

*analytics report*  
**BOUNDARY COUNTRY**

May 2017

# ACTIVITY HIGHLIGHTS

MAY 2017

Boundary Country's spring campaign continued into April, with advertising on Facebook and Instagram driving traffic to boundarybc.com. As a result website traffic and social impressions are down this month.

The website saw **2,155 sessions** during the month of May, down 62.8% over the previous period, and **5,726 pageviews**, down 48%.

The social accounts (Facebook, Twitter, Instagram) saw a combined **377 fans gained**, an increase of 16.1% to the total fanbase. There were **202,632 impressions**, **3,734 engagements**, and **1,792 link clicks**.

The **Top Performing Facebook Post** was an article about Boundary Country featured on The Great Canadian Bucketlist. It reached **20,820** people with **559 engagements**.

The **Top Performing Tweet** was User-Generated Content (UGC) with 164 impressions and 15 engagements, and the **Top Performing Instagram Post** was UGC with a total of 52 engagements.

Please refer to attached spreadsheet for detailed breakdown of month over month variance, as well as year over year activity, where applicable.

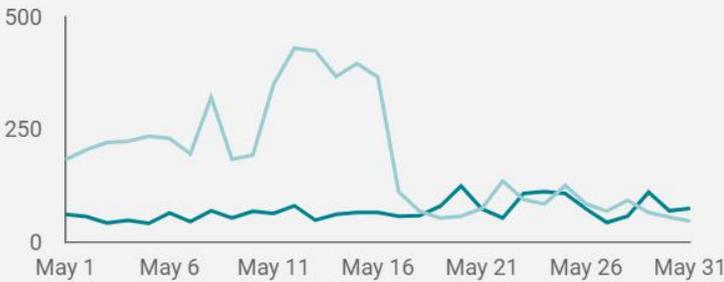
BOUNDARY COUNTRY - MAY 2017

Data From Google Analytics

Users <b>1,899</b> ↓ -62.7%	Sessions <b>2,155</b> ↓ -62.5%	Pageviews <b>5,726</b> ↓ -48.0%	Pages / Session <b>2.66</b> ↑ 38.7%	% New Sessions <b>82.97%</b> ↓ -2.6%
-----------------------------------	--------------------------------------	---------------------------------------	---	--

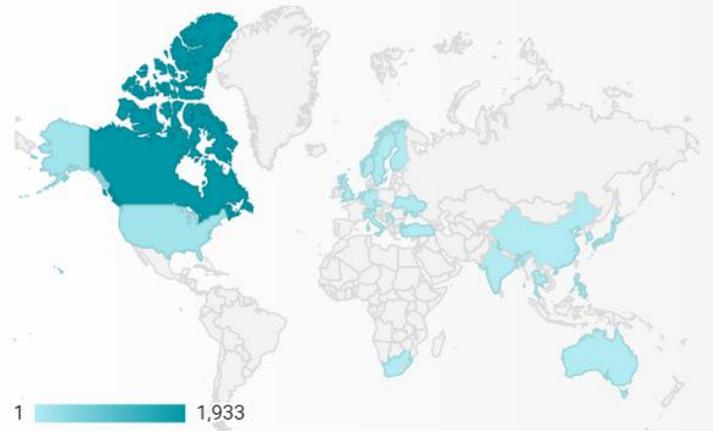
### How Are Site Sessions Trending?

May 2017 vs. April 2017



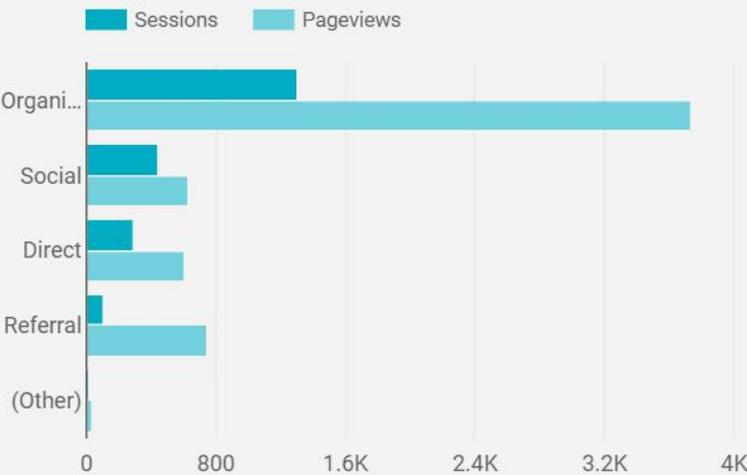
### What Are The Top Countries By Sessions?

