



analytics report
BOUNDARY COUNTRY

March 2017

ACTIVITY HIGHLIGHTS

MARCH 2017

March saw the implementation of a Spring Campaign on Facebook and Google with the objective of driving traffic to the website. The Boundary Country website saw **3,986 sessions, up 208%**, and **7,980 pageviews, up 164.3%** throughout the month of March.

The social accounts (Facebook, Twitter, and Instagram) saw a combined **354,067 impressions, 5,895 engagements**, and **1,957 link clicks**.

The **Top Performing Post** on Facebook was User-Generated Content (UGC) of Jewel Lake that garnered **5,944 reached** and **465 reactions**.

The **Top Performing Tweet** was UGC of Christina Lake which saw **443 impressions**.

The **Top Performing Post** on Instagram was also UGC featuring a barrel cabin (unique accommodation) with **33 engagements**.

Paid advertising and boosting has proved to be highly effective with incredibly engaged followers.

Below are the Social Media Key Performance Indicators over the past three months.

	JANUARY	FEBRUARY	MARCH	TO DATE
Twitter - Total Followers	216	226	231	231
Twitter - New Followers	1	10	5	30
Twitter - Tweets Sent	14	14	19	111
Twitter - Impressions	1,767	2,283	3,097	13,025
Twitter - Engagements	25	46	49	209
Twitter - Retweets	5	6	1	22
Twitter - Clicks	7	13	1	73
Facebook - Total Page Likes	705	1,271	1,778	1,778
Facebook - New Page Likes	535	614	507	1,673
Facebook - Impressions	56,089	67,086	350,970	486,803
Facebook - Post Engagements	257	924	5,561	6,991
Facebook - Link Clicks	30	36	1,956	2,039
Instagram - Total Followers	63	71	76	76
Instagram - New Followers	10	8	5	67
Instagram - Media Sent	7	9	10	51
Instagram - Total Engagements	162	184	285	956

Users 3,506 ↑ 217.9%	Sessions 3,986 ↑ 208.0%	Pageviews 7,980 ↑ 164.3%	Pages / Session 2 ↓ -14.2%	% New Sessions 86.33% ↑ 4.5%
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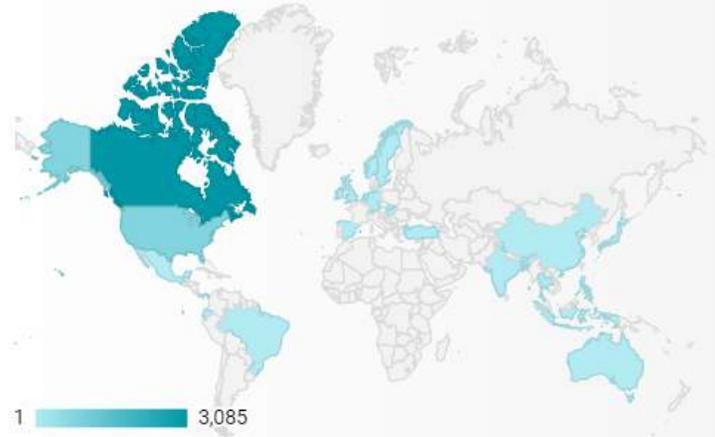
How Are Site Sessions Trending?

March 2017 vs. February 2017



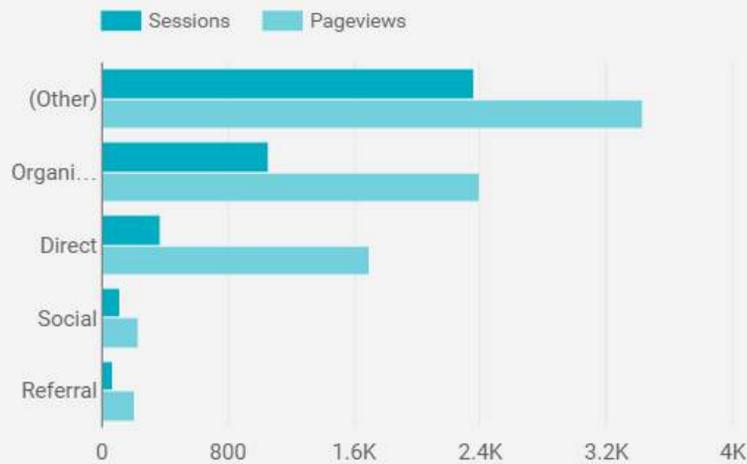
What Are The Top Countries By Sessions?

