



Joint Base Pearl Harbor-Hickam Facebook Insights

Monthly Analytics Report September 2013

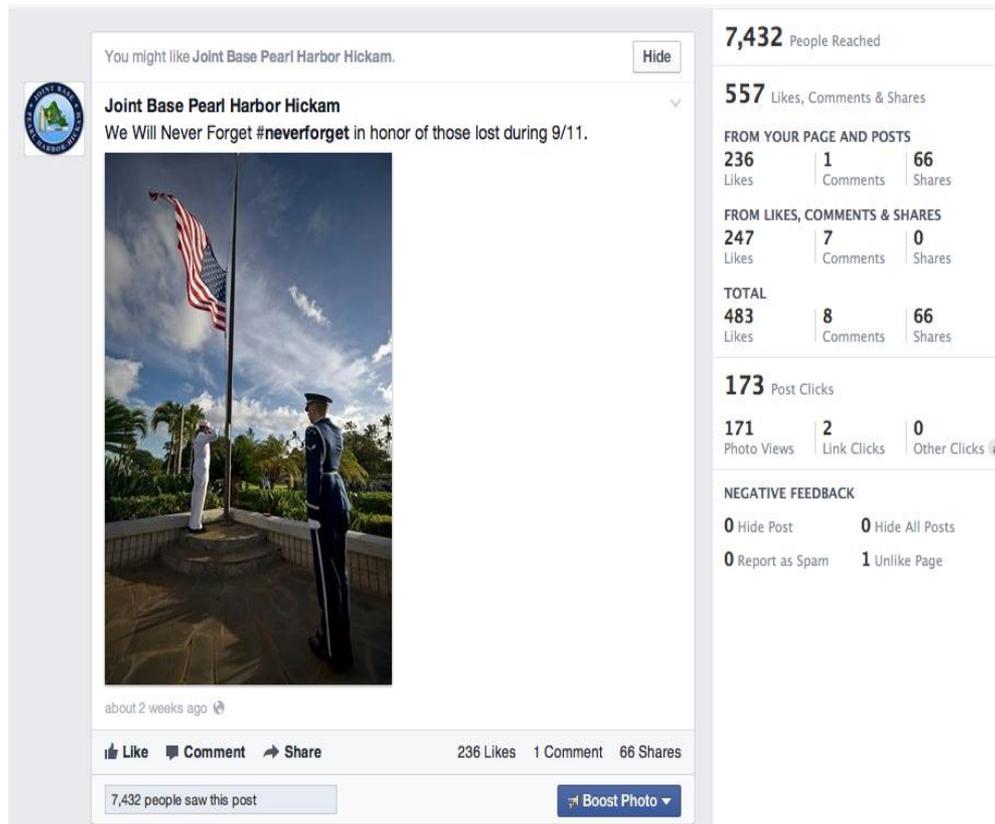
<http://www.facebook.com/JointBasePearlHarborHickam>

Compiled by: Joint Base Pearl Harbor-Hickam Public Affairs (ag)

Most Reached Facebook Posts

The people who have viewed the JBPHH FB posts in the past 28 days.

Top Reached Post – (9/11) We Will Never Forget #neverforget photo: 7,432 reached



You might like Joint Base Pearl Harbor Hickam. Hide

Joint Base Pearl Harbor Hickam
We Will Never Forget #neverforget in honor of those lost during 9/11.



about 2 weeks ago

Like Comment Share 236 Likes 1 Comment 66 Shares

7,432 people saw this post Boost Photo

7,432 People Reached

557 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS
236 Likes 1 Comment 66 Shares

FROM LIKES, COMMENTS & SHARES
247 Likes 7 Comments 0 Shares

TOTAL
483 Likes 8 Comments 66 Shares

173 Post Clicks
171 Photo Views 2 Link Clicks 0 Other Clicks

NEGATIVE FEEDBACK
0 Hide Post 0 Hide All Posts
0 Report as Spam 1 Unlike Page

Other Top Posts:

- (9/24) Gas Leak status: **7,072 reached**
- (9/16) CPO Pinning ceremonies photos: **6,540 reached**
- (9/11) Fisher House 8K Run photos: **6,308 reached**
- (9/5) Chinese Navy ship tours: **5,774 reached**

Most **Engaged** Facebook Posts

The people who have liked, commented or shared JBPHH FB posts in the past 28 days.

