

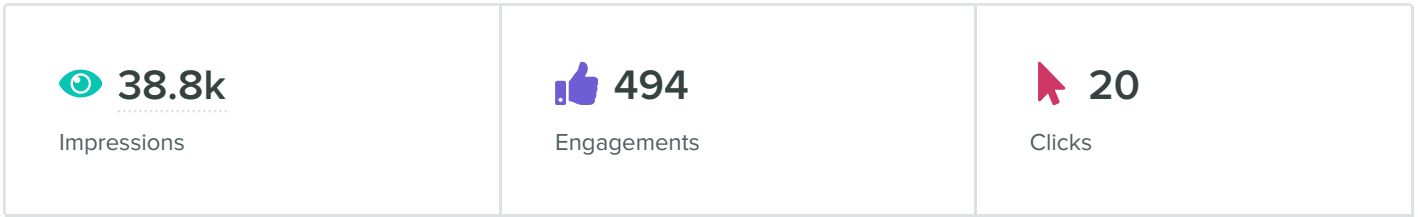


Facebook Pages
for **The Powder Highway**

Aug 01, 2018 - Aug 31, 2018

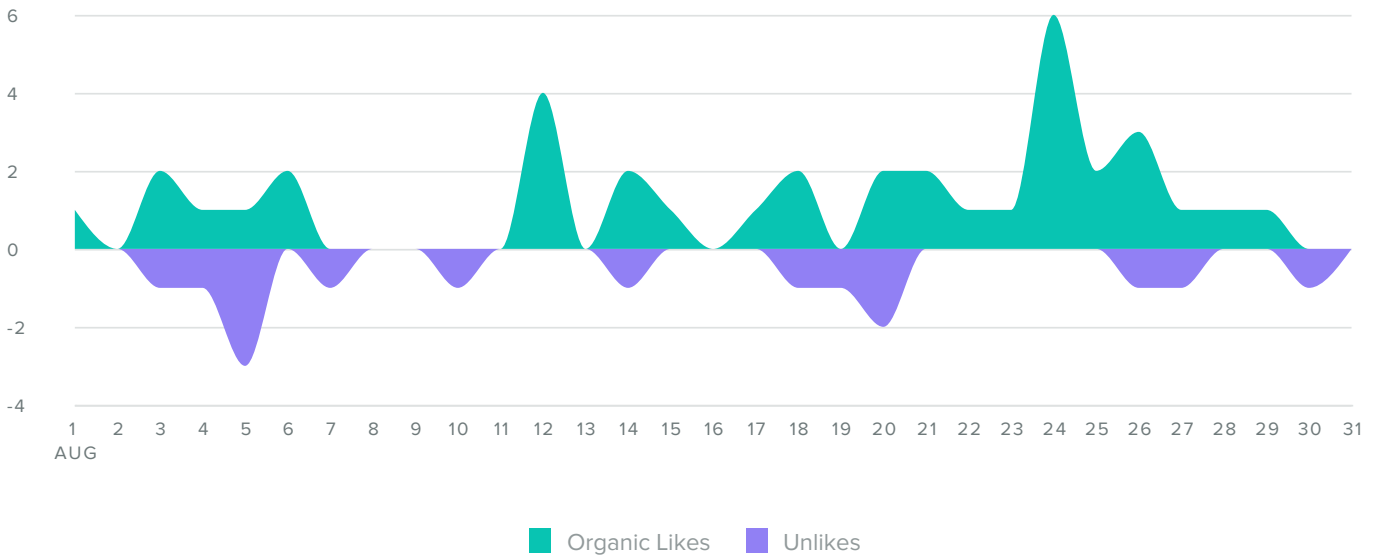
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY

