

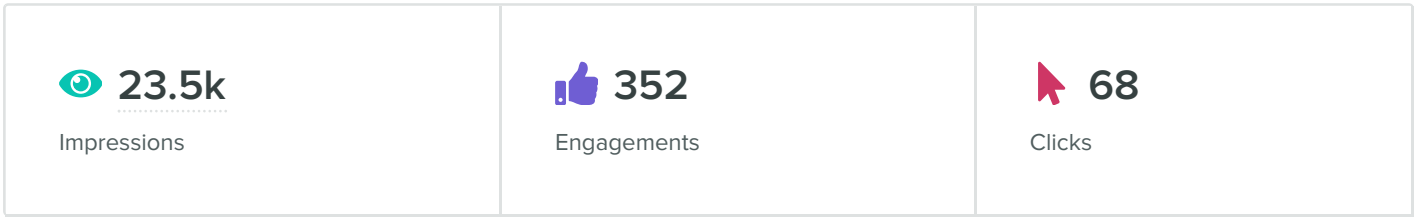


Facebook Pages
for **The Powder Highway**

Jun 01, 2018 - Jun 30, 2018

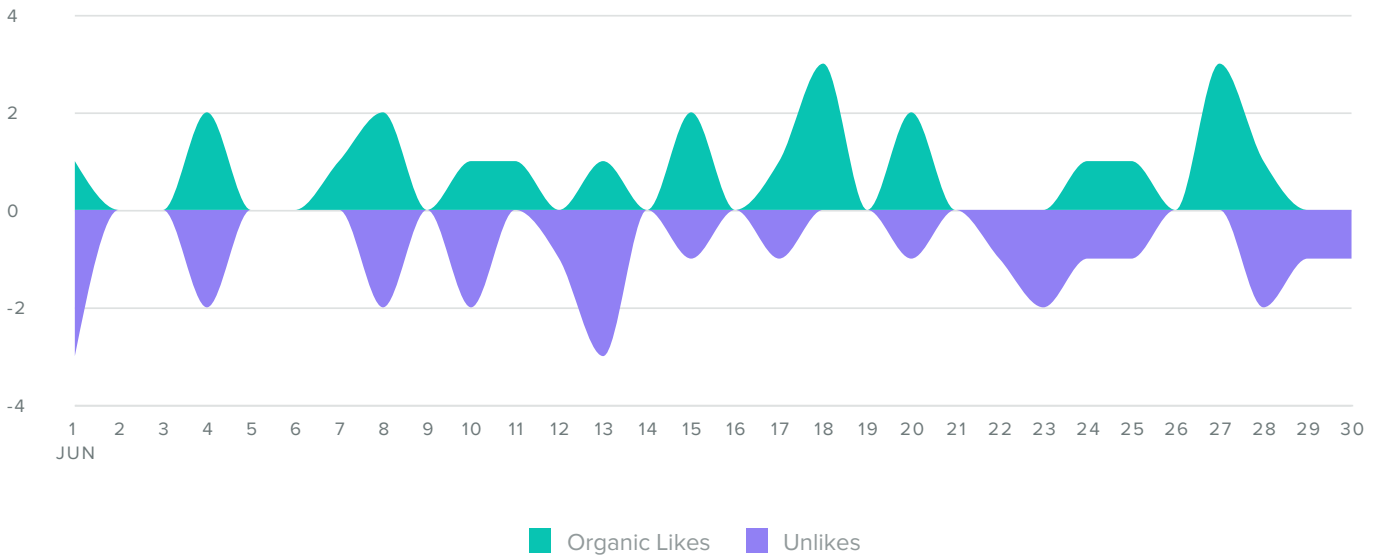
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY

