

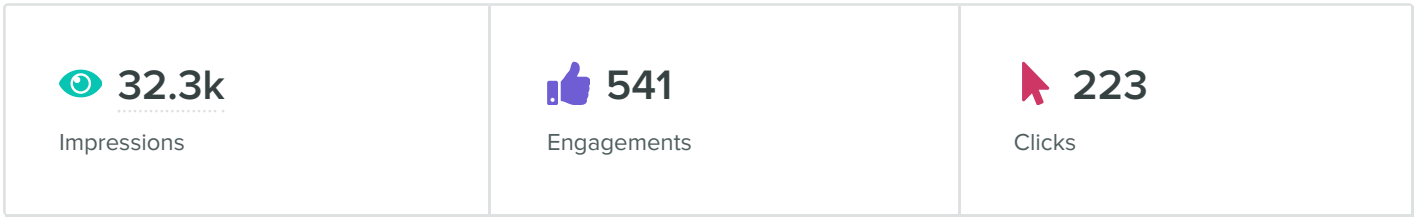


Facebook Pages
for **The Powder Highway**

May 01, 2018 - May 31, 2018

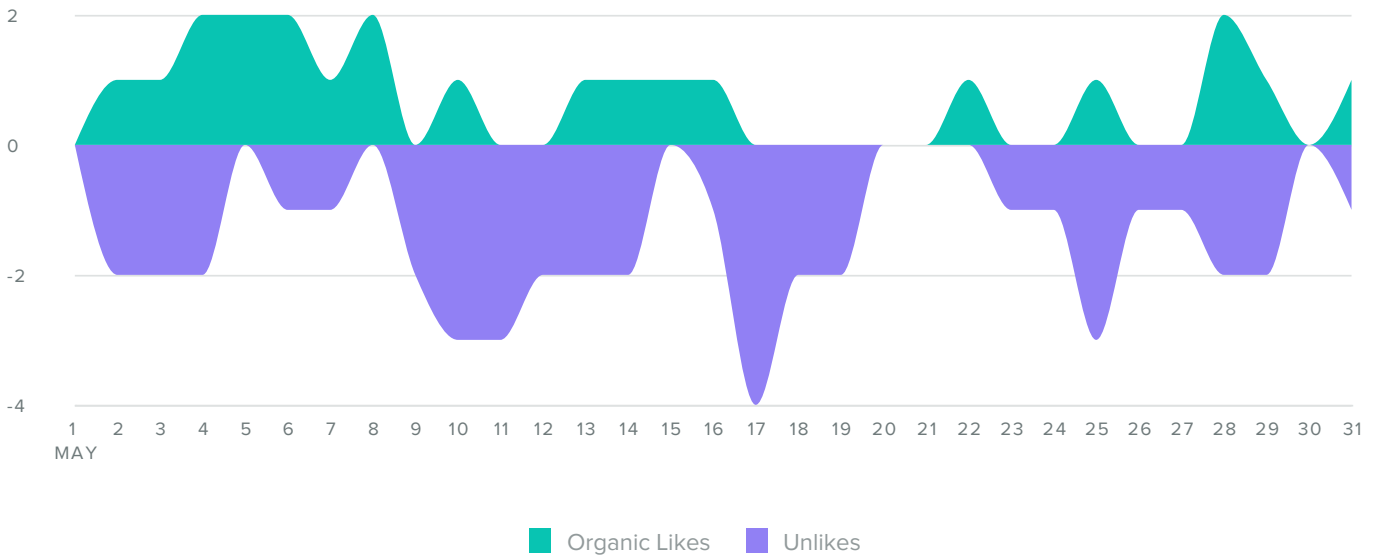
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics	Totals
Total Fans	9,879
Organic Likes	22
Unlikes	43
Net Likes	-21

Total fans decreased by
-0.2%
 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 decreased by **-56.5%** since previous date range