Top Post – (9/16) CPO Pinning Ceremonies, 4,577 Post Clicks; 451 Likes, Comments & Shares

Post Details

You might like Joint Base Pearl Harbor Hickam. Hide

 Joint Base Pearl Harbor Hickam added 15 new photos to the album **CPO Pinning Ceremonies.**



about 2 weeks ago

Like Comment Share 79 Likes 3 Comments 1 Share

6,540 People Reached

451 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS		
79 Likes	3 Comments	1 Shares

FROM LIKES, COMMENTS & SHARES		
273 Likes	84 Comments	11 Shares

TOTAL		
352 Likes	87 Comments	12 Shares

4,577 Post Clicks

3,500 Photo Views	13 Link Clicks	1,064 Other Clicks
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NEGATIVE FEEDBACK

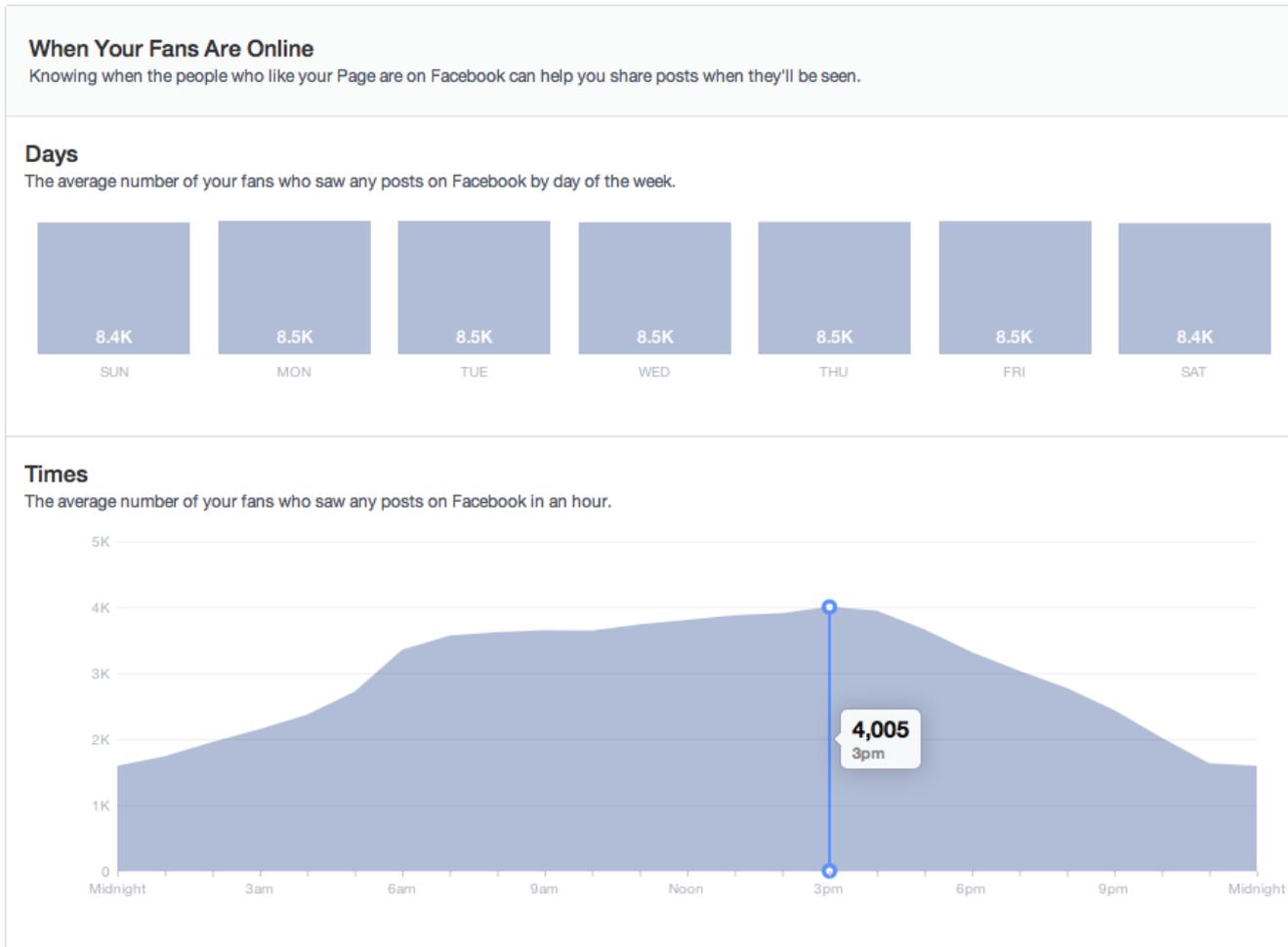
0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Other Top Posts:

- (9/6) Chinese Ships visit: **3,804 Post Clicks; 83 Likes, Comments & Shares**
- (9/11) Fisher House 8K Run: **2,370 Post Clicks; 246 Likes, Comments & Shares**
- (9/11) Hickam Elem Sept 11 Remembrance: **2,396 Post Clicks & 160 Likes, Comments & Shares**