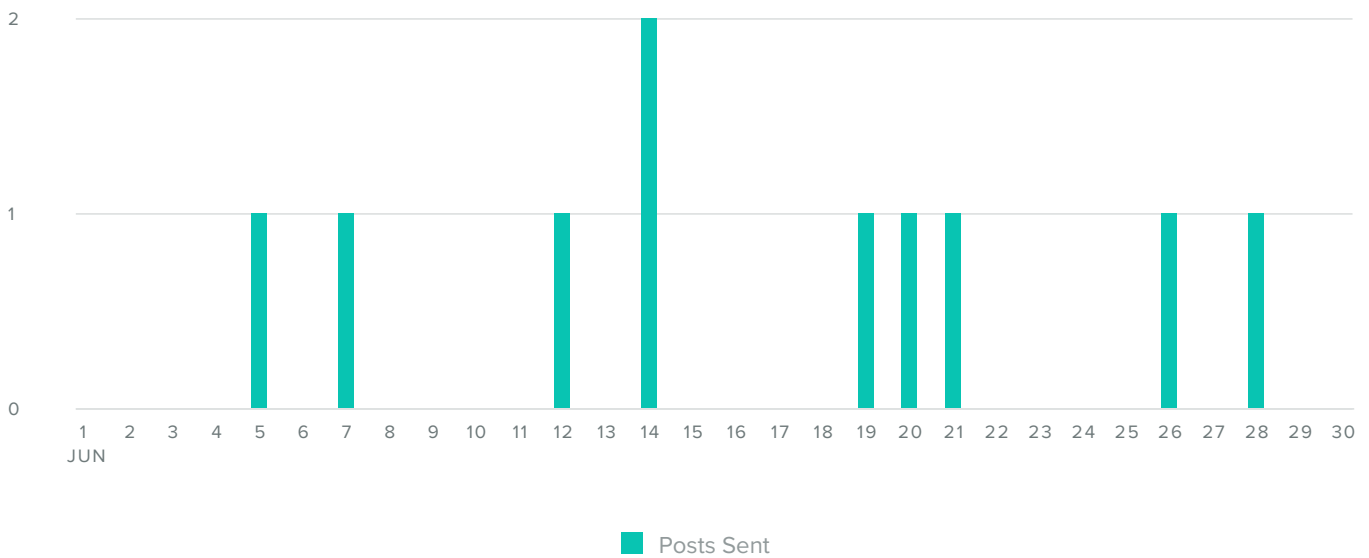


Audience Growth Metrics	Totals
Total Fans	9,865
Organic Likes	23
Unlikes	25
Net Likes	-2

Total fans decreased by
-0.1%
 since previous date range

Facebook Publishing Behavior

POSTS, BY DAY




Publishing Metrics	Totals
Photos	9
Videos	0
Posts	1
Notes	0
Total Posts	10

The number of posts you sent increased by





▲11.1%

since previous date range

Facebook Top Posts, by Reactions

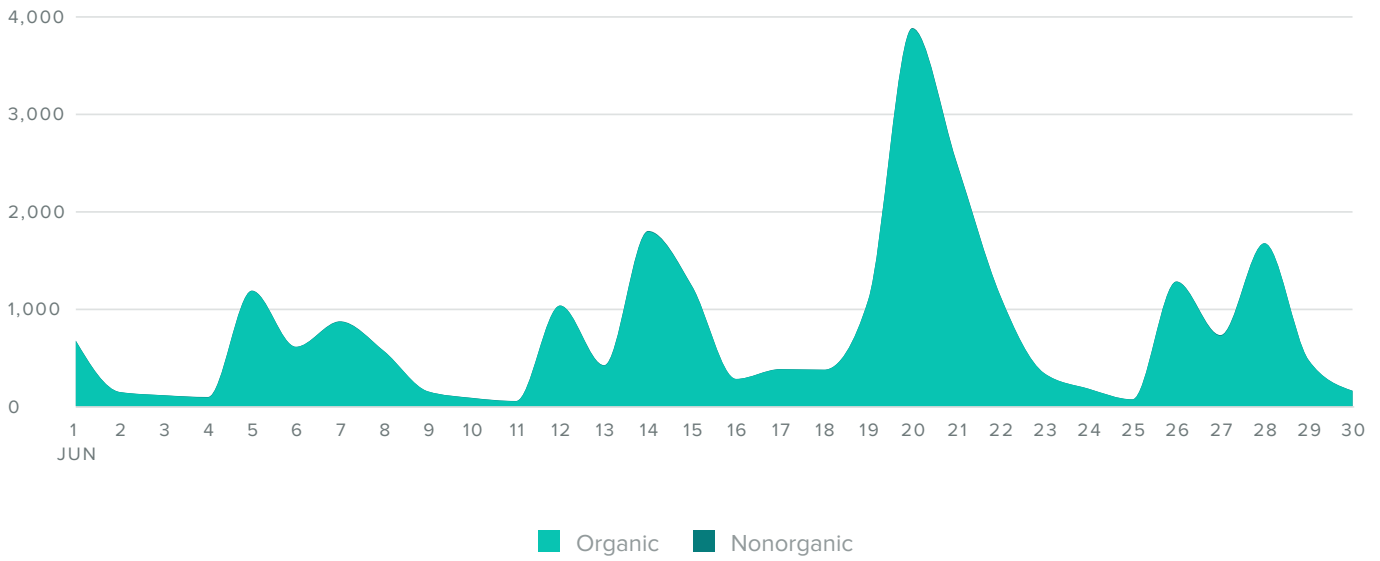
Post	Reactions ▼	Comments	Engagement	Reach
 <p>The Powder Highway Are you planning a Powder Highway road trip that includes Kicking Horse Mountain Resort or one of our our mountains next winter? ~ Which ski destination? #PowderHighway #KootRocks #exploreBC</p> <p>(Post) June 14, 2018 4:59 pm</p>	77	9	24.2%	813

