






Facebook Pages
for **The Powder Highway**

Jul 01, 2018 - Jul 31, 2018

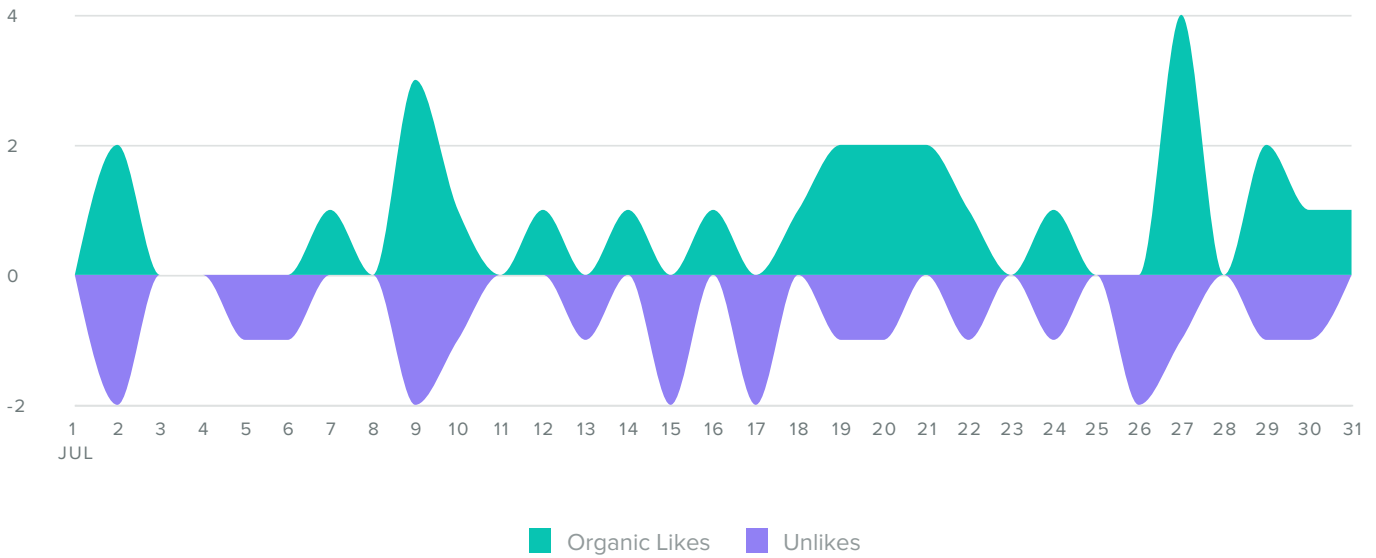
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview

 <p>18.8k Impressions</p>	 <p>286 Engagements</p>	 <p>25 Clicks</p>
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Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics	Totals
Total Fans	9,867
Organic Likes	27
Unlikes	21
Net Likes	6