Sessions over the last 31 days



### Which Channels Are Driving Engagement?

Sessions vs. Pageviews



Country	Sessions	Pageviews
1. Canada	1,933	
2. United States	161	
3. Philippines	8	
4. Netherlands	7	
5. Australia	5	

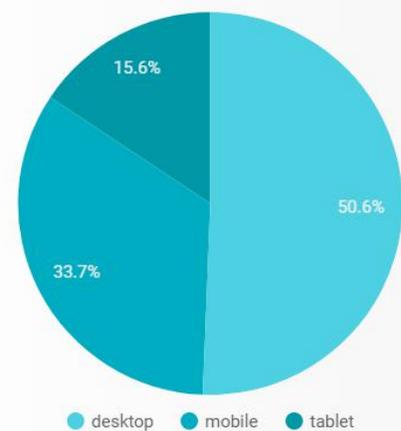
### Where is the Traffic Coming From?

Top Referral Sources

Full Referrer	Sessions
1. google	1,214
2. (direct)	295
3. m.facebook.com/	254
4. facebook.com/	112
5. bing	55

### Which Devices Are Being Used?

Sessions over the last 31 days



Bounce Rate  
**69.3%**  
↓ -1.0%

Avg. Page Load Time (sec)  
**9.8**  
↑ 10.7%



# BOUNDARY

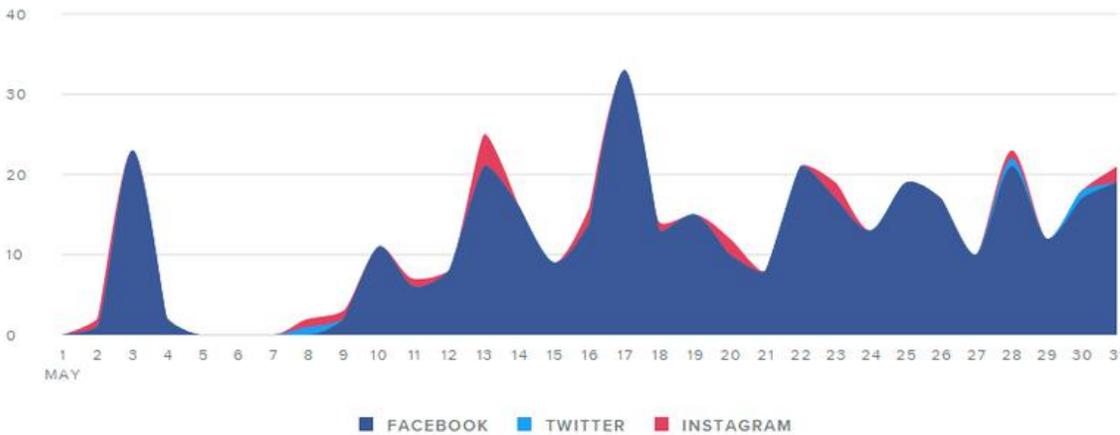


## SOCIAL OVERVIEW

<b>202,632</b> Impressions	<b>3,740</b> Engagements	<b>1,792</b> Link Clicks
-------------------------------	-----------------------------	-----------------------------

