



# Joint Base Pearl Harbor-Hickam Facebook Insights

Monthly Analytics Report August 2013

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

Compiled by: Joint Base Pearl Harbor-Hickam Public Affairs (ag)

# Most Reached Facebook Posts

The people who have viewed the JBPHH FB posts in the past 28 days.

**Top Reached Post – Casting Call ‘Untitled Hawaii’: 10,028 reached**

You might like Joint Base Pearl Harbor Hickam. Hide

**Joint Base Pearl Harbor Hickam with Annie Tune Carson and Osvaldo Marcondes Azeredo Neto**

CASTING CALL: "Untitled Hawaii" is filming on Joint Base Pearl Harbor-Hickam and is looking for service members for paid speaking roles. See attached flier to read more... Contact RichKingCastingHawaii@gmail.com for more information.

**Casting call for "Untitled Hawaii"**

"Untitled Hawaii", a movie written and directed by Cameron Crowe (of "Almost Famous", "Jerry Maguire" and "We Bought A Zoo" fame) and starring Bradley Cooper, Rachel McAdams, Emma Stone, Alec Baldwin and Danny McBride is filming on Joint Base Pearl Harbor-Hickam and is looking for service members for paid speaking roles!

**Speaking roles can pay as high as \$932 per day.**

There are no fees or charges of any kind when working with us. (Pay, food and fuel)

Come join us for our open casting call:  
Date: Thursday, September 5, 2013  
Time: From noon to 4 p.m.  
Location: Ke'ehi Memorial Park -- Kakesako 2685 North Nimitz Highway Honolulu, HI 96819  
Attire: Not specified  
Kids: Child care is not provided

Please bring a 3x5 and a small 3x3 size photo of yourself. If you are unable to make it to this casting call, please send a 3x5 photo of yourself and your contact information to the email address below.  
Email - RichKingCastingHawaii@gmail.com

on Wednesday

Like Comment Share 57 Likes 14 Comments 123 Shares

9,728 people saw this post Boost Post

9,728 People Reached

465 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS		
57 Likes	14 Comments	123 Shares

FROM LIKES, COMMENTS & SHARES		
138 Likes	107 Comments	26 Shares

TOTAL		
195 Likes	121 Comments	149 Shares

1,361 Post Clicks

861 Photo Views	1 Link Clicks	499 Other Clicks
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NEGATIVE FEEDBACK

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

## Other Top Posts:

- (8/16) Fisher House Run flier: **6,508 reached**
- (8/8) Hawaii Five-0 filming photos: **6,160 reached**
- (8/5) #ENERGY tips to the consumer: **4,906 reached**
- (8/26) Hickam Half-Marathon photos: **4,804 reached**

# Most Engaged Facebook Posts

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

**Top Post – (8/26) Hickam Half-Marathon, 2,770 Post Views; 169 Likes, Comments & Shares**

You might like Joint Base Pearl Harbor Hickam. Hide

 Joint Base Pearl Harbor Hickam added 10 new photos to the album Hickam Half-Marathon – with Carole Higa and 5 others.



23 hours ago

[Like](#) [Comment](#) [Share](#) 46 Likes 2 Comments 2 Shares

4,694 People Reached

161 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS		
46	2	2
Likes	Comments	Shares

FROM LIKES, COMMENTS & SHARES		
87	20	4
Likes	Comments	Shares

TOTAL		
133	22	6
Likes	Comments	Shares

2,593 Post Clicks

1,746	1	846
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 1 Unlike Page

## Other Top Posts:

- (8/16) HMAS Perth visit: 1,730 Post Clicks; 128 Likes, Comments & Shares
- (8/16) USS Pearl Harbor makes port call: 1,662 Post Clicks; 67 Likes, Comments & Shares
- (8/15) University of Hawaii Warriors: 1,388 Post Clicks & 48 Likes, Comments & Shares

# When are fans online?

Based on the recent 1-week period in August, most fans were online at 3 p.m. with an average of 3,879 people.



# Total Page Likes – 9,658

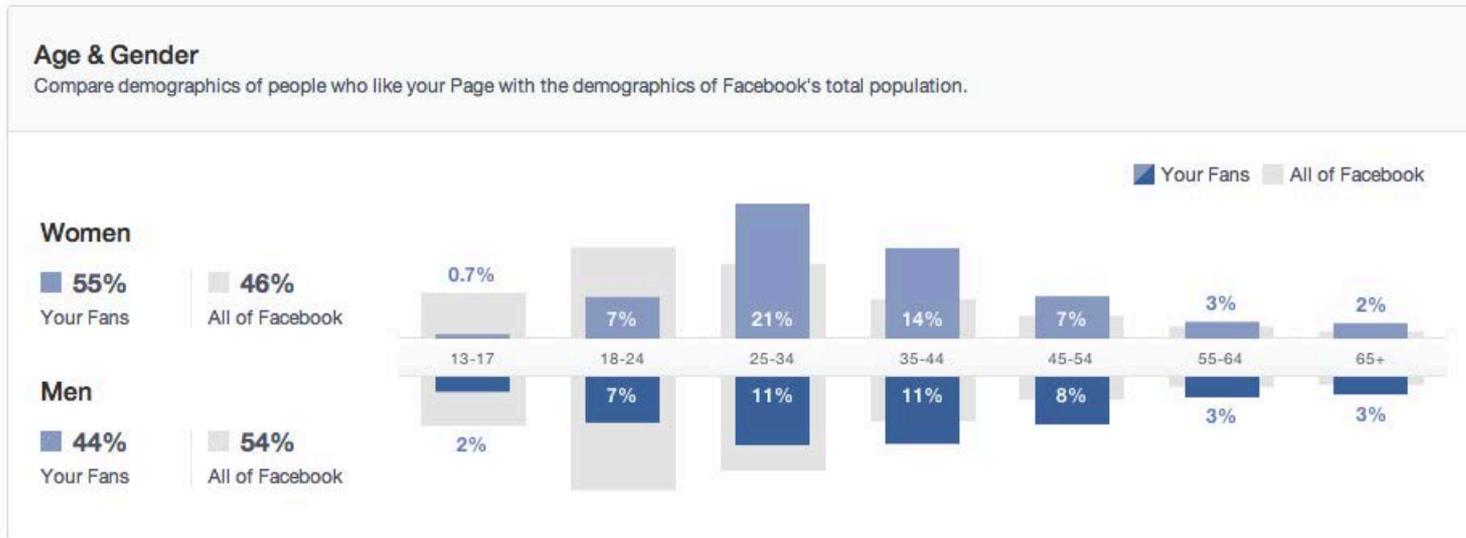
Based on the insights for August 2013, total page likes are determined by daily data recorded in the Pacific time zone in the past month.



\* JBPHH Facebook increased its fan base by 264 fans from last month w/a previous number of 9,394.

# Demographics

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



## Fans who like the page based on **Top 5 Country Locations**

- United States of America (HI, CA, TX, NV, VA) – 8,094 fans
- Philippines – 175 fans
- Japan – 131 fans
- Germany – 105 fans
- Italy – 76 fans