



Commander, Navy Region Hawaii Facebook Insights

Monthly Analytics Report February 2014

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

Compiled by: Navy Region Hawaii Public Affairs



Most Reached Facebook Posts

(2/25) Electric Rates note: **10,584**
people reached

Other Top Posts:

- (2/19) Great Aloha Run photos: **2,093**
reached
- (2/3) Living History Day photos: **1,677**
reached
- (2/4) HMCS Protecteur photo: **1,584**
reached
- (2/6) All Hands Call photos: **1,391**
reached

 **Navy Region Hawaii**
February 25

Electric Rates Come Down for Navy Customers, Residents in Hawaii
By Navy Region Hawaii Public Affairs

Beginning April 1, electricity rates charged by Naval Engineering and Facilities Command (NAVFAC) to its customers in Hawaii will be reduced. This will mean lower rates for many residents in military h...

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Like · Comment · Share 166

 Susan Parmelee, Patty Chavez, Blanche Aina and 47 others like this.

 [View 27 more comments](#)

 **Joy JSizzle Sheryl Kalmbach**
February 27 at 10:28pm · Like

 **Monikah Rios** I wonder if this effects us kaybay peeps?
February 28 at 12:15pm · Like



Most Engaged Facebook Posts

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

(2/3) Living History Day photos: **2,841 Post Clicks; 81 Likes, 7 Comments & 6 Shares**

Other Top Posts:

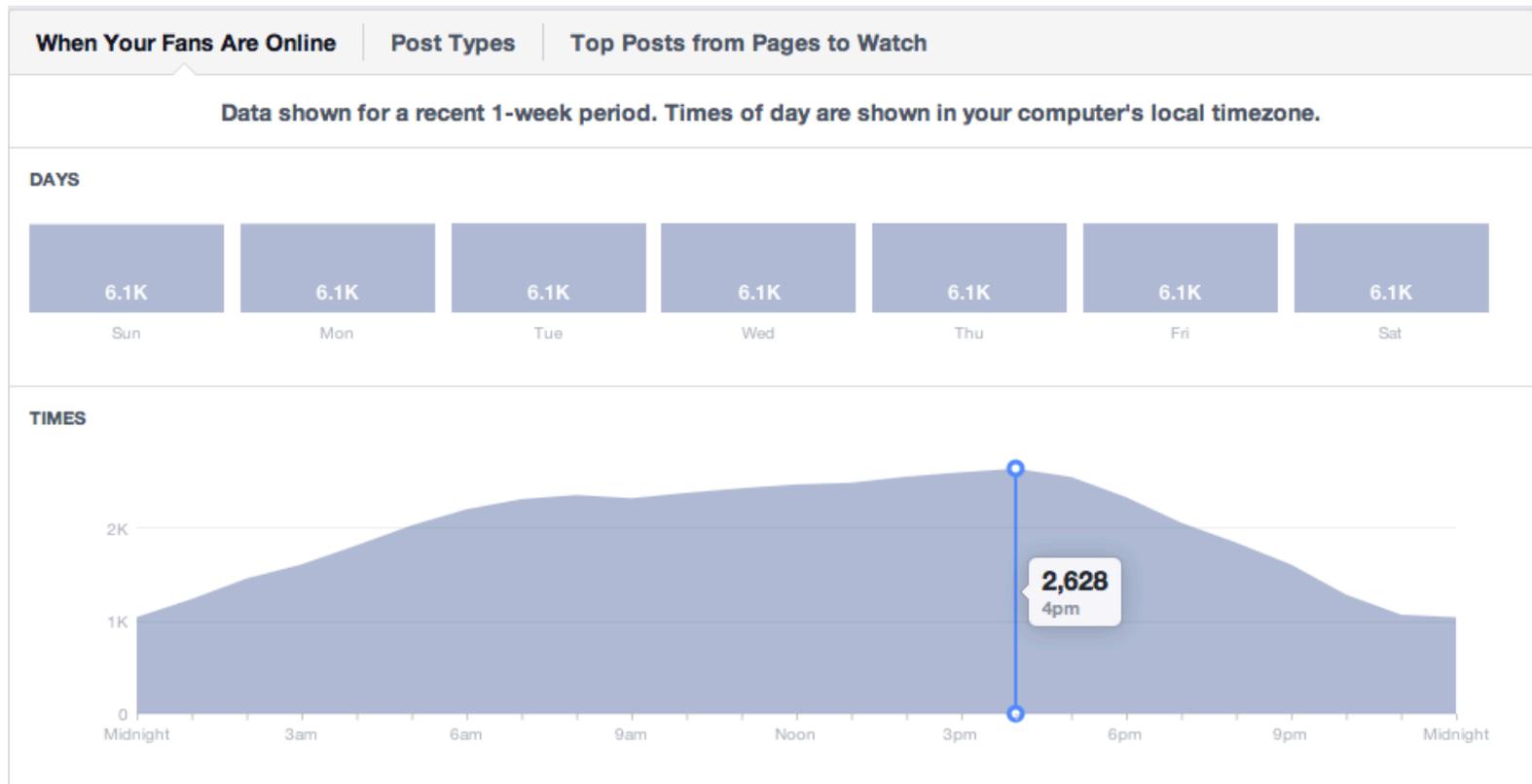
- (2/19) Great Aloha Run photos: **2,074 Post Clicks; 74 Likes, 2 Comments & 7 Shares**
- (2/25) Electric Rates note: **1,066 Post Clicks; 52 Likes, 29 Comments & 203 Shares**
- (2/6) Personal Readiness Summit: **1,327 Post Clicks; 21 Likes, 1 Comment & 1 Share**
- (2/6) All Hands Call: **1,050 Post Clicks; 16 Likes, 0 Comments & 1 Share**

