






Facebook Pages
for **The Powder Highway**

Oct 01, 2018 - Oct 31, 2018

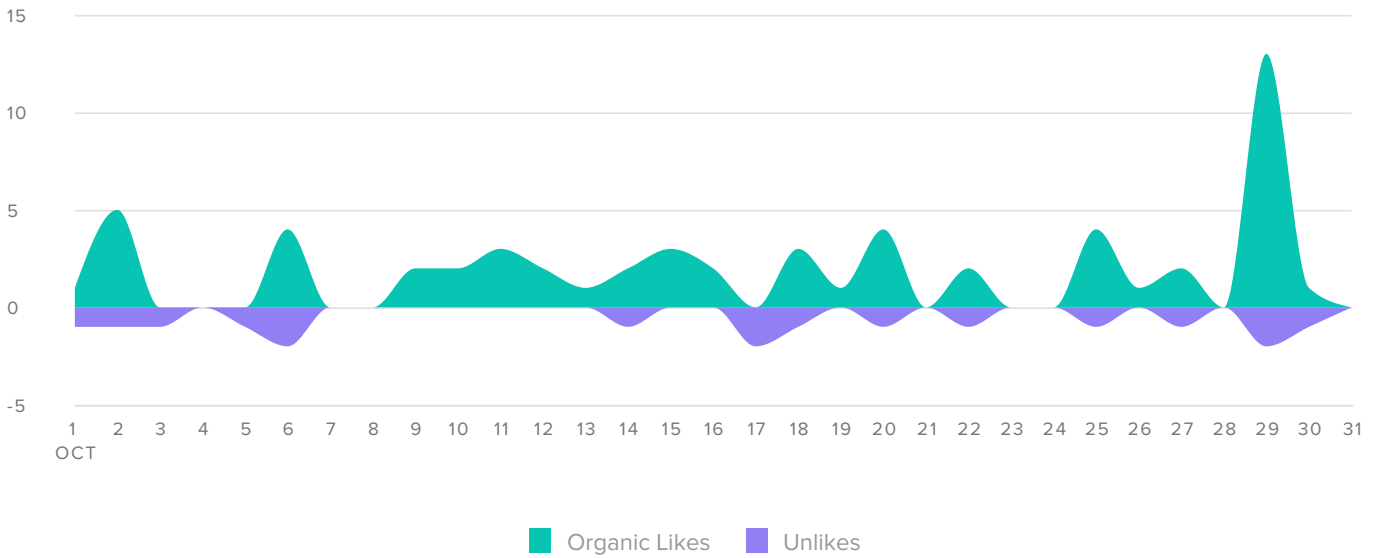
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview

 71.3k Impressions	 1,445 Engagements	 273 Clicks
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Facebook Audience Growth

