

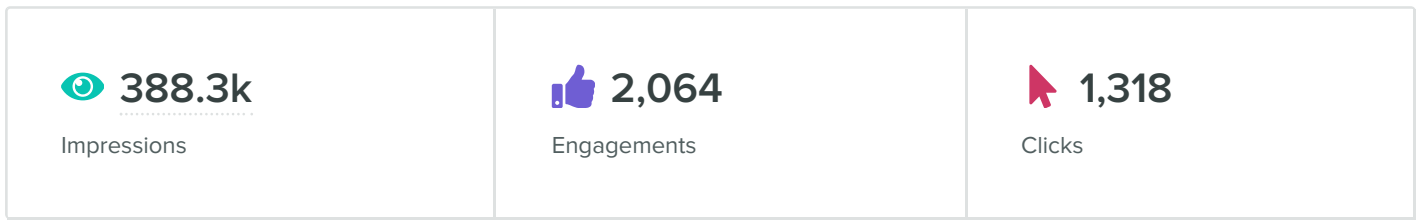


Facebook Pages
for **The Powder Highway**

Dec 01, 2018 - Dec 31, 2018

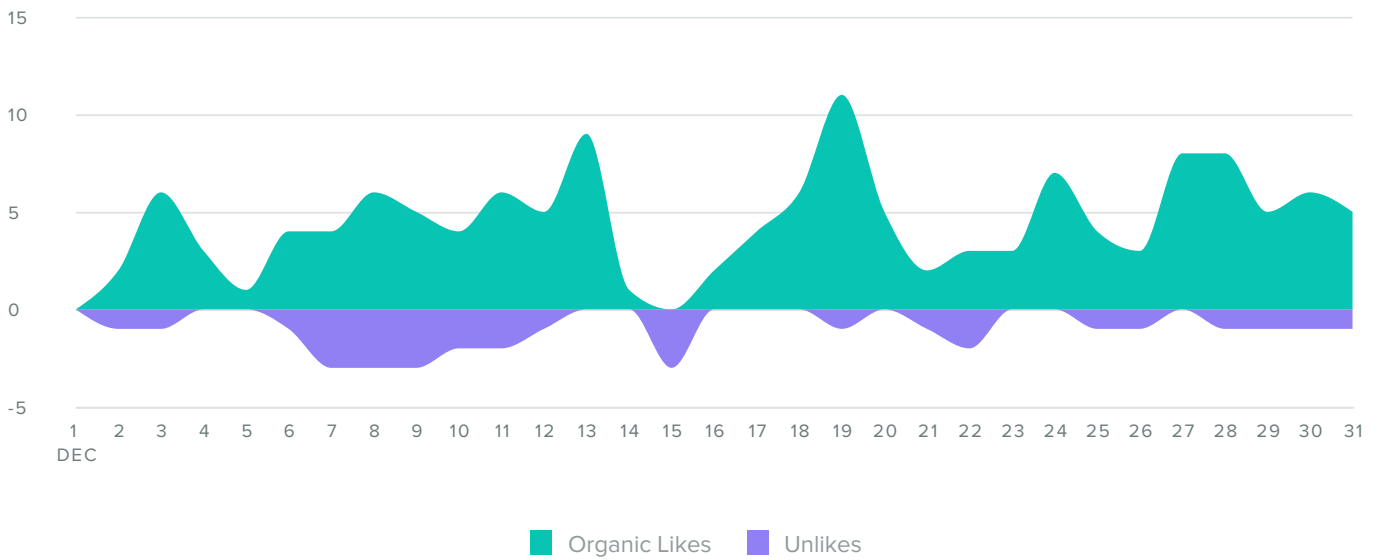
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics	Totals
Total Fans	10,218
Organic Likes	138
Unlikes	30
Net Likes	108