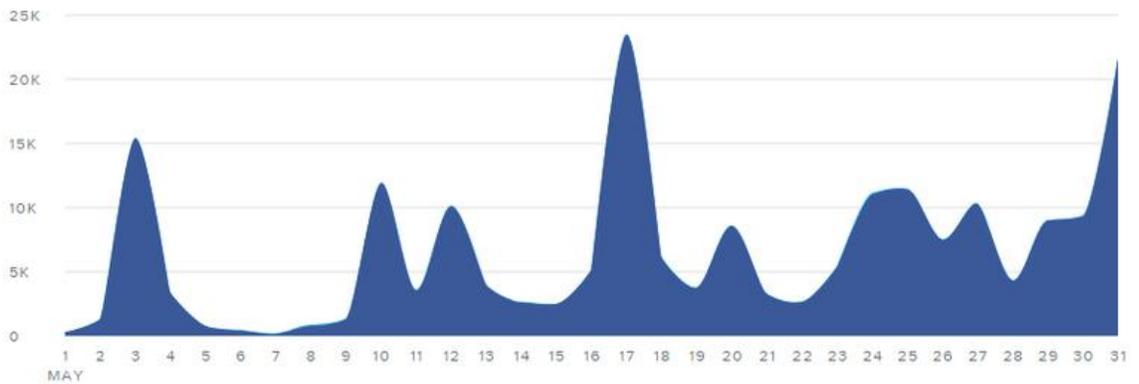
The group statistics shown here represent the overall figures of the Facebook, Twitter, and Instagram accounts of Boundary Country. In May, there were **377 fans gained**, bringing the current total to **2,782**. There were **202,632 impressions** and **3,740 engagements**, and **1,792 link clicks**.

