

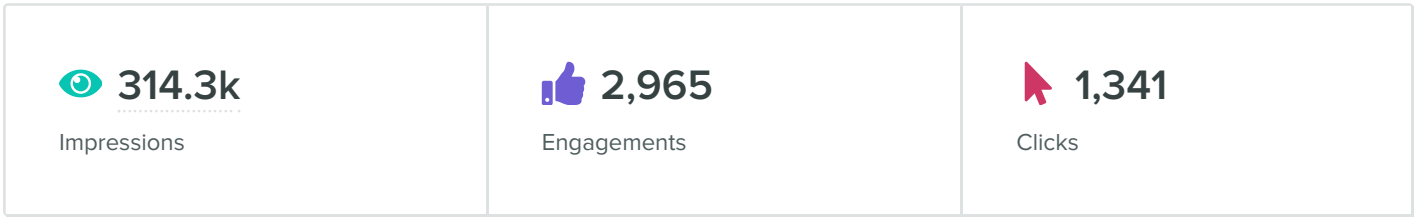


Facebook Pages
for **The Powder Highway**

Nov 01, 2018 - Nov 30, 2018

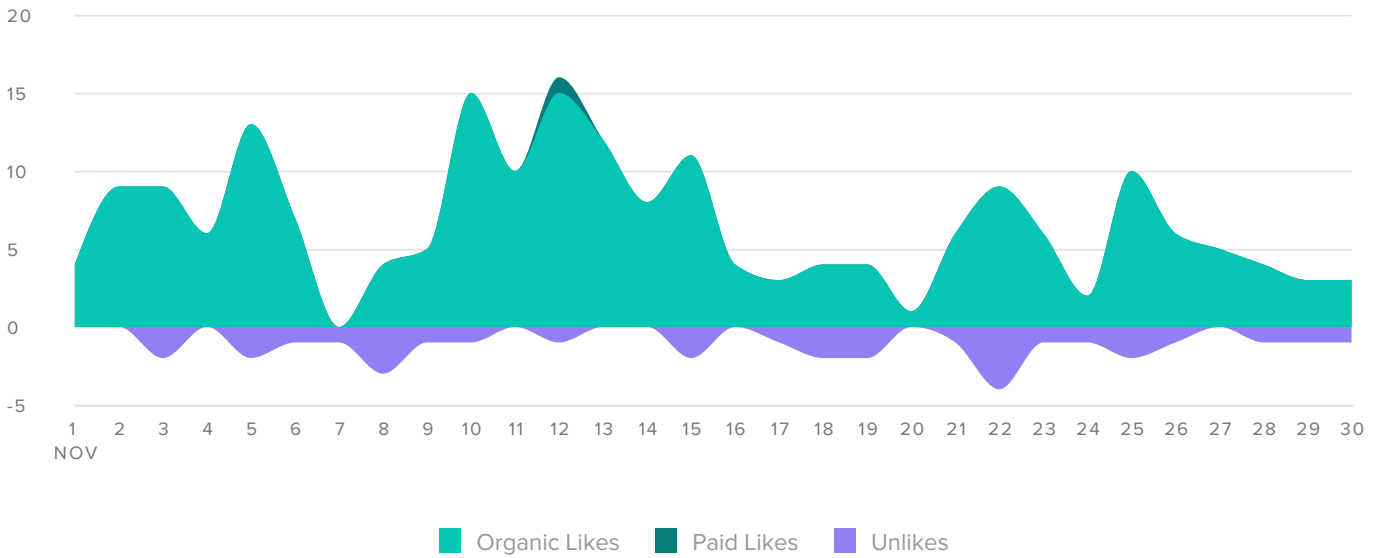
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview



Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics	Totals
Total Fans	10,121
Paid Likes	1
Organic Likes	198
Unlikes	32
Net Likes	167