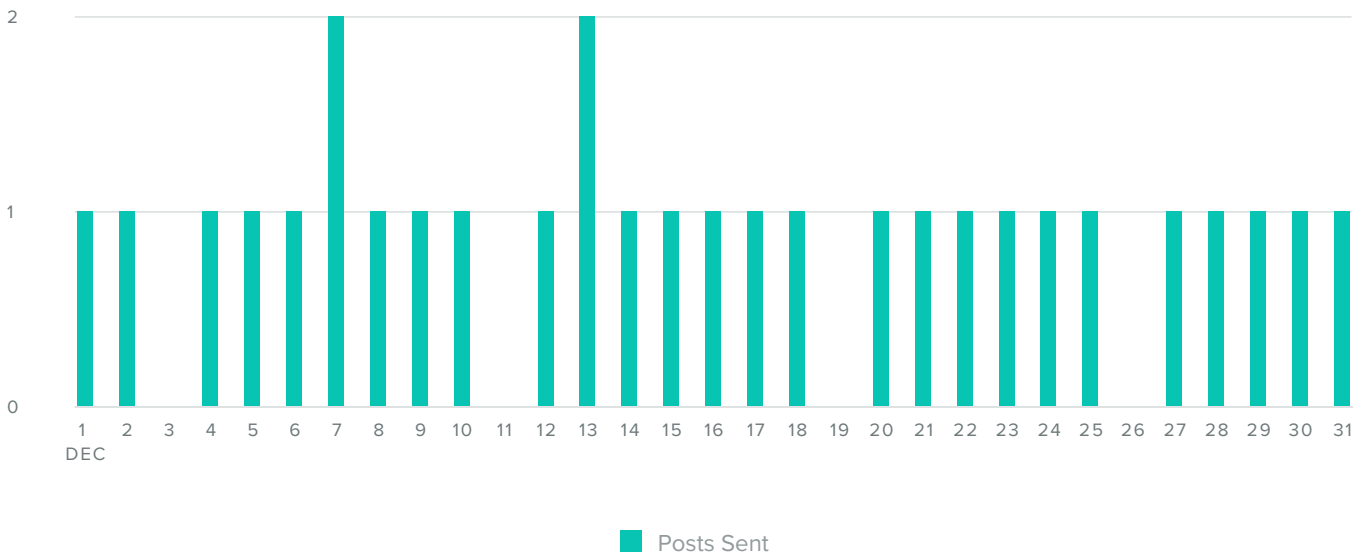
Total fans increased by

▲1%

since previous date range

Facebook Publishing Behavior



POSTS, BY DAY











Publishing Metrics	Totals
Photos	20
Videos	4
Posts	5
Notes	0
Total Posts	29

The number of posts you sent increased by **3.6%** since previous date range

Facebook Top Posts, by Reactions

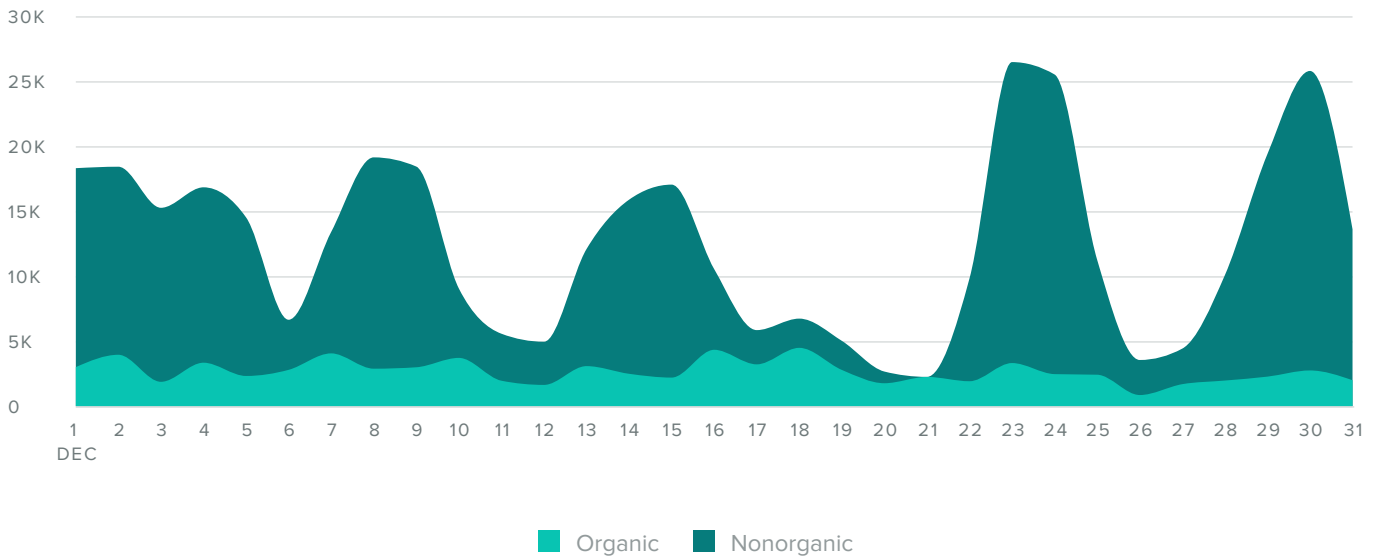
Post	Reactions	Comments	Engagement	Reach
<p>The Powder Highway</p> <p>"I can't wait to ride some bottom powder again." - says photography Luuk at RED Mountain Resort We live the sweet life HERE, 'cause we can! Jealous?</p> <p>https://www.instagram.com/luukwijk</p>   <p>(Post) December 21, 2018 5:30 pm</p>	345	14	5.2%	9,871