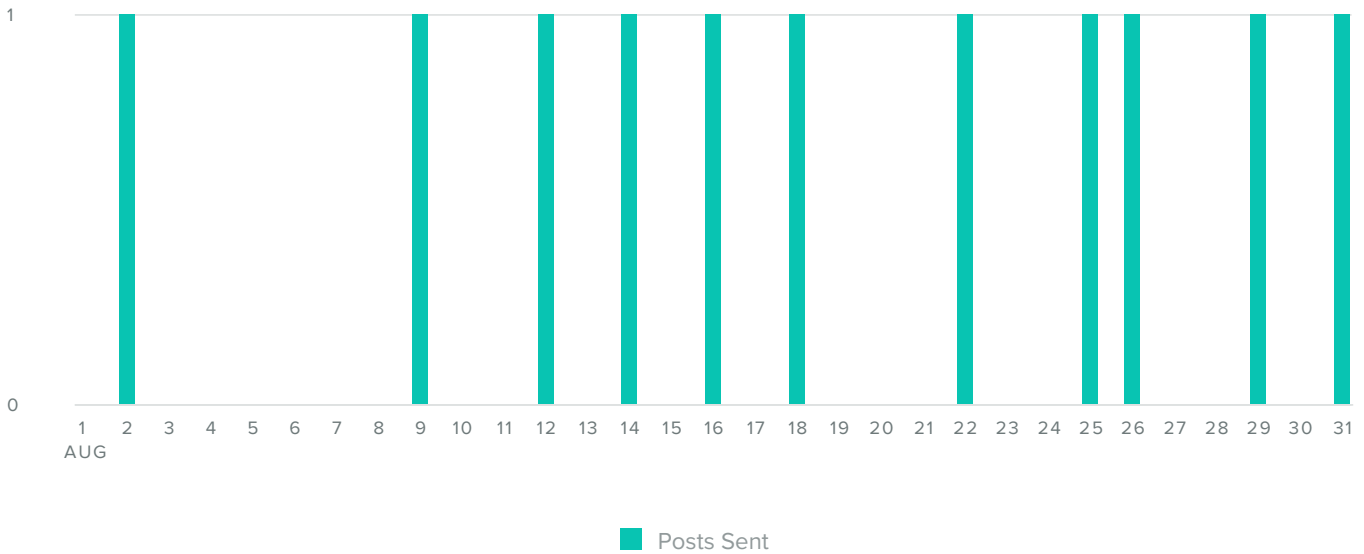


| Audience Growth Metrics | Totals |
|-------------------------|--------------|
| Total Fans | 9,895 |
| Organic Likes | 37 |
| Unlikes | 15 |
| Net Likes | 22 |

Total fans increased by
▲0.3%
 since previous date range

Facebook Publishing Behavior



POSTS, BY DAY







| Publishing Metrics | Totals |
|--------------------|-----------|
| Photos | 11 |
| Videos | 0 |
| Posts | 0 |
| Notes | 0 |
| Total Posts | 11 |

The number of posts you sent increased by **22.2%** since previous date range

Facebook Top Posts, by Reactions

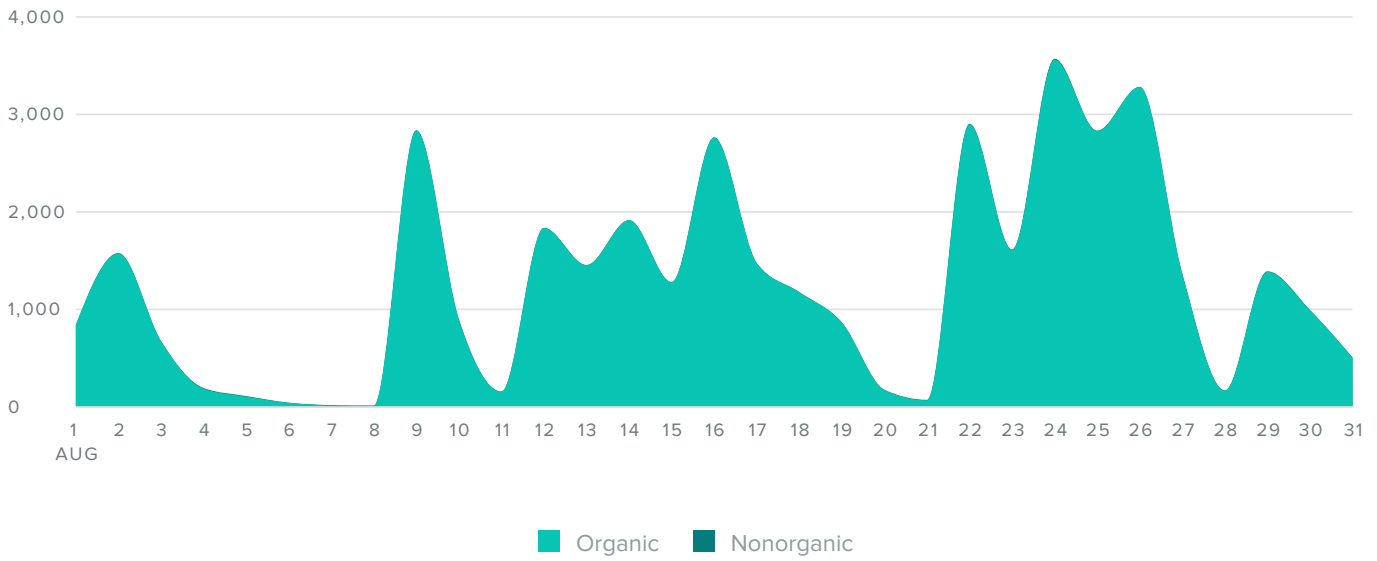
| Post | Reactions | Comments | Engagement | Reach |
|--|-----------|----------|------------|-------|
| <p>The Powder Highway</p> <p>"Nelson BC is awesome! If you've never been there, I highly recommend it." -- Lets Go Westy (https://www.instagram.com/letsgowesty) We recommend you visit during the winter months too! #findingawesome powder at Baldface Lodge, Great Northern Snowcat Skiing, Stellar Heliskiing, Snowwater Heliskiing, Selkirk Snowcat Skiing, White Grizzly Cat Skiing & Whitewater Ski Resort #kootrocks #powderhighway #exploreBC</p>   <p>(Post) August 16, 2018 5:00 pm</p> | 124 | 6 | 5.3% | 5,175 |