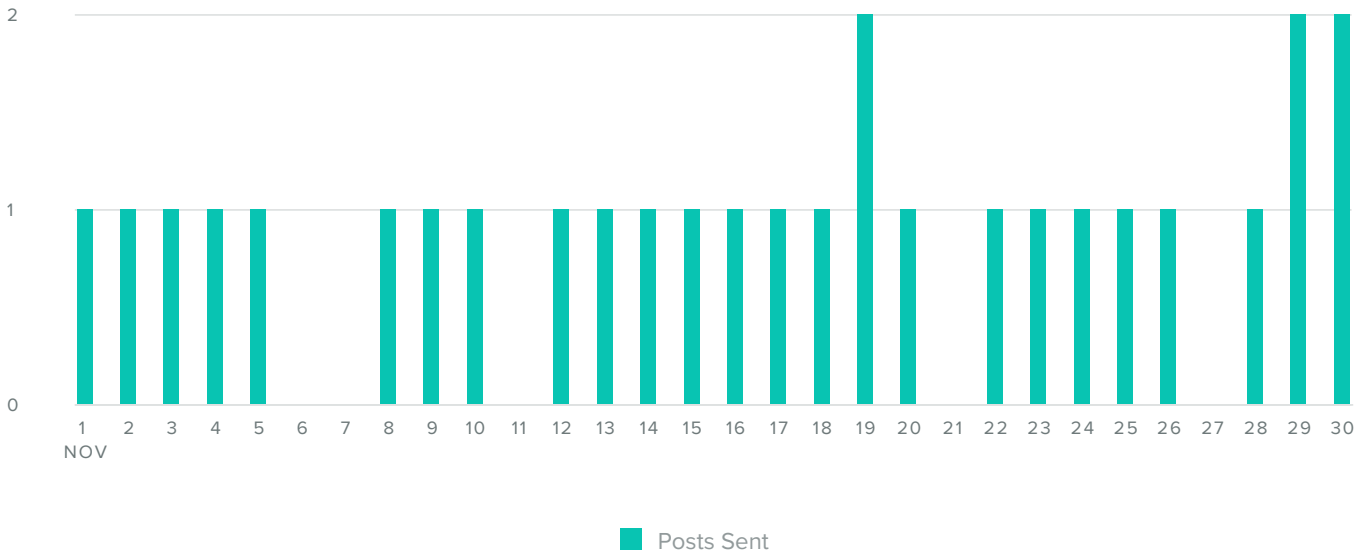
Total fans increased by

+1.6%

since previous date range

Facebook Publishing Behavior



POSTS, BY DAY






Publishing Metrics	Totals
Photos	16
Videos	7
Posts	5
Notes	0
Total Posts	28

The number of posts you sent increased by **21.7%** since previous date range


Facebook Top Posts, by Reactions

Post	Reactions	Comments	Engagement	Reach
<p>The Powder Highway</p> <p>Over 7 million acres of terrain! That's how big the Powder Highway is! Which is your fave Powder Highway ski destination? "How BIG is the BC's Powder Highway?" ~ https://www.kootenayrockies.com/post/the-powder-highway (Photo by Kari Medig at RED Mountain Resort in Rossland, BC)</p>   <p>(Post) November 05, 2018 5:30 pm</p>	233	7	6%	4,694

