



# Commander, Navy Region Hawaii Facebook Insights

Monthly Analytics Report April 2014

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

Compiled by: Navy Region Hawaii Public Affairs (ag)



# Most Reached Facebook Posts

(4/27) NavyReads Blogpost- 'Bravo Zumwalt': **2,005 people reached**

Navy Region Hawaii added 4 new photos.  
April 27 · 🌐

<http://navyreads.blogspot.com>  
10 Reasons to Say 'Bravo Zumwalt'  
"Zumwalt graduated from the Naval Academy just six months after the attack on Pearl Harbor and headed straight for the (Pacific)..."

Like · Comment · Share · 🍌 3 🔄 2

2,005 people reached Boost Post ▾

2,005 People Reached

29 Likes, Comments & Shares

20 Likes	3 On Post	17 On Shares
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5 Comments	0 On Post	5 On Shares
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4 Shares	2 On Post	2 On Shares
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299 Post Clicks

25 Photo Views	2 Link Clicks	272 Other Clicks
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NEGATIVE FEEDBACK

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

## Other Posts:

- (4/8) Chapel Holy Week Schedule post: **1,874 people reached**
- (4/3) Royal Thai Navy photos: **1,588 people reached**
- (4/17) USS Lake Erie Sailors Give Back story: **1,162 people reached**



# Most Engaged Facebook Posts

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

**(4/2) ASEAN Summit photos: 3,738 Post Clicks; 41 Likes, Comments & Shares**

 **Navy Region Hawaii** added 6 new photos to the album ASEAN Summit. April 2 · 🌐

High resolution downloads are available at <https://www.flickr.com/photos/navyregionhawaii/sets/72157643336427793/>



Like · Comment · Share · 👍 23 🗨️ 1

<b>1,133</b> People Reached		
<b>41</b> Likes, Comments & Shares		
<b>37</b> Likes	<b>23</b> On Post	<b>14</b> On Shares
<b>1</b> Comments	<b>1</b> On Post	<b>0</b> On Shares
<b>3</b> Shares	<b>0</b> On Post	<b>3</b> On Shares
<b>3,738</b> Post Clicks		
<b>3,375</b> Photo Views	<b>6</b> Link Clicks	<b>357</b> Other Clicks
<b>NEGATIVE FEEDBACK</b>		
<b>0</b> Hide Post	<b>0</b> Hide All Posts	
<b>0</b> Report as Spam	<b>0</b> Unlike Page	

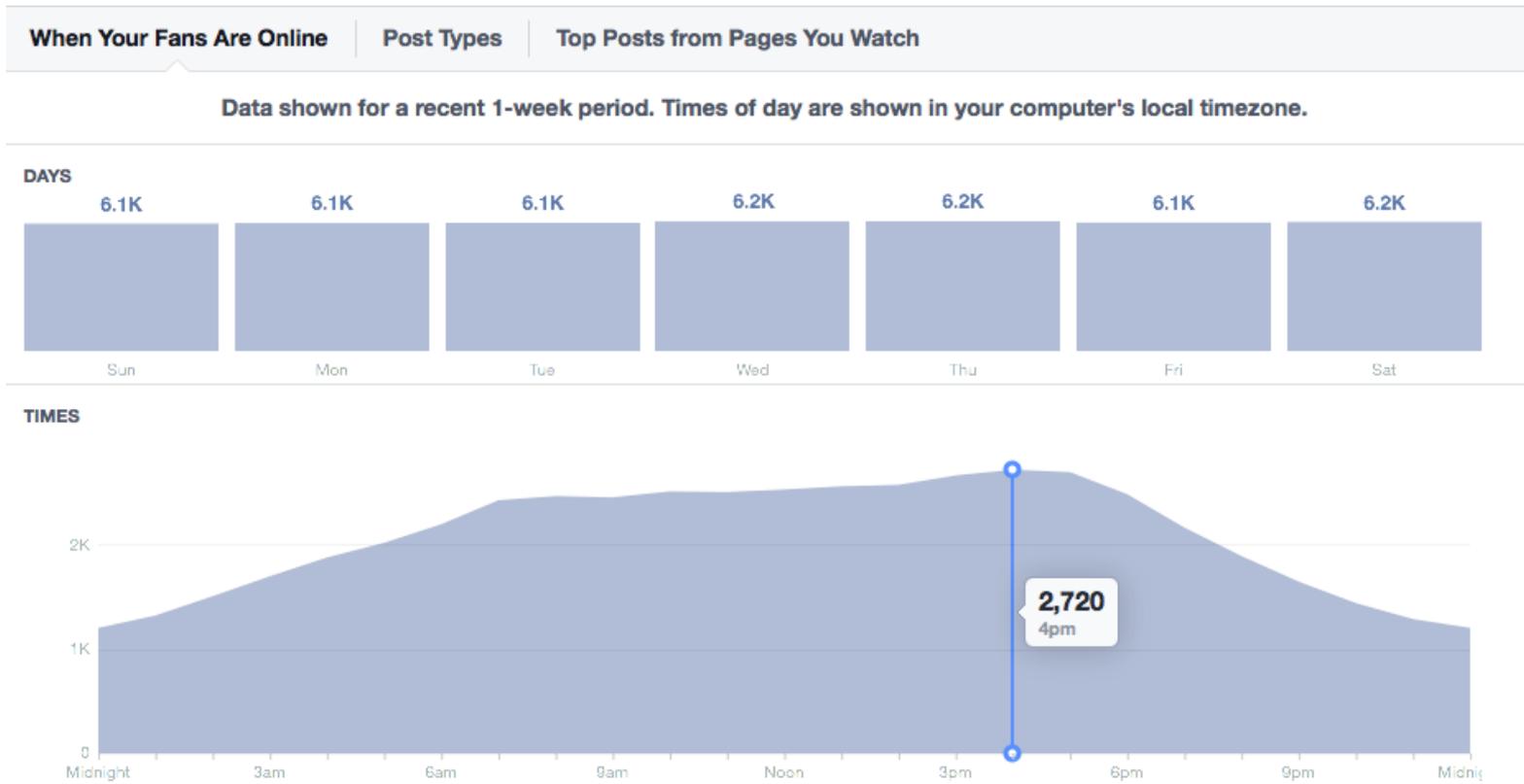
## Other Posts:

- (4/16) USS Boxer photos: **2,790 Post Clicks; 140 Likes, Comments & Shares**
- (4/22) Satellite Vehicle Registration photos: **811 Post Clicks; 15 Likes, Comments & Shares**
- (4/3) Royal Thai Navy photos: **713 Post Clicks; 25 Likes, Comment & Share**
- (4/16) MCPON visits Pearl Harbor: **721 Post Clicks; 7 Likes, Comments & Share**



# When are fans online?

Based on a recent one-week period in March, most fans were online at 4 p.m. with about 2,720 viewers. This was the best hour to get the word out.





# Total Page Likes – 7,655

The total page likes based on the recorded data ending April 30, 2014

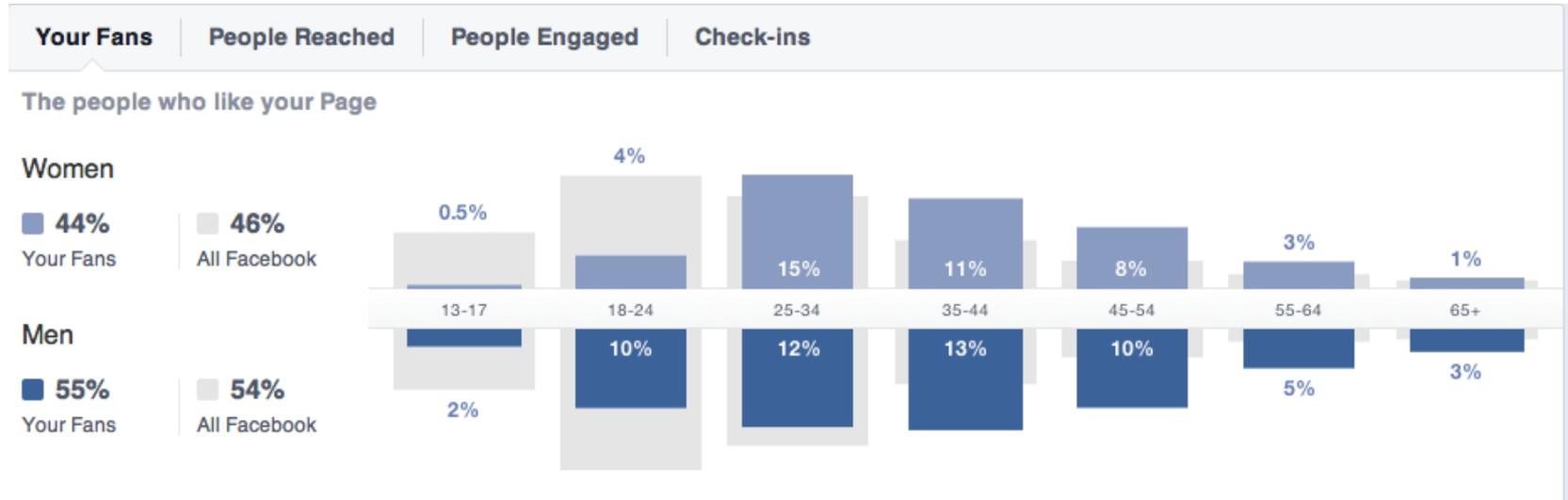


\* CNRH Facebook increased its fan base by 113 fans from last month w/a previous number of 7,542.



# Page Viewers

Fans reached based on Demographics, Age & Gender



## Top 10 Country Locations Reached

- United States of America (HI, CA, VA, DC, FL) – 5,578
- Philippines – 239
- India – 103
- Japan – 97
- Thailand – 75
- Italy - 73
- Indonesia – 64
- Germany – 63
- Egypt – 61
- Australia – 56