Sessions over the last 31 days



Which Channels Are Driving Engagement?

Sessions vs. Pageviews



Country	Sessions	Pageviews
1. Canada	3,085	
2. United States	841	
3. United Kingdom	7	
4. Singapore	7	
5. Mexico	7	

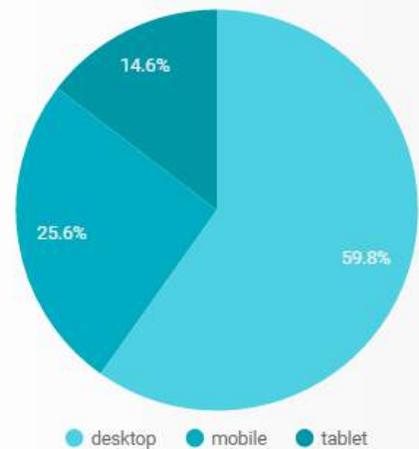
Where is the Traffic Coming From?

Top Referral Sources

Full Referrer	Sessions
1. Facebook	2,133
2. google	1,009
3. (direct)	376
4. Instagram	181
5. facebook	32

Which Devices Are Being Used?

Sessions over the last 31 days



Bounce Rate

72.1%

↑ 12.1%

Avg. Page Load Time (sec)

7.5

↓ -17.3%



BOUNDARY

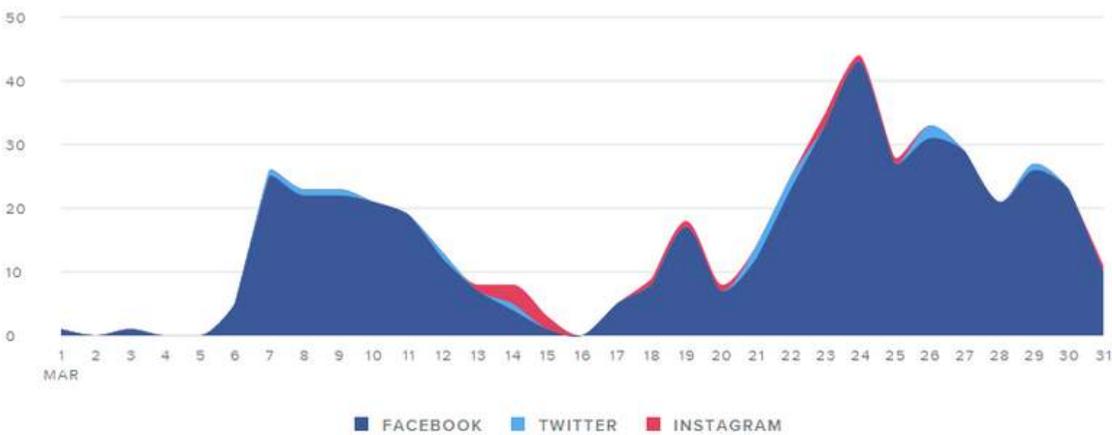


SOCIAL OVERVIEW

 354,067 Impressions	 5,895 Engagements	 1,957 Link Clicks
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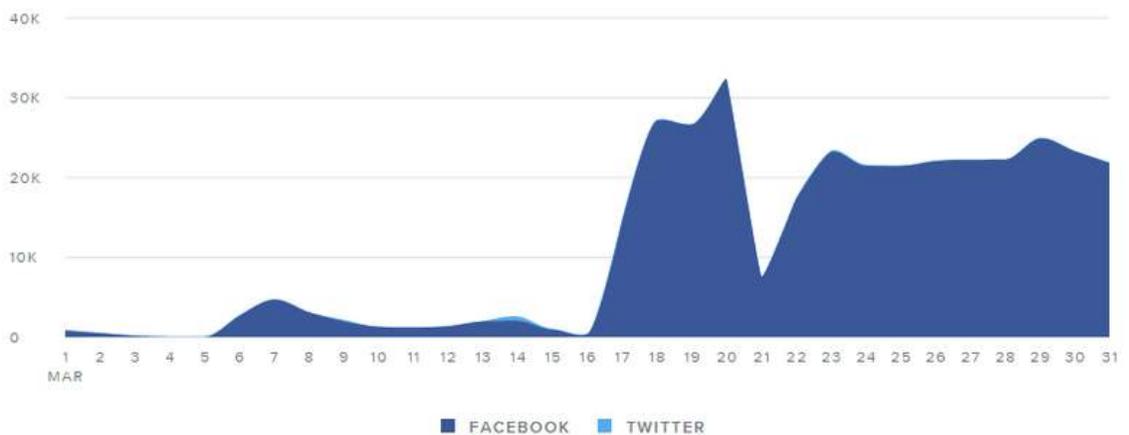
The group statistics shown here represent the overall figures of the Facebook, Twitter, and Instagram accounts of the Boundary. In March, **465 fans** were gained and the social channels saw **354,067 Impressions, up 320.1%**, and **5,895 engagements, up 366.7%**.