Facebook Top Posts, by Reactions

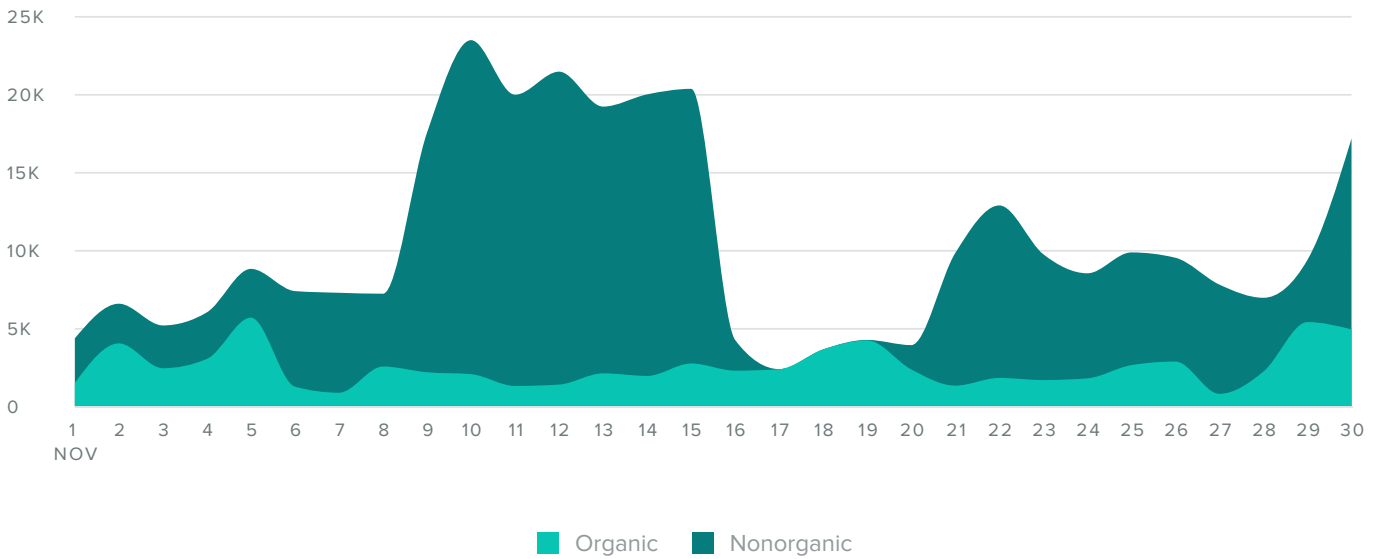
Post	Reactions ▼	Comments	Engagement	Reach
<p>The Powder Highway Guess who is also stoked about the upcoming season?! ~ https://www.powderhighway.com/#fan-feed Snowy ❄️❄️❄️ photo by Kim Vinet in Revelstoke Mountain Resort ~ https://www.instagram.com/kim_vinet</p>  <p>(Post) November 10, 2018 5:30 pm</p>	228	1	5.2%	5,624
<p>The Powder Highway Before your head out into the backcountry along the #PowderHighway, be sure to complete your Avalanche Training Safety (ATS1) program. It's an absolute minimum! It could truly save your life or the lives of your ski companions. "Backcountry Ski Touring: Step 1 Avalanche Safety Training" ~ https://www.kootenayrockies.com/post/avalanche-training (Upcoming courses with Kootenay Backcountry Guides) ~ Words by LeRae Vig Avalanche Canada Backcountry Skiing Canada Nelson Kootenay Lake Tourism</p>  <p>(Post) November 08, 2018 5:30 pm</p>	220	8	7.1%	13,536
<p>The Powder Highway Keefer Lake Lodge has have sought to bring the highest levels of service to their sport. From the moment guests arrive they will be offered gastronomic delights, stay in chic lodge rooms and ride in custom-build snowcats. Skiers/riders average 8-12 runs; 12,000-15,000 ft. vertical per day in waist-deep Monashee powder! Have you tried snow-cat skiing along the Powder Highway? Where? "Keefer Lake Lodge: Bringing Snowcat Skiing to a Higher Elevation" ~ https://www.kootenayrockies.com/post/keefer-lodge</p>  <p>(Post) November 29, 2018 5:30 pm</p>	199	16	8.3%	15,087

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>The Powder Highway Dreamy! #WinterisComing Cool shot by Wences in Revelstoke, BC ~ https://www.instagram.com/sparky_403 Check out our other Powder Highway riders from last season - https://www.powderhighway.com</p>  <p>(Post) November 04, 2018 4:15 pm</p>	93	2	4.7%	2,616

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	74,830
Nonorganic Impressions	239,435
Total Impressions	314,265
Average Daily Users Reached	9,034.3

