



Joint Base Pearl Harbor-Hickam Facebook Insights

Monthly Analytics Report Sept 2015

<http://www.facebook.com/JointBasePearlHarborHickam>

Compiled by: Joint Base Pearl Harbor-Hickam Public Affairs



Most Reached Facebook Posts

**(9/16) Hawaii Tsunami Watch Advisory:
51,046 people reached**

Post Details

Joint Base Pearl Harbor Hickam shared a link.
Published by Anna Gonzales General [?] · September 16 at 1:50pm ·



**HAWAII TSUNAMI WATCH;
QUAKE OFF NORTHERN CHILE,
8.3 MAG. EST WAVE ARRIVAL IN
HI 3:06AM 17SEP
@MayorKirkHNL
[HTTPS://LOCAL.NIXLE.COM/ALERT/5493574/](https://local.nixle.com/alert/5493574/)**

51,046 people reached [Boost Post](#)

334 Likes 27 Comments 364 Shares

Like Comment Share

Other Top Posts:

- (9/16) Tsunami
Watch in Effect for
Hawaii:
32,575 people
reached

Joint Base Pearl Harbor Hickam
Published by Anna Gonzales General [?] · September 16 at 1:48pm · Edited ·

Tsunami Watch in effect for Hawaii:
<http://ptwc.weather.gov/>
BASED ON ALL AVAILABLE DATA A TSUNAMI MAY HAVE BEEN GENERATED BY THIS EARTHQUAKE THAT COULD BE DESTRUCTIVE ON COASTAL AREAS EVEN FAR FROM THE EPICENTER. AN INVESTIGATION IS UNDERWAY TO DETERMINE IF THERE IS A TSUNAMI THREAT TO HAWAII... See More



ptwc.weather.gov
"UTC" = Coordinated Universal Time (aka GMT or Zulu) "To" = recipient of messages. Pac+Pacific Ocean (excluding U.S. mainland & Canada), Haw+Hawaii, Ind+Indian Ocean, Car+Caribbean Sea
PTWC.WEATHER.GOV

32,575 people reached [Boost Post](#)

167 Likes 27 Comments 117 Shares

Like Comment Share

- (9/16) Tsunami
Evacuation Map
29,813 people
reached

Post Details

Joint Base Pearl Harbor Hickam
Published by Anna Gonzales General [?] · September 16 at 2:26pm · Edited ·

Visit this website to see if you live in a Tsunami Evacuation Zone.
<http://tsunami.csc.noaa.gov/index.html>



Tsunami Evacuation Map
Enter your street address for Tsunami Evacuation Map for Hawaii and Guam
TSUNAMI.COAST.NOAA.GOV

29,813 people reached [Boost Post](#)

120 Likes 18 Comments 129 Shares

Like Comment Share



Most Engaged Facebook Posts

(9/16) Hawaii Tsunami Watch Advisory:
342 Likes, 34 Comments, 364 Shares and 4,266 Post Clicks

Post Details Reported stats may be delayed from what appears on posts



Joint Base Pearl Harbor Hickam shared a link.
Published by Anna Gonzales General [?] · September 16 at 1:50pm · 🌐



**HAWAII TSUNAMI WATCH;
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[HTTPS://LOCAL.NIXLE.COM/ALERT/5493574/](https://local.nixle.com/alert/5493574/)

51,046 people reached Boost Post

334 Likes 27 Comments 364 Shares

👍 Like 💬 Comment ➦ Share

51,046 People Reached

740 Likes, Comments & Shares

342 Likes	334 On Post	8 On Shares
34 Comments	32 On Post	2 On Shares
364 Shares	364 On Post	0 On Shares

4,266 Post Clicks

1 Photo Views	1,494 Link Clicks	2,771 Other Clicks ⓘ
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NEGATIVE FEEDBACK