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>The Powder Highway Welcome WestJet to the Cranbrook/Canadian Rockies International Airport ! The inaugural flight arrived today! ► It's now easier to access all of the ski operators along the Powder Highway All WestJet flights will be operated by Pacific Coastal Airlines using its fleet of 34-seat Saab 340B aircraft (flying up to three times per day) ~ Learn more: https://www.westjet.com/en-ca/book-trip/flight #flyYXC #PowderHighway #exploreBC</p>  <p>(Post) June 20, 2018 2:07 pm</p>	65	10	7%	3,745
<p>The Powder Highway Fun Fact: The Bugaboo Provincial Park contains the largest icefields of the ancient Purcell Mountains and towering granite summits exceeding 3,000 metres (9,900 ft) in height! (Located between Kicking Horse Mountain Resort and Panorama Mountain Resort) Have you hiked in or climbed these peaks? ~ Learn more: http://bit.ly/1RIHVqu Sweet 🍷 by Ryan Valeriano ~ https://www.instagram.com/theyansleeps2night #KootRocks #exploreBC</p>  <p>(Post) June 14, 2018 6:10 pm</p>	44	3	4.1%	2,261
<p>The Powder Highway Sometimes you need a little relaxing time! Do you agree? ~ Soaking at Halfway River Hot Springs near Nakusp, BC (just one of our natural wilderness hot springs located in the Kootenays) * Happy Summer Solstice * Sweet 🍷 by Steph Edwards ~ https://www.instagram.com/stephedwards_ #PowderHigway #KootRocks #exploreBC</p>  <p>(Post) June 21, 2018 6:10 pm</p>	26	4	5.8%	1,870
<p>The Powder Highway Check out these wicked views of Nelson and Kootenay Lake Sweet hiking shot by Matt Fournier ~ https://www.instagram.com/mattfournier/ * ❤️ to explore more? Be sure to enter our What's Your Rush? Photo and Video contest happening this summer! Prize package includes a summer or winter (Powder Highway) getaway to Nelson or Whitewater Ski Resort and other destinations in the Kootenays! * Contest details: http://whatsyourrush.ca #findingawesome #KootRocks #yesWYR18 #exploreBC</p>  <p>(Post) June 26, 2018 6:10 pm</p>	20	0	2.3%	1,659

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	23,466
Nonorganic Impressions	73
Total Impressions	23,539
Average Daily Users Reached	579.9

