



Joint Base Pearl Harbor-Hickam Facebook Insights

Monthly Analytics Report May 2014

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

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



Most Reached Facebook Posts

(5/2) Link – Hickam student doodles his way to Google award: **14,560 people reached**

Post Details

Joint Base Pearl Harbor Hickam
May 2 · Edited ·

A Hickam second grade student from Mokulele Elementary School was recognized by #Google for his impressive talent. Read more... (Story by Lt. j.g. Eric Galassi)



Hickam student doodles his way to Google award
A student at Mokulele Elementary School at Joint Base Pearl Harbor-Hickam was selected as the finalist from Hawaii for the annual nationwide Doodle 4 Google contest.
CNIC.NAVY.MIL

Like · Comment · Share · 223 8 25

14,560 people reached **Boost Post**

14,560 People Reached

312 Likes, Comments & Shares

272 Likes	223 On Post	49 On Shares
12 Comments	8 On Post	4 On Shares
28 Shares	25 On Post	3 On Shares

481 Post Clicks

0 Photo Views	398 Link Clicks	83 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:

- (5/19) Status – Contracting statement for Fitness: **13,680 people reached**
- (5/19) Status – Suspicious Package: **10,660 people reached**
- (5/15) Status – JBPHH implements hand-held scanners at gate: **10,420 people reached**



Most Engaged Facebook Posts

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

(5/6) Photos - Welcome Home USS Hopper: 11,305 Post Clicks; 370 Likes, 22 Comments & 24 Shares

Post Details

 **Joint Base Pearl Harbor Hickam** added 13 new photos to the album Welcome Home USS Hopper (DDG 70) — with Tricia Anderson and 2 others.
May 6 at 1:33pm



Like · Comment · Share ·  370  11  24

6,852 People Reached

416 Likes, Comments & Shares

370 Likes	370 On Post	0 On Shares
22 Comments	11 On Post	11 On Shares
24 Shares	24 On Post	0 On Shares

11,305 Post Clicks

5,331 Photo Views	0 Link Clicks	5,974 Other Clicks 
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NEGATIVE FEEDBACK

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

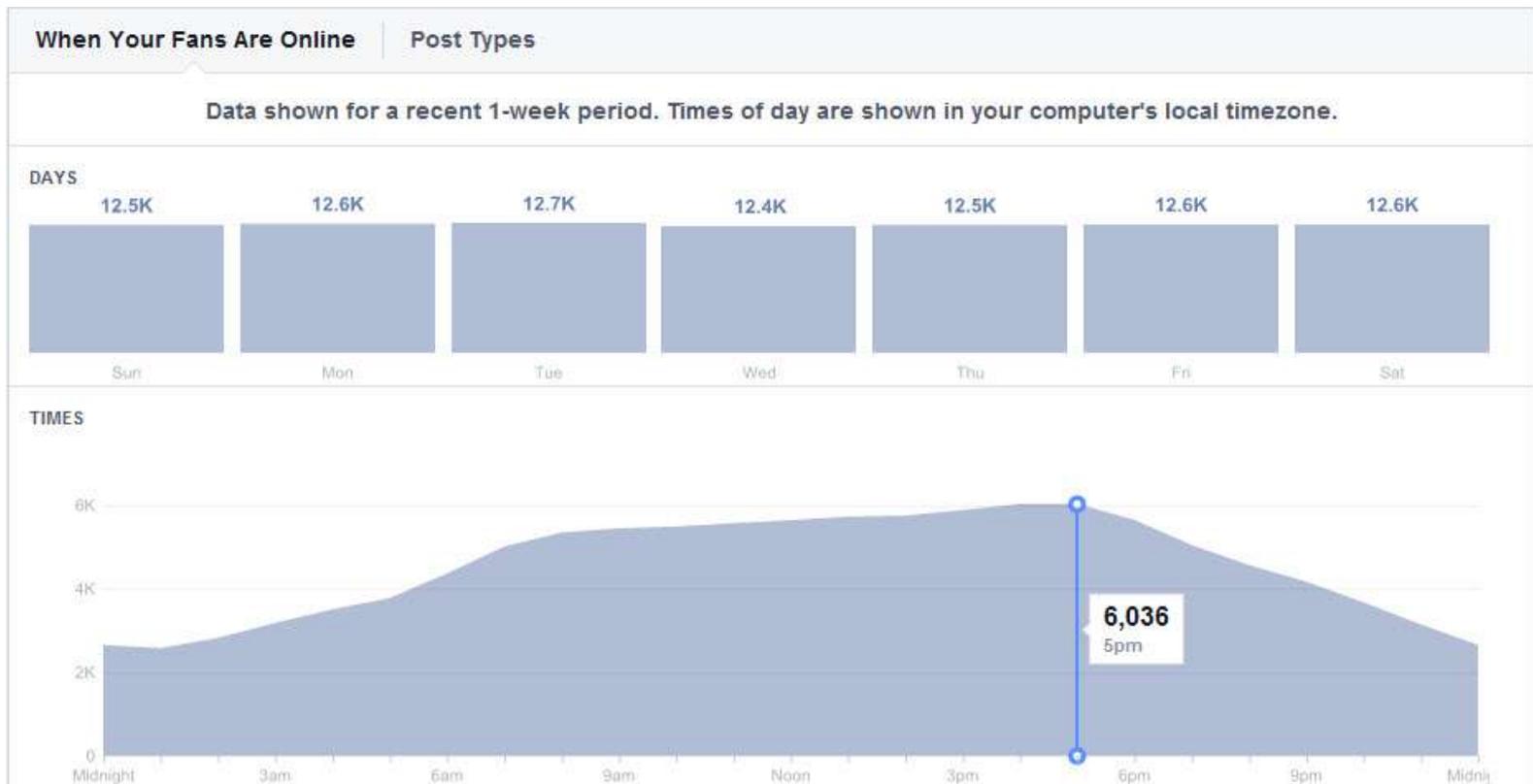
Other posts:

- (5/12) Photos – Sochi Winter Olympians visit: **9,162 Post Clicks; 130 Likes, 23 Comments & 24 Shares**
- (5/27) Photos – Memorial Day NPS Sunset Tour: **7,597 Post Clicks; 271 Likes, 3 Comments & 5 Shares**
- (5/6) Photos – Hopper comes home: **6,371 Post Clicks; 370 Likes, 11 Comments & 24 Shares**



When are fans online?

Based on a recent one-week period, most fans are online at 5 p.m. with about 6,036 viewers, which makes this the best time to disseminate information.





Total Page Likes – 14,250

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



* JBPHH Facebook increased its fan base by 786 fans from last month with a previous number of 13,464.



Page Viewers

Fans reached based on Demographics, Age & Gender



Top 10 Country Locations Reached

- United States of America (HI, CA, TX, VA, NV) – 11,554
- Philippines – 263
- Japan – 173
- Germany – 129
- Italy – 110
- Brazil – 99
- India – 86
- Australia – 79
- Thailand – 77
- United Kingdom – 66