Facebook Top Posts, by Reactions

| Post | Reactions ▼ | Comments | Engagement | Reach |
|--|-------------|----------|------------|-------|
| <p>The Powder Highway Who wishes they were here! ☺ Atop of the Fernie Alpine Resort's Polar Peak! Awesome 📷 by: Dave Belyea (https://www.instagram.com/davebelyea) #kootrocks #powderhighway #skiBC</p>  <p>(Post) August 22, 2018 5:30 pm</p> | 66 | 10 | 3.1% | 3,006 |
| <p>The Powder Highway "So nice to see snow on the mountain peaks again soon it will be snow season 🌨️" via Oatway Productions . You bet, we couldn't be happier! . Amazing shot from last season by Jessie Oatway in Golden, BC ~ https://www.instagram.com/toatsmcoats #goldenrules #kootrocks #powderhighway</p>  <p>(Post) August 29, 2018 5:30 pm</p> | 57 | 1 | 4.6% | 1,806 |
| <p>The Powder Highway "Mars, mountains and the Milky Way. What a combo!" states photographer Edward Grout ~ https://www.instagram.com/eddygroutphotography * Amazing 📷 capture taken near Radium Hot Springs, BC #exploreBC</p>  <p>(Post) by Kootenay R. August 02, 2018 5:05 pm</p> | 42 | 0 | 2.8% | 1,709 |
| <p>The Powder Highway What is your prediction as to when the first snowflake will appear in the Kootenays? Mornings like this once one can't come soon enough - Ymir Peak at Whitewater Ski Resort! Awesome 📷 by: Laurence Patenaude (https://www.instagram.com/laurencepatenaude) #findingawesome #kootRocks #skiBC</p>  <p>(Post) August 26, 2018 5:30 pm</p> | 38 | 1 | 3% | 1,900 |

Facebook Impressions

PAGE IMPRESSIONS, BY DAY

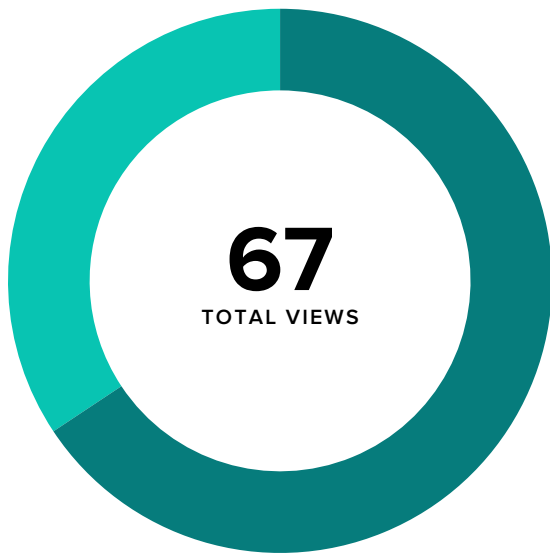


| Impressions Metrics | Totals |
|------------------------------------|---------------|
| Organic Impressions | 38,673 |
| Nonorganic Impressions | 85 |
| Total Impressions | 38,758 |
| Average Daily Users Reached | 849 |