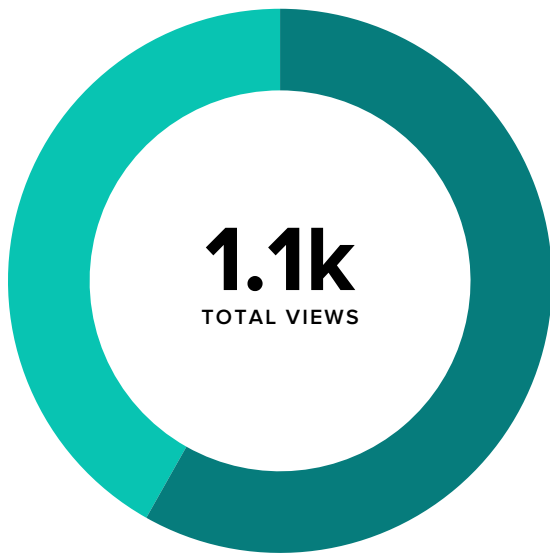
Total Impressions decreased by

-24.6%

since previous date range

Facebook Video Performance

VIEW METRICS



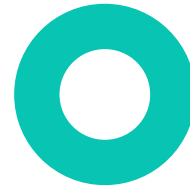
455

ORGANIC FULL

633

ORGANIC PARTIAL

VIEWING BREAKDOWN

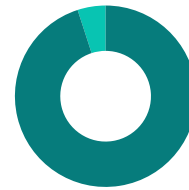


100%

ORGANIC VIEWS

0%

PAID VIEWS



5%

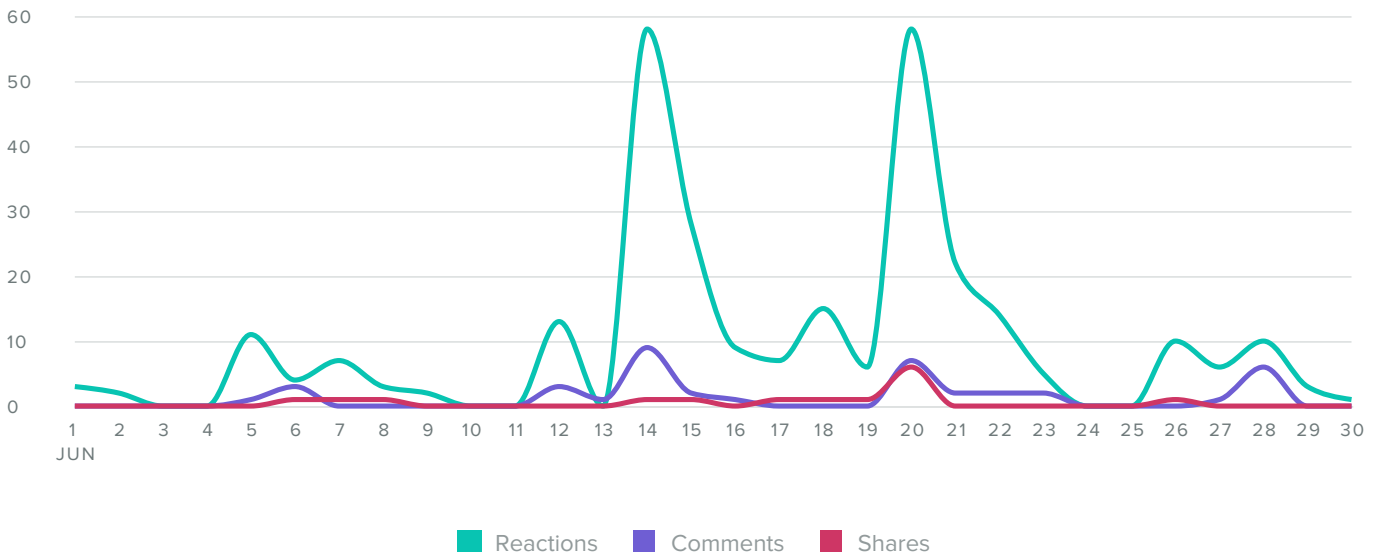
CLICK PLAYS

95%

AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	297
Comments	40
Shares	15
Total Engagements	352

Total Engagements decreased by **-32.7%** since previous date range

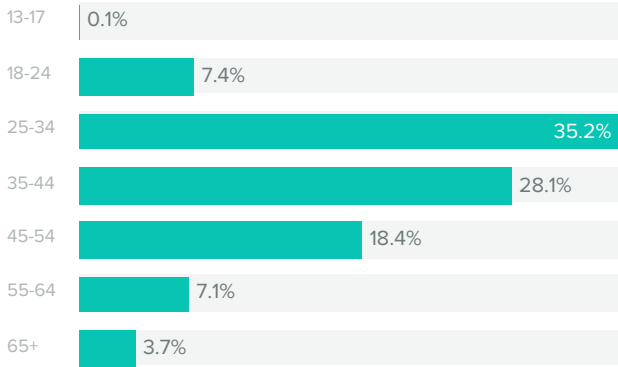
Facebook Audience Demographics

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	3,970
Canada	3,954
Australia	333
United Kingdom	185
Germany	161

Top Cities

Calgary, AB, Canada	492
Vancouver, BC, Canada	238
Edmonton, AB, Canada	212
Revelstoke, BC, Canada	141
Nelson, BC, Canada	134

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	9,865	-0.14%	10	23,539	2,353.9	352	35.2	68