AUDIENCE GROWTH, BY DAY



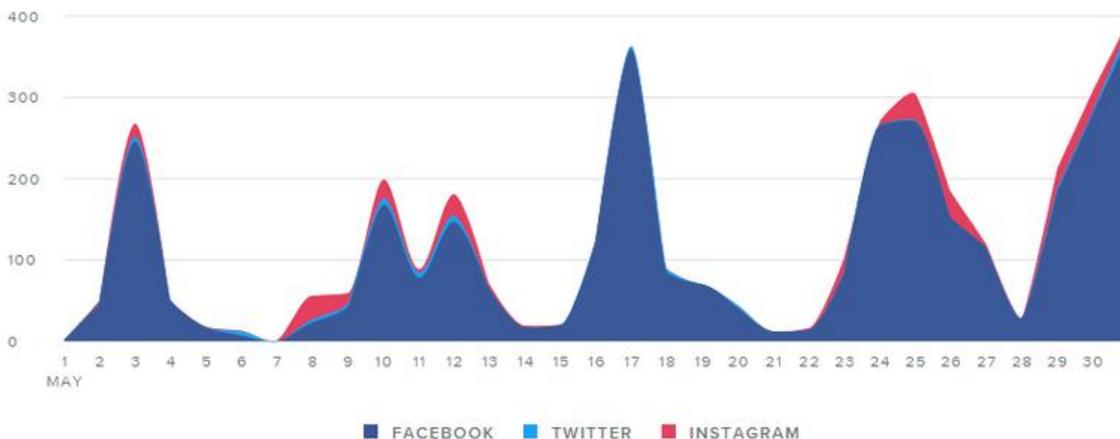
16.1%  
INCREASE

IMPRESSIONS PER DAY



56.2%  
DECREASE

ENGAGEMENTS PER DAY



3.6%  
DECREASE



# BOUNDARY

FACEBOOK

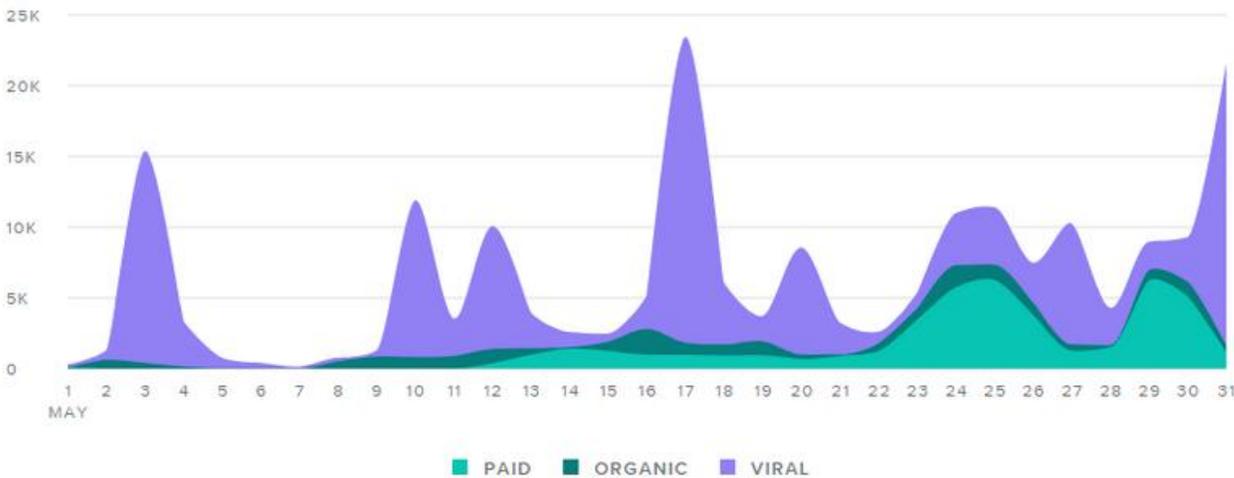
**200,827**  
Impressions

**3,387**  
Post Engagements

**1,783**  
Link Clicks

The Boundary Country Facebook page saw **200,827 impressions** throughout the month of May, a decrease of 56.4%, and **3,387 post engagements**, down 7.8% over April. There were **1,783 link clicks**, and **358 fans were gained**, an **increase of 17.7%**, bringing the total number of followers to **2,439**. The decrease seen here is due to the traffic that the Spring Campaign generated throughout the month of March and April. Overall, the impressions and engagements are highly successful.

PAGE IMPRESSIONS, BY DAY



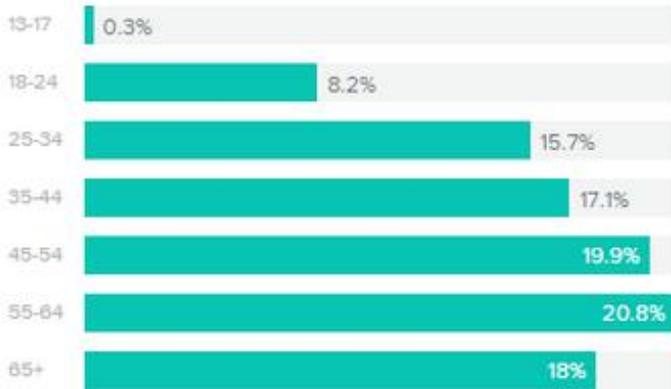
56.4%  
DECREASE

AUDIENCE ENGAGEMENT, BY DAY



7.8%  
DECREASE

## BY AGE



## BY GENDER



55.5%

FEMALE

44.5%

MALE

Women between the ages of 55-64 appear to be the leading force among your fans.

### Top Countries

Canada	2,291
United States	108
Australia	4
Malaysia	4
United Kingdom	3

### Top Cities

Grand Forks, BC, Canada	268
Kelowna, BC, Canada	220
Vancouver, BC, Canada	150
Surrey, BC, Canada	106
Castlegar, BC, Canada	104

The current fan base on Boundary Country's Facebook Account presents itself as **55.5% female**, with **20.8%** of all followers falling between the ages of **55-64**.

While women between the ages of 55-64 "appear to be the leading force" among our fans, it's important to note there is a well-rounded cross section of ages that are presented here, and something that should be kept in consideration when delivering content.

Most of the followers reside in **Canada**, and those who have their current location set to **Grand Forks** and make up the highest group of fans by city.

On the next page you'll see the three **Top Performing Posts** for May.

# f TOP POSTS

**Boundary Country BC**  
Published by Sprout Social [?] · May 16 at 2:49pm · 🌐

At the Edge of America: BC's Boundary Country  
Thanks so much for the feature The Great Canadian Bucket List!



**At the Edge of America: BC's Boundary Country**  
Bucket List correspondent John Thomson visits Boundary Country in British Columbia - a beautiful region of glacier-fed lakes and p...