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>The Powder Highway</p>   <p>(Post) December 10, 2018 6:30 pm</p>	205	52	12.9%	17,736
<p>The Powder Highway</p>   <p>(Post) December 10, 2018 6:30 pm</p>	205	52	12.9%	17,736
<p>The Powder Highway</p> <p>We've got frozen H2O covered in with our deep powder... but was wondering do you prefer hot water in the form of hot tubs or hot springs for your apres ski experience? "Ski & Soak: Top 5 Hot Springs and Hot Tubs along the Powder Highway" ~ https://www.kootenayrockies.com/post/ski-and-soak ~ Story by Gina Bégin Featuring Ainsworth Hot Springs Resort, CMH Bugaboos, Fernie Alpine Resort, Halfway River Hot Springs, Lussier Hot Springs, Mica Heliskiing, Nakusp Hot Springs, Panorama Mountain Resort, Radium Hot Springs and Retallack Lodge.</p>   <p>(Post) December 10, 2018 6:30 pm</p>	205	52	12.9%	17,736
<p>The Powder Highway</p> <p>"Hoping for more days like this one, who's ready for the pow" - asked @snowlovelies YES - we are! Lots of days like this ! Great pow shot by S.kim at Revelstoke Mountain Resort ~ https://www.instagram.com/snowlovelies Check where others have been skiing/riding already - https://www.powderhighway.com/#fan-feed</p>   <p>(Post) December 01, 2018 5:30 pm</p>	176	5	4%	5,911

Facebook Impressions

PAGE IMPRESSIONS, BY DAY

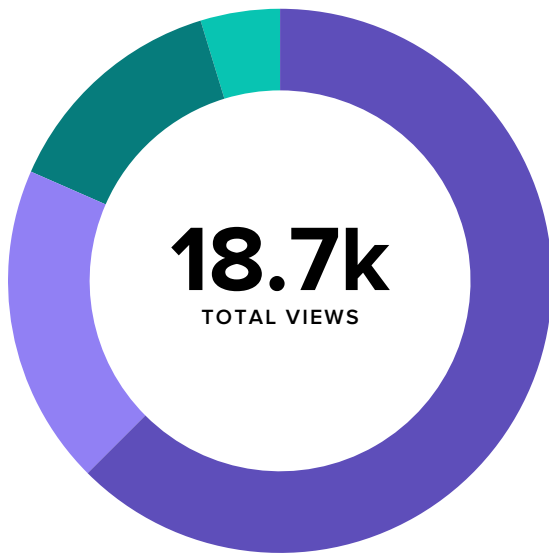


Impressions Metrics	Totals
Organic Impressions	82,552
Nonorganic Impressions	305,715
Total Impressions	388,267
Average Daily Users Reached	11,003.6