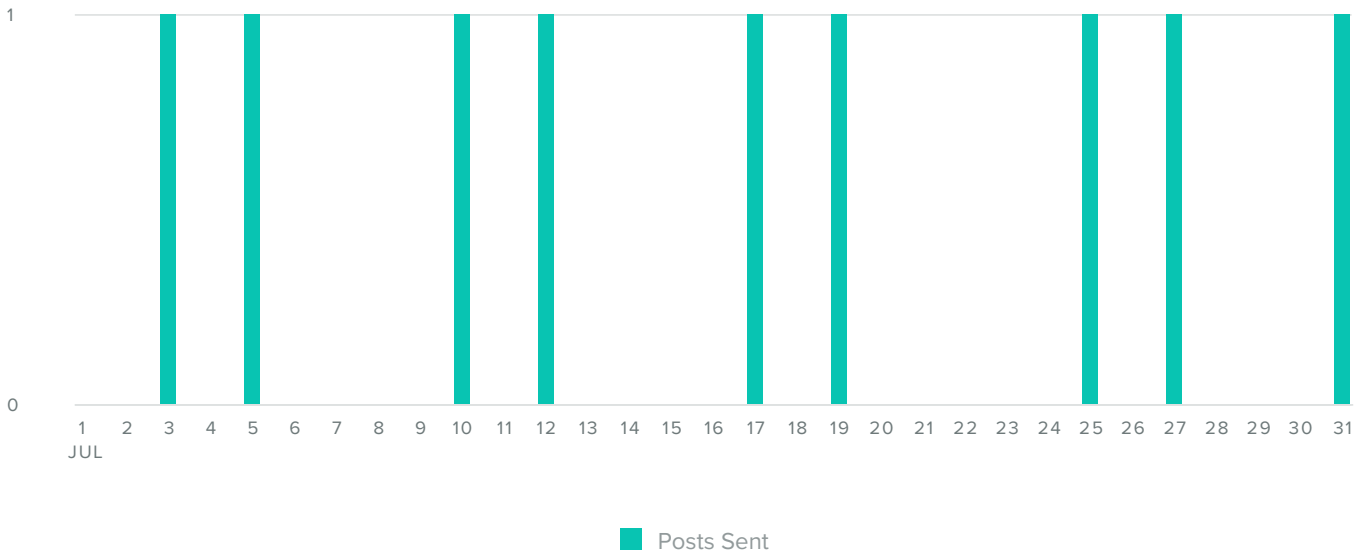
Total fans increased by

▲ 0%

since previous date range

Facebook Publishing Behavior


POSTS, BY DAY











Publishing Metrics	Totals
Photos	8
Videos	0
Posts	1
Notes	0
Total Posts	9

The number of posts you sent decreased by **-18.2%** since previous date range

Facebook Top Posts, by Reactions

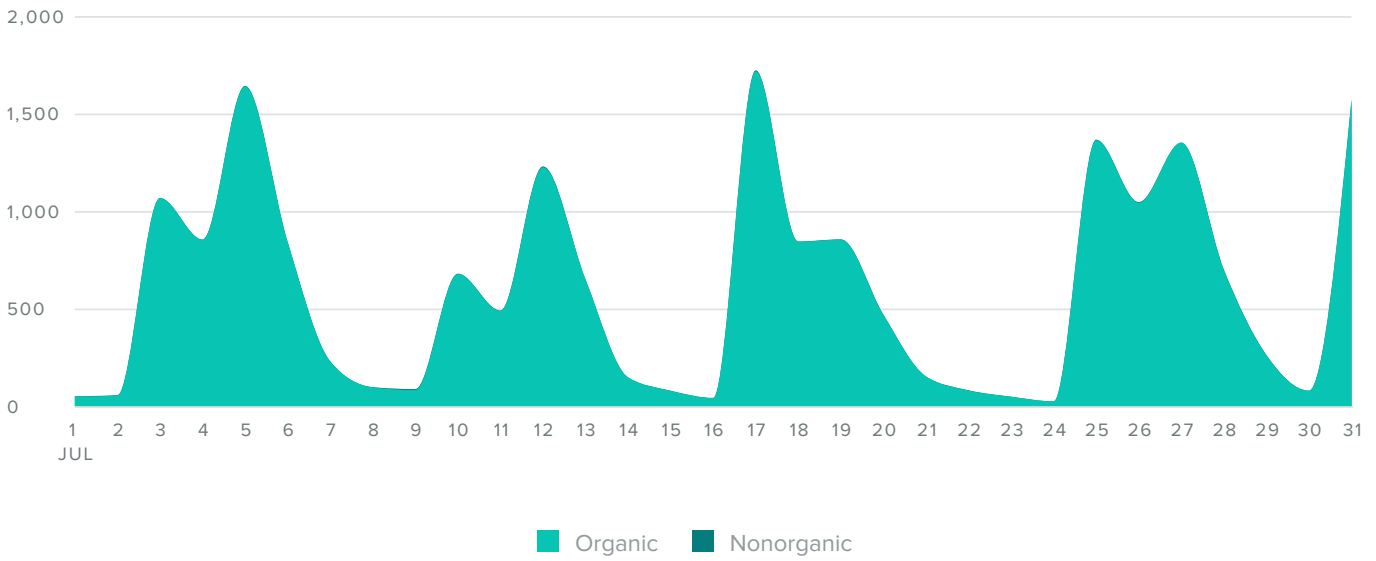
Post	Reactions	Comments	Engagement	Reach
<p>The Powder Highway Do you agree? - Getting into the cold is good for the soul...! 😊 Words and awesome photo by local explorer William Eaton near Revelstoke, BC (https://www.instagram.com/william Eaton photos) #therealstoke #powderhighway #kootrocks #exploreBC</p>  <p>(Post) by Kootenay R. July 25, 2018 5:30 pm</p>	44	5	5.6%	1,580

