



Commander, Navy Region Hawaii Facebook Insights

Monthly Analytics Report January 2014

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

Compiled by: Navy Region Hawaii Public Affairs



Most Reached Facebook Posts

(1/26) Koa Kai 14-1 photos: **2,011**
people reached

Other Top Posts:

- (1/10) DESRON 31 Change of Command: **1,922** reached
- (1/27) 2014 NFL Pro Bowl: **1,788** reached
- (1/25) Koa Kai 14-1 photos: **1,667** reached
- (1/17) Malaysian Minister of Defense visits Lake Erie: **1,365** reached

Navy Region Hawaii
January 25

Koa Kai 14-1 (110 photos)

Unlike · Comment · Share 16

Navy Region Hawaii, Kelly Agha, Jonathan Morales, Heather N Ryan Wilson and 89 others like this.

Navy Region Hawaii For high resolution downloads please visit
<http://www.flickr.com/.../navyreg.../sets/72157640168911174/>



Most Engaged Facebook Posts

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

(1/25) Koa Kai 14-1 photos, 3,087 Post Consumptions; 71 Likes, Comments & Shares

Other Top Posts:

- (1/26) Koa Kai 14-1 photos: 2,759 Post Consumptions; 66 Likes, Comments & Shares
- (1/10) DESRON31 Change of Command photos: 2,736 Post Consumptions; 67 Likes, Comments & Shares
- (1/26) Koa Kai 14-1: 2,346 Post Consumptions; 178 Likes, Comments & Shares
- (1/27) 2014 NFL Pro Bowl: 1,684 Post Consumptions; 82 Likes, Comments & Shares

Navy Region Hawaii
January 25

Koa Kai 14-1 (110 photos)

Unlike · Comment · Share 16

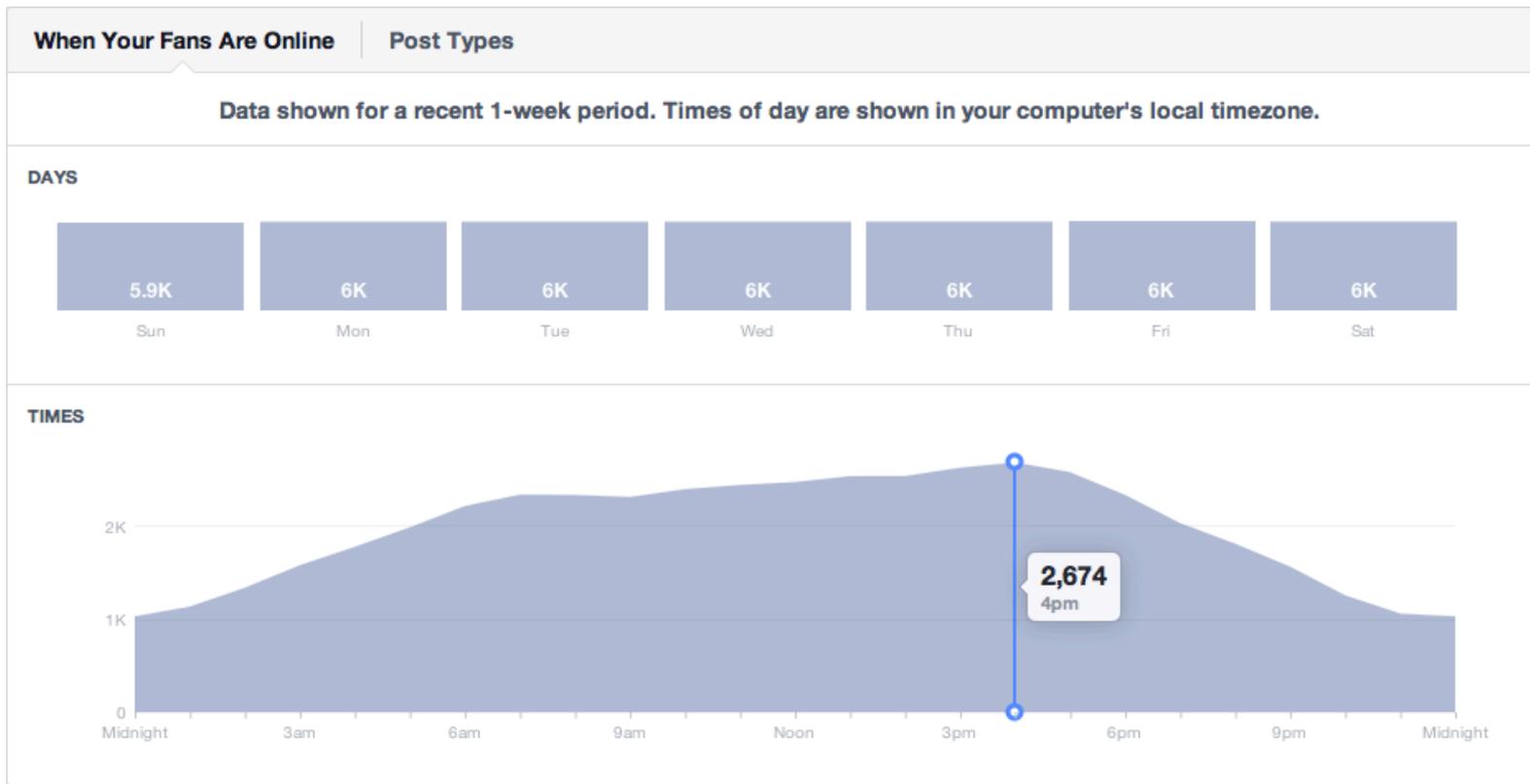
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When are fans online?

