

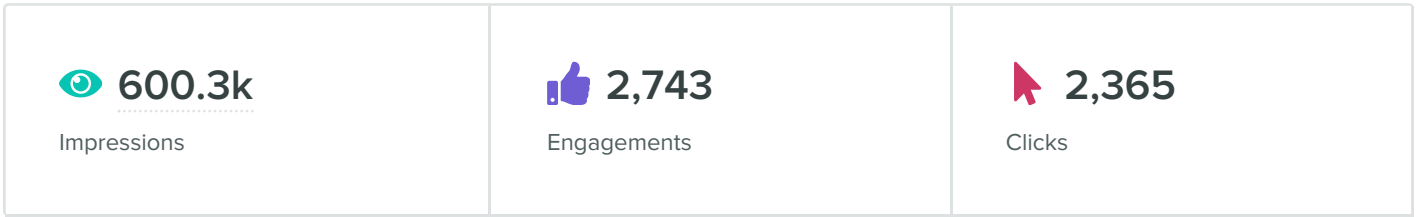


Facebook Pages
for **The Powder Highway**

Jan 01, 2019 - Jan 31, 2019

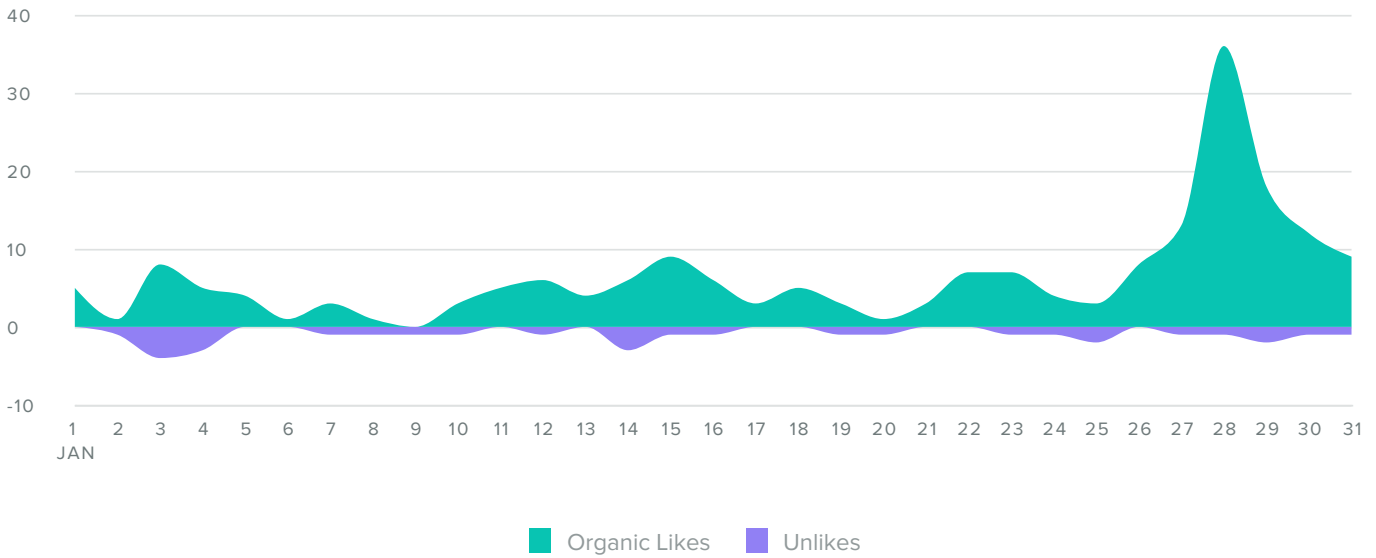
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics	Totals
Total Fans	10,381
Organic Likes	199
Unlikes	30
Net Likes	169

