






Facebook Pages
for **The Powder Highway**

Sep 01, 2018 - Sep 30, 2018

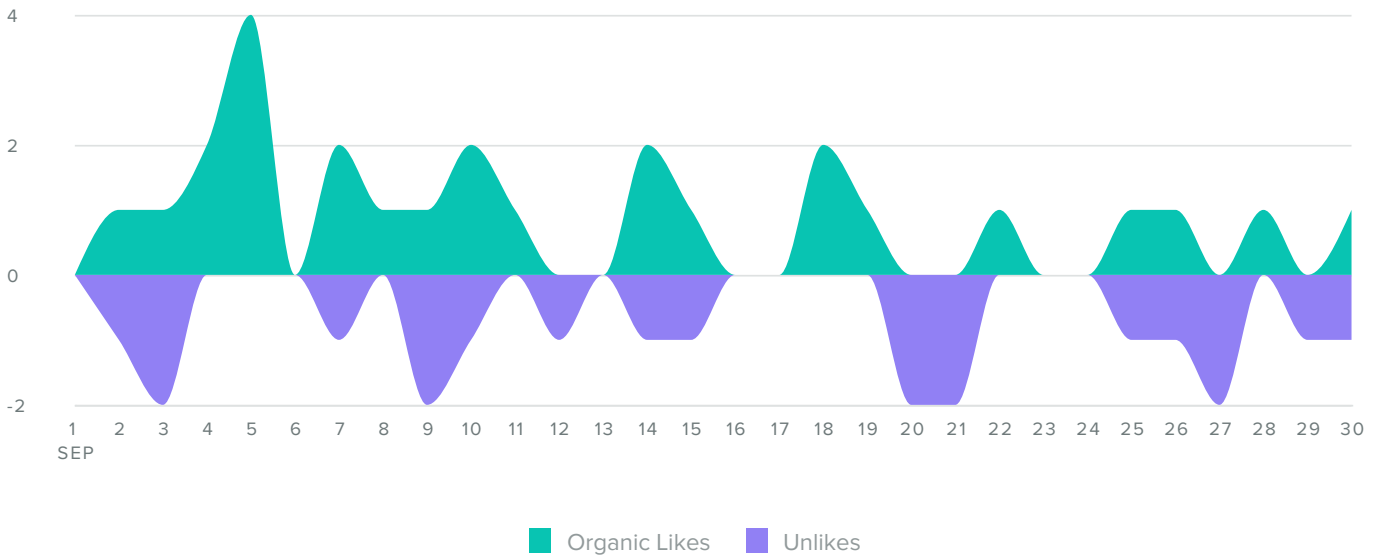
Analyze Facebook page data at a granular level for deeper insights

Facebook Activity Overview

 <p>30.7k Impressions</p>	 <p>877 Engagements</p>	 <p>68 Clicks</p>
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Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



Audience Growth Metrics	Totals
Total Fans	9,907
Organic Likes	26
Unlikes	20
Net Likes	6