The screenshot shows a Facebook post from Navy Region Hawaii, dated February 3. The post title is "Living History Day on Ford Island (15 photos)". The main image is a large photograph of a white aircraft fuselage with a "RESCUE" sign and a yellow arrow pointing left. Below the main image are three smaller thumbnail photos: the first shows two people in military uniforms, the second shows a band performing, and the third shows a woman in a white dress being embraced. The post has 4 comments and is liked by Navy Region Hawaii CSADD, Joint Base Pearl Harbor Hickam-CSADD Chapter, Art In Disguise and 31 others. A link is provided to read the full story: http://www.navy.mil/submit/display.asp?story_id=78927. Below the link is a preview of another post titled "Pearl Harbor Celebrates Living History Day" with the URL www.navy.mil. The preview text says: "Visitors of the Battleship Missouri Memorial and the Pacific Aviation Museum got an opportunity to see history reenacted". The preview is dated February 4 at 8:53am and has a "Remove Preview" option. At the bottom, there is a comment section with the text "Write a comment..." and a camera icon.



When are fans online?

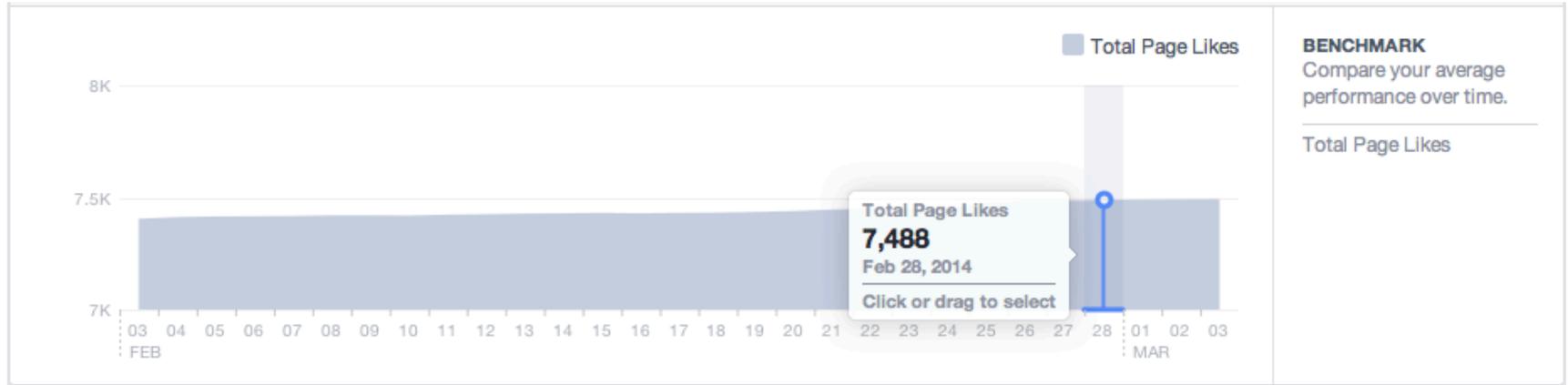
Based on a recent one-week period in February, most fans were online at 4 p.m. with about 2,628 viewers. This was the best hour to get the word out.