20,820 People Reached

559 Reactions, Comments & Shares

389 Like	150 On Post	239 On Shares
26 Love	8 On Post	18 On Shares
1 Thankful	0 On Post	1 On Shares
2 Wow	0 On Post	2 On Shares
32 Comments	11 On Post	21 On Shares
109 Shares	109 On Post	0 On Shares

2,113 Post Clicks

20,820  
REACHED

**Boundary Country BC**  
Published by Sprout Social [?] · May 24 at 2:49pm · 🌐

Mile 0 of the KVR Trail is located in our very own Midway, British Columbia. Visit the Kettle River Museum to learn about it's historic past.



569  
REACTIONS

14,850 People Reached

569 Reactions, Comments & Shares

379 Like	193 On Post	186 On Shares
24 Love	16 On Post	8 On Shares
1 Haha	0 On Post	1 On Shares
13 Wow	6 On Post	7 On Shares
35 Comments	16 On Post	19 On Shares

**Boundary Country BC**  
Published by Sprout Social [?] · May 2 · 🌐

"Exact same spot... Over 100 years later. Treasure hunting for BC's rich and fascinating history. Cascade Falls, the location of a wood crib dam, built in 1898 that ran water through a tunnel in the rock, past the stunning water fall, into a power house below. It provided electricity for the surrounding towns including Grand Forks, Greenwood and the now ghost town of Phoenix."  
- Photo & Caption by janvozenilek (IG)



12,721 People Reached

369 Reactions, Comments & Shares

289 Like	88 On Post	201 On Shares
6 Love	2 On Post	4 On Shares
10 Wow	0 On Post	10 On Shares
18 Comments	6 On Post	12 On Shares
46 Shares	45 On Post	1 On Shares

1,935 Post Clicks

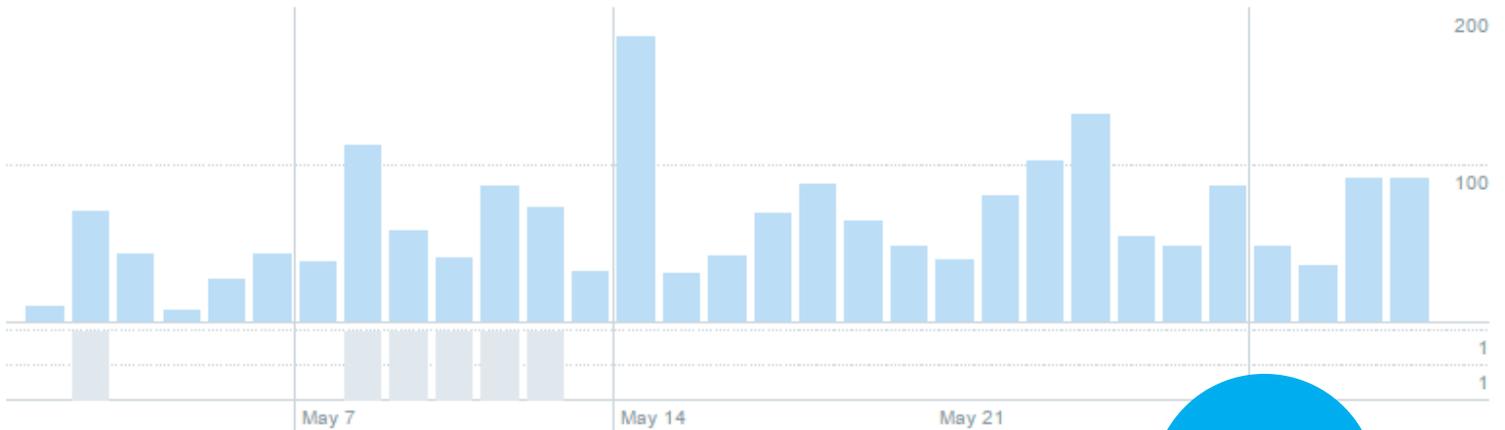
608 Photo Views	0 Link Clicks	1,327 Other Clicks
--------------------	------------------	-----------------------