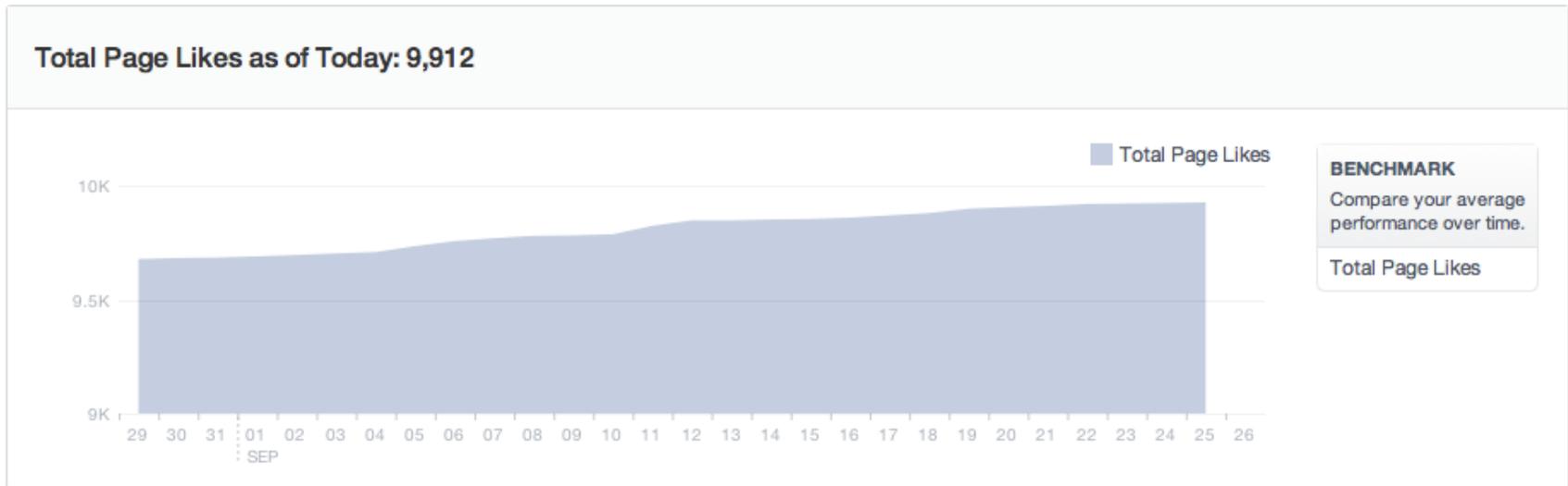
When are fans online?

Based on the recent 1-week period in September, most fans were online at 3 p.m. with an average of 4,005 people.



Total Page Likes – 9,912

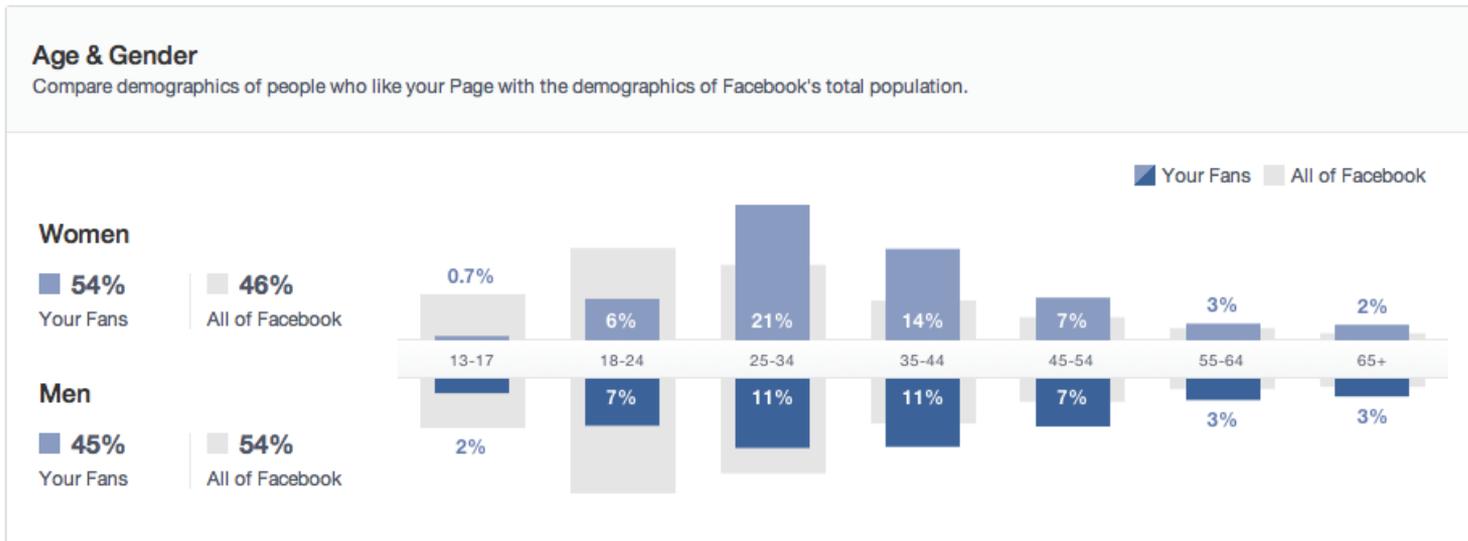
Based on the insights for September 2013, total page likes are determined by daily data recorded in the Pacific time zone in the past month.



* JBPHH Facebook increased its fan base by 254 fans from last month w/a previous number of 9,658.

Demographics

Fans who like the page based on their **Age & Gender**



Fans who like the page based on **Top 5 Country Locations**

- United States of America (HI, CA, TX, NV, VA) – 8,299 fans
- Philippines – 180 fans
- Japan – 136 fans
- Germany – 101 fans
- Italy – 76 fans