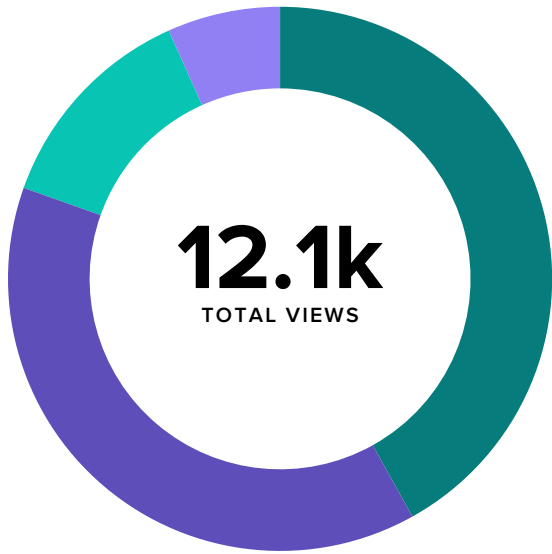
Total Impressions increased by

▲ 349.7%

since previous date range

Facebook Video Performance

VIEW METRICS



1.6k

ORGANIC FULL

5.1k

ORGANIC PARTIAL

809

PAID FULL

4.6k

PAID PARTIAL

VIEWING BREAKDOWN

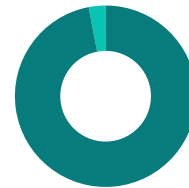


55%

ORGANIC VIEWS

45%

PAID VIEWS



3%

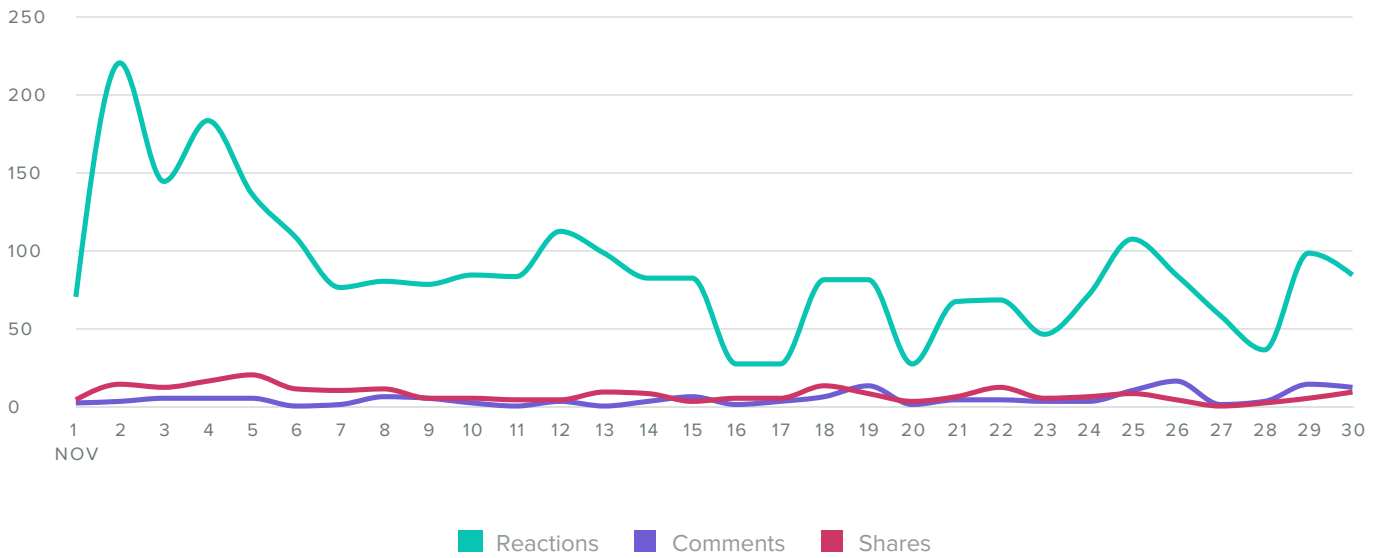
CLICK PLAYS

97%

AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	2,598
Comments	140
Shares	227
Total Engagements	2,965

Total Engagements increased
by
▲108.9%
since previous date range

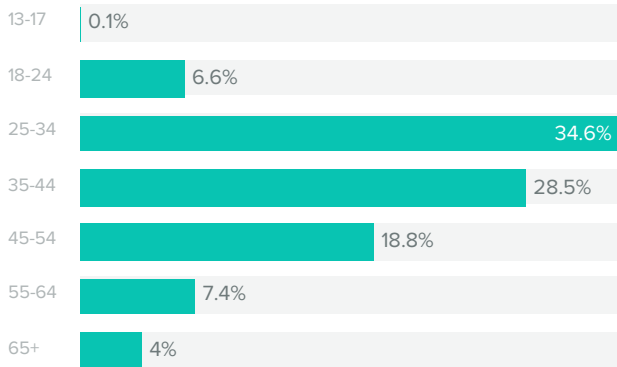
Facebook Audience Demographics

Page Fans

People Reached

People Engaged

BY AGE



BY GENDER



Men between the ages of 25-34 appear to be the leading force among your fans.

Top Countries

Canada	4,106
United States	4,017
Australia	341
United Kingdom	191
Germany	157

Top Cities

Calgary, AB, Canada	526
Edmonton, AB, Canada	220
Vancouver, BC, Canada	220
Toronto, ON, Canada	138
Nelson, BC, 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	10,121	1.63%	28	314,265	11,223.8	2,965	105.9	1,341