AUDIENCE GROWTH, BY DAY



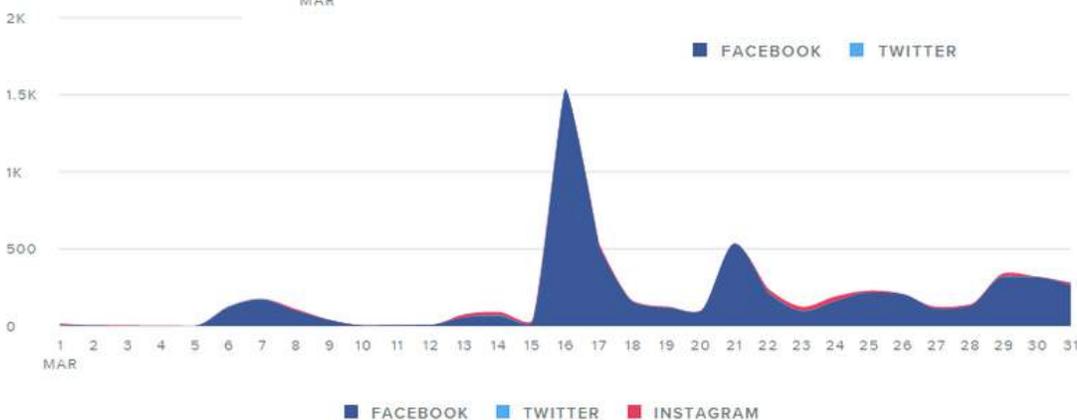
28.8%
INCREASE

IMPRESSIONS PER DAY



320.1%
INCREASE

ENGAGEMENTS PER DAY



366.7%
INCREASE



BOUNDARY

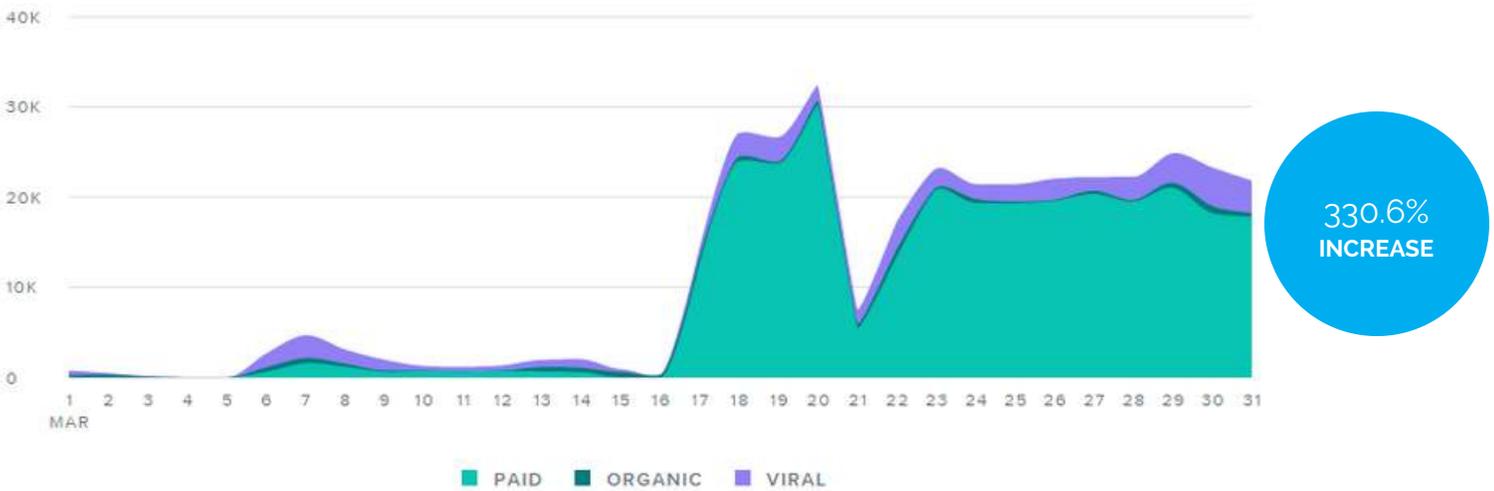