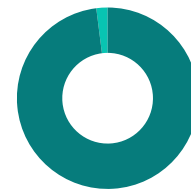
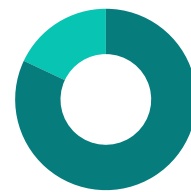
Total Impressions increased by
▲ 22.3%
 since previous date range

Facebook Video Performance

VIEW METRICS

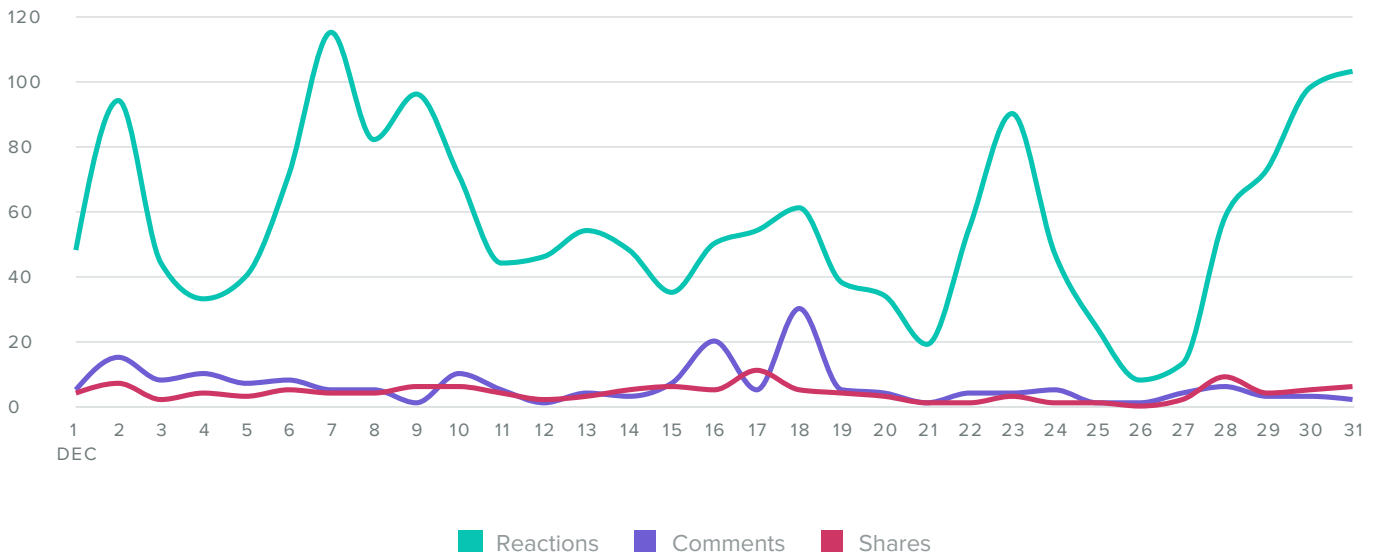


VIEWING BREAKDOWN



Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	1,746
Comments	192
Shares	126
Total Engagements	2,064

Total Engagements decreased by **-31.4%** since previous date range

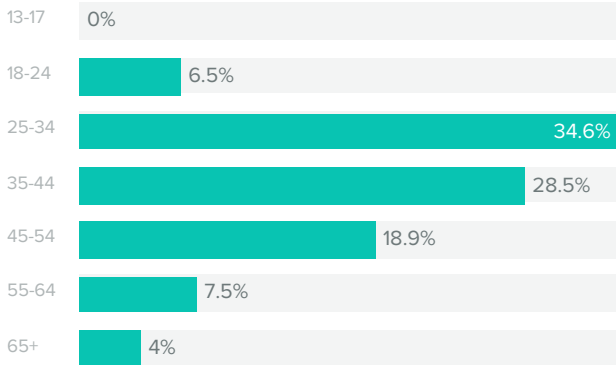
Facebook Audience Demographics

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	4,181
United States	4,022
Australia	341
United Kingdom	189
Germany	158

Top Cities

Calgary, AB, Canada	533
Vancouver, BC, Canada	228
Edmonton, AB, Canada	217
Revelstoke, BC, Canada	146
Toronto, ON, Canada	137

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	10,218	0.96%	29	388,267	13,388.5	2,064	71.2	1,318