



Commander, Navy Region Hawaii Facebook Insights

Monthly Analytics Report May 2014

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

Compiled by: Navy Region Hawaii Public Affairs (ag)



Most Reached Facebook Posts

(5/5) Link - USS Hopper to Return from Deployment – **7,552 people reached**

Post Details

Navy Region Hawaii shared a link.
May 5 at 2:41 pm



USS Hopper to Return from Deployment
The guided-missile destroyer is scheduled to return to Joint Base Pearl Harbor-Hickam May 6 from an independent deployment to the 5th and 7th Fleet areas of operation.
CPF.NAVY.MIL

Like · Comment · Share · 52 2 52

7,552 people reached **Boost Post**

7,552 People Reached		
892 Likes, Comments & Shares		
700 Likes	52 On Post	648 On Shares
138 Comments	2 On Post	136 On Shares
54 Shares	52 On Post	2 On Shares
141 Post Clicks		
0 Photo Views	141 Link Clicks	0 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Other Top Posts:

- (5/7) Video – USS Hopper Returns : **5,762 reached**
- (5/27) Photos – Memorial Day NPS Sunset Tour: **3,376 reached**
- (5/22) Photos – Chief of Naval Personnel All-Hands Call: **1,818 reached**
- (5/19) Status – Suspicious Package at NEX: **1,778 reached**
- (5/19) Status – Drill Notification at NEX: **1,629 reached**



Most Engaged Facebook Posts

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

(5/27) Photos - Memorial Day NPS Sunset Tour: 2,719 Post Clicks; 178 Likes, 13 Comments & 12 Shares

Post Details

Navy Region Hawaii added 10 new photos to the album
 Memorial Day - National Park Services Sunset Tour — with Shelby G Tucci.
 May 27 at 10:29am

Unlike · Comment · Share · 80 1 1

3,376 People Reached

203 Likes, Comments & Shares

178 Likes	80 On Post	98 On Shares
13 Comments	1 On Post	12 On Shares
12 Shares	1 On Post	11 On Shares

2,719 Post Clicks

778 Photo Views	0 Link Clicks	1,941 Other Clicks
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NEGATIVE FEEDBACK

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

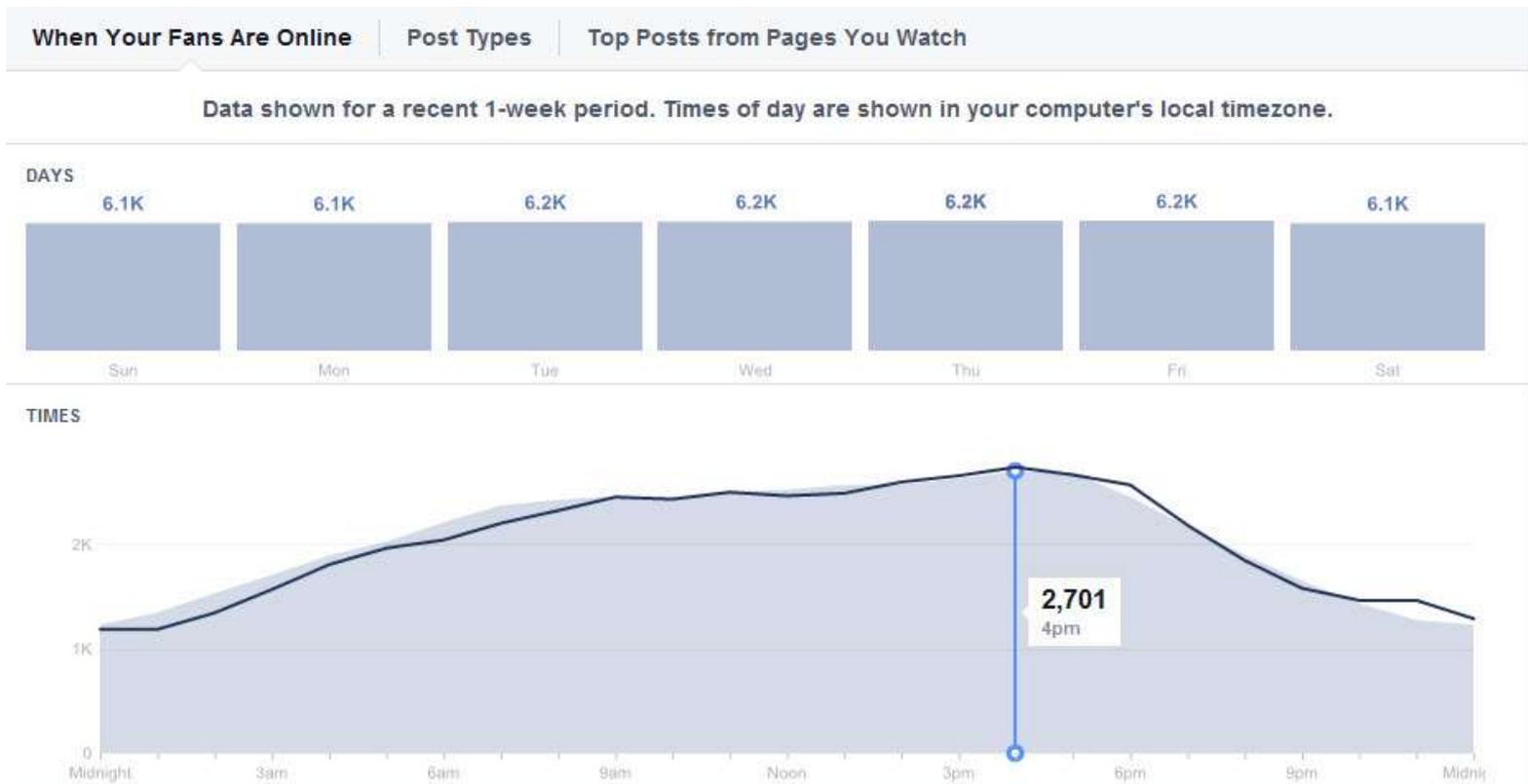
Other Top Posts:

- (5/6) Photos - Welcome Home USS Hopper: **2,210 Post Clicks; 49 Likes, 2 Comments & 0 Shares**
- (5/22) Photos - Chief of Naval Personnel All Hands Call: **1,676 Post Clicks; 17 Likes, 0 Comments & 1 Share**
- (5/21) Photos - Asian American & Pacific Islander Heritage: **1,236 Post Clicks; 15 Likes, 0 Comments & 0 Shares**



When are fans online?

Based on a recent one-week period in May, most fans were online at 4 p.m. with about 2,701 viewers. This was the best time to disseminate information.





Total Page Likes – 7,704

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



* CNRH Facebook increased its fan base by 49 fans from last month w/a previous number of 7,655.



Page Viewers

Fans reached based on Demographics, Age & Gender



Top 10 Country Locations Reached

- United States of America (HI, CA, VA, DC, FL) – 5,669
- Philippines – 258
- India – 102
- Japan – 94
- Thailand – 84
- Italy - 73
- Indonesia – 66
- Egypt – 62
- Australia – 61
- Brazil - 56