FACEBOOK



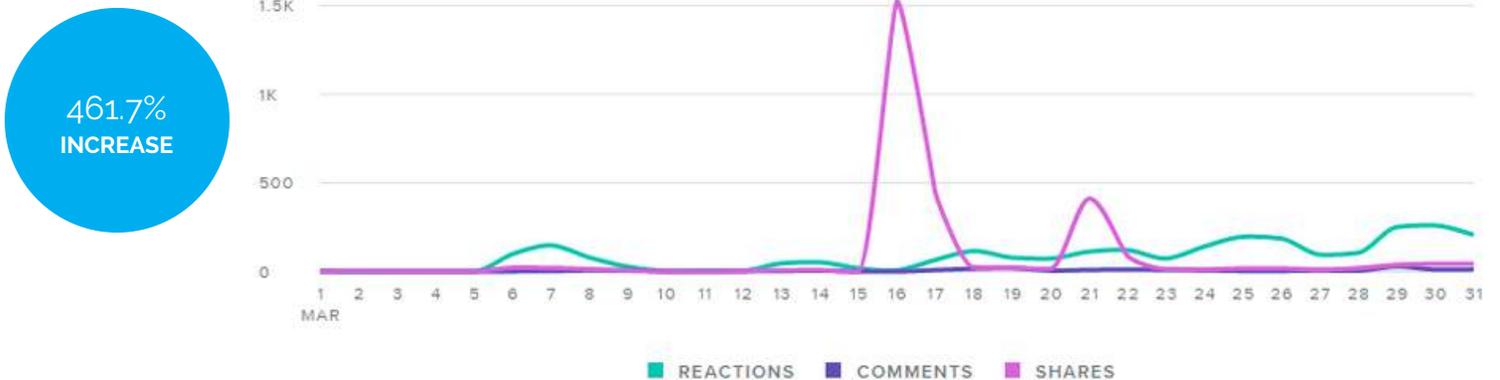
The month of February saw a total of **350,970 impressions**, an **increase of 330.6%** and **5,561 engagements**, an **increase of 461.7%**.