LIKES BREAKDOWN, BY DAY

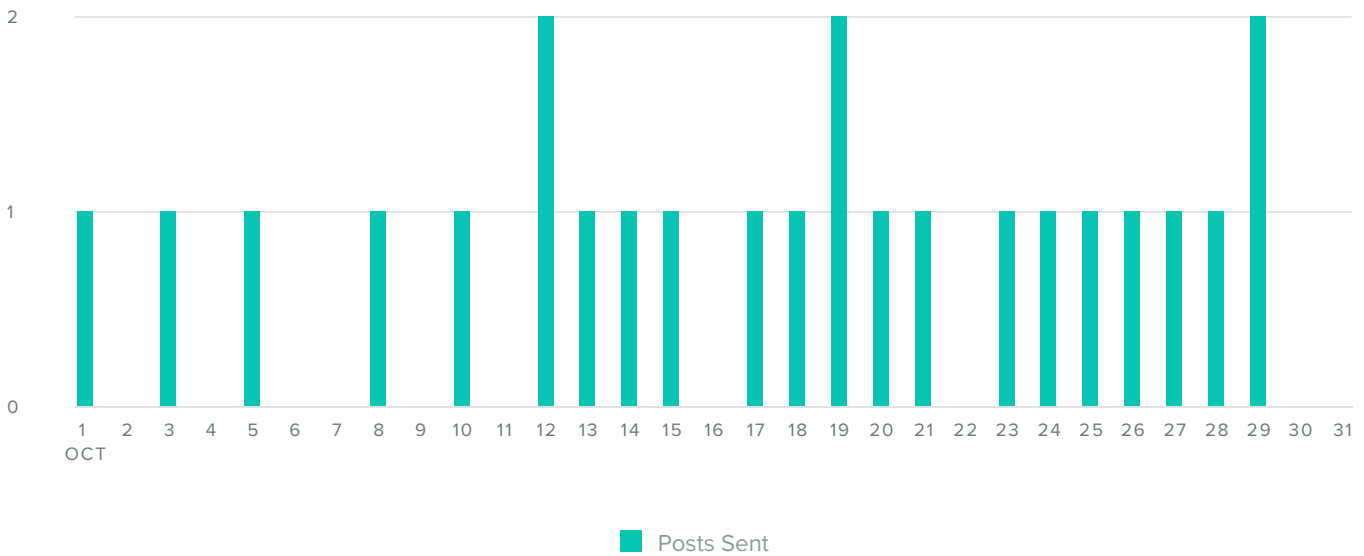


Audience Growth Metrics	Totals
Total Fans	9,959
Organic Likes	58
Unlikes	17
Net Likes	41

Total fans increased by
▲0.5%
 since previous date range

Facebook Publishing Behavior



POSTS, BY DAY









Publishing Metrics	Totals
Photos	15
Videos	0
Posts	9
Notes	0
Total Posts	24

The number of posts you sent increased by **▲60%** since previous date range


Facebook Top Posts, by Reactions

Post	Reactions	Comments	Engagement	Reach
<p>The Powder Highway</p> <p>The Powder Highway is big, real BIG over 7+ million acres of terrain to be explored! We're home to 8 alpine resorts, 23 backcountry lodges, 17 cat & 20 heli operators, dozens of huts (and lots of Nordic trails too)! ~ https://www.powderhighway.com Where do you plan to explore? Stellar 🐾 shot by Kootenay Backcountry Guides (https://bit.ly/2Po4RN5) #kootrocks #powderhighway #skiBC</p>   <p>(Post) October 28, 2018 5:30 pm</p>	592	17	5.7%	14,631

