



Joint Base Pearl Harbor-Hickam Facebook Insights

Monthly Analytics Report July 2013

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



Most Reached Facebook Posts

(7/28) Tropical Storm Flossie Flash Flood Watch, **5,814 reached**

You might like Joint Base Pearl Harbor Hickam. Hide

Joint Base Pearl Harbor Hickam
TROPICAL STORM FLOSSIE

JBPHH is under a Flash Flood Watch & Tropical Storm Watch for Tropical Storm Flossie issued by the National Weather Service. Tropical Storm conditions are possible within 48 hours. JBPHH may experience Tropical Storm force winds with gusts up to 45 mph on Monday by 14:00. Heavy rain, with potential flooding in low-lying areas and high surf are also expected. JBPHH departments and JBPHH Tenant Commands should police areas around buildings, remove potential missile hazards and check storm drains around buildings. Report clogged storm drains to NAVFAC service Desk at 449-3100.

Click the link below for more information. If the link is not active, please copy and paste it into your browser's address bar:
http://www.prh.noaa.gov/cphc/tc_graphics/EP062013W.gif

Tropical Storm Flossie
Sunday July 27, 2013
11 AM EDT Advisory 12
NWS Central Pacific Hurricane Center

Current Information:
Center Location 18.7 N 141.0 W
Max Sustained Wind 30 mph
Movement WNW at 18 mph

Forecast Positions:
● Tropical Cyclone ○ Post-Tropical
Sustained Winds: D < 39 mph
S 39-73 mph H 74-110 mph M > 110mph

Potential Track Area:
PRH.NOAA.GOV
July 27-28, 2013
Day 4-5

Watches:
H Hurricane T Trop Storm

Warnings:
H Hurricane T Trop Storm

on Sunday

Like Comment Share 24 Likes 5 Comments 39 Shares

5,814 people saw this post Boost Post

The data below includes all actions on your post, including shares of your post. Actions on these shares are not shown in the post preview on the left.

5,814 People Reached

172 Likes, Comments & Shares

Likes	Comments	Shares
66	64	42

POST CLICKS

Photo Views	Link Clicks	Other Clicks
0	296	635

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	2 Unlike Page

Other Top Posts:

- (7/12) Philippine Navy ship BRP Alcaraz Ship Tours: **5,062 reached**
- (7/29) Latest on Flossie (NOAA): **4,416 reached**
- (7/27) Vice President Biden visits Joint Base Pearl Harbor-Hickam: **4,392 reached**
- (7/30) White Plains Beach reopens following Shark incident: **4,300 reached**



Most **Engaged** Facebook Posts

The people who have liked, commented or shared JBPHH FB posts in the past 28 days.

(7/27) Vice President Joe Biden visits Hawaii, 2,575 Photo Views



The data below includes all actions on your post, including shares of your post. Actions on these shares are not shown in the post preview on the left.

