



Joint Base Pearl Harbor-Hickam Facebook Insights

Monthly Analytics Report May 2015

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

Compiled by: Joint Base Pearl Harbor-Hickam Public Affairs (Updated: 6/2/15)



Most Reached Facebook Posts

(5/28) USS Carl Vinson (CVN 70) arrived at JBPHH: **29,936 people reached**



Joint Base Pearl Harbor Hickam

Published by Anna Gonzales General [?] · May 28 at 12:34pm · Edited ·

The Nimitz-class aircraft carrier **USS Carl Vinson (CVN 70)** arrived at Joint Base Pearl Harbor-Hickam yesterday for a port visit before proceeding to its homeport at San Diego. (U.S. Navy photo by MC2 Jeff Troutman)



29,936 people reached

Boost Post

Like Comment Share

894 Likes
22 Comments

Other Top Posts:

- (5/22) Pearl Harbor Colors ceremony, KITV News: **15,528 people reached**



Joint Base Pearl Harbor Hickam via **Navy Region Hawaii**

Published by Anna Gonzales General [?] · May 22 at 10:05am · Edited ·

Yesterday's #PearlHarborColors ceremony was featured on KITV News



15,528 people reached

Boost Post

Like Comment Share

399 Likes
5 Comments



You added 4 new photos to the album: **Welcome Home USS Michael Murphy (DDG 112)** — with Lexi Ivey at **Joint Base Pearl Harbor Hickam**.

Published by Anna Gonzales General [?] · May 21 at 12:35pm ·

High resolution photos are available on Navy Region Hawaii Flickr at <https://www.flickr.com/photos/navyregionhawaii/sets/72157650895913374>



13,360 people reached

Boost Post

Like Comment Share

573 Likes
11 Comments

- (5/21) Welcome Home USS Michael Murphy (DDG 112): **13,416 people reached**



Most Engaged Facebook Posts

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

(5/28) USS Carl Vinson (CVN 70): **1,313 Likes, 85 Comments & 131 Shares**

 **Joint Base Pearl Harbor Hickam**
Published by Anna Gonzales General [?] · May 28 at 12:34pm · Edited ·

The Nimitz-class aircraft carrier **USS Carl Vinson (CVN 70)** arrived at Joint Base Pearl Harbor-Hickam yesterday for a port visit before proceeding to its homeport at San Diego. (U.S. Navy photo by MC2 Jeff Troutman)



29,936 people reached [Boost Post](#)

[Like](#) [Comment](#) [Share](#) 894 Likes
22 Comments

29,936 People Reached

1,529 Likes, Comments & Shares

1,313 Likes	894 On Post	419 On Shares
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85 Comments	26 On Post	59 On Shares
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131 Shares	126 On Post	5 On Shares
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1,644 Post Clicks

443 Photo Views	0 Link Clicks	1,201 Other Clicks ?
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NEGATIVE FEEDBACK

3 Hide Post	2 Hide All Posts
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0 Report as Spam	0 Unlike Page
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Other top posts:

(5/22) Pearl Harbor Colors ceremony, KITV News video:

459 Likes, 7 comments and 65 shares

(5/21) USS Michael Murphy (DDG 112) homecoming photos:

359 Likes, 19 comments and 51 Comments

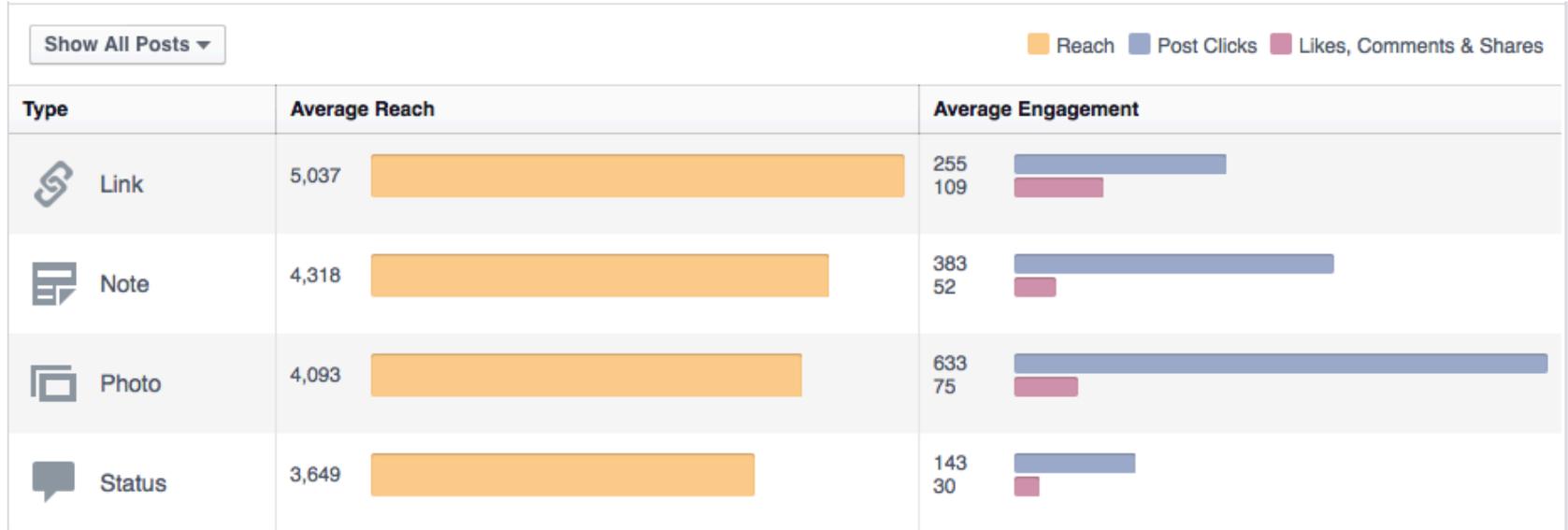
(5/28) Burial honors: Pearl Harbor Survivor Alec Boatman photos:

296 Likes & 7 Comments



Post Types

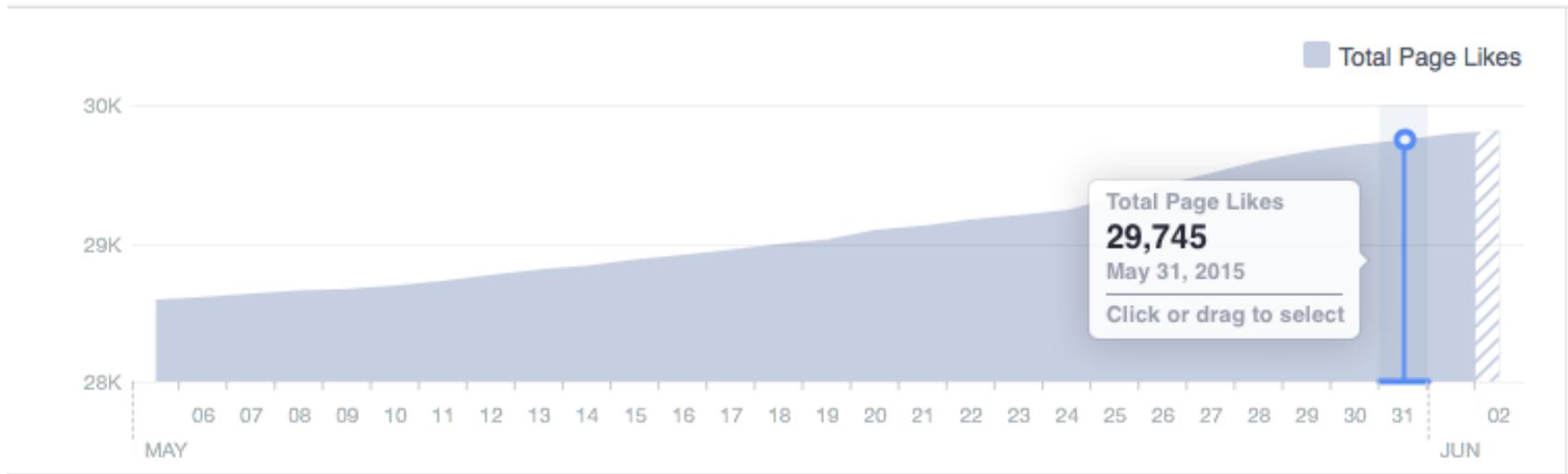
The success of different post types based on average reach and engagement.