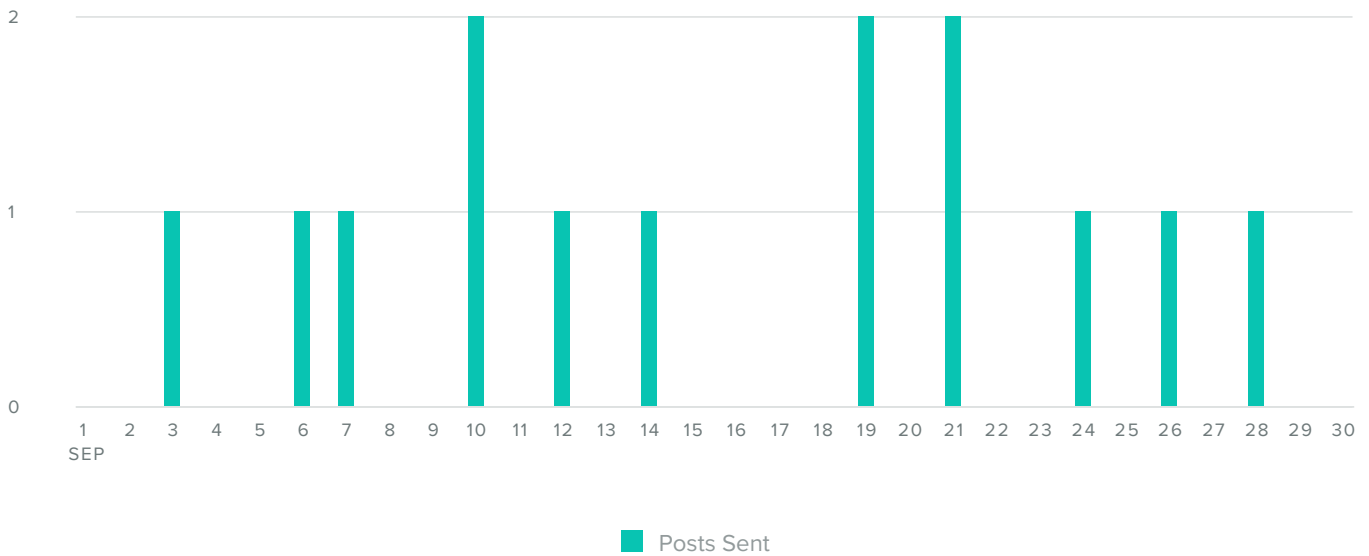
Total fans increased by

▲0.1%

since previous date range

Facebook Publishing Behavior



POSTS, BY DAY











Publishing Metrics	Totals
Photos	12
Videos	0
Posts	2
Notes	0
Total Posts	14

The number of posts you sent increased by **27.3%** since previous date range

Facebook Top Posts, by Reactions

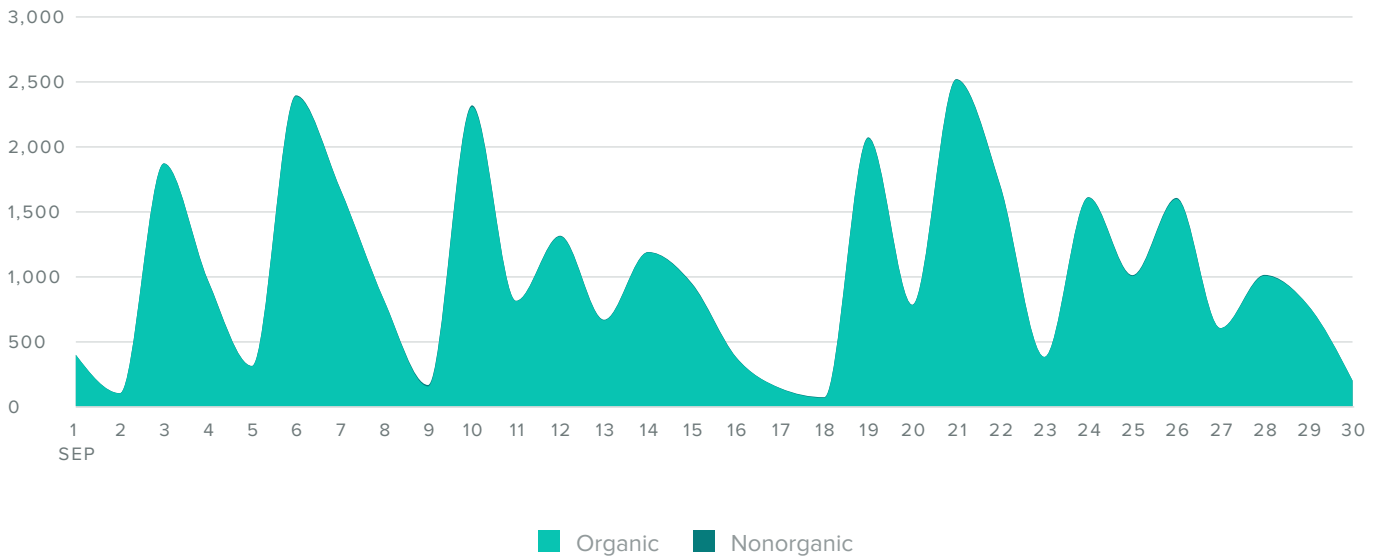
Post	Reactions	Comments	Engagement	Reach
<p>The Powder Highway Woo hoo... and so it begins! . So 'stoked' - are you? #PowderHighway</p>   <p>(Post) September 10, 2018 9:37 am</p>	210	20	51.6%	1,100