4,392 People Reached

70 Likes, Comments & Shares

Likes	Comments	Shares
57	7	6

POST CLICKS

Photo Views	Link Clicks	Other Clicks <i>i</i>
2,575	2	1,405

NEGATIVE FEEDBACK

- Hide Post
- Hide All Posts
- Report as Spam
- Unlike Page

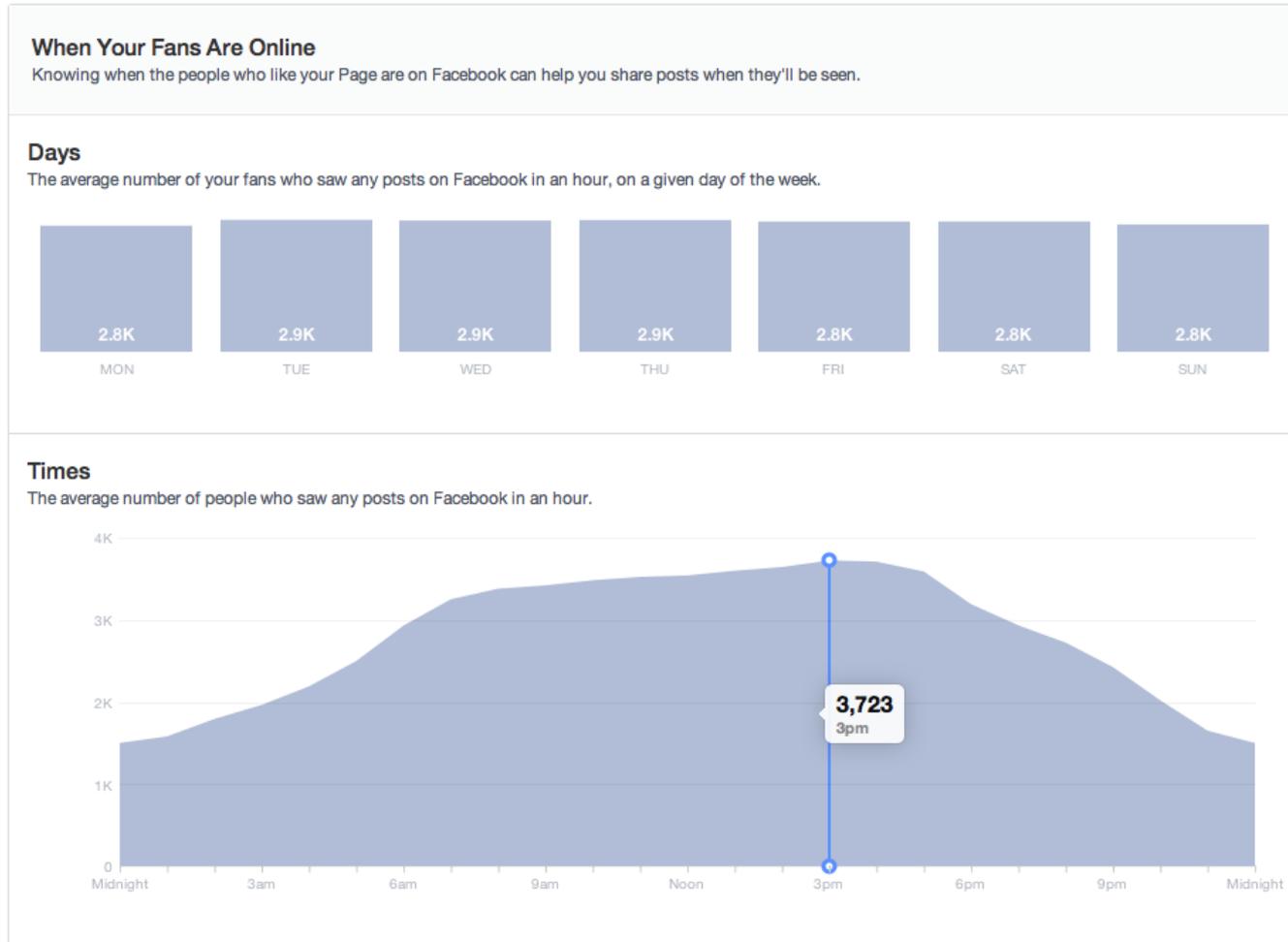
Other Top Posts:

- (7/16) Admiral Bolivar Promotion Ceremony: **1,314 Photo Views**
- (7/30) Herschel Walker, former NFL Player visits Hawaii: **1,077 Photo Views**



When are fans online?