Total Page Likes – 29,745

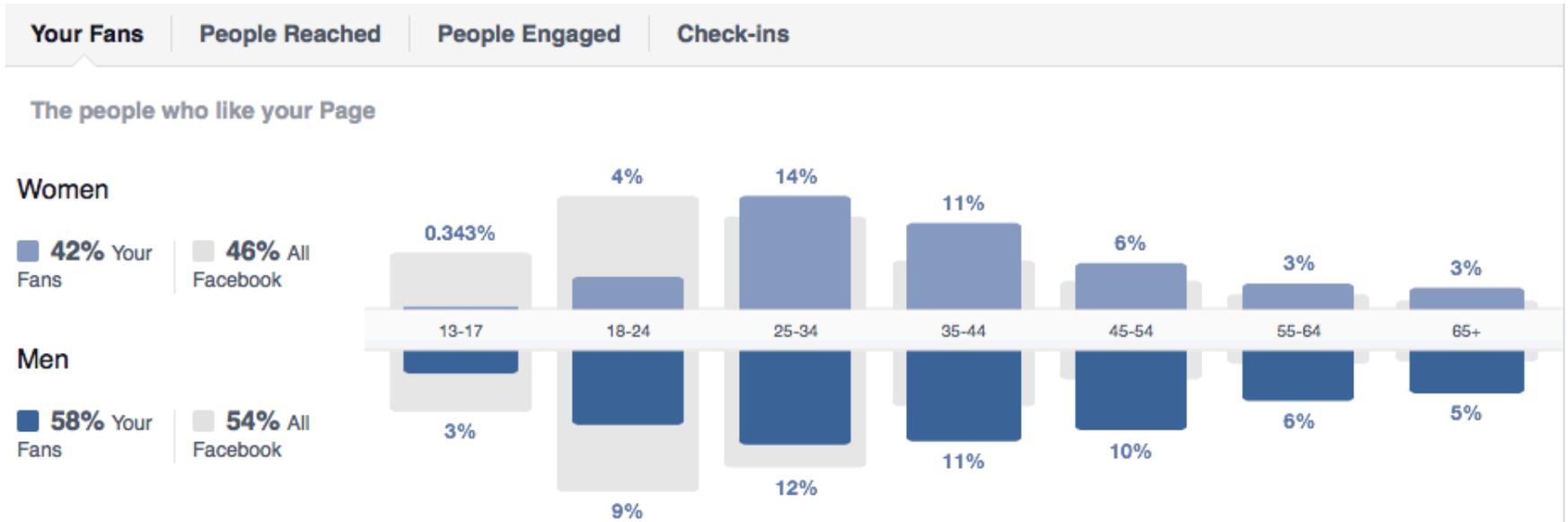
The total pages likes increased by 1,234 fans in May bringing the fan base to 29,745 from the month's previous number of 28,511 fans.





Audience

Fans reached based on Demographics, Age & Gender



Top 10 Country Locations Reached

- USA (Top States - HI, CA, TX, NV, VA) – 21,705
- Philippines – 1,501
- Brazil – 546
- India – 366
- Japan – 352
- Italy – 269
- Australia – 242
- United Kingdom – 236
- Mexico – 218
- Thailand - 214