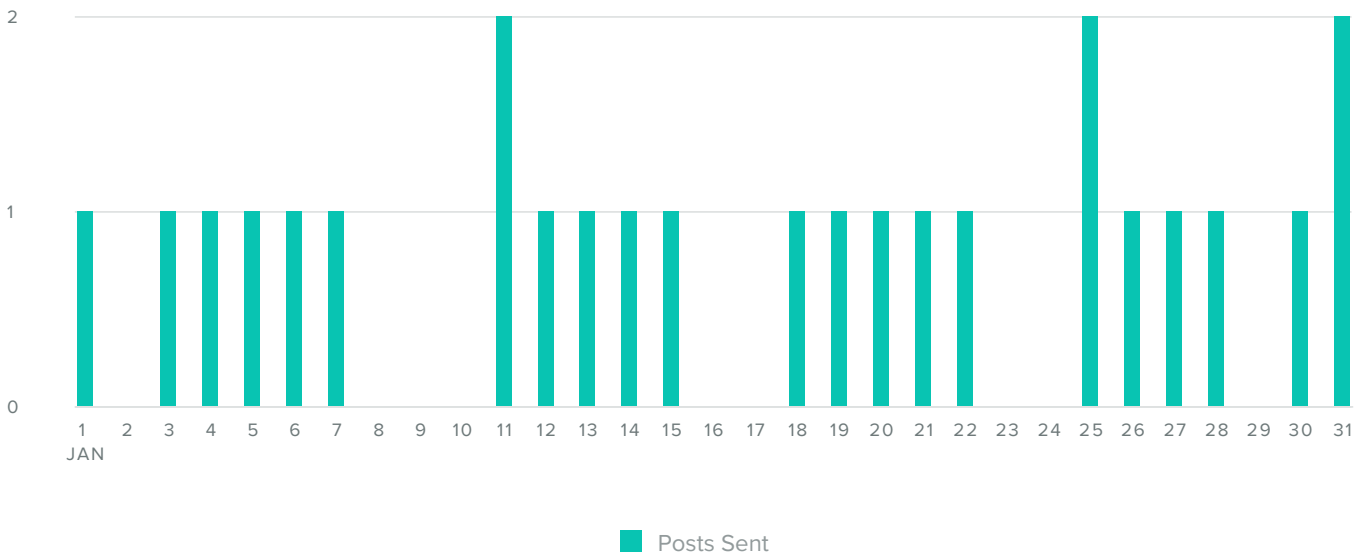
Total fans increased by

+1.6%

since previous month

Facebook Publishing Behavior



POSTS, BY DAY











Publishing Metrics	Totals
Photos	19
Videos	2
Posts	4
Notes	0
Total Posts	25

The number of posts you sent decreased by **-13.8%** since previous month

Facebook Top Posts, by Reactions

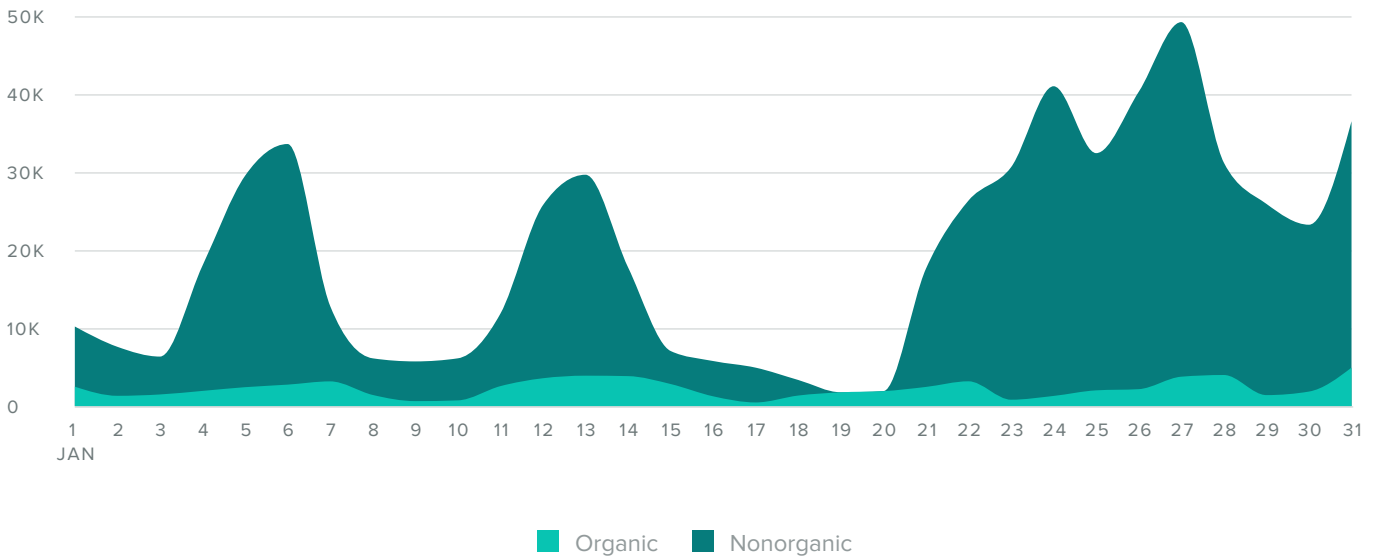
Post	Reactions	Comments	Engagement	Reach
<p>The Powder Highway</p> <p>So let's get down to how to tour the Powder Highway (this winter) - on the cheap! "Road Tripping The Powder Highway Like A Ski Bum" ~ https://www.kootenayrockies.com/post/ph-ski-bum (Sweet shot from Doug LePage at Whitewater Ski Resort) Did we miss you fave apres ski hang-out, let us know!</p>   <p>(Post) January 06, 2019 5:30 pm</p>	408	6	5.5%	10,156

