockies-BC's Mountain Playground</p>   <p>(Post) September 25, 2018 6:10 pm</p>	537	46	8.4%	11,837
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<p>Kootenay Rockies-BC's Mountain Playground</p> <p>Crystal clear lakes, towering mountains, hot springs and charming small towns with cozy coffee shops wait for you! A West Kootenay road trip through Nelson, Ainsworth, Kaslo, Sandon, New Denver and Slocan. • Have you ventured on this West Kootenay Road Trip? If yes, what are your 'must see' attractions along this route! • "Silvery Slocan Road Trip" ~ https://fieldandforest.co/adventures/silveryslocan • #findingawesome #westkootroute #kootrocks #exploreBC</p>   <p>(Post) September 25, 2018 6:10 pm</p>	537	46	8.4%	11,837

Facebook Impressions

PAGE IMPRESSIONS, BY DAY

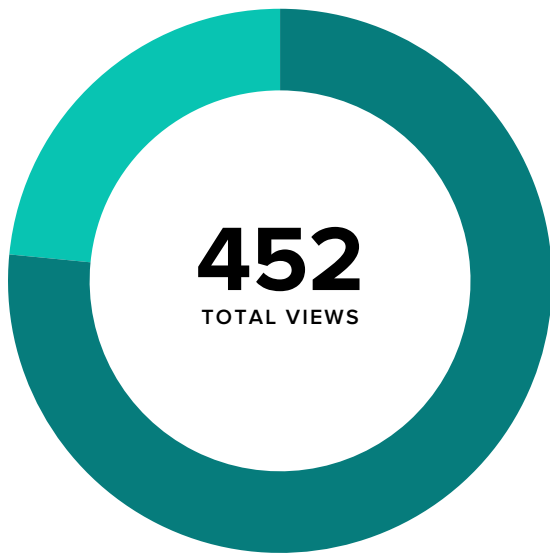


Impressions Metrics	Totals
Organic Impressions	436,191
Nonorganic Impressions	188,973
Total Impressions	625,164
Average Daily Users Reached	13,998.8

Total Impressions increased by
▲77.7%
 since previous date range

Facebook Video Performance

VIEW METRICS



106

ORGANIC FULL

346

ORGANIC PARTIAL

VIEWING BREAKDOWN



100%

ORGANIC VIEWS

0%

PAID VIEWS



12%

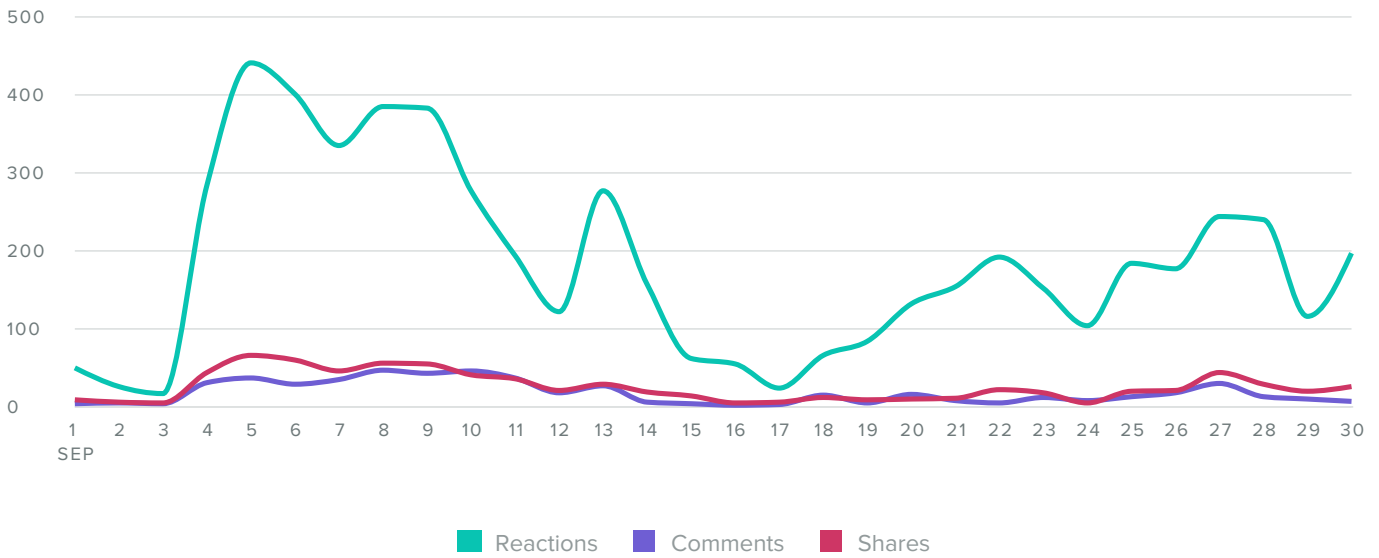
CLICK PLAYS

88%

AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	5,502
Comments	508
Shares	735
Total Engagements	6,745

Total Engagements increased
by
▲79.9%
since previous date range

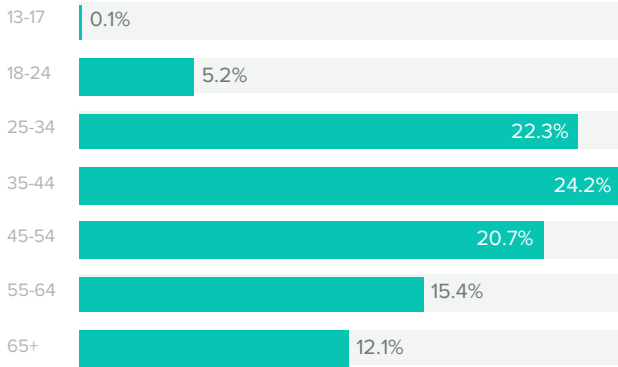
Facebook Audience Demographics

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	16,492
United States	2,490
Germany	352
United Kingdom	293
Australia	290

Top Cities

Calgary, AB, Canada	1,569
Edmonton, AB, Canada	813
Vancouver, BC, Canada	792
Cranbrook, BC, Canada	777
Nelson, BC, Canada	498

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	21,567	0.77%	32	625,164	19,536.4	6,745	210.8	2,863