Joint Base Pearl Harbor-Hickam Facebook Insights

Monthly Analytics Report February 2014

http://www.facebook.com/JointBasePearlHarborHIckam

Compiled by: Joint Base Pearl Harbor-Hickam Public Affairs

Most Reached Facebook Posts

(2/4) Hawaii COLA Living Pattern Survey: 7,260 people reached

Other Top Posts:

- (2/24) Wahine Koa beat the bombshells photos: 5,784 people reached
- (2/21) Sea Bee Olympics photos: 4,700 people reached
- (2/21) JBPHH Awards Ceremony: 4,320 people reached
- (2/27) CRB 'Who to call' ad: 3,866 people reached

Most Engaged Facebook Posts

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

(2/24) Wahine Koa beat the bombshells: 2,719 Post Clicks; 179 Likes, 30 Comments & 5 Shares

Other Top Posts:

(2/21) JBPHH Awards Ceremony photos:
1,813 Post Clicks; 53 Likes, 16 Comments & 2Shares

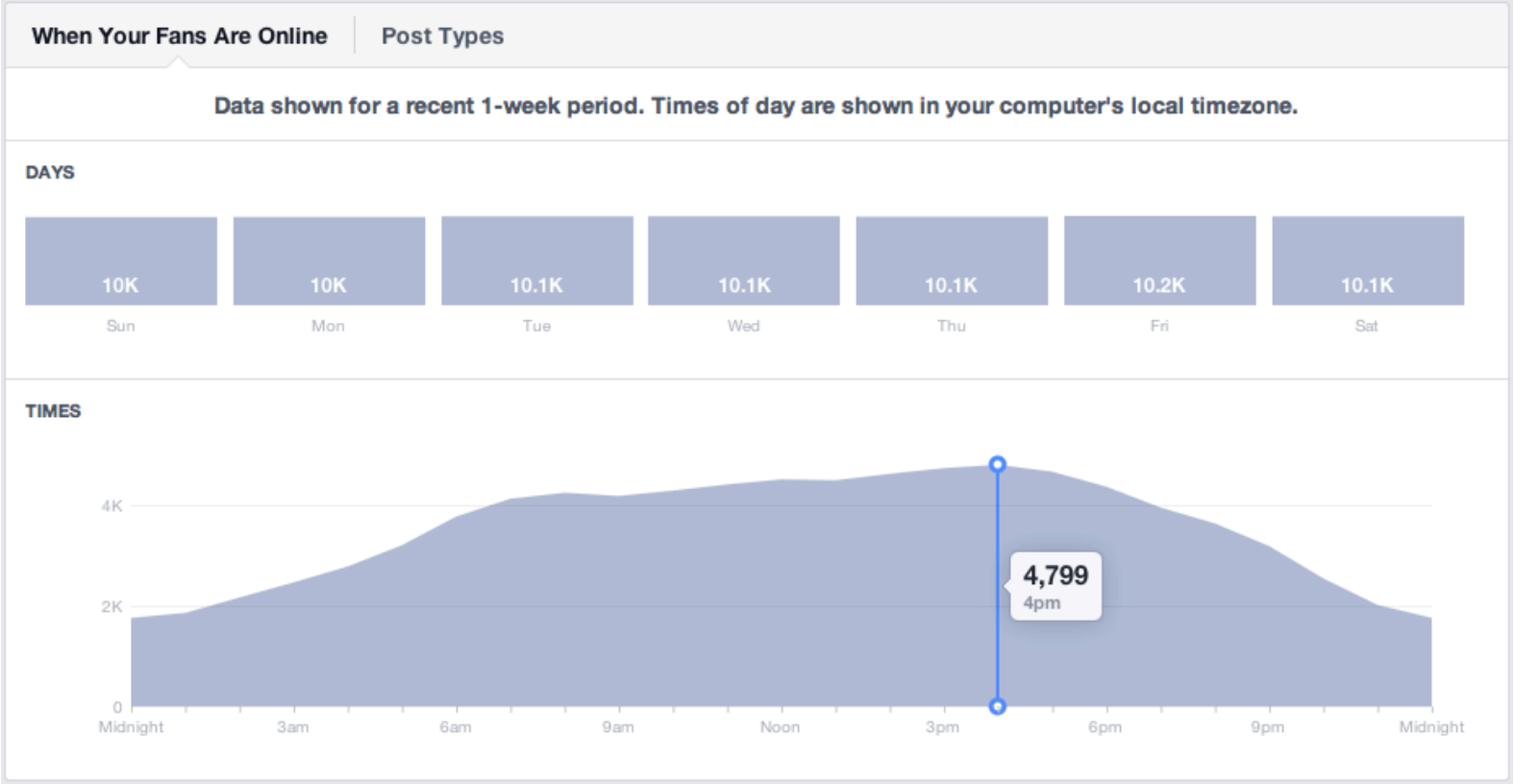
(2/21) Sea Bee Olympics photos:
1,347 Post Clicks; 61 Likes, 12 Comments & 3 Shares

(2/4) Hickam Airmen paid tribute to Tuskegee Airmen photos:
1,230 Post Clicks; 67 Likes, 3 Comments & 0 Shares

(2/13) JBPHH EOC Training photos:
1,015 Post Clicks; 9 Likes, 1 Comments & 0 Shares

