



Joint Base Pearl Harbor-Hickam Facebook Insights

Monthly Analytics Report December 2013

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

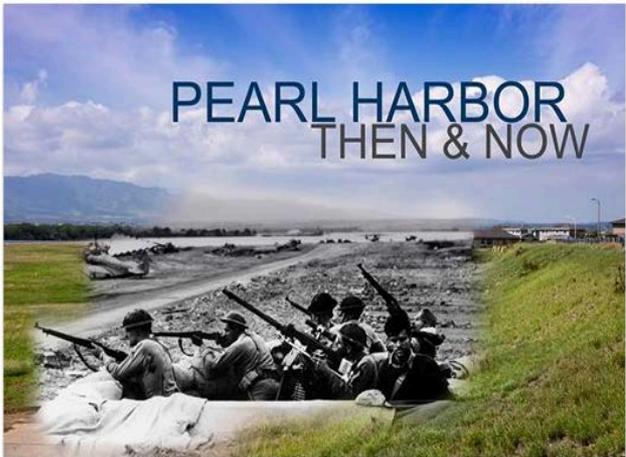
Compiled by: Joint Base Pearl Harbor-Hickam Public Affairs

Most Reached Facebook Posts

(12/6) Pearl Harbor Then & Now photo: **10,188 people reached**

You might like Joint Base Pearl Harbor Hickam. Hide

 **Joint Base Pearl Harbor Hickam**
Take a look back at Pearl Harbor 72 years ago with firsthand accounts of the 1941 attack on Pearl Harbor. (Video produced by NPASE Hawaii)
#2013PearlHarborDay #PearlHarborDay
Watch this 4:35 min video clip on YouTube:
https://www.youtube.com/watch?v=ElGxN2yGiZ8&list=HL1386371187&feature=mh_lolz



about a month ago

Like Comment Share 93 Likes 5 Comments 142 Shares

10,188 people saw this post Boost Post

10,188 People Reached

515 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

93	5	142
Likes	Comments	Shares

FROM LIKES, COMMENTS & SHARES

242	21	12
Likes	Comments	Shares

TOTAL

335	26	154
Likes	Comments	Shares

1,008 Post Clicks

557	175	276
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Other Top Posts:

- (12/9) Tower Lighting Video: **6,030 people reached**
- (12/10) Tower Lighting photos: **3,620 people reached**
- (12/17) Wahine Koa photos: **2,956 people reached**
- (12/4) Cookie Caper photos: **2,730 people reached**

Most **Engaged** Facebook Posts

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

(12/10) 44th Annual Tower Lighting photos : 4,814 Post Clicks; 137 Likes, Comments & Shares

You might like Joint Base Pearl Harbor Hickam. Hide

Joint Base Pearl Harbor Hickam added 12 new photos to the album **44th Annual Tower Lighting at JBPHH.**

3,620 People Reached

137 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS		
117 Likes	3 Comments	17 Shares

FROM LIKES, COMMENTS & SHARES		
0 Likes	0 Comments	0 Shares

TOTAL		
117 Likes	3 Comments	17 Shares

4,814 Post Clicks

3,234 Photo Views	0 Link Clicks	1,580 Other Clicks
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NEGATIVE FEEDBACK

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

about a month ago

Like Comment Share 117 Likes 3 Comments 17 Shares

Other Top Posts:

(12/17) Wahine Koa shutout photos:
1,776 Post Clicks; 54 Likes, Comments & Shares

