



Joint Base Pearl Harbor-Hickam Facebook Insights

Monthly Analytics Report March 2014

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

Compiled by: Joint Base Pearl Harbor-Hickam Public Affairs



Most Reached Facebook Posts

(3/7) USS O'Kane Deploys: **7,472 people reached**

Other Top Posts:

- (3/10) Welcome Home USS Tucson photos: **6,048 people reached**
- (3/14) F-22 Raptor_Sentry Aloha photo: **4,900 people reached**
- (3/6) USS O'Kane set to depart link: **4,856 people reached**
- (3/25) Energy Outreach: **4,228 people reached**

Joint Base Pearl Harbor Hickam
March 7

USS O'Kane deploys (16 photos)

Like · Comment · Share 33

Nickian Valdez, Sheena Aliu, Ruth E. Willing and 203 others like this. Top Comments ▾

Write a comment...

Joint Base Pearl Harbor Hickam To view additional high res photos, check out the set on Navy Region Hawaii Flickr at <http://www.flickr.com/.../navyreg.../sets/72157642019092875/>

USS O'Kane deploys
www.flickr.com
Sets let you organize your photos on Flickr. Explore the 19 photos in this set.

Like · Reply · Remove Preview · 1 · March 7 at 12:54pm

Joint Base Pearl Harbor Hickam Read the full story here: http://www.navy.mil/submit/display.asp?story_id=79552

Sailors of USS O'Kane (DDG 77) Wave Farewell to Pearl Harbor
www.navy.mil



Most Engaged Facebook Posts

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

(3/7) USS O’Kane Deploys: 3,243 Post Clicks; 199 Likes, 33 Comments & 13 Shares

Other Top Posts:

(3/14) Sentry Aloha photo:
1,770 Post Clicks; 41 Likes, 3 Comments & 4 Shares

(3/7) USS O’Kane Deploys photo:
1,230 Post Clicks; 67 Likes, 3 Comments & 0 Shares

(3/24) Wahine Koa beats Pearl City photos:
1,192 Post Clicks; 179 Likes, 30 Comments & 5 Shares

(3/31) Wahine Koa league championship photos:
1,093 Post Clicks; 17 Likes, 1 Comment & 1 Share

Joint Base Pearl Harbor Hickam
March 7

USS O’Kane deploys (16 photos)

Like · Comment · Share 33

Nickian Valdez, Sheena Aliu, Ruth E. Willing and 203 others like this.

Write a comment...

Joint Base Pearl Harbor Hickam To view additional high res photos, check out the set on Navy Region Hawaii Flickr at <http://www.flickr.com/.../navyreg.../sets/72157642019092875/>

USS O’Kane deploys
www.flickr.com
Sets let you organize your photos on Flickr. Explore the 19 photos in this set.

Like · Reply · Remove Preview · 1 · March 7 at 12:54pm

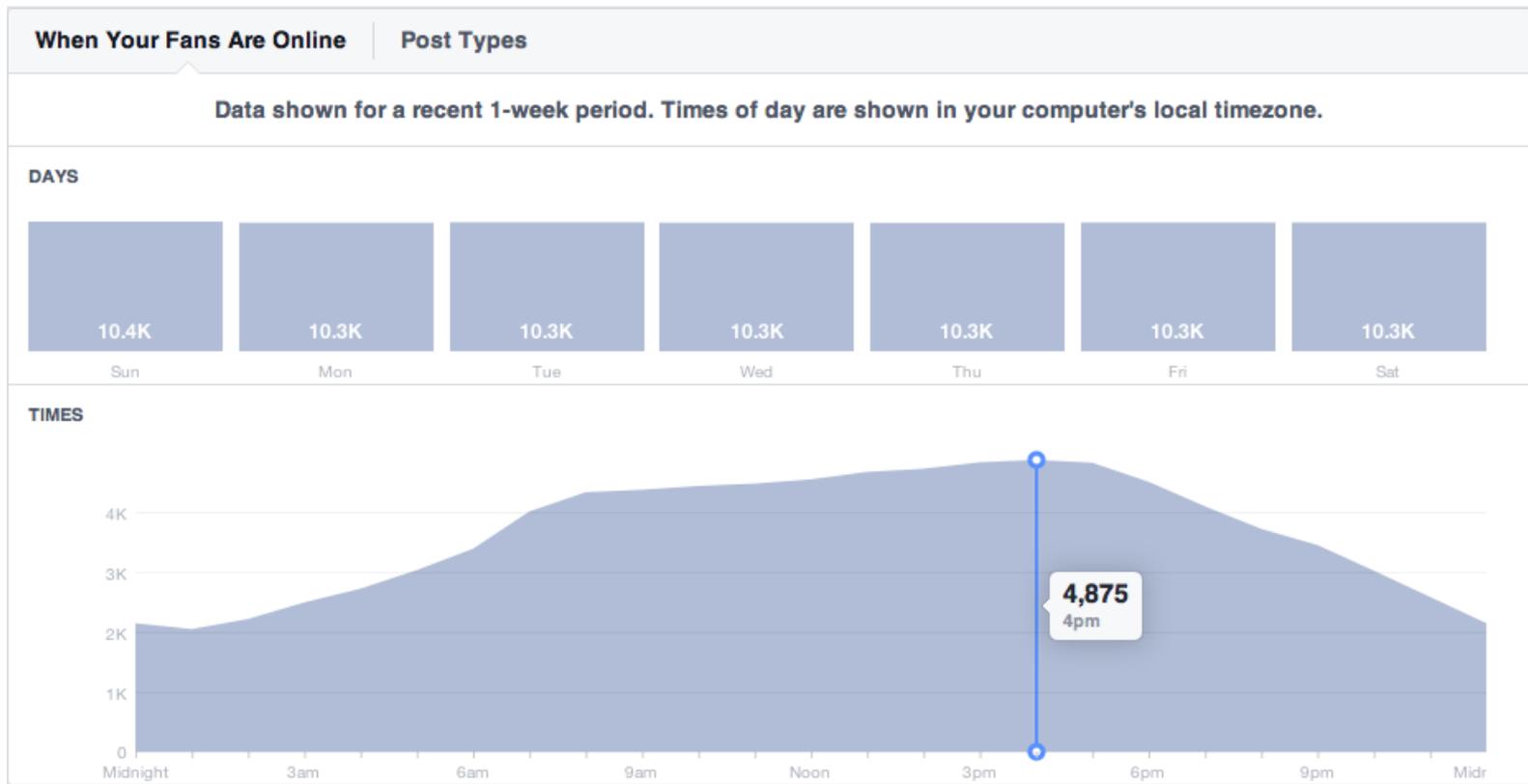
Joint Base Pearl Harbor Hickam Read the full story here: http://www.navy.mil/submit/display.asp?story_id=79552