Total Impressions increased by
▲106%
 since previous date range

Facebook Video Performance

VIEW METRICS



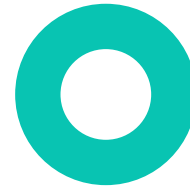
23

ORGANIC FULL

44

ORGANIC PARTIAL

VIEWING BREAKDOWN

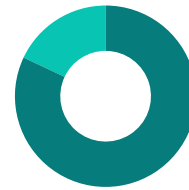


100%

ORGANIC VIEWS

0%

PAID VIEWS



18%

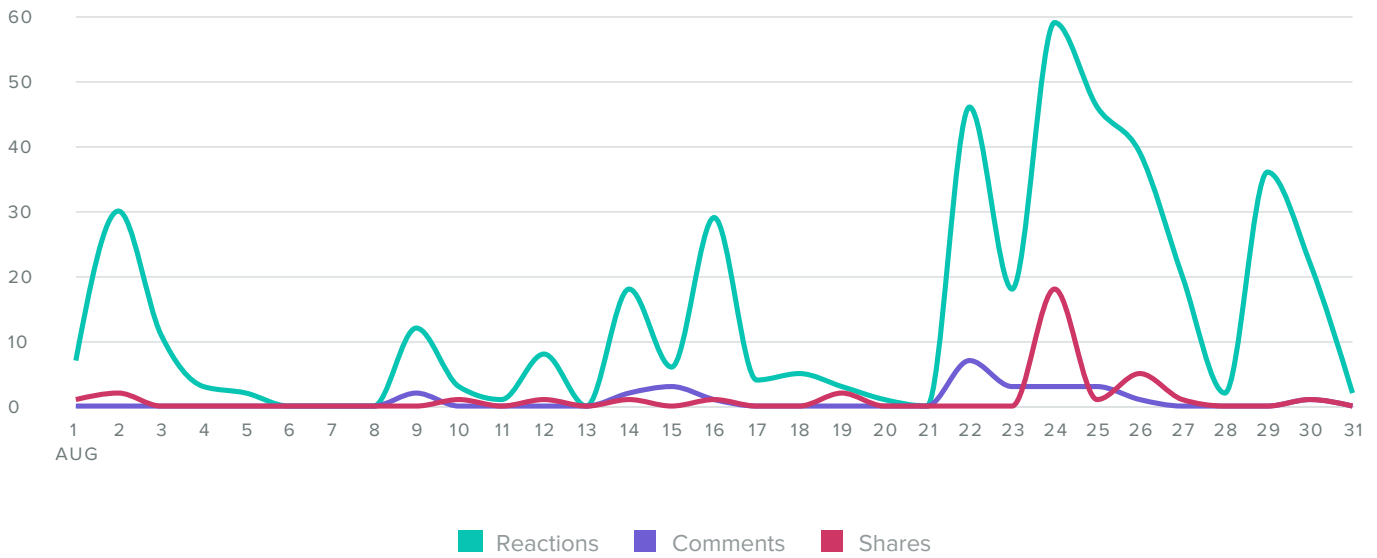
CLICK PLAYS

82%

AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



| Action Metrics | Totals |
|--------------------------|------------|
| Reactions | 433 |
| Comments | 26 |
| Shares | 35 |
| Total Engagements | 494 |

Total Engagements increased by **72.7%** since previous date range

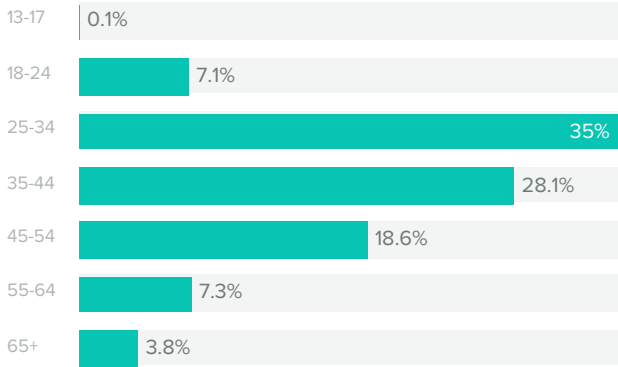
Facebook Audience Demographics

Page Fans

People Reached

People Engaged

BY AGE



BY GENDER



73%

MALE

27%

FEMALE

Men between the ages of 25-34 appear to be the leading force among your fans.

Top Countries

| | |
|----------------|-------|
| Canada | 3,977 |
| United States | 3,973 |
| Australia | 333 |
| United Kingdom | 187 |
| Germany | 161 |

Top Cities

| | |
|------------------------|-----|
| Calgary, AB, Canada | 499 |
| Vancouver, BC, Canada | 236 |
| Edmonton, AB, Canada | 213 |
| Nelson, BC, Canada | 142 |
| Revelstoke, BC, Canada | 140 |

Facebook Stats by Page

| Facebook Page | Total Fans | Fan Increase | Posts Sent | Impressions | Impressions per Post | Engagements | Engagements per Post | Link Clicks |
|--------------------|------------|--------------|------------|-------------|----------------------|-------------|----------------------|-------------|
| The Powder Highway | 9,895 | 0.28% | 11 | 38,758 | 3,523.5 | 494 | 44.9 | 20 |