369  
REACTIONS

# BOUNDARY



## TWITTER



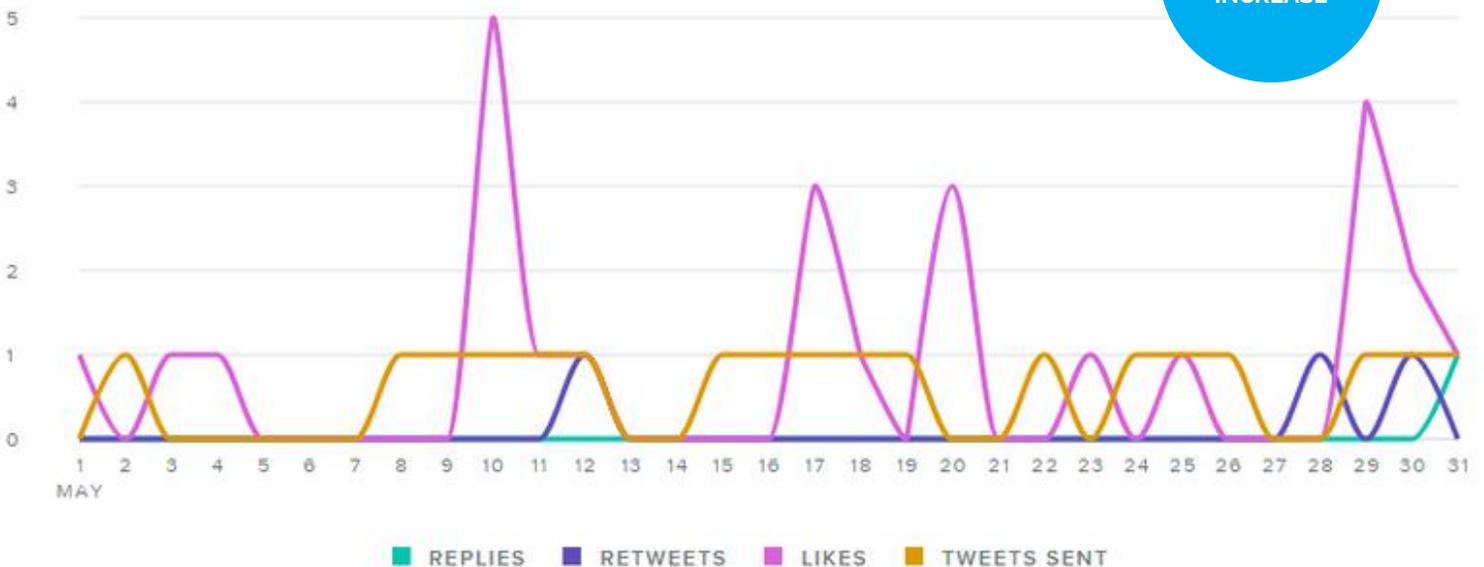
41.46%  
INCREASE

The **Twitter** account for Boundary Country saw **1,805 impressions, up 41.46%**, and **76 engagements, up 145.8%** over the month of April.

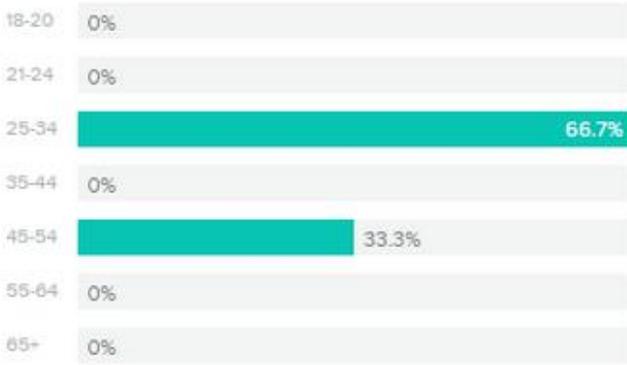
Two followers were gained throughout the month, bringing the current total to **231**.