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>The Powder Highway Need some ideas of backcountry areas to explore, see where the locals have been skiing & riding! ~ https://www.powderhighway.com/#fan-feed Exploring our Selkirks mountains Beautiful shot shared by Cuckoo Tales ~ https://www.instagram.com/cuckoo_tales</p>   <p>(Post) January 04, 2019 5:30 pm</p>	343	18	6.5%	7,262
<p>The Powder Highway Tell us... what's your preference? a) Powder days b) Bluebird powder days c) Deep, deep powder days Thanks Mike for the photo share from Island Lake Lodge in Fernie ~ https://www.instagram.com/mcphoto99</p>   <p>(Post) January 03, 2019 5:30 pm</p>	332	21	7.3%	5,948
<p>The Powder Highway Yowza... I want to ride this! Do you? Amazing photo by Kevin Little in the Goat Range Provincial Park (north of Kaslo & Nelson, BC) ~ https://www.instagram.com/teamyeti Ride the Powder Highway - https://www.powderhighway.com</p>   <p>(Post) January 19, 2019 6:30 pm</p>	294	7	7.3%	4,816
<p>The Powder Highway Visions of bottomless powder turns and endless terrain are conjured almost intuitively. The Powder Highway beckons, Kootenay cold smoke falls by the metre and 'stoke' is literally in the name. This is Revelstoke, BC! "Stoked: On Community, Mountains and Powder" ~ https://www.kootenayrockies.com/post/stoked-on-revelstoke Photo and words by Matthew Tufts ~ https://www.instagram.com/matthew_tufts at Revelstoke Mountain Resort</p>   <p>(Post) January 28, 2019 6:30 pm</p>	235	6	6.4%	4,451

Facebook Impressions

PAGE IMPRESSIONS, BY DAY

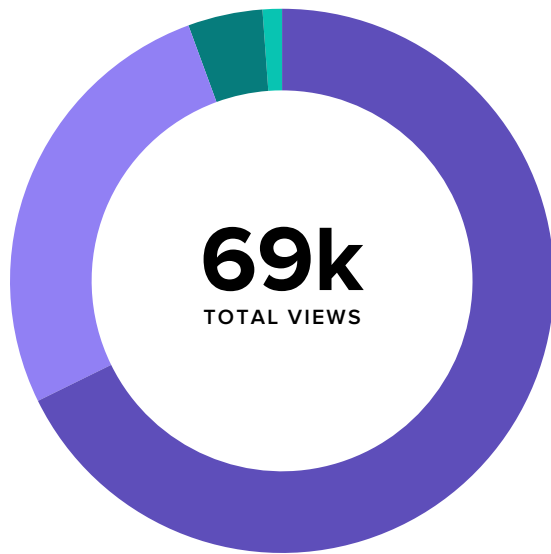


Impressions Metrics	Totals
Organic Impressions	69,645
Nonorganic Impressions	530,658
Total Impressions	600,303
Average Daily Users Reached	16,815.6