27 Hide Post	9 Hide All Posts
0 Report as Spam	0 Unlike Page

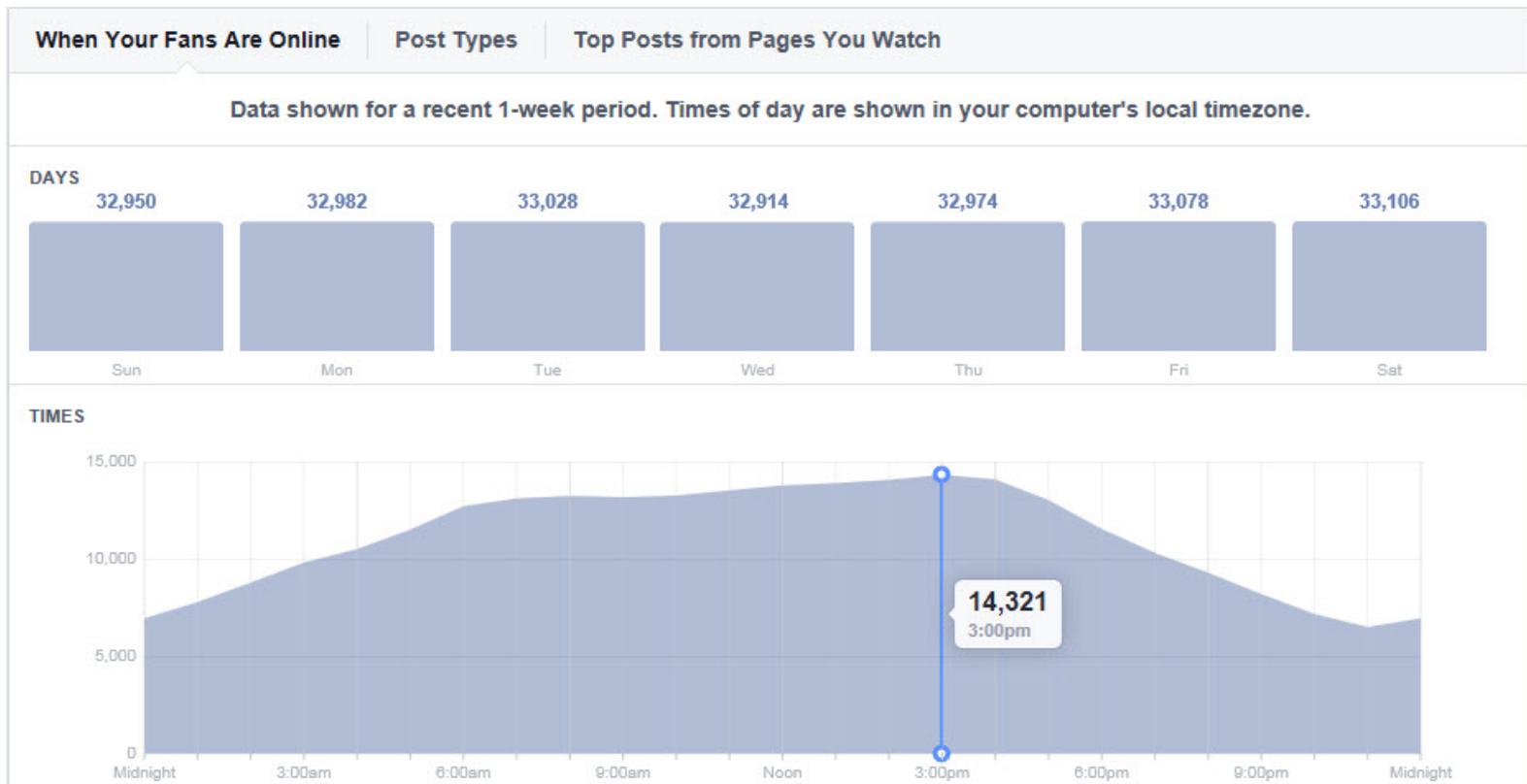
Other Top Posts:

- (9/16) Base Advisory - Tsunami Advisory: 298 Likes, 186 Comments, 142 Shares
- (9/16) Tsunami Watch in effect for Hawaii: 169 Likes, 38 Comments, 141 Shares



When are fans online?

Based on a one-week period, most fans are online at 3 p.m. (HST) with about 14,321 viewers, therefore, this is the best time to disseminate information.





Total Page Likes – 35,712

The total page likes based on the recorded data ending Sept. 30, 2015.

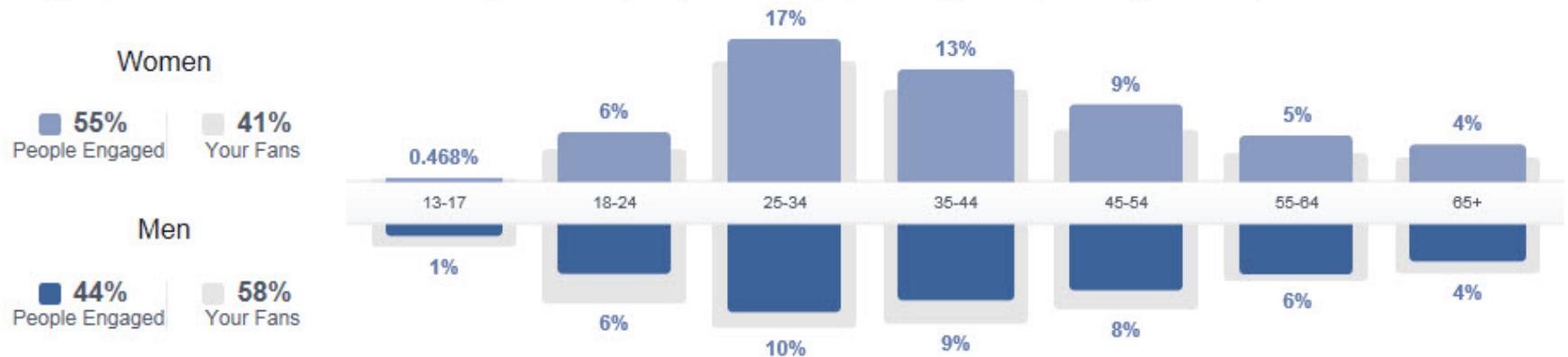




Page Views

This data is based on Gender, Age, and Demographics

The people who have liked, commented on, or shared your posts or engaged with your Page in the past 28 days.



Top 5 Countries and Languages engaged

People Engaged by Country

United States – 3654
Philippines – 146
Japan – 55
Brazil – 42
Australia - 36

People Engaged by Language

English (US) – 3,924
English (UK) – 148
Spanish – 110
Portuguese (Brazil) – 41
Japanese - 33