145.8%  
INCREASE

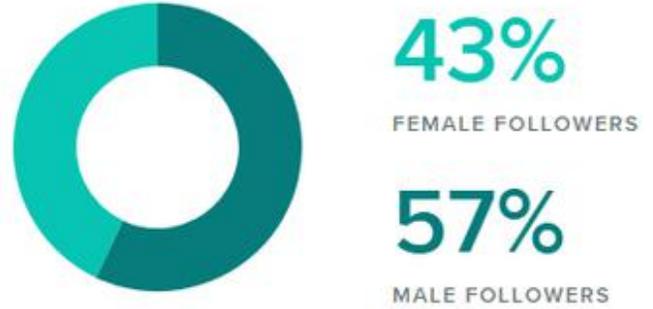
### ENGAGEMENT COUNT



FOLLOWERS BY AGE



FOLLOWERS BY GENDER



Men between ages of 25-34 appear to be the leading force among your recent followers.

3.5%



Boundary Country Twitter followers are reported as **43% Female** and **57% male** with 66.7% of followers falling between the ages of **25-34**.

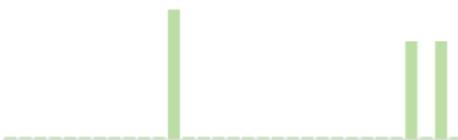
On the left hand side you'll see a breakdown of engagements for the month of April including link clicks, retweets, and likes.

Link clicks  
11



Below are the **Top Performing Tweets** of May with User-Generated Content of Cascade Falls taking the number one spot with **164 impressions** and **15 engagements**.

Retweets  
3



Likes  
26



	<b>Boundary Country BC</b> @BoundaryCountry · May 11 The Cascade Fall along the <a href="#">#KettleRiver</a> is a must-stop for anyone visiting. Find it just south of Christina Lake. 📍: <a href="#">@sevenintheocean</a> <a href="https://pic.twitter.com/plg91g2Dke">pic.twitter.com/plg91g2Dke</a>	164	15
	<b>Boundary Country BC</b> @BoundaryCountry · May 8 Taking a break from walking the Badger Trail along <a href="#">#ChristinaLake</a> in beautiful <a href="#">#BoundaryCountry</a>   📍: <a href="#">@mmkazakoff</a> <a href="https://pic.twitter.com/WZoPAgjBkR">pic.twitter.com/WZoPAgjBkR</a>	94	4
	<b>Boundary Country BC</b> @BoundaryCountry · May 25 Exploring the trails around <a href="#">#Greenwood</a> , British Columbia. 📍: <a href="#">derrick_hamilton.bc</a> (IG) <a href="#">#HikeBC</a> <a href="https://pic.twitter.com/PHWDifXap0">pic.twitter.com/PHWDifXap0</a>	80	3
	<b>Boundary Country BC</b> @BoundaryCountry · May 29 A very green <a href="#">#GrandForks</a> Valley! 📍: <a href="#">Jonathan O'Doherty</a> ( <a href="#">j.odoherty91/IG</a> ) <a href="https://pic.twitter.com/TochHcswfWA">pic.twitter.com/TochHcswfWA</a>	80	4
	<b>Boundary Country BC</b> @BoundaryCountry · May 2 'The exact same spot over 100 years later'. Photo comparison of Cascade Falls near Christina Lake by <a href="#">@janvozenilek</a> <a href="#">#BoundaryCountry</a> <a href="https://pic.twitter.com/DJB0OdPsGc">pic.twitter.com/DJB0OdPsGc</a>	77	10



# BOUNDARY

INSTAGRAM

## Top Instagram Posts



@boundarycountry  
52 Engagements



@boundarycountry  
48 Engagements



@boundarycountry  
31 Engagements

During the month of May **17 New Followers** were gained, and increase of **17.9%** bringing the current total to **112.9 media** were sent to a total of **277 engagements**, an increase of **55.6%**.

The posts were entirely User-Generated Content, allowing us to connect and engage with users, and encourage traffic to the page.

The **Top Performing Post** was User Generated Content of the Badger Trail along Christina Lake to a total of **52 engagements**.

### AUDIENCE ENGAGEMENT, BY DAY

