



# Commander, Navy Region Hawaii Facebook Insights

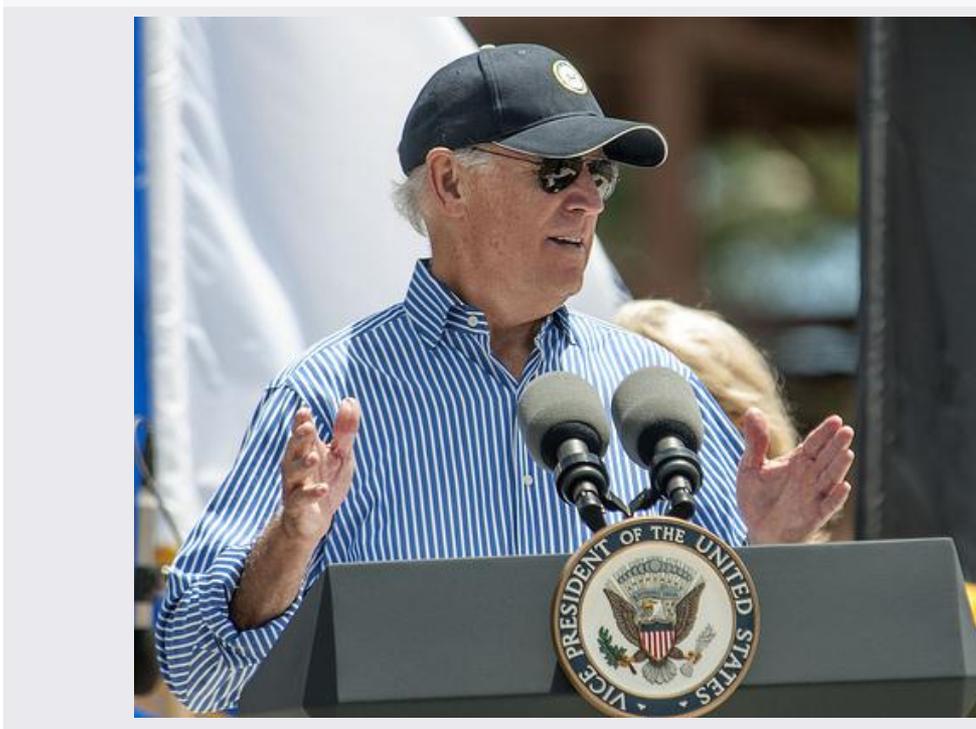
Monthly Analytics Report July 2013

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



# Most Reached Facebook Posts

(7/27) Vice President Joe Biden visits Hawaii, **2,839 reached**



The data below includes all actions on your post, including shares of your post. Actions on these shares are not shown in the post preview on the left.

**2,839** People Reached

**91** Likes, Comments & Shares

| Likes     | Comments | Shares    |
|-----------|----------|-----------|
| <b>69</b> | <b>9</b> | <b>13</b> |

#### POST CLICKS

| Photo Views  | Link Clicks | Other Clicks <i>i</i> |
|--------------|-------------|-----------------------|
| <b>1,571</b> | <b>4</b>    | <b>555</b>            |

#### NEGATIVE FEEDBACK

|                         |                         |
|-------------------------|-------------------------|
| <b>0</b> Hide Post      | <b>0</b> Hide All Posts |
| <b>0</b> Report as Spam | <b>0</b> Unlike Page    |

## Other Top Posts:

- (7/12) Pearl Harbor Ash Scattering Ceremony: **2,768 reached**
- (7/10) CNRH and CNSG MIDPAC Change of Command: **2,748 reached**



# Most **Engaged** Facebook Posts

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

## (7/12) Philippine Navy BRP Ramon Alcaraz, **16,605 Photo Views**



The data below includes all actions on your post, including shares of your post. Actions on these shares are not shown in the post preview on the left.

**2,465** People Reached

**326** Likes, Comments & Shares

| Likes      | Comments  | Shares    |
|------------|-----------|-----------|
| <b>269</b> | <b>39</b> | <b>18</b> |

#### POST CLICKS

| Photo Views   | Link Clicks | Other Clicks <sup>i</sup> |
|---------------|-------------|---------------------------|
| <b>16,605</b> | <b>4</b>    | <b>311</b>                |