Facebook Top Posts, by Reactions

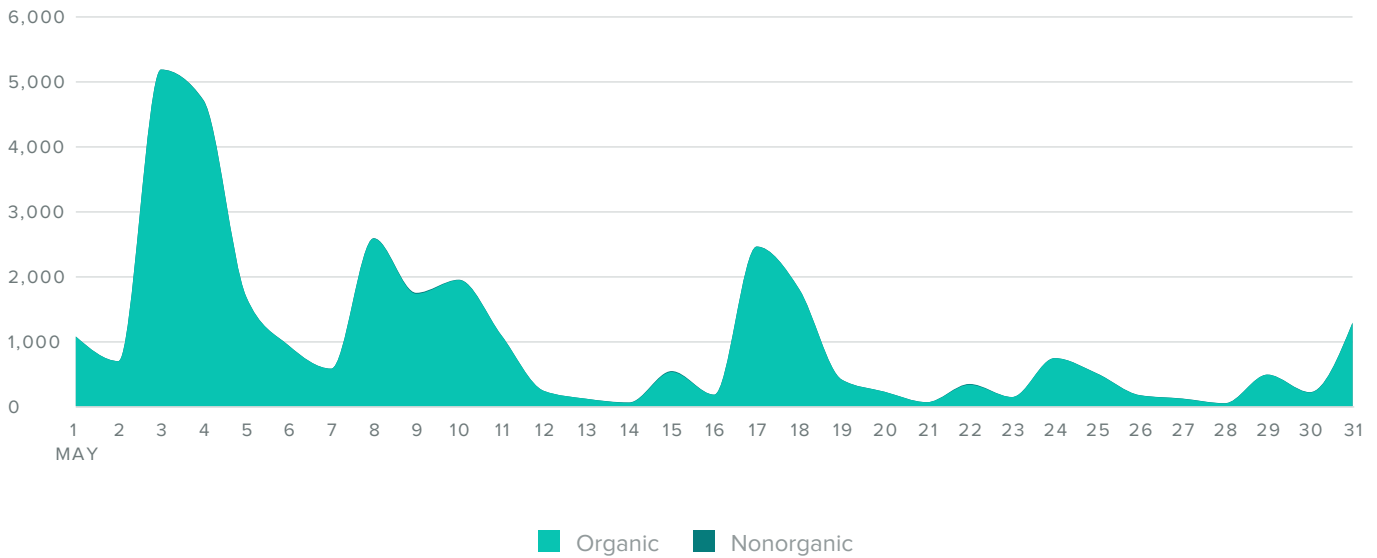
Post	Reactions ▼	Comments	Engagement	Reach
<p>The Powder Highway</p>   <p>(Post) May 03, 2018 6:10 pm</p>	231	27	10.5%	8,632

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>The Powder Highway</p>  <p>(Post) May 03, 2018 6:10 pm</p>	231	27	10.5%	8,632
<p>The Powder Highway</p> <p>Cool story about Fernie, BC! "The Last Mountain Town: Fernie, BC is World-Class Skiing and Authentic Grit" ~ https://www.adventuresportsnetwork.com/travel/the-last-mountain-town-fernie-bc-is-world-class-skiing-and-authentic-grit/ #ferniestoke #powderhighway</p>  <p>(Post) May 03, 2018 6:10 pm</p>	231	27	10.5%	8,632
<p>The Powder Highway</p> <p>When the skiers/rider leave for the season at Kicking Horse Mountain Resort - Boo comes out to play! Boo is the resident grizzly bear! He's not much of a skier, but loves rolling around in his pond and napping in the summer months! Learn more: http://bit.ly/2rig8Bk Fun photo capture by Caroline Besnouin, Golden BC ~ https://www.instagram.com/carolin.bsn #GoldenRules #exploreBC</p>  <p>(Post) May 08, 2018 6:10 pm</p>	61	13	6%	3,206
<p>The Powder Highway</p> <p>Need some ahhh time? Why not find one of our backcountry hot springs along the Powder Highway! ~ https://www.kootenayrockies.com/post/kootenay-hot-springs Have experienced a dip in any of our Kootenay Hot Springs? Which ones? Awesome shot of Lussier in Whiteswan Lake Provincial Park by Elli & Chris ~ https://www.instagram.com/elli_and_chris_travelling/ #KootRocks #exploreBC</p>  <p>(Post) May 17, 2018 6:15 pm</p>	43	18	7%	3,555

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	32,185
Nonorganic Impressions	102
Total Impressions	32,287
Average Daily Users Reached	750.9

