



Commander, Navy Region Hawaii Facebook Insights

Monthly Analytics Report Mar 2015

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

Compiled by: Navy Region Hawaii Public Affairs (Updated: 4/7/15)



Most Reached Facebook Posts

(3/30) Navy Statement on Death of Sailor: **42,688 people reached**

**Navy Region Hawaii**
March 30 at 3:42pm · 🌐

Press Release: Navy Statement on Death of Sailor

At approximately 3:45 p.m. on Sunday, March 29, a 21-year-old male service member from the [USS John Paul Jones \(DDG 53\)](#) based [Joint Base Pearl Harbor Hickam](#) fell approximately 50 feet to his death off of the Pali Notches trail.

Read more: <http://go.usa.gov/3gEWV...> [See More](#)

Navy Confirms Death of Sailor Sunday in Hawaii

HONOLULU - At approximately 3:45 p.m. on Sunday, March 29, a 21 year old male Service Member from the USS John Paul Jones (DDG 53) based at Joint Base Pearl Harbor-Hickam fell approximately 50 feet to his death off of the Pali Notches trail. The Sailor is identified as Johnathan McNeely of Lake Wal...

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42,688 people reached [Boost Post](#)

Like · Comment · Share · 27 9 97

42,688 People Reached		
432 Likes, Comments & Shares		
184 Likes	27 On Post	157 On Shares
151 Comments	9 On Post	142 On Shares
97 Shares	97 On Post	0 On Shares
6,596 Post Clicks		
1 Photo Views	4,398 Link Clicks	2,197 Other Clicks
NEGATIVE FEEDBACK		
4 Hide Post	2 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Other Posts:

- (3/16) Next Pearl Harbor Colors ceremony set for Mar. 19 article: **5,030 people reached**
- (3/11) State repaving outside Nimitz & O'Malley Gates advisory: **3,966 people reached**
- (3/27) USS Preble (DDG 88) departed to western Pacific: **3,170 people reached**



Most Engaged Facebook Posts

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

**(3/30) Press Release - Navy Statement on Death of Sailor:
6,596 Post Clicks; 184 Likes, 151 Comments & 97 Shares**

Navy Region Hawaii
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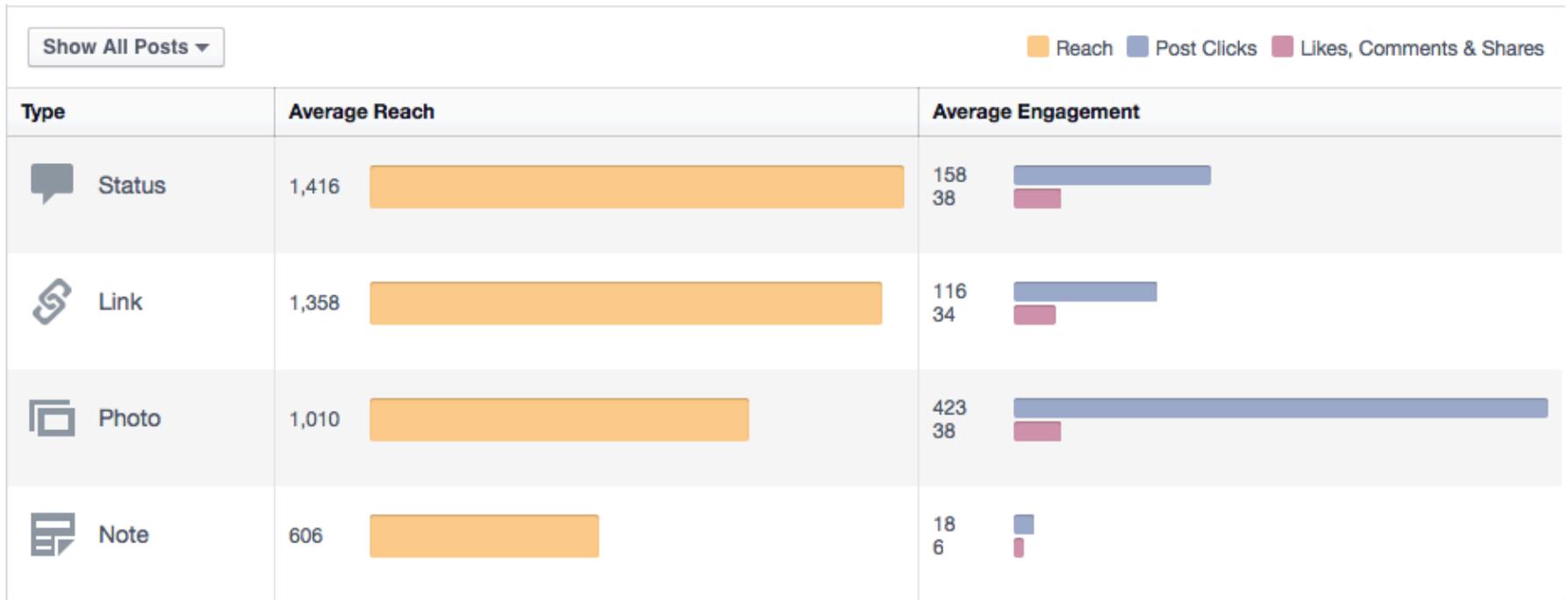
Other Posts:

- (3/27) USS Preble (DDG 88) photos: **2,095 Post Clicks; 117 Likes, 38 Comments & 21 Shares**
- (3/9) 2015 Wounded Warrior photos: **1,562 Post Clicks; 205 Likes, 14 Comments & 67 Shares**
- (3/19) Pearl Harbor Colors – Women’s History: **671 Post Clicks; 25 Likes, 2 Comments & 6 Shares**



Post Types

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





Total Page Likes – 9,077

Effective Mar. 12, 2015, Facebook announced that certain inactive FB user accounts have been removed, resulting in a decrease of Page Likes (fan numbers) across all business FB pages.

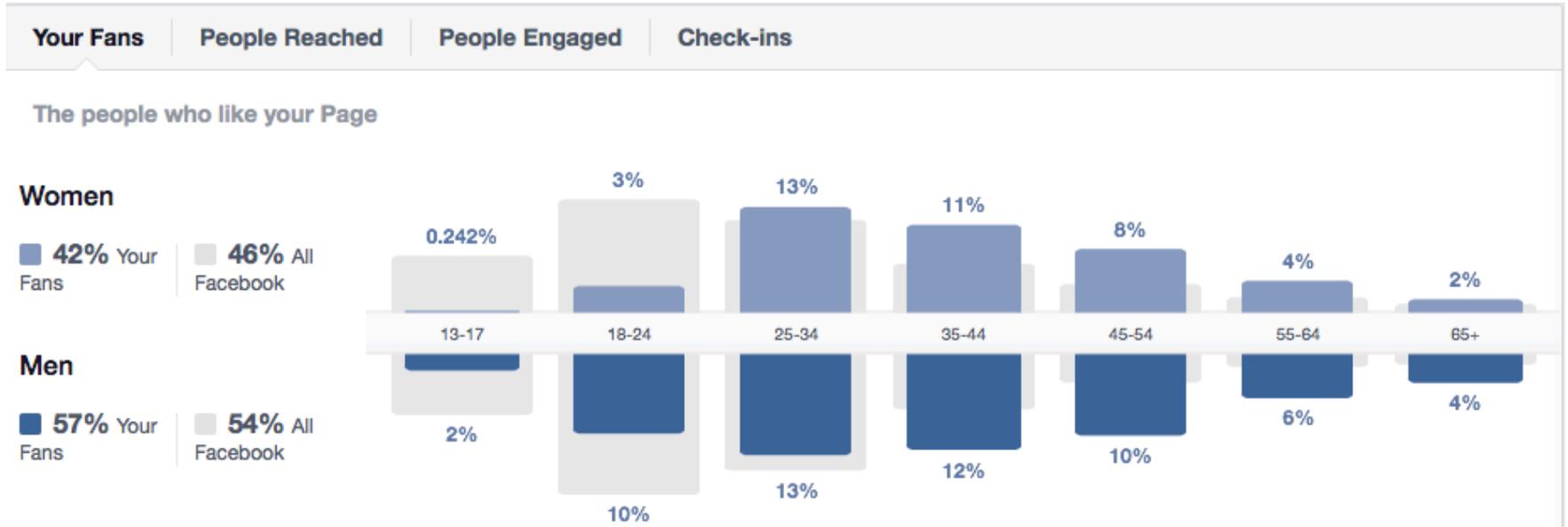
Due to the FB update, our page likes have decreased 219 fans from last month with a previous number of 9,296 fans. This is data ending Mar. 31, 2015.





Audience

Fans reached based on Demographics, Age & Gender



Top 10 Country Locations Reached

- USA (Top States - HI, CA, VA, DC, NY) – 6,477
- Philippines – 379
- Japan – 129
- India – 124
- Thailand - 123
- Indonesia – 117
- Italy – 98
- Australia – 91
- Canada – 77
- Brazil - 75