



Joint Base Pearl Harbor-Hickam Facebook Insights

Monthly Analytics Report November 2013

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

Compiled by: Joint Base Pearl Harbor-Hickam Public Affairs

Most Reached Facebook Posts

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

Top Reached Post – (11/21) Commissaries scanning IDs engagement post: 3,808 reached

Other Top Posts:

- (11/14) Pearl Harbor NEX Mall Grand Opening photos: 3,226 people reached
- (11/01) 647th CES Airmen C-17 training photos: 2,990 people reached
- (11/14) Native American Heritage Observance: 2,968 people reached
- (11/26) Hawaii Women's Gridiron League photos: 2,966 people reached

Most **Engaged** Facebook Posts

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

Top Post – (11/14) Pearl Harbor NEX Mall Grand Opening: 2,206 Post Clicks; 54 Likes, Comments & Shares

You might like Joint Base Pearl Harbor Hickam. Hide

Joint Base Pearl Harbor Hickam added 10 new photos to the album Pearl Harbor NEX Mall Grand Reopening.

about 3 weeks ago

Like Comment Share 49 Likes 3 Comments 2 Shares

3,226 People Reached

54 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

49 Likes	3 Comments	2 Shares
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FROM LIKES, COMMENTS & SHARES

0 Likes	0 Comments	0 Shares
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TOTAL

49 Likes	3 Comments	2 Shares
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2,206 Post Clicks

1,472 Photo Views	0 Link Clicks	734 Other Clicks ?
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
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0 Report as Spam	0 Unlike Page
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Other Top Posts:

(11/26) Hawaii Women's Gridiron:
2,017 Post Clicks; 137 Likes, Comments & Shares

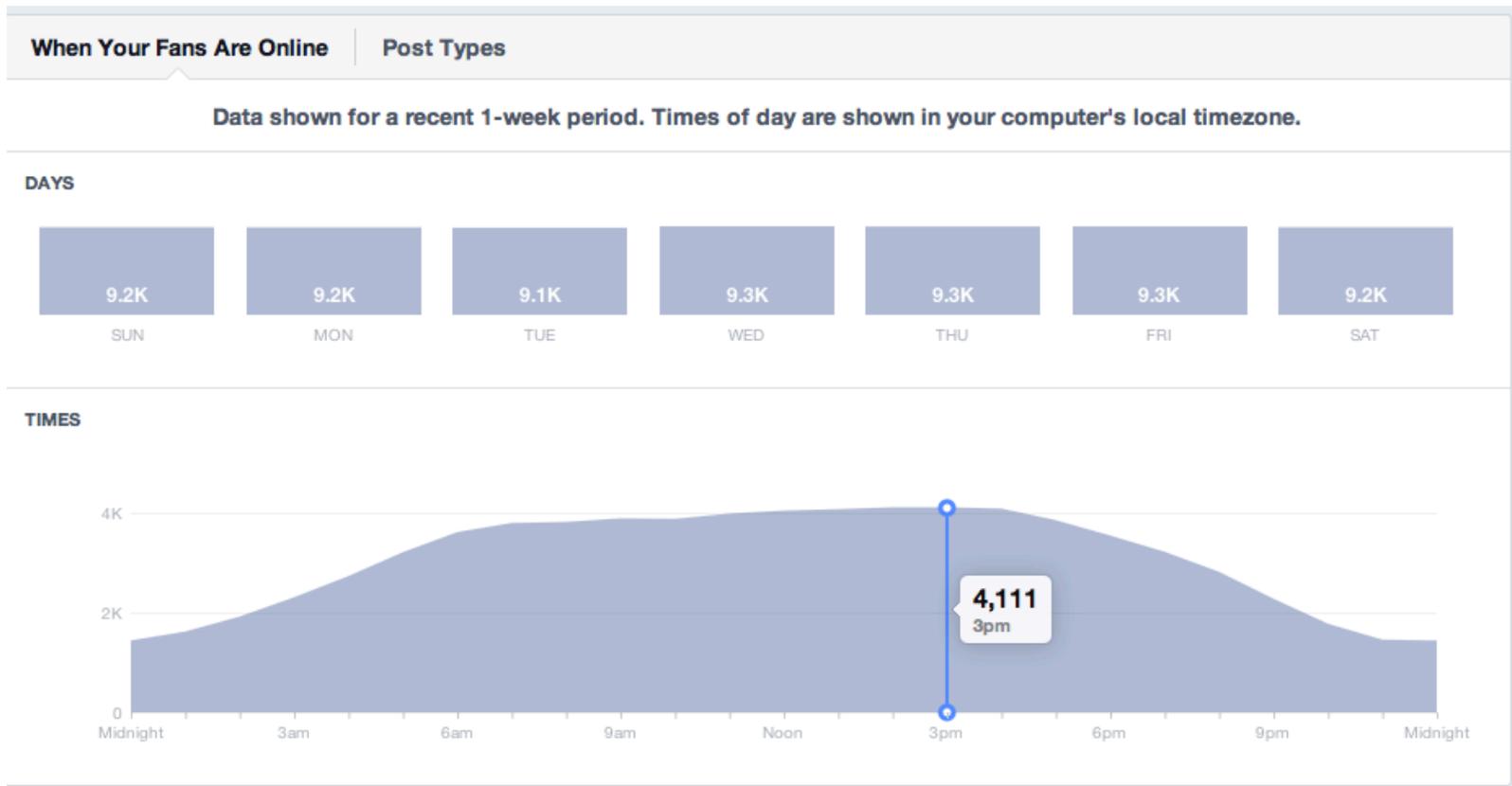
(11/14) Native American Heritage:
1,249 Post Clicks; 90 Likes, Comments & Shares

