Commander, Navy Region Hawaii Facebook Insights

Monthly Analytics Report Apr 2015

http://www.facebook.com/NavyRegionHawaii

Compiled by: Navy Region Hawaii Public Affairs (Updated: 5/1/15)

Most Reached Facebook Posts

(4/17) SECDEF Ash Carter visits USS John Paul Jones: 12,808 people reached

Navy Region Hawaii
Posted by Anna Gonzales General [?] · April 17 at 11:32am ·

Secretary of Defense Ash Carter speaks to Sailors aboard USS John Paul Jones (DDG 53) on April 12. Carter is on a visit to the U.S. Pacific Command area of responsibility to make observations for the force of the future and the rebalance to the Pacific. (DoD photo by Petty Officer 2nd Class Sean Hurt)

12,808 people reached — Boost Post

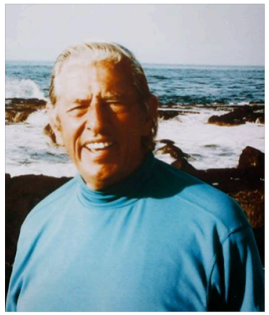
Like · Comment · Share · 39 30

Other Top Posts:

- (4/5) NavyReads Blog – WWII vet John Pina Craven passes away: 5,170 people reached

Navy Region Hawaii
Posted by Bill Doughty [?] · April 5 at 9:34am ·

http://navyreads.blogspot.com
The world lost an American hero last February when John Piña Craven passed away at the age of 90. Memorial services are being held this week in Hawaii. Dr. Craven, who served as an enlisted Sailor in World War II, was a scientist, professor and Cold War warrior ... "The Silent War: The Cold War Battle Beneath the Sea" shows how science, technology, logic and reason can be employed for the preservation of peace. (Review on Navy Reads)



5,170 people reached — Boost Post

Like · Comment · Share · 19 3 14

Navy Region Hawaii
Posted by Wayne Randall [?] · April 20 at 10:21am ·

Irish remember Navy Seal hero Lieutenant Michael Murphy in Cork

(Irish Central) A Navy seal hero and Medal of Honor recipient was remembered in his ancestral Irish county of Cork this weekend at an event attended by fellow Seals and US Ambassador Kevin O'Malley.
http://www.irishcentral.com/.../Irish-remember-Navy-Seal-hero...

Irish remember Navy Seal hero Lieutenant Michael Murphy in Cork
Medal of Honor recipient's parents present for Irish tribute.
IRISHCENTRAL.COM

2,684 people reached — Boost Post

Like · Comment · Share · 61 3 14

- (4/20) Irish remember Navy Seal hero LT Michael Murphy: 2,684 people reached

Most Engaged Facebook Posts

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

(4/17) SECDEF Ash Carter visits USS John Paul Jones:
965 Likes, 11 Comments & 31 Shares

12,808 People Reached

1,007 Likes, Comments & Shares

965 Likes	**39** On Post	**926** On Shares
11 Comments	**0** On Post	**11** On Shares
31 Shares	**30** On Post	**1** On Shares

591 Post Clicks

166 Photo Views	**0** Link Clicks	**425** Other Clicks

NEGATIVE FEEDBACK

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

Other Posts:

- (4/15) DoD Announces Decision to Disinter USS Oklahoma unaccounted…: 348 Likes, 14 Comments & 63 Shares
- (4/1) History of the Chief Petty Officer: 278 Likes, 13 Comments & 42 Shares
- (4/24) Pearl Harbor Colors – Earth Day photos: 113 Likes, 1 Comments & 12 Shares

