



# Commander, Navy Region Hawaii Facebook Insights

Monthly Analytics Report Sept 2015

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

Compiled by: Navy Region Hawaii Public Affairs



# Most Reached Facebook Posts

(9/16) Tsunami Watch in effect for Hawaii: **24,117 people reached**

Post Details

**Navy Region Hawaii**  
Published by Bill Doughty [?] · September 16 at 1:41pm · 🌐

Tsunami Watch in effect for Hawaii:  
<http://ptwc.weather.gov/>

BASED ON ALL AVAILABLE DATA A TSUNAMI MAY HAVE BEEN GENERATED BY THIS EARTHQUAKE THAT COULD BE DESTRUCTIVE ON COASTAL AREAS EVEN FAR FROM THE EPICENTER. AN INVESTIGATION IS UNDERWAY TO DETERMINE IF THERE IS A TSUNAMI THREAT TO HAWAII.... See More



[ptwc.weather.gov](http://ptwc.weather.gov)

"UTC" = Coordinated Universal Time (aka: GMT or Zulu). "To:" = recipient of messages: Pac=Pacific Ocean (excluding U.S. mainland & Canada), Haw=Hawai'i, Ind=Indian Ocean, Car=Caribbean Sea

PTWC.WEATHER.GOV

24,117 people reached Boost Post

39 Likes 2 Comments 166 Shares

Like Comment Share

## Other Top Posts:

- (9/10) Hawaii's Navy Physical Training at JBPHH  
**13,279 people reached**

**Navy Region Hawaii**  
Published by Anna Gonzales General [?] · September 10 at 2:48pm · Edited · 🌐

Hawaii's Navy Physical Training at Joint Base Pearl Harbor Hickam is featured on All Hands Magazine.  
Check it out here: [http://www.navy.mil/ah\\_online/rtrStory.asp?issue=3&id=90926](http://www.navy.mil/ah_online/rtrStory.asp?issue=3&id=90926)



Fitness Instructor Takes PT to Another Level  
Master Chief Kyuuca-Ali Simpson pushes his Hawaii Sailors further with Total Body Fit.  
NAVY.MIL | BY NAVY PRODUCTION DIRECTORATE

13,279 people reached Boost Post

16 Likes 37 Shares

Like Comment Share

- (9/16) Tsunami Evacuation Map  
**8,422 people reached**

**Navy Region Hawaii** shared a link  
Published by Anna Gonzales General [?] · September 16 at 1:50pm · 🌐



HAWAII TSUNAMI WATCH:  
QUAKE OFF NORTHERN CHILE,  
8.3 MAG. EST WAVE ARRIVAL IN  
HI 3:06AM 17SEP  
@MayorKirKHNL  
[HTTPS://LOCAL.NIXLE.COM/ALERT/5480574/](https://local.nixle.com/alert/5480574/)

8,422 people reached Boost Post

58 Likes 1 Comment 59 Shares

Like Comment Share



# Most Engaged Facebook Posts

(9/16) Tsunami Watch in effect for Hawaii:

**363 Likes, 156 Comments, 205 Shares and 3,174 Post Clicks**

Post Details Reported stats may be delayed from what appears on posts X



**Navy Region Hawaii**  
Published by Bill Doughty [?] · September 16 at 1:41pm · 🌐

Tsunami Watch in effect for Hawaii:  
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PTWC.WEATHER.GOV

24,117 people reached Boost Post

39 Likes 2 Comments 166 Shares

Like Comment Share

**24,117** People Reached

**724** Likes, Comments & Shares

<b>363</b> Likes	<b>39</b> On Post	<b>324</b> On Shares
<b>156</b> Comments	<b>2</b> On Post	<b>154</b> On Shares
<b>205</b> Shares	<b>166</b> On Post	<b>39</b> On Shares

**3,174** Post Clicks

<b>1</b> Photo Views	<b>700</b> Link Clicks	<b>2,473</b> Other Clicks ?
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**NEGATIVE FEEDBACK**