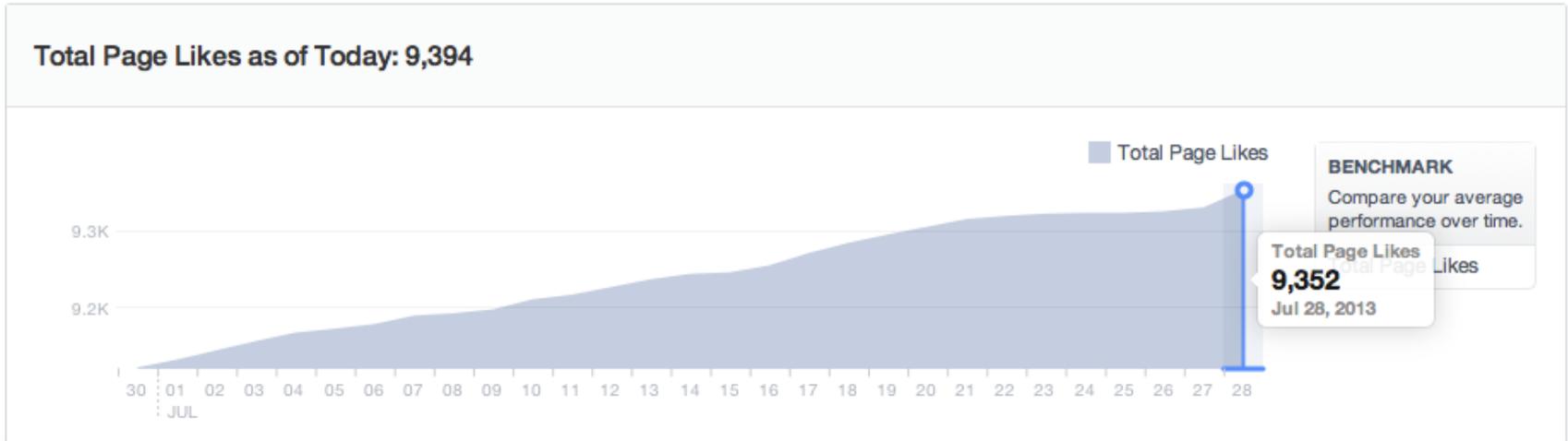
Based on the recent 1-week period in July, most fans were online at **3 p.m.** with an average of **3,723** people.





Total Page Likes – 9,394

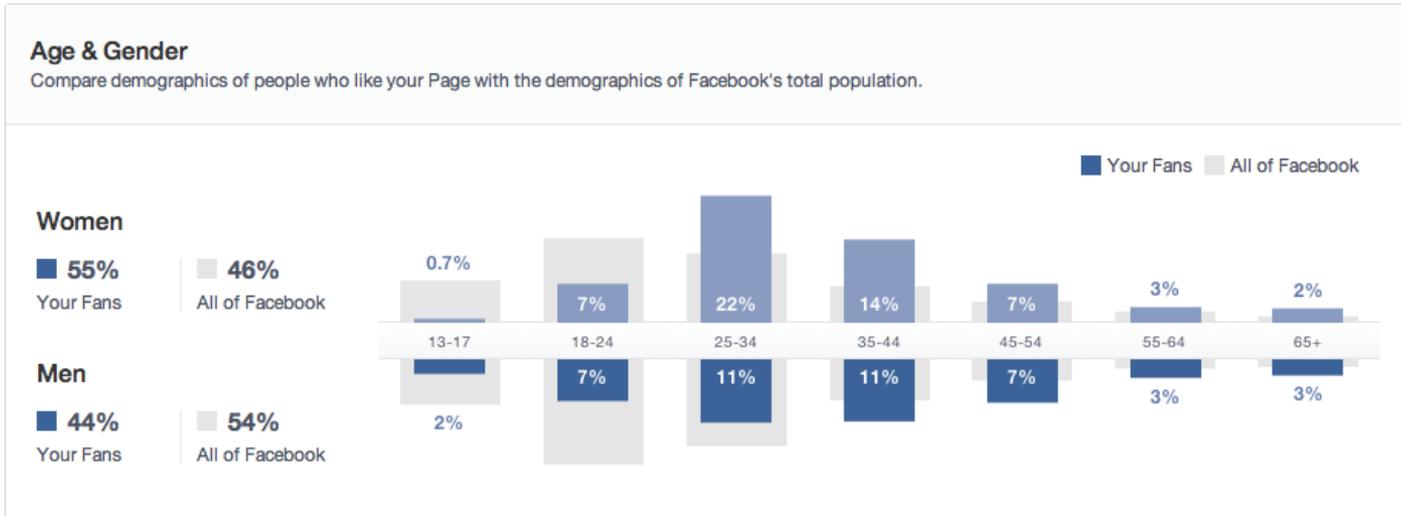
Based on the insights for July 2013, total page likes are determined by daily data recorded in the Pacific time zone in the past month.





Demographics

Fans who like the page based on their **Age & Gender**



Fans who like the page based on **Top Country Location**

- United States of America (HI, CA, TX, VA, NV) – 7,836 fans
- Philippines – 142 fans
- Japan – 130 fans
- Germany – 105 fans
- Italy – 74 fans