The page saw **455 new page likes**, an **increase of 34.5%** bringing the total number of fans to **1,778**. The increases seen here are a direct result of social campaigns, including the current Spring program which is using Facebook as a primary way to drive traffic to the website.

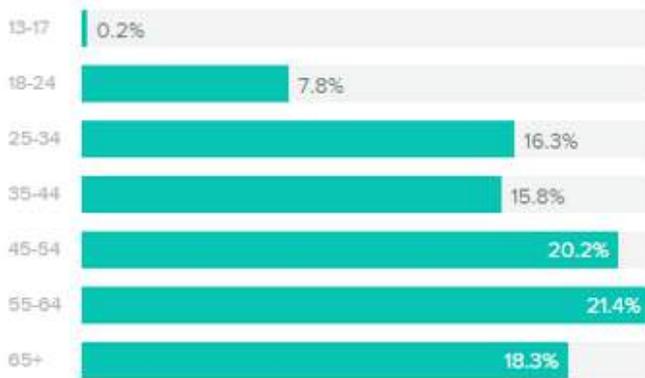
PAGE IMPRESSIONS, BY DAY



AUDIENCE ENGAGEMENT, BY DAY



BY AGE



BY GENDER



56.4%

FEMALE

43.6%

MALE

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

TOP COUNTRIES

Canada	1,724
United States	43
Malaysia	3
Australia	2
Brazil	2

TOP CITIES

Grand Forks, BC, Canada	205
Kelowna, BC, Canada	150
Surrey, BC, Canada	100
Vancouver, BC, Canada	99
Castlegar, BC, Canada	72

The current fan base on Boundary Country's Facebook Account presents itself as **56.4% female**, with **22.4%** 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 March.

f TOP POSTS

Boundary Country BC
Published by Sprout Social [?] · March 17 at 2:49pm · 🌐

Beautiful colours reflecting on Jewel Lake

📷: thao.atkinson/ig



5,944 People Reached

465 Reactions, Comments & Shares

333 Like 234 On Post 99 On Shares

34 Love 23 On Post 11 On Shares

1 Haha 1 On Post 0 On Shares

12 Wow 9 On Post 3 On Shares

34 Comments 14 On Post 20 On Shares

51 Shares 50 On Post 1 On Shares

268 Post Clicks

5,944
REACHED

Boundary Country BC
Published by Sprout Social [?] · March 6 at 2:49pm · 🌐

A little snowier than usual, but oh so beautiful all the same.

📷: spookeybarber/IG



393
REACTIONS

5,284 People Reached

393 Reactions, Comments & Shares

300 Like 204 On Post 96 On Shares

21 Love 17 On Post 4 On Shares

1 Haha 0 On Post 1 On Shares

6 Wow 4 On Post 2 On Shares

12 Comments 3 On Post 9 On Shares

53 Shares 52 On Post 1 On Shares

299 Post Clicks

4,443 People Reached

385 Reactions, Comments & Shares

341 Like 313 On Post 28 On Shares

13 Love 11 On Post 2 On Shares

2 Wow 2 On Post 0 On Shares

7 Comments 7 On Post 0 On Shares

22 Shares 21 On Post 1 On Shares

154 Post Clicks

96 Photo Views 6 Link Clicks 52 Other Clicks 📌

4,443
REACHED

Boundary Country BC
Published by Niki Kennedy [?] · March 21 at 2:05pm · 🌐

Who's ready for warm, sunny days and long summer hikes?
Find out more about our parks: bit.ly/2nPmLYN