#### NEGATIVE FEEDBACK

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

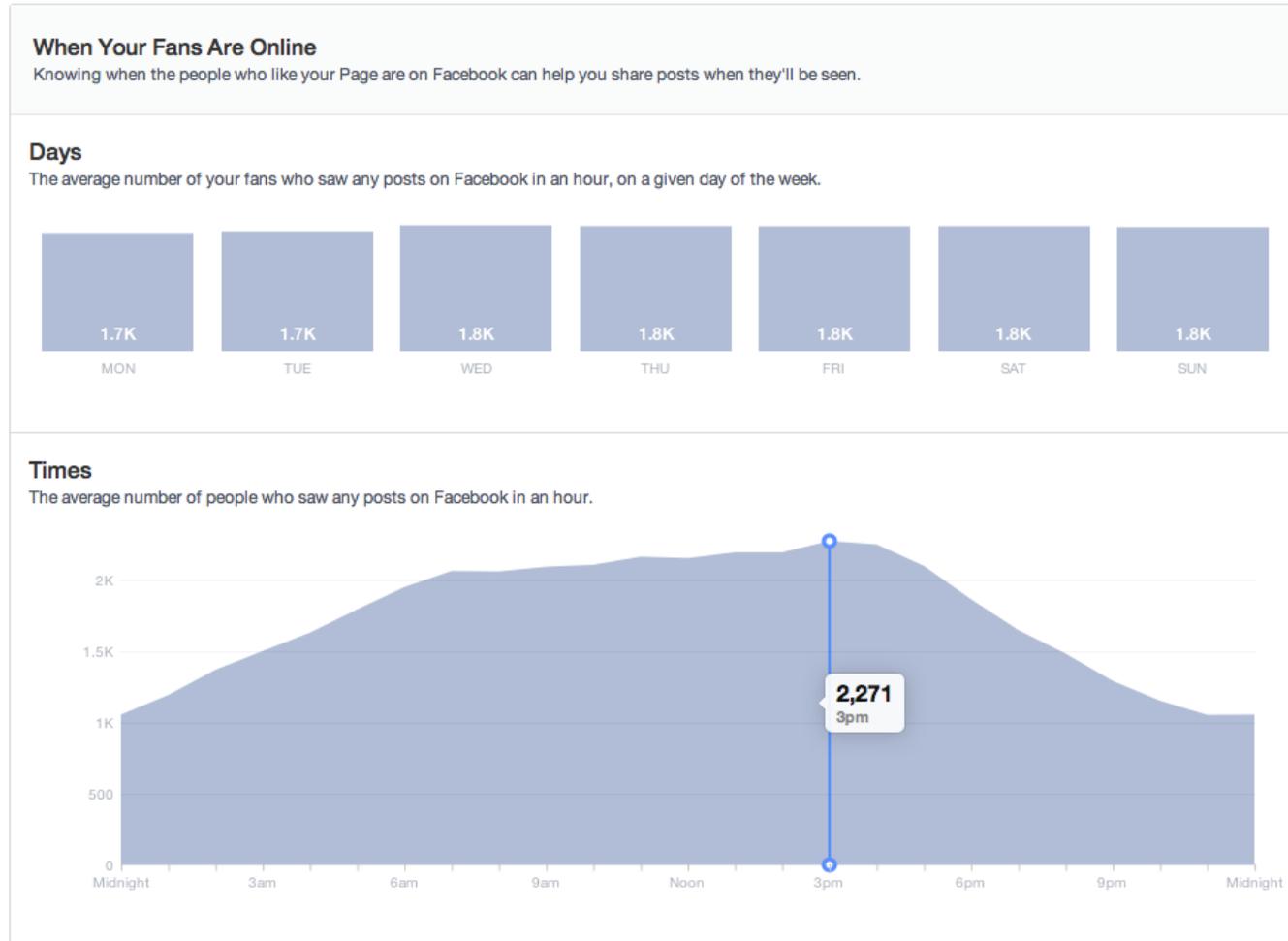
### Other Top Posts:

- (7/25) Pearl Harbor Ash Scattering Ceremony: **2,542 Photo Views**
- (7/10) Royal Navy Ship HMS Daring visits JBPHH: **2,310 Photo Views**