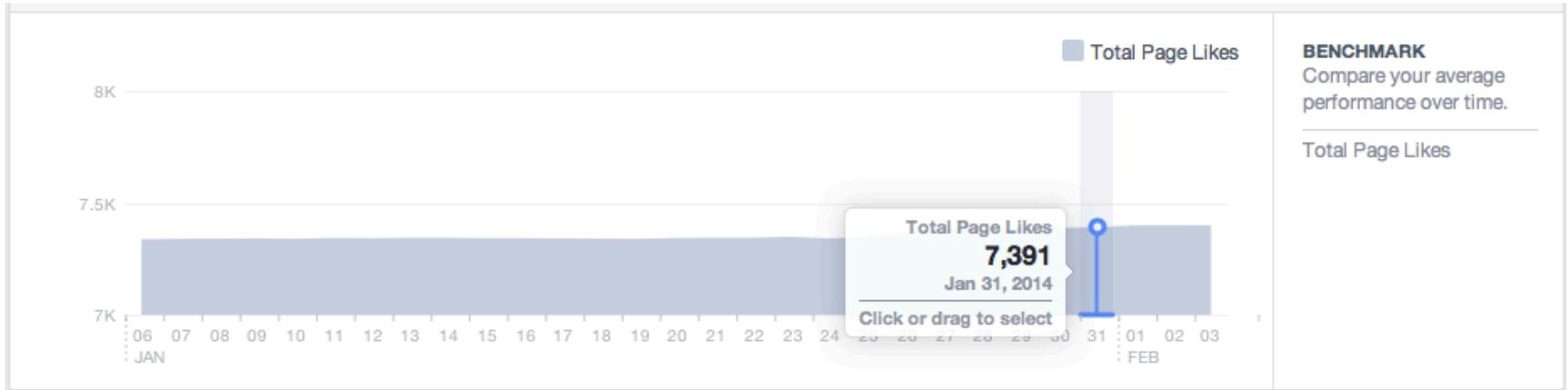
Based on a recent one-week period in January, most fans were online at 4 p.m. with about 2,674 viewers. This was the best hour to get the word out.





Total Page Likes – 7,391

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

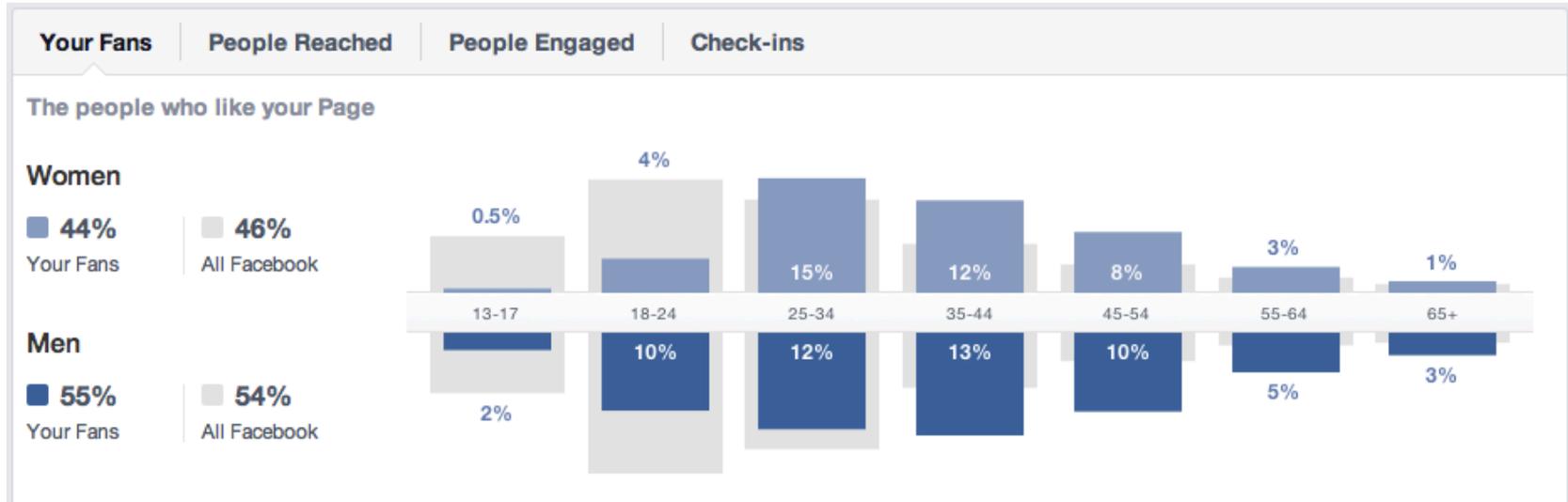


* CNRH Facebook increased its fan base by 63 fans from last month w/a previous number of 7,328.



Page Viewers

People reached based on Demographics, Age & Gender



Total people reached based on **Top 5 Country Locations**

- United States of America (HI, CA, VA, DC, FL) – 5,444
- Philippines – 227
- India – 97
- Japan – 97
- Thailand – 75