



Joint Base Pearl Harbor-Hickam Facebook Insights

Monthly Analytics Report June 2014

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

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



Most Reached Facebook Posts

(6/20) Photos – Welcome Home USS North Carolina (SSN 777): **33,328 people reached**

Post Details

Joint Base Pearl Harbor Hickam added 3 new photos
June 20 at 9:33am · Edited ·

Welcome Home USS North Carolina (SSN 777)
Read the full story: http://www.navy.mil/submit/display.asp?story_id=81774

33,328 People Reached

796 Likes, Comments & Shares

731 Likes	541 On Post	190 On Shares
18 Comments	8 On Post	10 On Shares
47 Shares	42 On Post	5 On Shares

9,574 Post Clicks

634 Photo Views	141 Link Clicks	8,799 Other Clicks
-----------------	-----------------	--------------------

NEGATIVE FEEDBACK

5 Hide Post	0 Hide All Posts
0 Report as Spam	3 Unlike Page

33,328 people reached

Boost Post

Like · Comment · Share · 541 · 42

Other Top Posts:

- (6/23) Link – Impact of RIMPAC, balancing the benefits: **18,584 people reached**
- (6/13) Link – Admirals Commentary: Tragic losses call for heightened awareness: **12,732 people reached**
- (6/27) Photo – USS Ronald Reagan, RIMPAC: **12,728 people reached**



Most Engaged Facebook Posts

(The people who have liked, commented or shared JBPHH FB posts)

**(6/16) Photos – Pacific Rim Armed Forces Bodybuilding:
21,655 Post Clicks; 151 Likes, 28 Comments & 12 Shares**

Post Details

Joint Base Pearl Harbor-Hickam added 13 new photos to the album Pacific Rim Armed Forces Bodybuilding — with Anjanette Lowe and 2 others.
June 18 at 6:01pm

These photos are from the International Natural Bodybuilding Association (INBA) 8th Annual Pacific Rim Armed Forces Bodybuilding and Fitness Championships on June 14 at Nanakuli High School. Full story in June 20 edition of Ho'okele. (Randy Dela Cruz photos)

3 People Reached

191 Likes, Comments & Shares

151 Likes	70 On Post	81 On Shares
28 Comments	9 On Post	19 On Shares
12 Shares	12 On Post	0 On Shares

21,655 Post Clicks

6,319 Photo Views	0 Link Clicks	15,336 Other Clicks
-------------------	---------------	---------------------

NEGATIVE FEEDBACK:

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

Like Comment Share 70 12

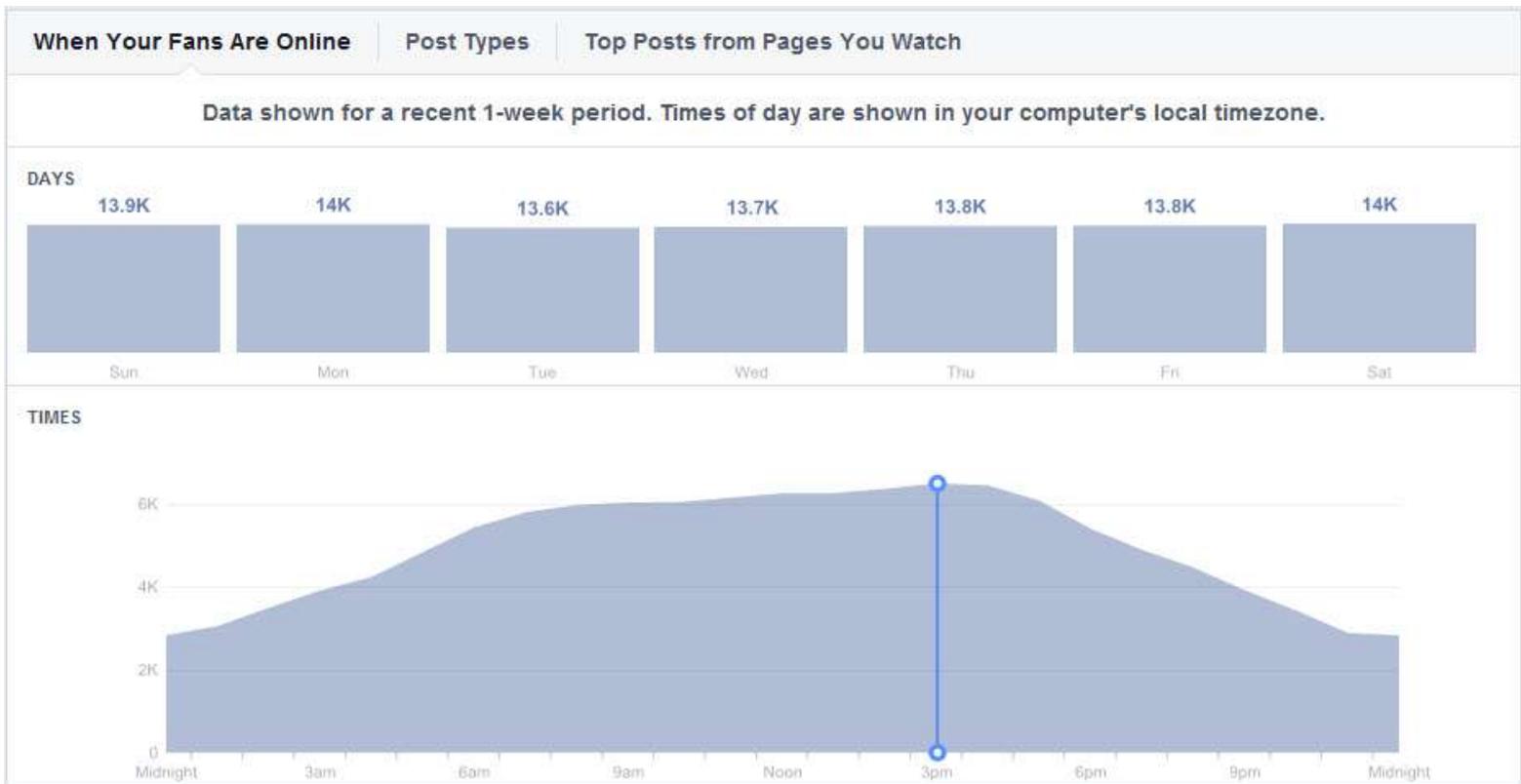
Other posts:

- (6/20) Photos – Welcome Home USS North Carolina: **9,574 Post Clicks; 731 Likes, 18 Comments & 47 Shares**
- (6/6) Photos – Japanese ships visit JBPHH: **7,991 Post Clicks; 144 Likes, 4 Comments & 14 Shares**
- (5/6) Photos – Welcome Home USS Lake Erie: **6,777 Post Clicks; 373 Likes, 11 Comments & 2 Shares**



When are fans online?

Based on a recent one-week period, most fans are online at 3 p.m., which makes this the best time to disseminate information.





Total Page Likes – 16,150

The total page likes based on the recorded data ending June 30, 2014.



* JBPHH Facebook increased its fan base by 1,900 fans from last month with a previous number of 14,250.



Page Viewers

Fans reached based on Demographics, Age & Gender



Top 10 Country Locations Reached

- United States of America (HI, CA, TX, VA, FL) – 12,846
- Philippines – 335
- Japan – 194
- Germany – 146
- Brazil – 145
- Italy – 139
- India – 137
- Australia – 106
- Thailand – 92
- Mexico – 83