📷: alyssakinakin/ig



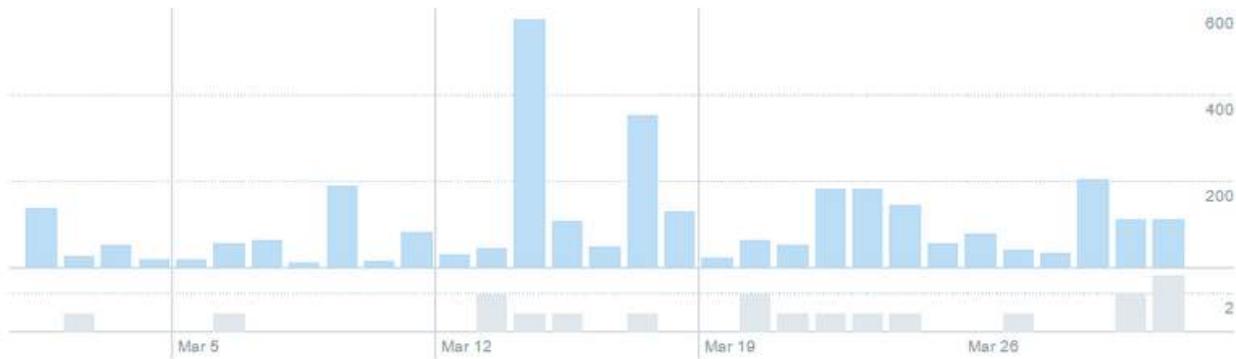
BOUNDARY



TWITTER



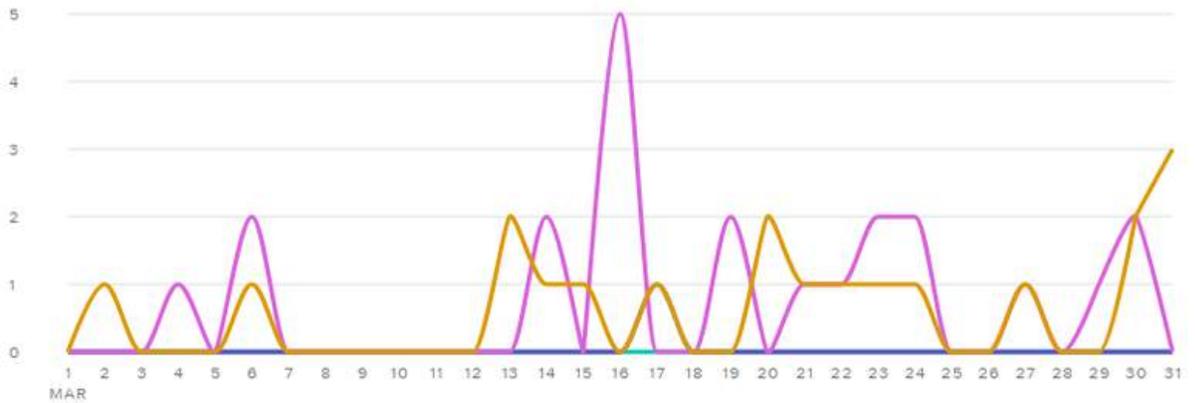
Impressions for the month of March were **3,097, up 35.65%** over the month of February with **49 engagements, up 6.5%**, with **19 tweets sent. 5 new followers** were gained bringing the current total follower base to **230**.