Facebook Top Posts, by Reactions

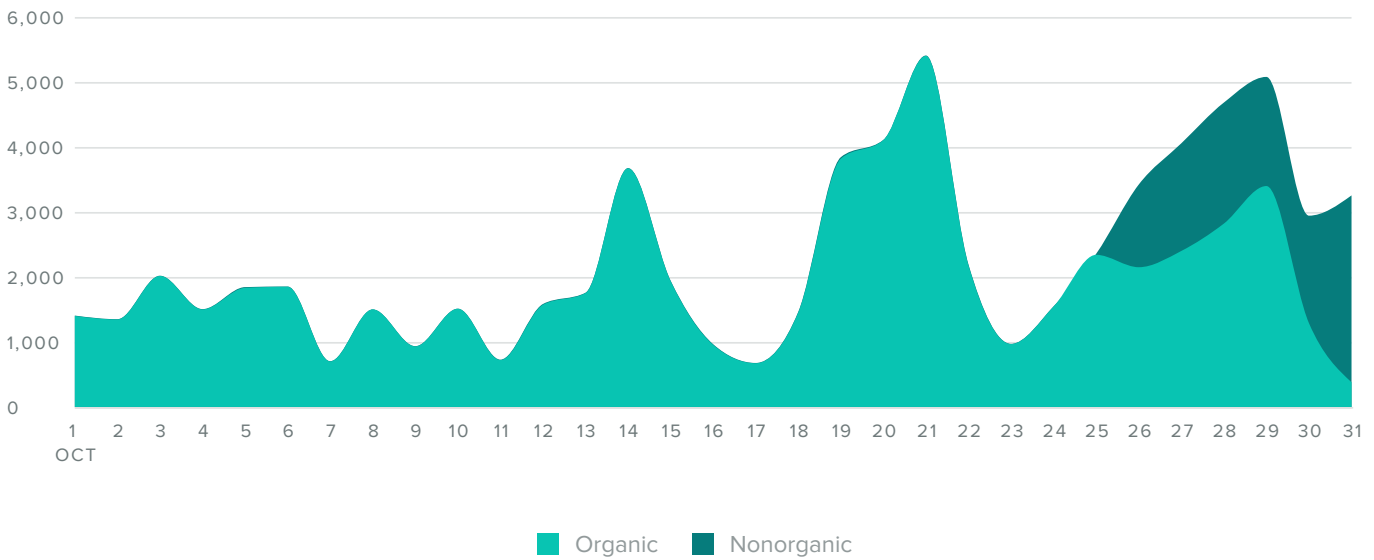
Post	Reactions ▼	Comments	Engagement	Reach
<p>The Powder Highway Are you planning a Powder Highway road trip for this season? Did you know that 100+ operators along the route offer over 7 million acres of terrain?! Alpine, backcountry, cat & heli, nordic - what's your favourite way to ski or ride down a mountain? Powder Highway 101 ~ https://www.kootenayrockies.com/post/powder-highway-101 (Photo by Ryan Creary, in the Rogers Pass in the Columbia Mountains) #kootrocks #powderhighway #skibc</p>   <p>(Post) October 29, 2018 5:15 pm</p>	255	6	5.1%	7,400
<p>The Powder Highway Powder Highway 'road trip' tips! #1 - Become friends with the locals and the locals will befriend you. #2 - Introduce yourself on the ski lift, share your b**, and smile in the gondola line. #3 - You're bound to have a rad time, on and off the mountain and you'll be back next season for more. ~ Tips by writer Morgan Tilton Featuring a road trip to Fernie Alpine Resort, Kicking Horse Mountain Resort and Revelstoke Mountain Resort People of the Powder Highway ~ https://bit.ly/2CTkg2g (via Teton Gravity Research) #ferniestoke #thishorserules #revelstoked #kootrocks #powderhighway #skibc</p>   <p>(Post) October 19, 2018 5:30 pm</p>	121	28	8.3%	3,732
<p>The Powder Highway Did you hear... Kicking Horse Mountain Resort terrain increased by 660 acres! This increases the mountain's vertical to 4,460 feet and the area to 3,500+ acres! * New Trail map: https://bit.ly/2yIYpwH</p>   <p>(Post) October 12, 2018 12:24 pm</p>	111	26	35.7%	1,185

Facebook Top Posts, by Reactions

Post	Reactions	Comments	Engagement	Reach
<p>The Powder Highway Meet Ryan, a local from Invermere and our October GuestGrammer! ~ Find out where, some of his favourite places are in the Columbia Valley! "KootRocks GuestGrammer" ~ https://www.kootenayrockies.com/post/ryan-bavin ~ Words and images by Ryan Bavin ~ Featuring the Purcells and Columbia Valley #powderhighway #shareinvermere #kootrocks #exploreBC</p>  <p>(Post) by Kootenay R. October 24, 2018 5:01 pm</p>	108	2	1.9%	9,383

Facebook Impressions

PAGE IMPRESSIONS, BY DAY

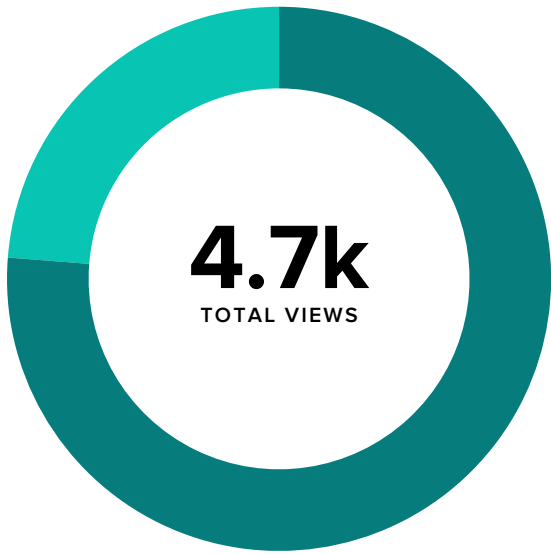


Impressions Metrics	Totals
Organic Impressions	60,131
Nonorganic Impressions	11,155
Total Impressions	71,286
Average Daily Users Reached	1,642.1