(11/19) USO Sesame Street:
1,088 Post Clicks; 17 Likes, Comments & Shares

(11/14) Hickam completion Lend Lease:
931 Post Clicks; 15 Likes, Comments & Shares

When are fans online?

Based on the recent 1-week period in November, most fans were online at 3 p.m. with an average of 4,111 people.



Total Page Likes – 10,556

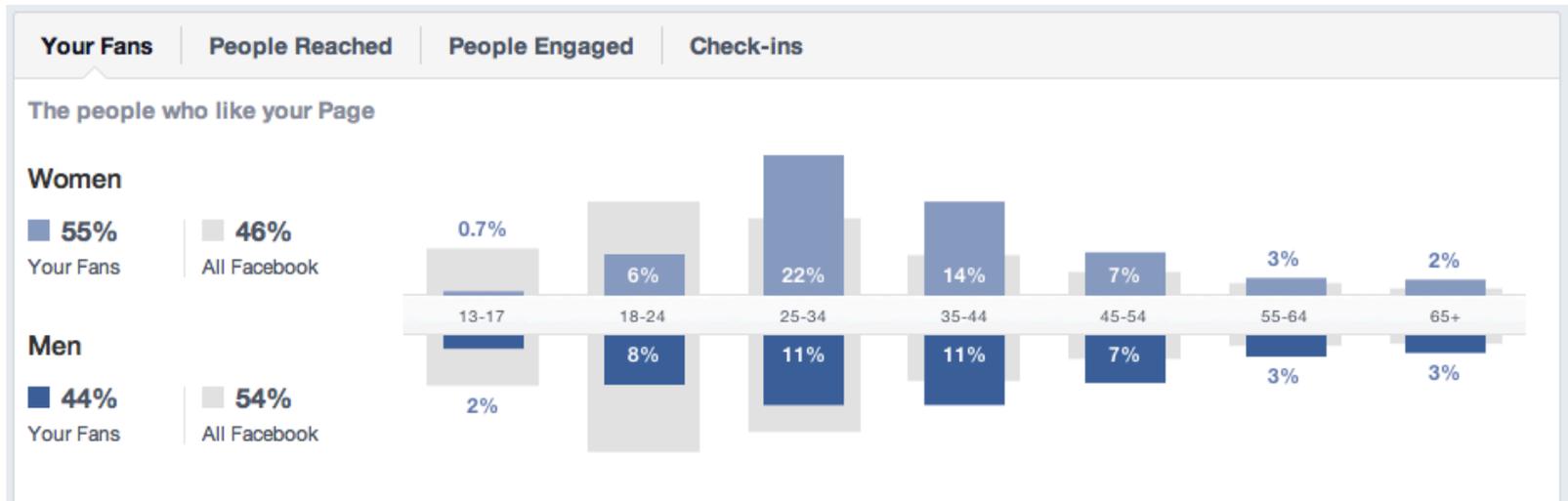
The total page likes is based on the recorded data between Nov. 1 to Dec. 1



* JBPHH Facebook increased its fan base by 285 fans from last month with a previous number of 10,271.

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) – 8,874 fans
- Philippines – 187 fans
- Japan – 136 fans
- Germany – 111 fans
- Italy – 81 fans