<b>13</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

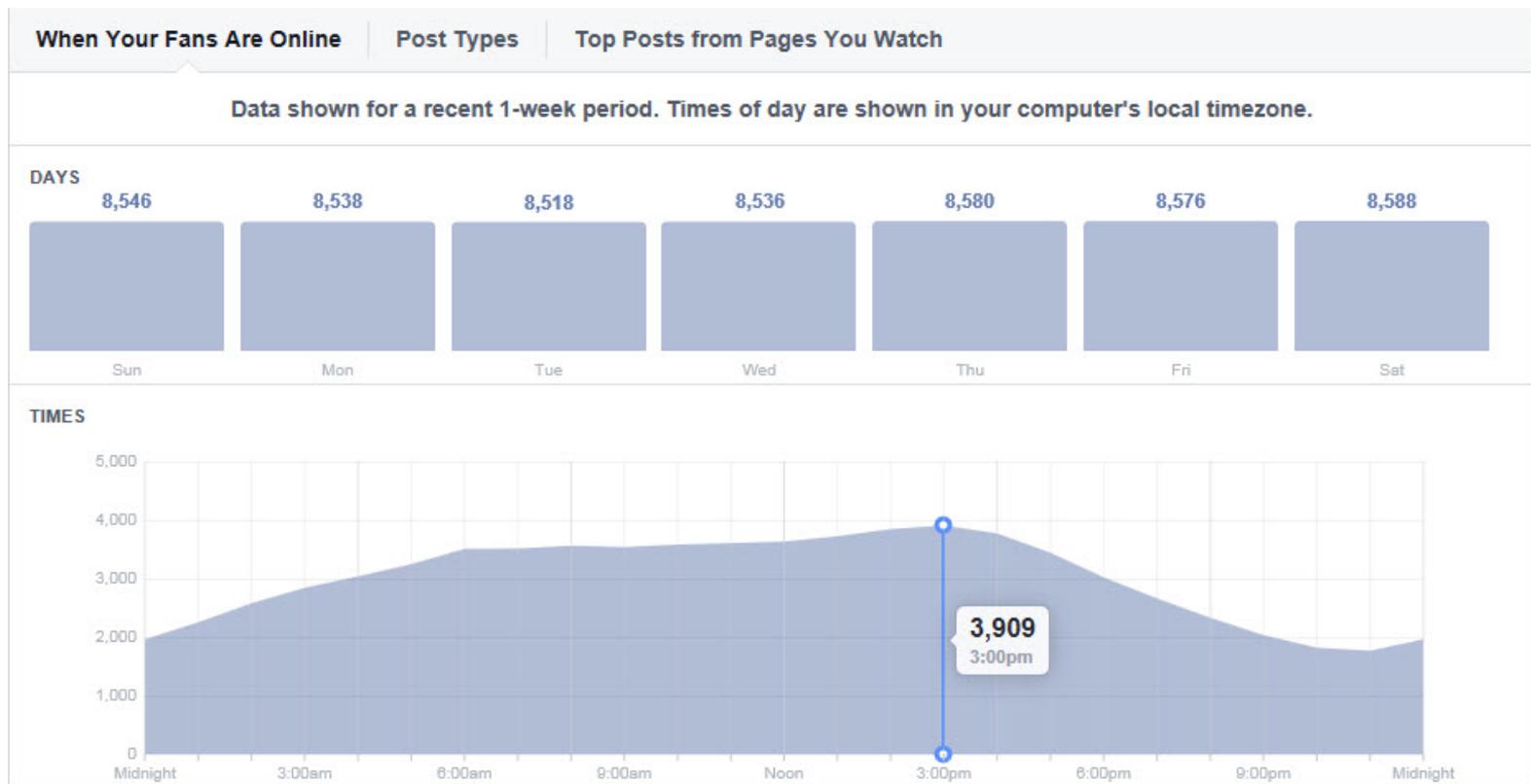
## Other Top Posts:

- (9/10) Hawaii's Navy Physical Training: **201 Likes, 18 Comments, 38 Shares**
- (9/11) U.S. Navy Remembers: **118 Likes**



# When are fans online?

Based on a one-week period, most fans are online at 3 p.m. (HST) with about 3,909 viewers, therefore, this is the best time to disseminate information.





# Total Page Likes – 9,826

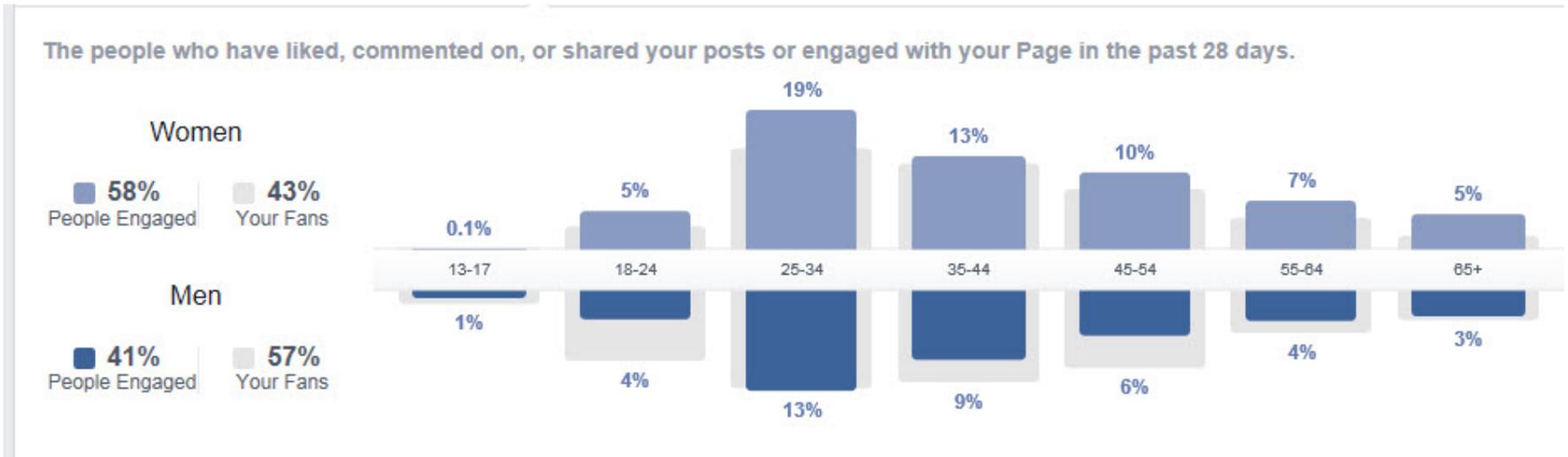
The total page likes based on the recorded data ending Sept. 30, 2015.





# Page Views

This data is based on Gender, Age, and Demographics



## Top 5 Countries and Languages engaged

### People Engaged by Country

United States – 1,742  
Philippines – 41  
Japan – 36  
Brazil – 12  
Spain - 11

### People Engaged by Language

English (US) – 1,815  
English (UK) – 58  
Spanish – 32  
Japanese – 20  
Spanish (Spain) - 13