Post Types

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

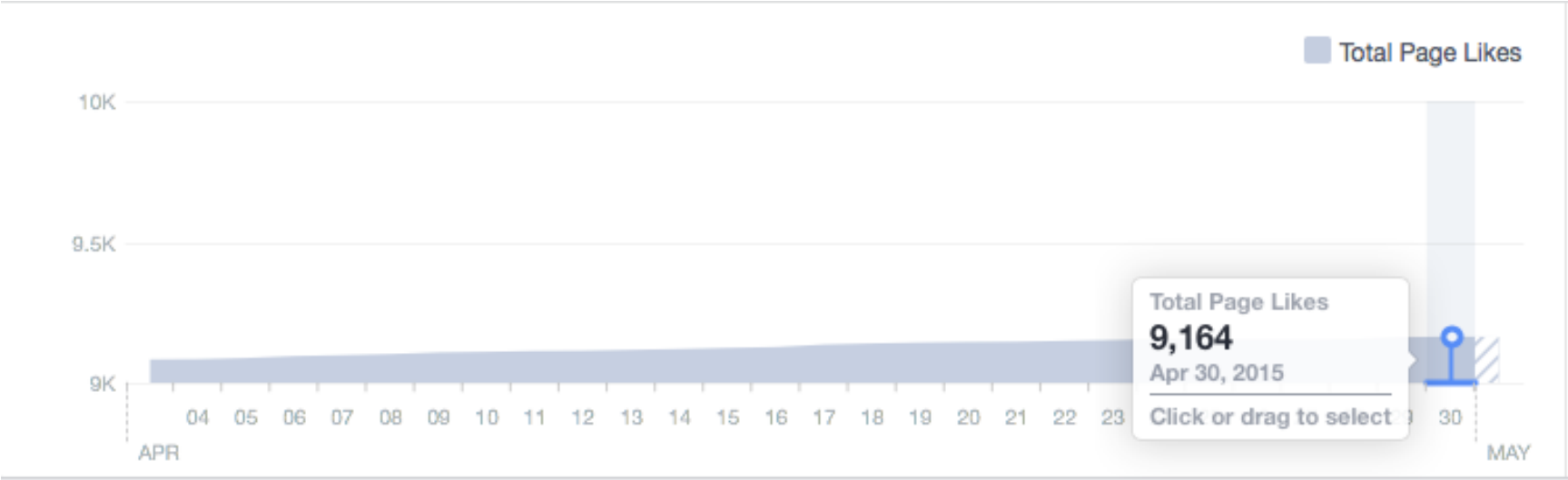
Show All Posts

Reach | Post Clicks | Likes, Comments & Shares

Type	Average Reach	Average Engagement
Link	1,172	107 34
Photo	1,130	435 47
Status	1,088	149 30
Note	623	21 7

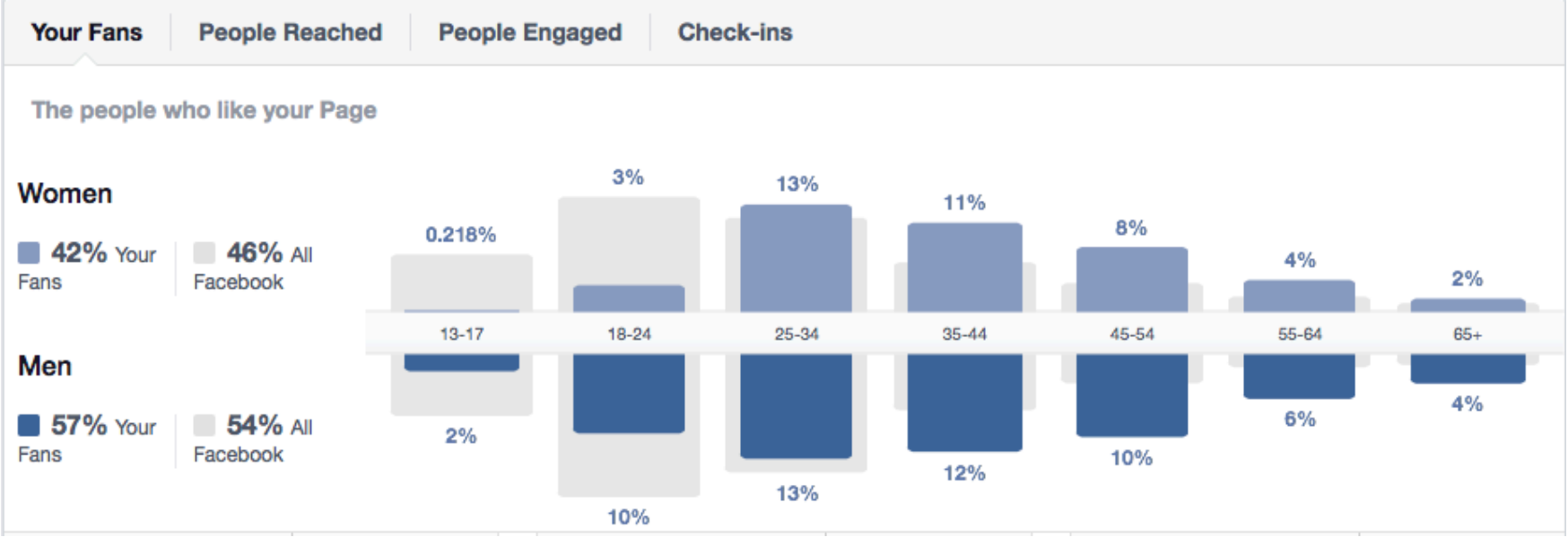
Total Page Likes – 9,164

The total page likes increased by 87 fans in April bringing the fan base to 9,164 from last month's number of 9,077.



Audience

Fans reached based on Demographics, Age & Gender



Top 10 Country Locations Reached

- USA (Top States - HI, CA, VA, DC, FL) – 6,531
- Philippines – 383
- Japan – 127
- India – 125
- Thailand - 123
- Indonesia – 118
- Italy – 96
- Australia – 93
- Brazil – 79
- Canada - 78