Total Impressions increased by
▲ 54.6%
 since previous month

Facebook Video Performance

VIEW METRICS



794

ORGANIC FULL

3.1k

ORGANIC PARTIAL

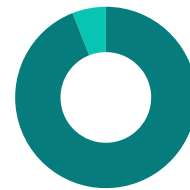
18.4k

PAID FULL

46.7k

PAID PARTIAL

VIEWING BREAKDOWN

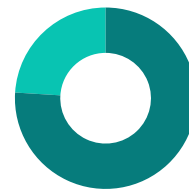


6%

ORGANIC VIEWS

94%

PAID VIEWS



24%

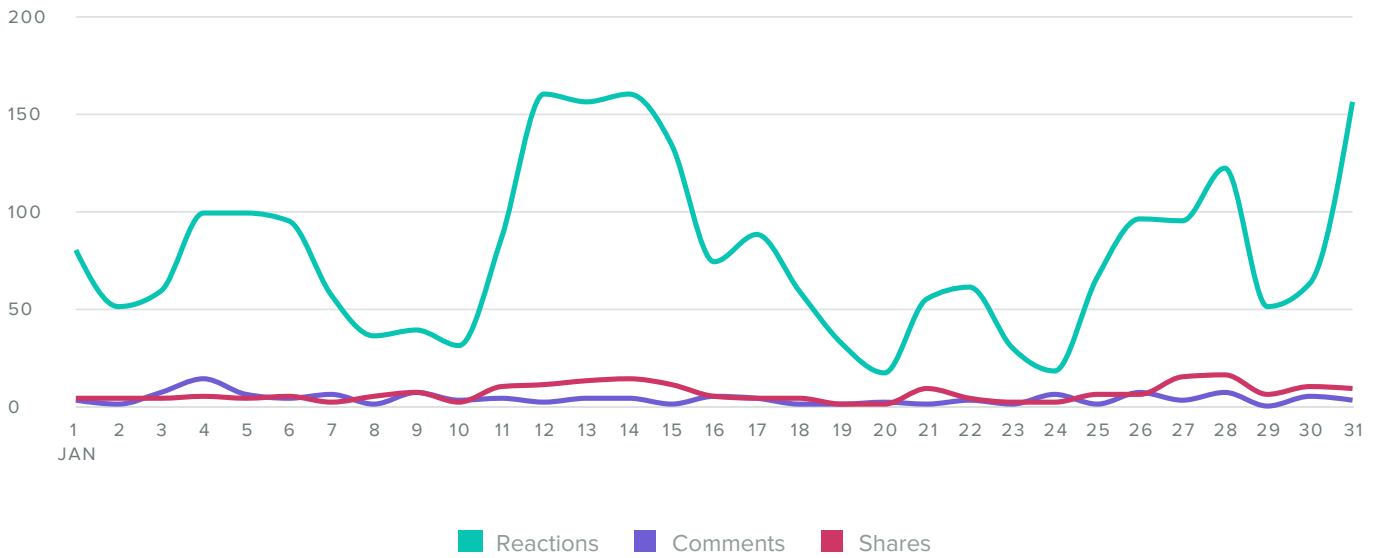
CLICK PLAYS

76%

AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	2,425
Comments	117
Shares	201
Total Engagements	2,743

Total Engagements increased
by
▲32.9%
since previous month

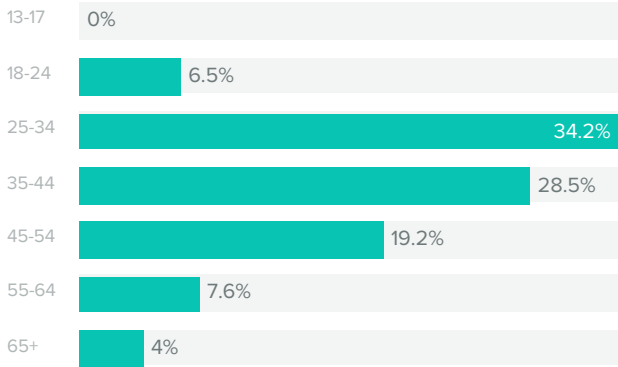
Facebook Audience Demographics

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	4,325
United States	4,038
Australia	337
United Kingdom	191
Germany	157

Top Cities

Calgary, AB, Canada	553
Edmonton, AB, Canada	233
Vancouver, BC, Canada	227
Nelson, BC, Canada	152
Revelstoke, BC, Canada	152

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	10,381	1.6%	25	600,303	24,012.1	2,743	109.7	2,365