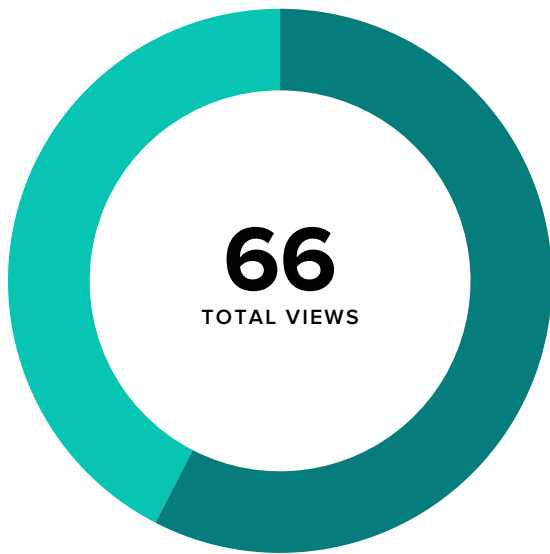
Total Impressions decreased by

-56.7%

since previous date range

Facebook Video Performance

VIEW METRICS



28

ORGANIC FULL

38

ORGANIC PARTIAL

VIEWING BREAKDOWN

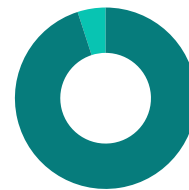


100%

ORGANIC VIEWS

0%

PAID VIEWS



5%

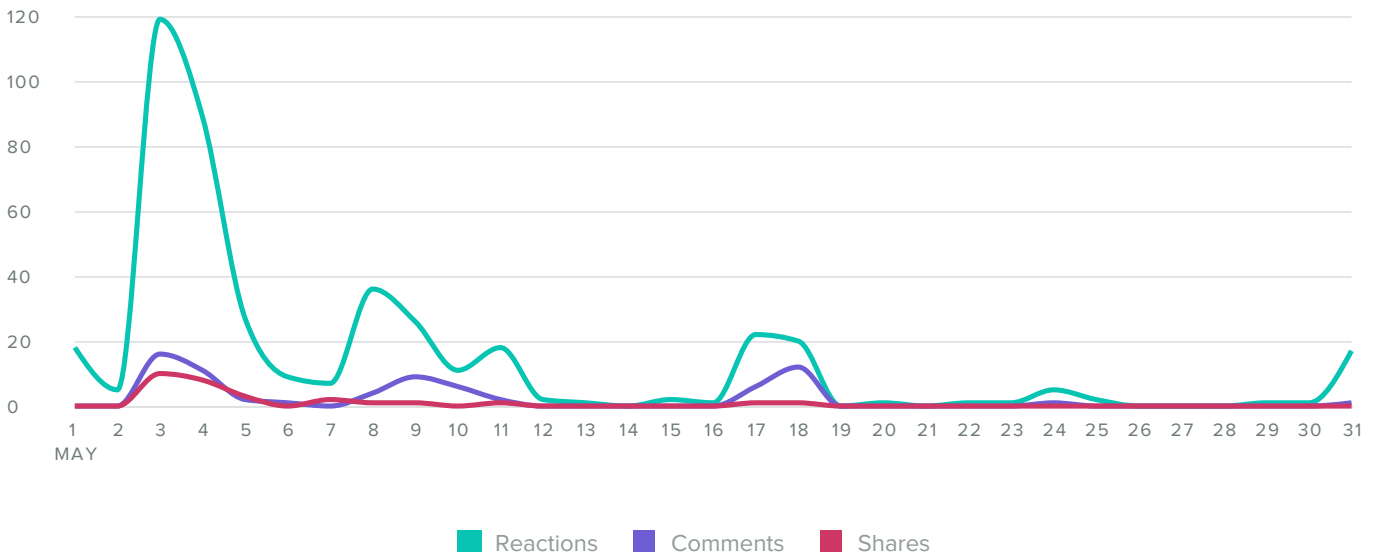
CLICK PLAYS

95%

AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	442
Comments	71
Shares	28
Total Engagements	541

Total Engagements decreased by **-59.7%** since previous date range

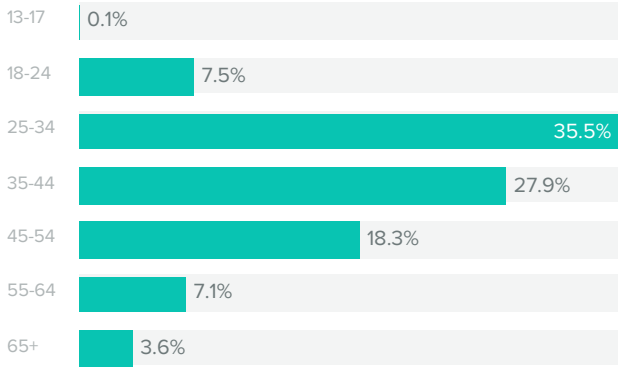
Facebook Audience Demographics

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	3,971
Canada	3,965
Australia	335
United Kingdom	187
Germany	161

Top Cities

Calgary, AB, Canada	500
Vancouver, BC, Canada	237
Edmonton, AB, Canada	203
Revelstoke, BC, Canada	144
Nelson, BC, Canada	133

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	9,879	-0.24%	10	32,287	3,228.7	541	54.1	223