



Joint Base Pearl Harbor-Hickam Facebook Insights

Monthly Analytics Report October 2013

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

Compiled by: Joint Base Pearl Harbor-Hickam Public Affairs

Most Reached Facebook Posts

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

Top Reached Post – (10/13) Major Motion picture filming at JBPHH: 44,080 reached

Other Top Posts:

- (10/10) BooFest flier: 8,036 people reached
- (10/25) Haunted Ship announcement: 4,014 people reached
- (10/08) JBPHH 10,000 fan milestone announcement: 3,316 people reached
- (10/22) Total Health Tuesday #OLW tip: 3,252 people reached

Most **Engaged** Facebook Posts

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

Top Post – (10/13) Maj. Motion Picture Casting call, 3,767 Post Clicks; 1,791 Likes, Comments & Shares

Post Details

You might like Joint Base Pearl Harbor Hickam. Hide

Joint Base Pearl Harbor Hickam
MAJOR MOTION PICTURE FILMING ON JOINT BASE PEARL HARBOR-HICKAM

Cameron Crowe (Jerry Maguire, Almost Famous) is filming a major motion picture, starring Bradley Cooper, Rachel McAdams, Emma Stone, Alec Baldwin and Danny McBride, on Joint Base Pearl Harbor-Hickam! We invite you to join us!

A former Airman who is now a contractor (Bradley Cooper) returns to the site of his greatest career triumphs – Hickam Field, Hawaii – where he re-connects with a long-ago love (Rachel McAdams) and unexpectedly falls for the Airman (Emma Stone) working with him.

We are seeking Air Force and Navy service members of all ranks, ethnicities and sexes; an... [See More](#)

about 3 weeks ago · Ewa Beach

Like **Comment** **Share** 303 Likes 92 Comments 401 Shares

44,080 people saw this post **Boost Post**

44,080 People Reached

1,791 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

303 Likes	92 Comments	401 Shares
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FROM LIKES, COMMENTS & SHARES

537 Likes	379 Comments	79 Shares
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TOTAL

840 Likes	471 Comments	480 Shares
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3,767 Post Clicks

0 Photo Views	537 Link Clicks	3,230 Other Clicks ⓘ
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NEGATIVE FEEDBACK

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

Other Top Posts:

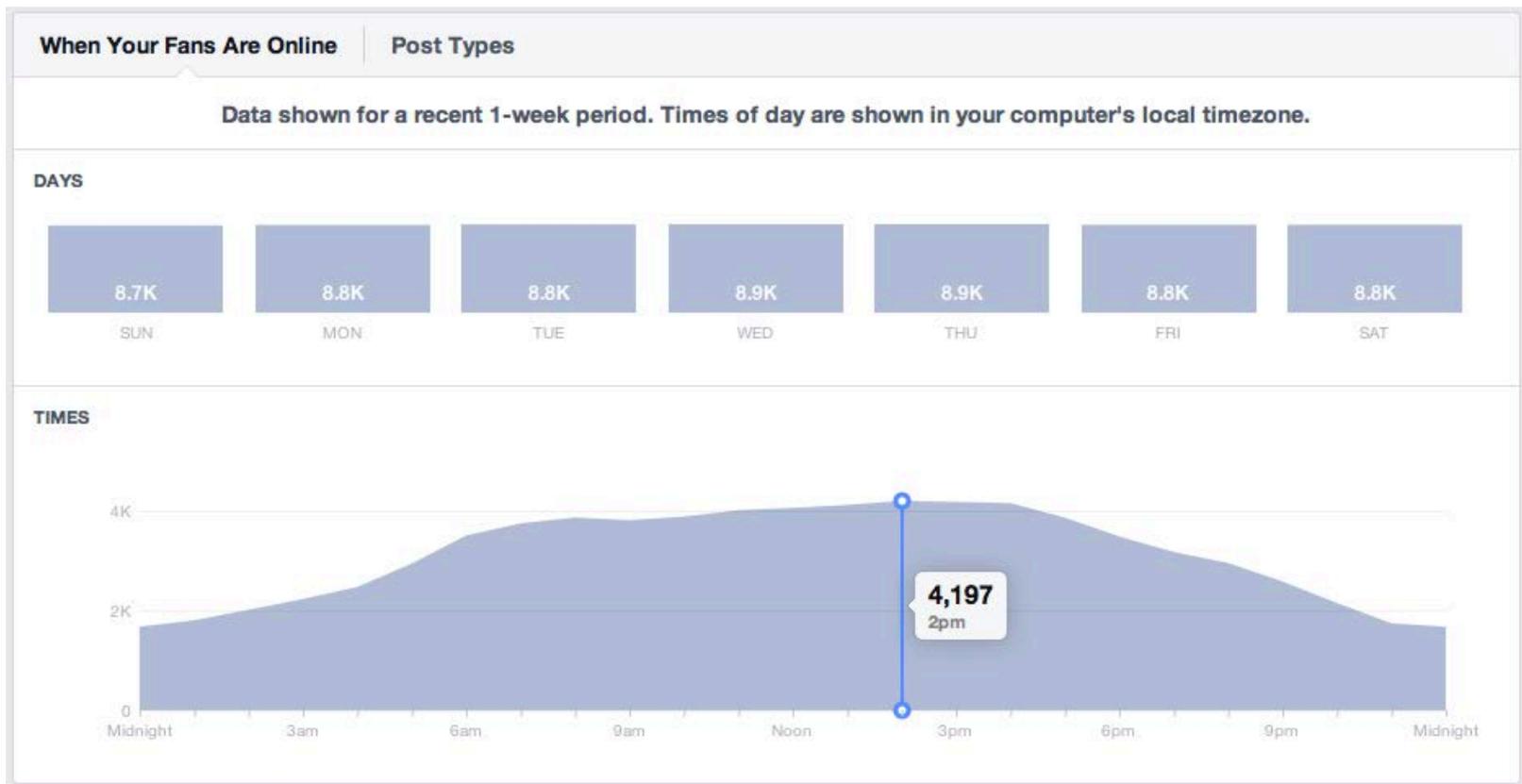
(10/15) Hickam Airmen Hawaii Five-0: 1,407 Post Clicks; 59 Likes, Comments & Shares

