



# Commander, Navy Region Hawaii Facebook Insights

Monthly Analytics Report Jan 2015

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

Compiled by: Navy Region Hawaii Public Affairs (Updated: 1/3/15)



# Most Reached Facebook Posts

(1/9) USS Cape St. George visits JBPHH: **3,974 people reached**

 **Navy Region Hawaii** added 7 new photos to the album: **USS Cape St. George (CG 71) visits JBPHH** — with Tommy Rotzinger and Zeke Reyes.  
January 9 at 3:04pm · 🌐

High resolution photos are available on Navy Region Hawaii Flickr at <https://www.flickr.com/photos/navyregion/sets/72157649801881180/>



3,974 people reached Boost Post

Like · Comment · Share ·  60  2  37

**3,974** People Reached

**308** Likes, Comments & Shares

<b>255</b> Likes	<b>60</b> On Post	<b>195</b> On Shares
<b>16</b> Comments	<b>2</b> On Post	<b>14</b> On Shares
<b>37</b> Shares	<b>37</b> On Post	<b>0</b> On Shares

**1,709** Post Clicks

<b>1,399</b> Photo Views	<b>4</b> Link Clicks	<b>306</b> Other Clicks 
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

## Other Posts:

- (1/26) Blood Drive: Makalapa Health Clinic flier: **3,664 people reached**
- (1/8) Shortages on some perishable products in Pacific commissaries: **2,905 people reached**
- (1/15) Pearl Harbor Colors Ceremony photos: **1,978 people reached**



# Most Engaged Facebook Posts

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

**(1/9) USS Cape St. George (CG 71) visits JBPHH photos:  
1,709 Post Clicks; 255 Likes, 16 Comments & 37 Shares**

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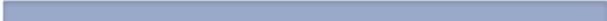
## Other Posts:

- (1/8) Additional Pearl Harbor Survivor Al Bodenlos Ash Scattering photos: **1,644 Post Clicks; 67 Likes, 3 Comments & 30 Shares**
- (1/15) Pearl Harbor Colors Ceremony photos: **434 Post Clicks; 122 Likes, 26 Comments & 6 Shares**
- (1/26) 21<sup>st</sup> Century Sailor All Hands Call photos: **435 Post Clicks; 8 Likes, 0 Comments & 2 Shares**



# Post Types

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

Type	Average Reach	Average Engagement
 Link	1,846 	40 Post Clicks  44 Likes, Comments & Shares 
 Photo	1,325 	635 Post Clicks  67 Likes, Comments & Shares 
 Status	927 	103 Post Clicks  21 Likes, Comments & Shares 
 Note	923 	23 Post Clicks  26 Likes, Comments & Shares 



# Total Page Likes – 9,234

The total page likes based on the recorded data ending Feb. 1, 2015

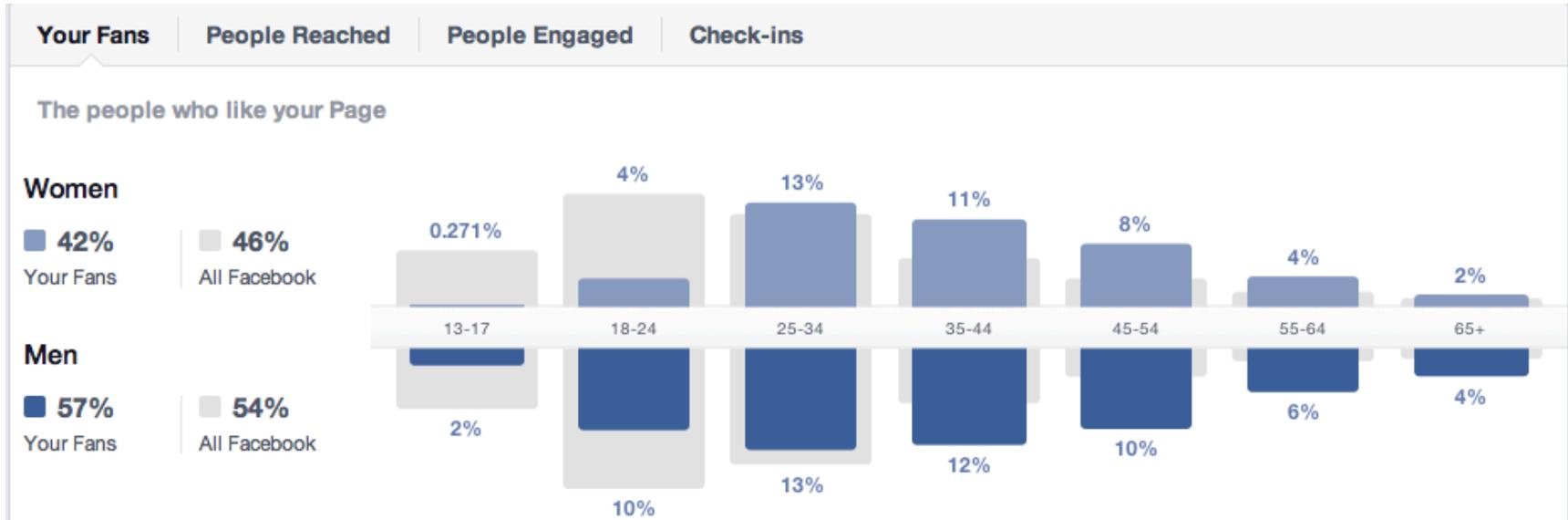


\* CNRH Facebook increased its fan base by 364 fans from last month with a previous number of 8,870 likes.



# Page Viewers

Fans reached based on Demographics, Age & Gender



## Top 10 Country Locations Reached

- USA (Top States - HI, CA, VA, DC, FL) – 6,586
- Philippines – 383
- Japan – 127
- Indonesia – 116
- Italy - 99
- Australia – 90
- Brazil – 77
- Canada – 74
- Malaysia – 73
- Egypt – 72