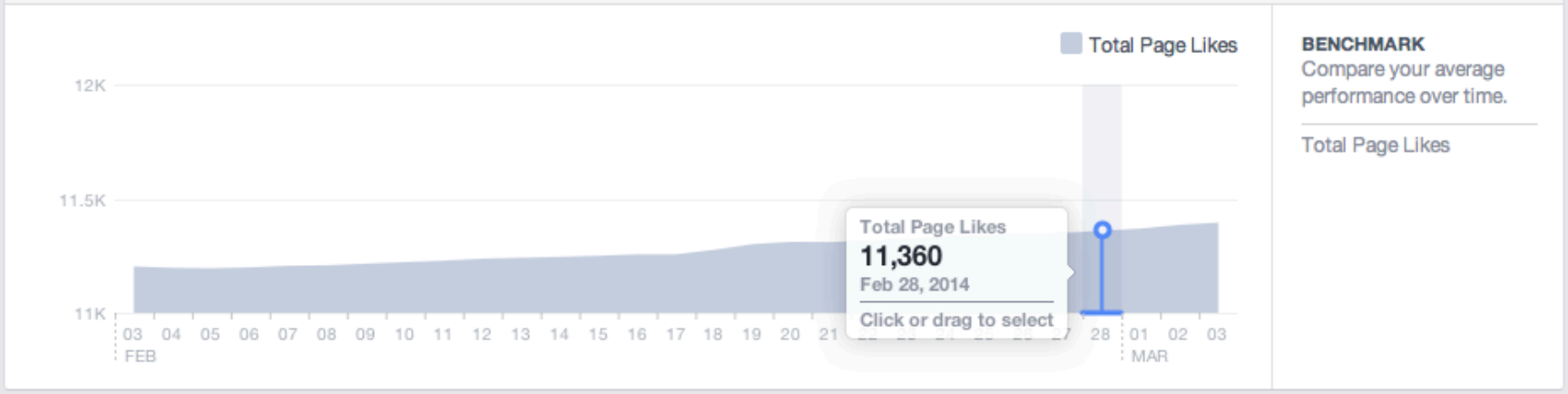
When are fans online?

Based on a recent one-week period in February, most fans were online at 4 p.m. with about 4,799 viewers. This was the best hour to get the word out.



Total Page Likes – 11,360

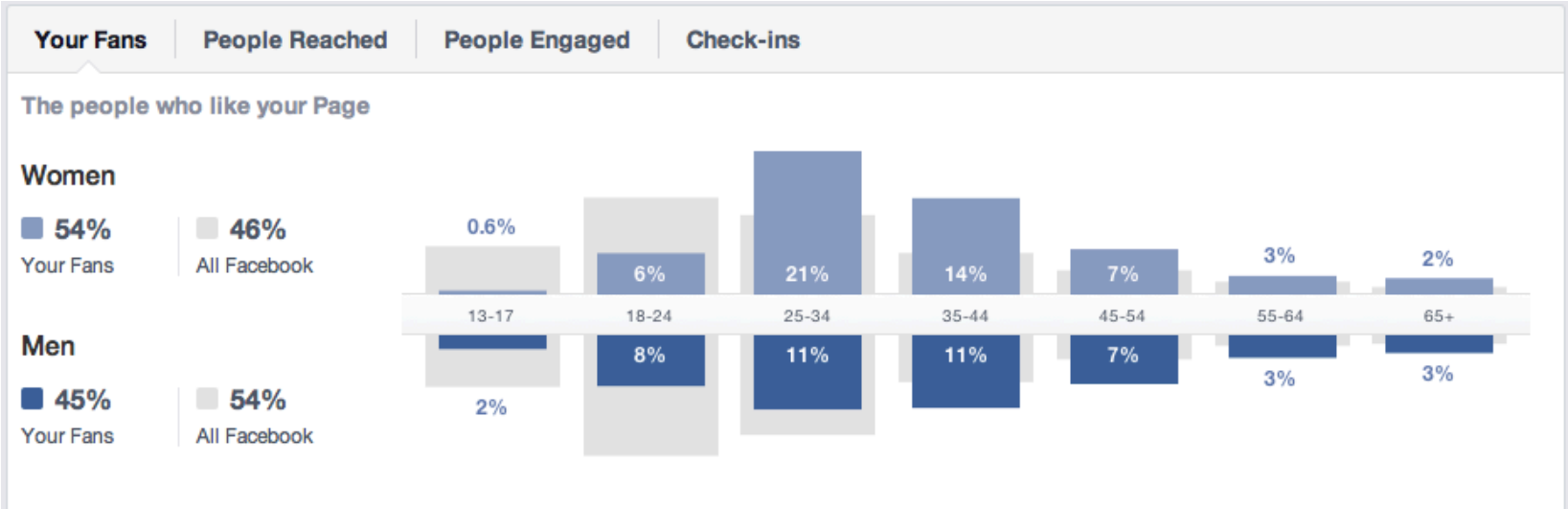
The total page likes based on the recorded data ending February 28, 2014.



* JBPHH Facebook increased its fan base by 183 fans from last month with a previous number of 11,177.

Page Viewers

Fans reached based on Demographics, Age & Gender



Top 10 Country Locations Reached

- United States of America (HI, CA, TX, NV,VA) – 9,538
- Philippines – 210
- Japan – 142
- Germany – 115
- Italy – 90
- Brazil – 71
- India – 66
- Australia – 64
- Thailand – 57
- United Kingdom – 56