Total Page Likes – 7,488

The total page likes based on the recorded data ending February 28, 2014.

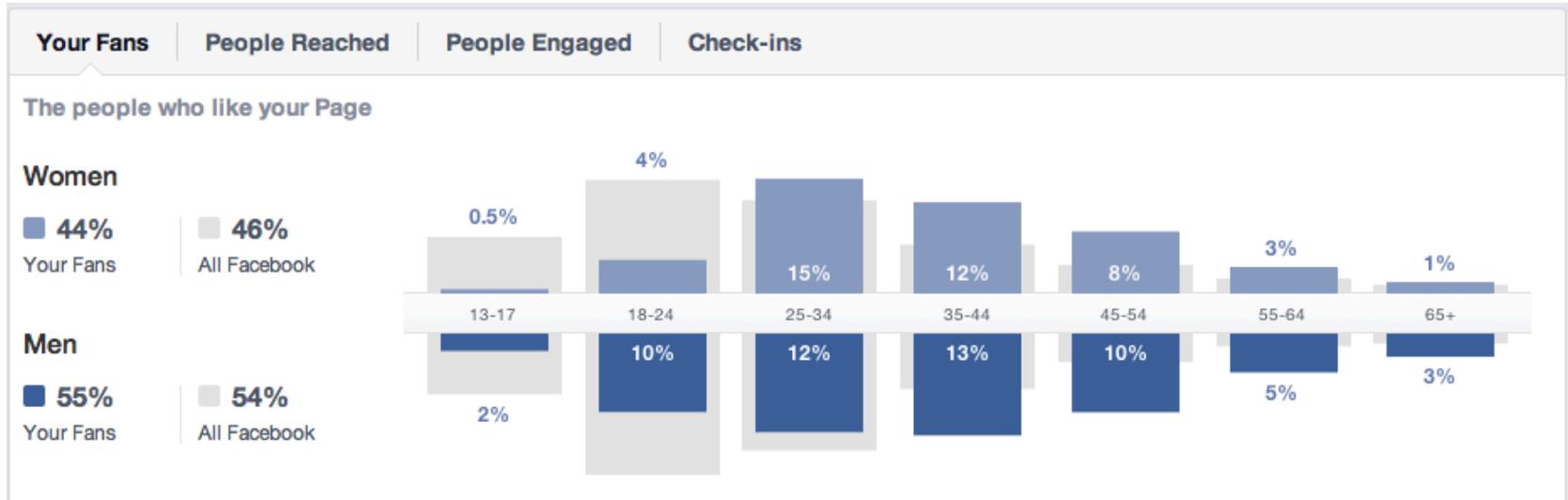


* CNRH Facebook increased its fan base by 97 fans from last month w/a previous number of 7,391.



Page Viewers

Fans reached based on Demographics, Age & Gender



Top 10 Country Locations Reached

- United States of America (HI, CA, VA, DC, FL) – 5,549
- Philippines – 232
- India – 102
- Japan – 95
- Thailand – 75
- Italy - 74
- Indonesia – 64
- Egypt – 59
- Germany – 59
- Australia – 56