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>The Powder Highway Looking for a secret spot in the Kootenays? We have a few! Beautiful shot by Alison Sekera near New Denver (Lyle Lakes) ~ https://www.instagram.com/alisekera/ Check out where others are exploring - http://powderhighway.com #powderhighway #explorebc</p>   <p>(Post) by Kootenay R. July 31, 2018 5:05 pm</p>	36	0	3.7%	1,746
<p>The Powder Highway Known as the "dirt highway" during the off-season the mountain bike tracks in the Kootenays are (in-one-word) "EPIC"! "8 Towns. 600+ Trails. 3 Bike Parks. Mountain Culture." ~ http://bit.ly/2ux33FU via Pinkbike #ferniestoke #findingawesome #golderules #agoodplactobe #pureCanada #therealstoke #rossland #exploreBC</p>   <p>(Post) July 17, 2018 3:46 pm</p>	33	0	4.5%	2,204
<p>The Powder Highway The 'bonnington range' near Nelson, BC is one of the best ski touring areas during the winter months - this is what it looks like in summer! Stunning capture by Lucas Jmieff ~ https://www.instagram.com/mountain_art_photo #findingawesome #kootrocks #exploreBC</p>   <p>(Post) July 03, 2018 6:10 pm</p>	26	0	2.2%	1,691
<p>The Powder Highway Fun Fact: In 1969, Bugaboo Glacier Provincial Park and the Bugaboo Alpine Recreation Area were set aside to preserve and protect this outstanding area of the Purcells. Have you hiked and climbed the spires in the Bugaboos? Sweet pic 📷 by Mountain Moves https://www.instagram.com/mountainmoves #powderhighway #kootrocks #exploreBC</p>   <p>(Post) by Kootenay R. July 27, 2018 5:05 pm</p>	25	3	4.2%	1,612

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	18,762
Nonorganic Impressions	50
Total Impressions	18,812
Average Daily Users Reached	468.5