# When are fans online?

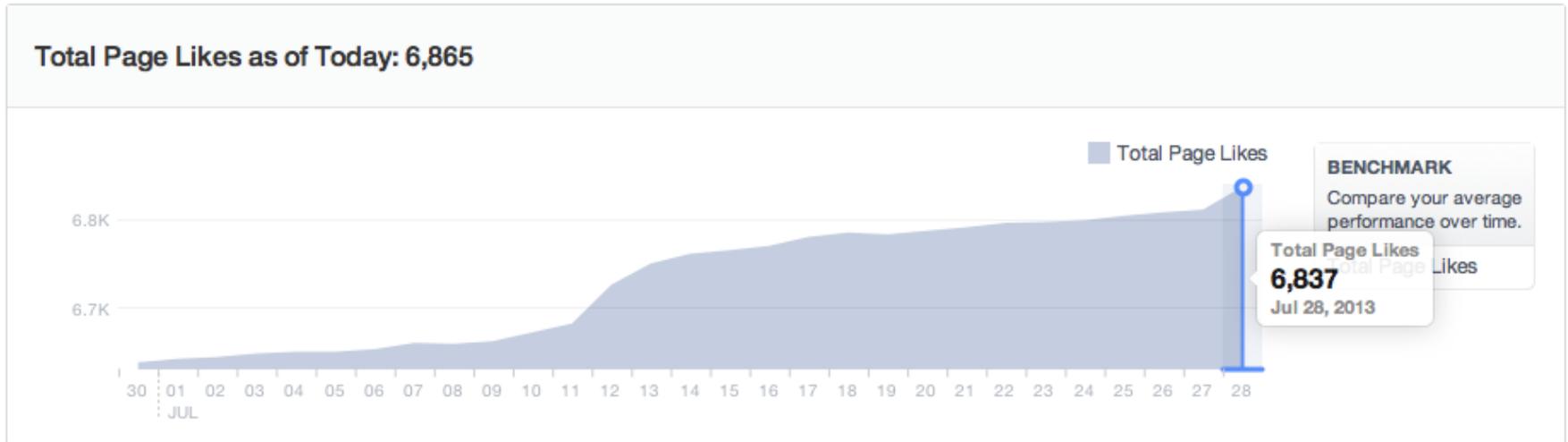
Based on the recent 1-week period in July, most fans were online at **3 p.m.** with an average of **2,271** viewers.





# Total Page Likes – 6,865

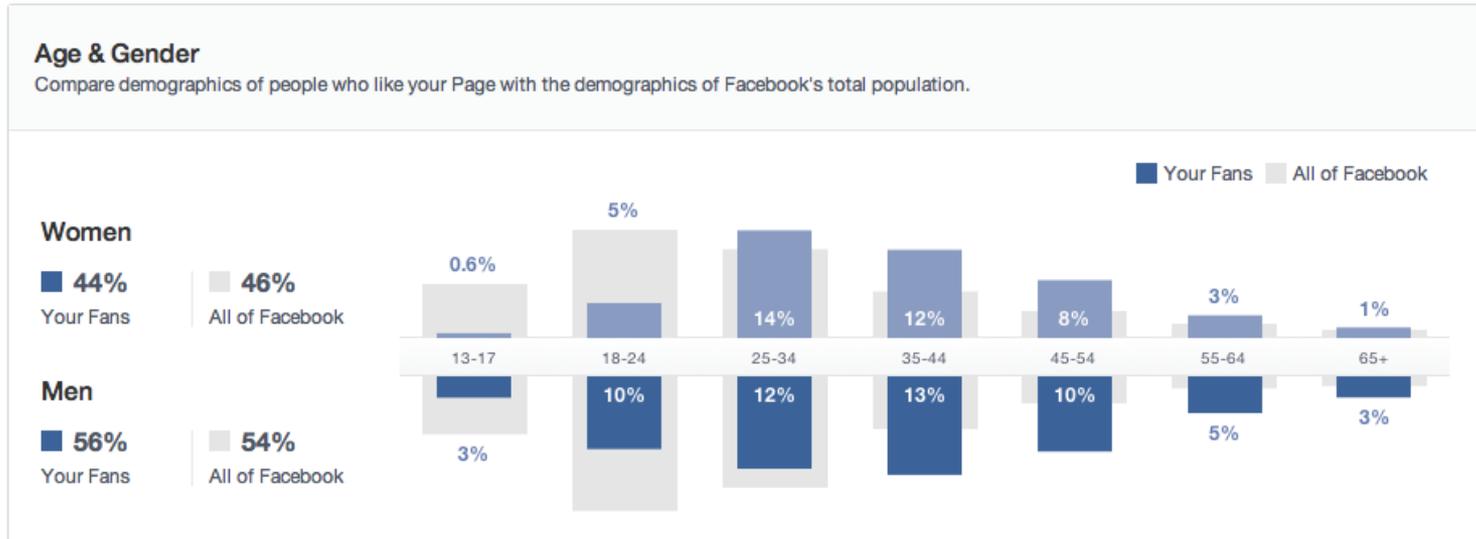
Based on the insights for July 2013, total page likes are determined by daily data recorded in the Pacific time zone in the past month.





# Demographics

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



## Fans who like the page based on **Top Country Location**

- United States of America (HI, CA, VA, DC, FL) – 5,033 fans
- Philippines – 202 fans
- India – 95 fans
- Japan – 89 fans
- Thailand – 69 fans