Facebook Top Posts, by Reactions

Post	Reactions ▼	Comments	Engagement	Reach
<p>The Powder Highway Sharing the ♥ of our backdoor! We can't wait for the ski season to begin... what about you? . . Incredible photo capture by A Maur Muzza Mere (https://www.instagram.com/muriversum) . The dogtooth range at Kicking Horse Mountain Resort in Golden, BC #thishorserules #goldenrules #kootrocks #powderhighway</p>   <p>(Post) September 03, 2018 5:00 pm</p>	93	13	6.8%	2,213
<p>The Powder Highway March 16 (last season): "Fully blown away by the snow totals, and insane locals of Revelstoke. Highlight of the trip. Snowing everyday for two weeks didn't hurt the stoke levels either." Who's stoked for this year? Sweet 🍷 by: Moose On The Loose (https://www.instagram.com/tuckerfinerty) Revelstoke Mountain Resort See Revelstoke #therealstoke #kootrocks #powderhighway</p>   <p>(Post) September 05, 2018 12:00 pm</p>	67	4	4.8%	2,046
<p>The Powder Highway March 16 (last season): "Fully blown away by the snow totals, and insane locals of Revelstoke. Highlight of the trip. Snowing everyday for two weeks didn't hurt the stoke levels either." Who's stoked for this year? Sweet 🍷 by: Moose On The Loose (https://www.instagram.com/tuckerfinerty) Revelstoke Mountain Resort See Revelstoke #therealstoke #kootrocks #powderhighway</p>   <p>(Post) September 06, 2018 8:25 am</p>	67	4	4.8%	2,046
<p>The Powder Highway "There's magic in these mountains" - simple and true words by Logan Miller • We can't wait for winter - what about you? • Amazing alpenglow winter capture by Logan in Revelstoke, BC ~ https://www.instagram.com/logan_miller93 #revelstoked #therealstoke #kootrocks #powderhighway</p>   <p>(Post) September 28, 2018 5:30 pm</p>	45	0	3.5%	1,472

Facebook Impressions

PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	30,597
Nonorganic Impressions	121
Total Impressions	30,718
Average Daily Users Reached	711.9