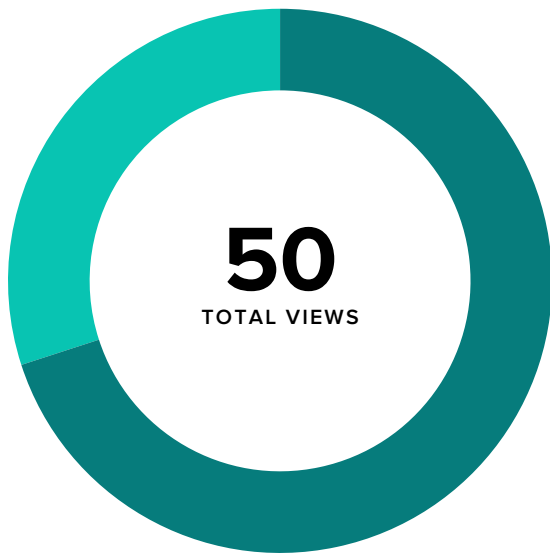
Total Impressions decreased by

-24.2%

since previous date range

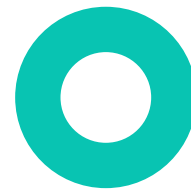
Facebook Video Performance

VIEW METRICS

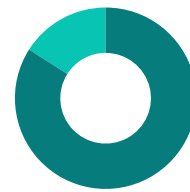


15
ORGANIC FULL
35
ORGANIC PARTIAL

VIEWING BREAKDOWN



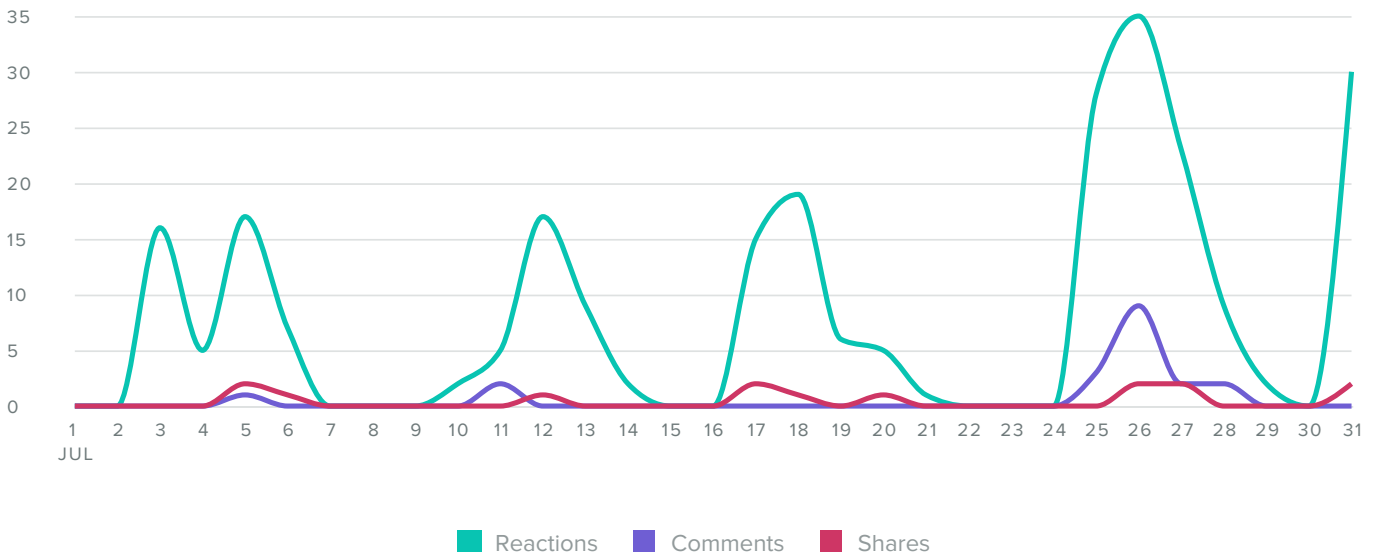
100%
ORGANIC VIEWS
0%
PAID VIEWS



16%
CLICK PLAYS
84%
AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	253
Comments	19
Shares	14
Total Engagements	286

Total Engagements decreased by **-22.7%** since previous date range

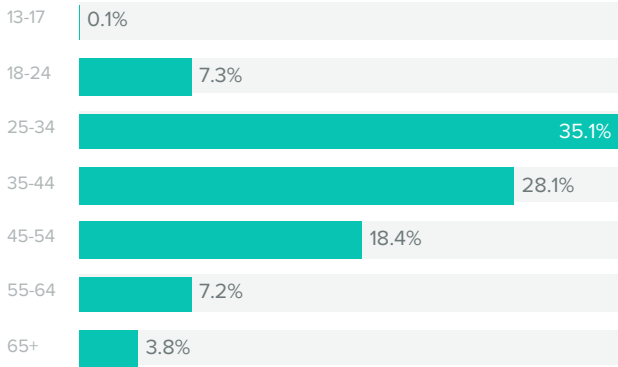
Facebook Audience Demographics

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

United States	3,965
Canada	3,956
Australia	331
United Kingdom	189
Germany	163

Top Cities

Calgary, AB, Canada	501
Vancouver, BC, Canada	230
Edmonton, AB, Canada	211
Revelstoke, BC, Canada	142
Nelson, BC, Canada	136

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	9,867	0.02%	9	18,812	2,090.2	286	31.8	25