Total Impressions increased by
128.4%
 since previous date range

Facebook Video Performance

VIEW METRICS



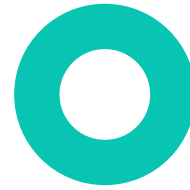
1.1k

ORGANIC FULL

3.6k

ORGANIC PARTIAL

VIEWING BREAKDOWN

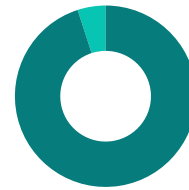


100%

ORGANIC VIEWS

0%

PAID VIEWS



5%

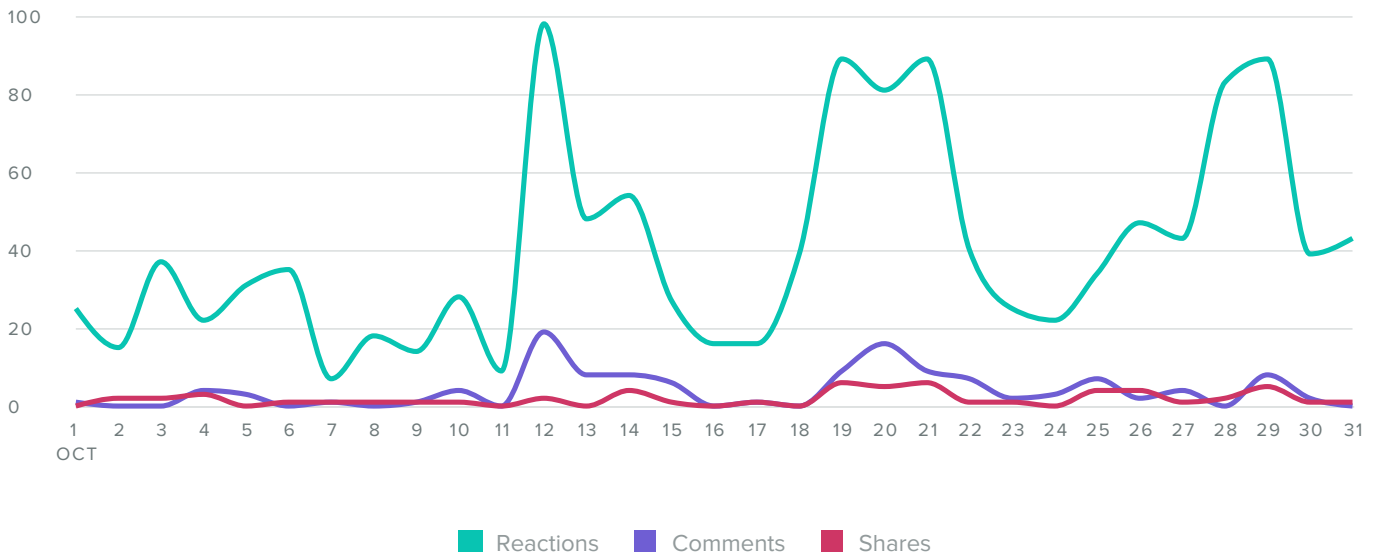
CLICK PLAYS

95%

AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	1,263
Comments	125
Shares	57
Total Engagements	1,445

Total Engagements increased by **▲64.4%** since previous date range

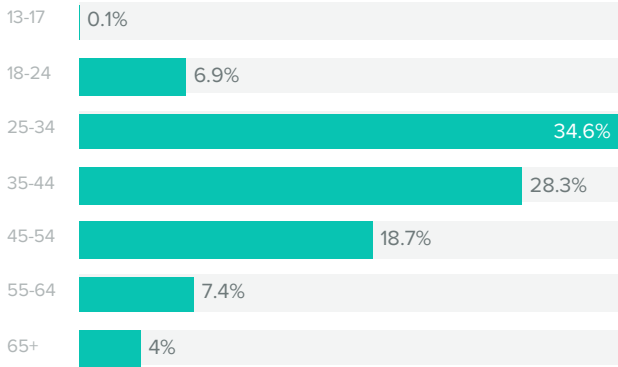
Facebook Audience Demographics

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

Canada	4,001
United States	4,001
Australia	337
United Kingdom	187
Germany	156

Top Cities

Calgary, AB, Canada	510
Vancouver, BC, Canada	221
Edmonton, AB, Canada	208
Revelstoke, BC, Canada	138
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	9,959	0.52%	24	71,286	2,970.3	1,445	60.2	273