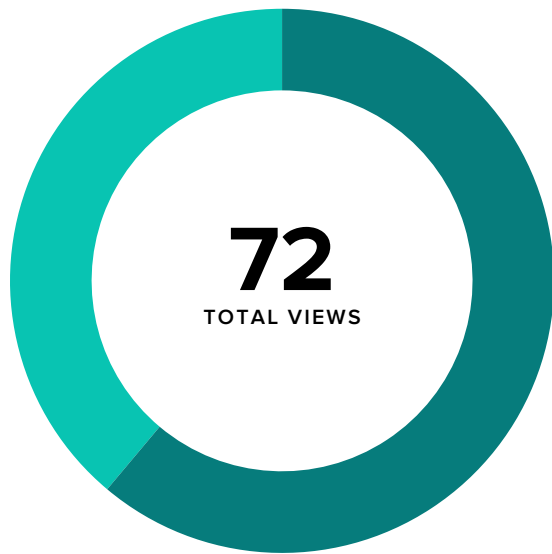
Total Impressions decreased by

-19%

since previous date range

Facebook Video Performance

VIEW METRICS



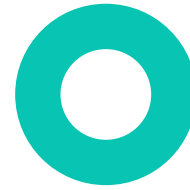
28

ORGANIC FULL

44

ORGANIC PARTIAL

VIEWING BREAKDOWN

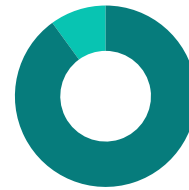


100%

ORGANIC VIEWS

0%

PAID VIEWS



10%

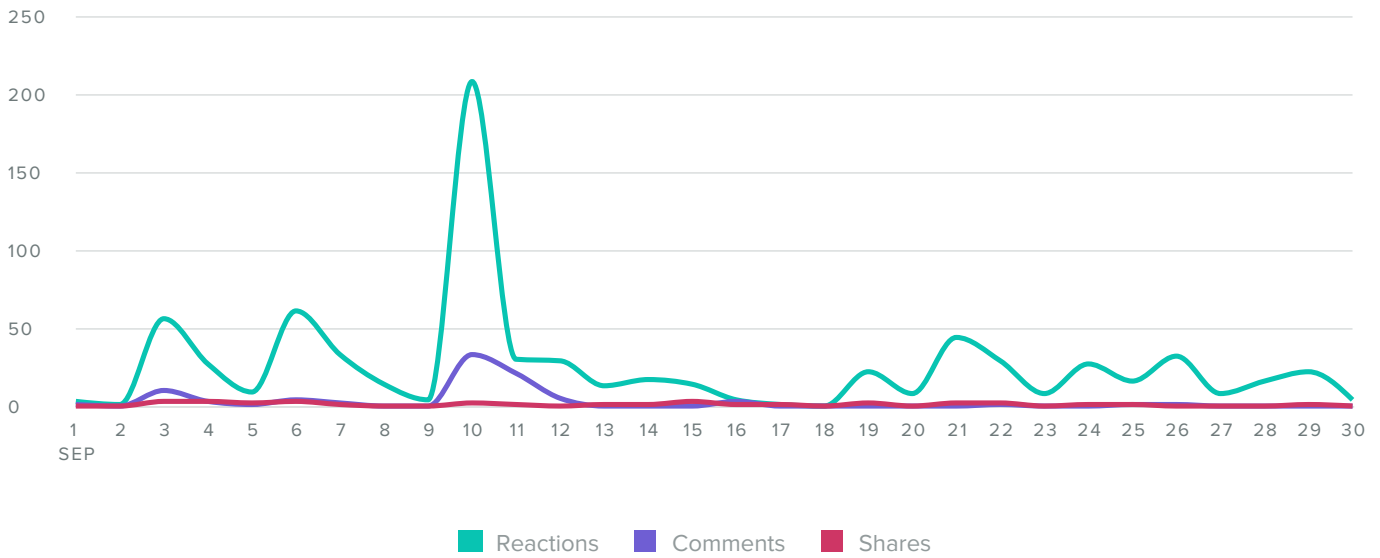
CLICK PLAYS

90%

AUTO PLAYS

Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



Action Metrics	Totals
Reactions	760
Comments	86
Shares	31
Total Engagements	877

Total Engagements increased by **80.5%** since previous date range

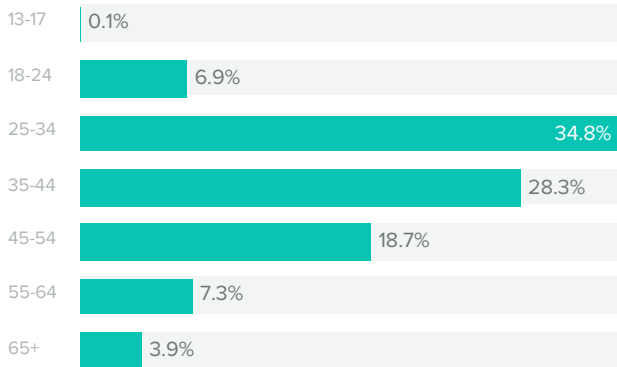
Facebook Audience Demographics

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	3,984
United States	3,982
Australia	334
United Kingdom	188
Germany	158

Top Cities

Calgary, AB, Canada	498
Vancouver, BC, Canada	235
Edmonton, AB, Canada	206
Revelstoke, BC, Canada	143
Nelson, BC, Canada	140

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	9,907	0.12%	14	30,718	2,194.1	877	62.6	68