35.65%
INCREASE

6.5%
INCREASE

ENGAGEMENT COUNT

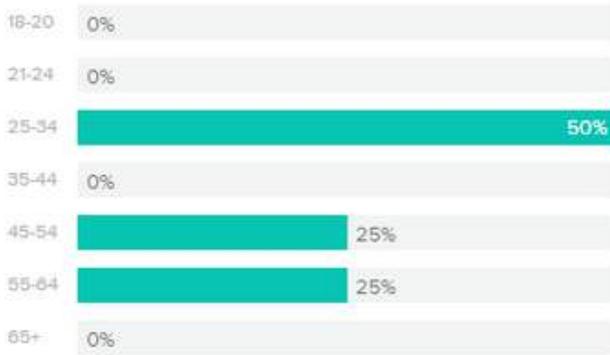


11.8%
INCREASE

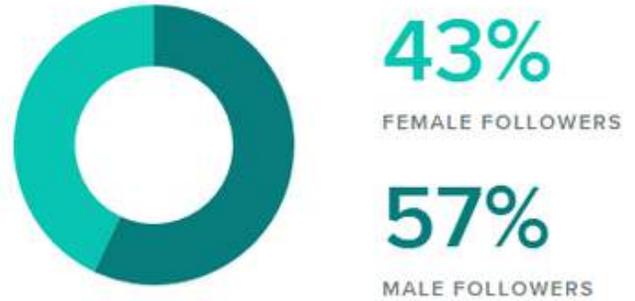
MESSAGES PER DAY



FOLLOWERS BY AGE



FOLLOWERS BY GENDER



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

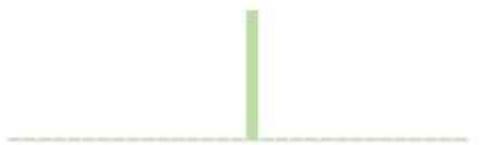
Engagement rate
2.2%



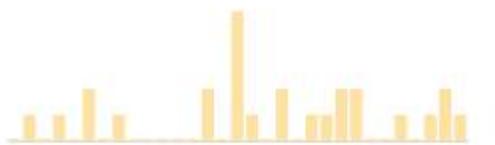
Link clicks
1



Retweets
1



Likes
26



Boundary Country Twitter followers are reported as **43% Female** and **57% male** with 50% 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 February including link clicks, retweets, and likes.

Below are the **Top Performing Tweets** of March, with the top spot going to User Generated Content of Christina Lake with 443 impressions.

	Boundary Country BC @BoundaryCountry · Mar 15 Pink Skies during #GoldenHour 📷: Patrick Logan 📍 @ChristinaLakeBC #ExploreBC #BoundaryCountry pic.twitter.com/aHFOIPovBd	443	1
	Boundary Country BC @BoundaryCountry · Mar 6 Hard to believe #spring is just around the corner. But look at that sky! Beautiful capture by spookeybarber/IG #ExploreBC #ExploreCanada pic.twitter.com/WH8XIU7RBa	131	3
	Boundary Country BC @BoundaryCountry · Mar 13 A whole lot of #cabinlove for these accommodation options at Jewel Lake! #ExploreBC #ExploreCanada 📷: morganbema/ig pic.twitter.com/QHTNek7iZ9	125	7
	Boundary Country BC @BoundaryCountry · Mar 2 In January, Benjamin Giesbrecht visited @BigWhite. Read about his experience here: bit.ly/2IEdvVX 📷: bennnnnnngie/IG pic.twitter.com/ouxKHsrKLL	124	1
	Boundary Country BC @BoundaryCountry · Mar 17 Beautiful capture of the colours reflecting on Jewel Lake, BC 📷: thao.atkinson/ig #BoundaryCountry #ExploreBC #SunsetPhotography pic.twitter.com/bgLh3DvGpc	120	9



BOUNDARY

INSTAGRAM

 76 Total Followers	 263 Likes Received	 22 Comments Received
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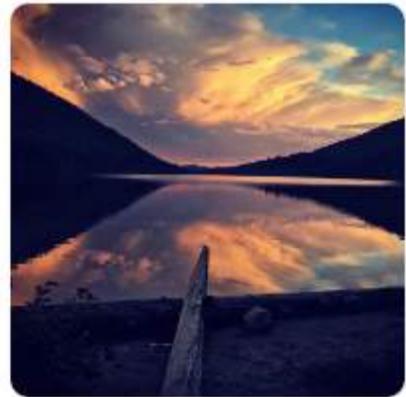
Top Instagram Posts



@boundarycountry
33 Engagements



@boundarycountry
32 Engagements



@boundarycountry
31 Engagements

During the month of March **5 New Followers** were gained, and increase of **7%** bringing the current total to **76**. **10 media** were sent to a total of **285 engagements**, an increase of **33.8%**.

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 of barrel cabin at Jewel Lake to a total of **33 engagements**.

AUDIENCE ENGAGEMENT, BY DAY