(10/10) BooFest: 1,054 Post Clicks; 284 Likes, Comments & Shares

(10/21) JBPHH Healthy Base Initiative: 863 Post Clicks; 22 Likes, Comments & Shares

When are fans online?

Based on the recent 1-week period in October, most fans were online at 2 p.m. with an average of 4,197 people.



Total Page Likes – 10,271

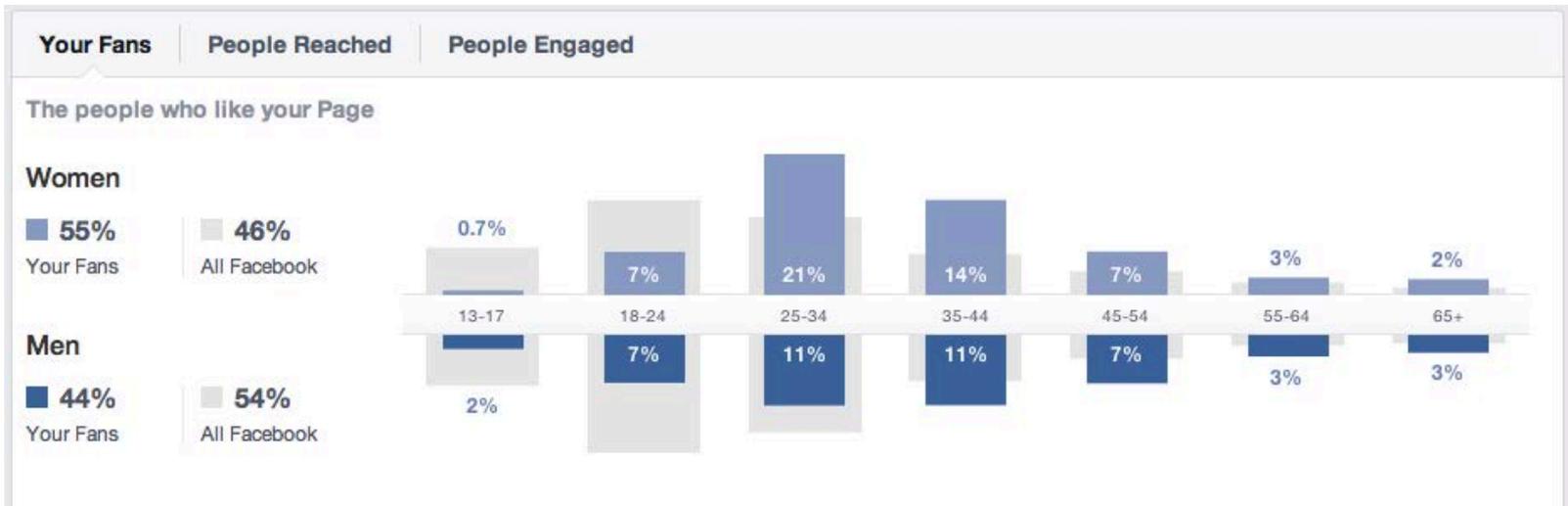
Based on the insights for October 2013, total page likes are determined by daily data recorded in the Pacific time zone in the past month.



* JBPHH Facebook increased its fan base by 359 fans from last month with a previous number of 9,912.

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) – 8,636 fans
- Philippines – 184 fans
- Japan – 131 fans
- Germany – 101 fans
- Italy – 82 fans