Sailors of USS O’Kane (DDG 77) Wave Farewell to Pearl Harbor
www.navy.mil



When are fans online?

Based on a recent one-week period in March, most fans were online at 4 p.m. with about 4,875 viewers. This was the best hour to get the word out.





Total Page Likes – 11,842

The total page likes based on the recorded data ending March 31, 2014.

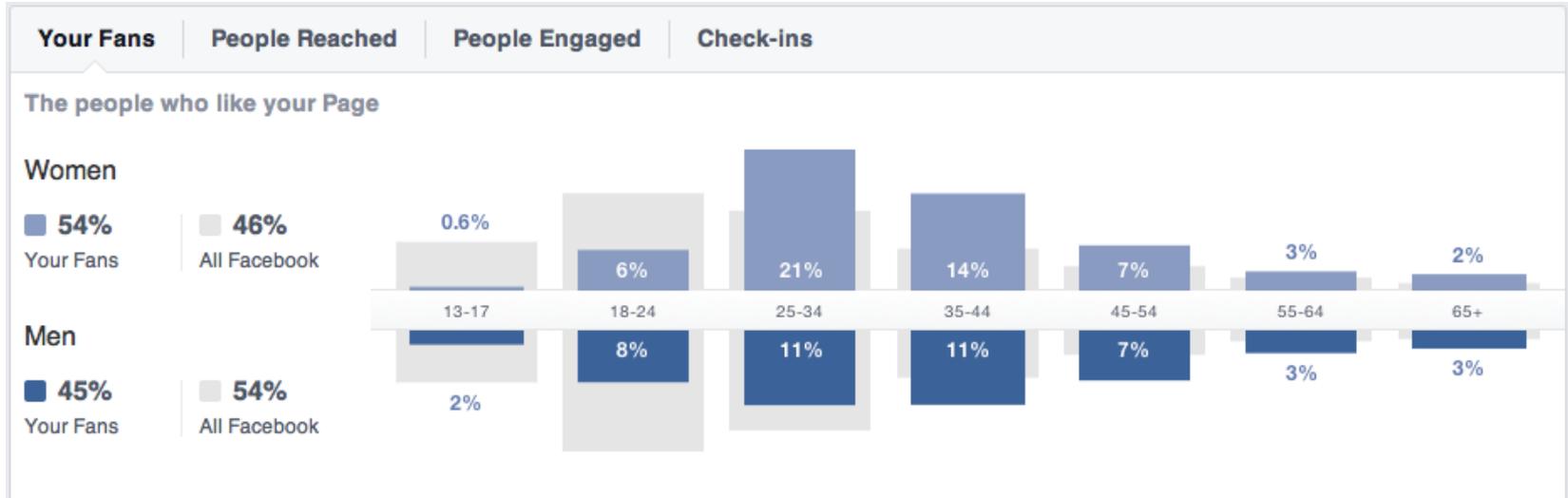


* JBPHH Facebook increased its fan base by 482 fans from last month with a previous number of 11,360.



Page Viewers

Fans reached based on Demographics, Age & Gender



Top 10 Country Locations Reached

- United States of America (HI, CA, TX, NV,VA) – 9,900
- Philippines – 217
- Japan – 147
- Germany – 122
- Italy – 96
- Brazil – 74
- India – 72
- Australia – 68
- Thailand – 65
- United Kingdom – 59