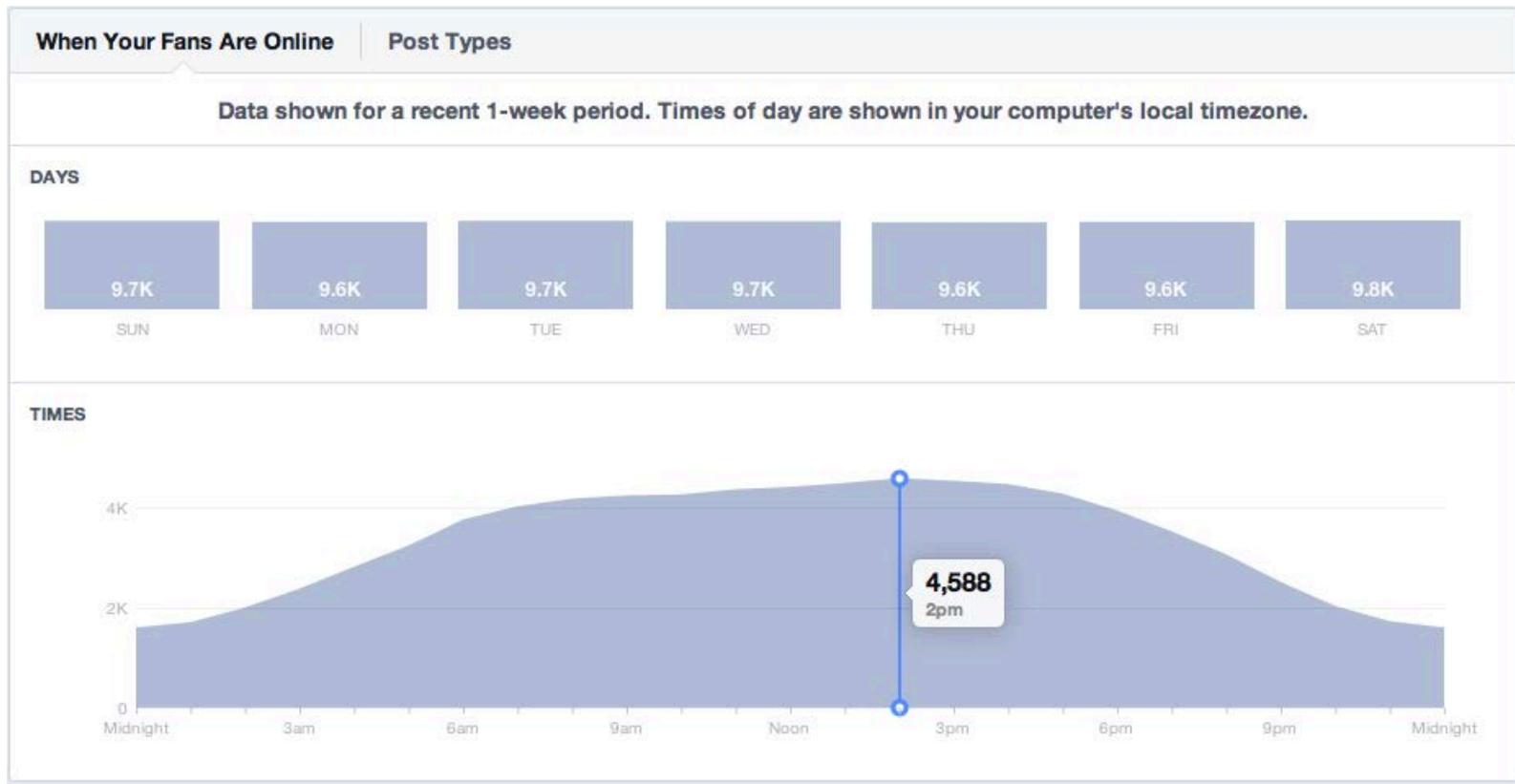
(12/12) Unaccompanied Housing Grand Re-Opening:
1,555 Post Clicks; 14 Likes, Comments & Shares

(12/6) Pearl Harbor Then & Now photo:
1,088 Post Clicks; 515 Likes, Comments & Shares

(12/4) Cookie Caper photos:
1,119 Post Clicks; 42 Likes, Comments & Shares

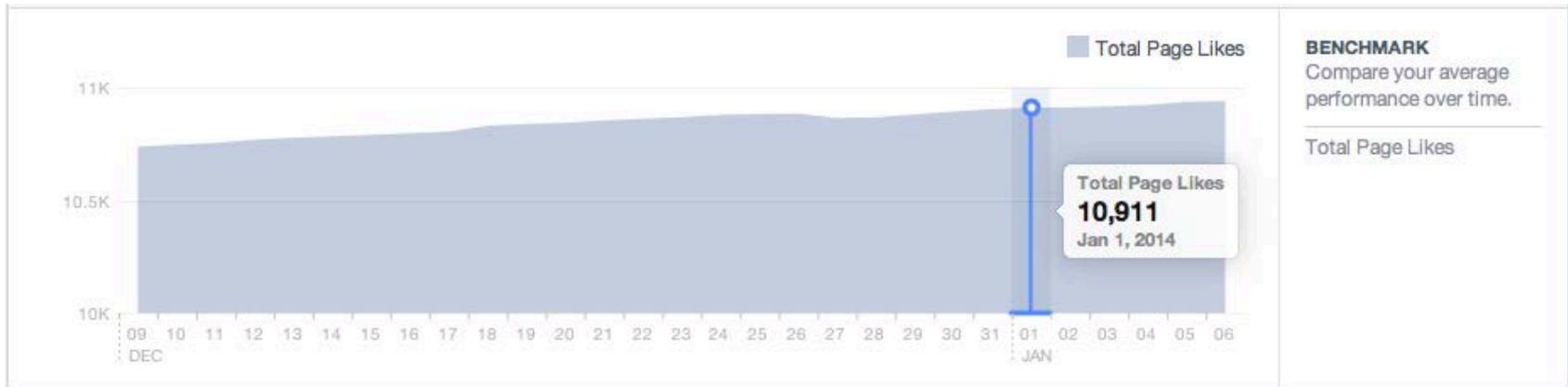
When are fans online?

Based on the recent 1-week period in December, most fans were online at 2 p.m. with an average of 4,588 people.



Total Page Likes – 10,911

The total page likes is based on the recorded data between Dec. 1 to Jan. 1



* JBPHH Facebook increased its fan base by 355 fans from last month with a previous number of 10,556.

Page Viewers

People reached based on Demographics, Age & Gender



Total people reached based on **Top 5 Country Locations**

- United States of America (HI, CA, TX, DC, NV) – 146,654
- Philippines – 4,963
- Japan – 2,166
- Germany – 1,521
- Canada – 1,232