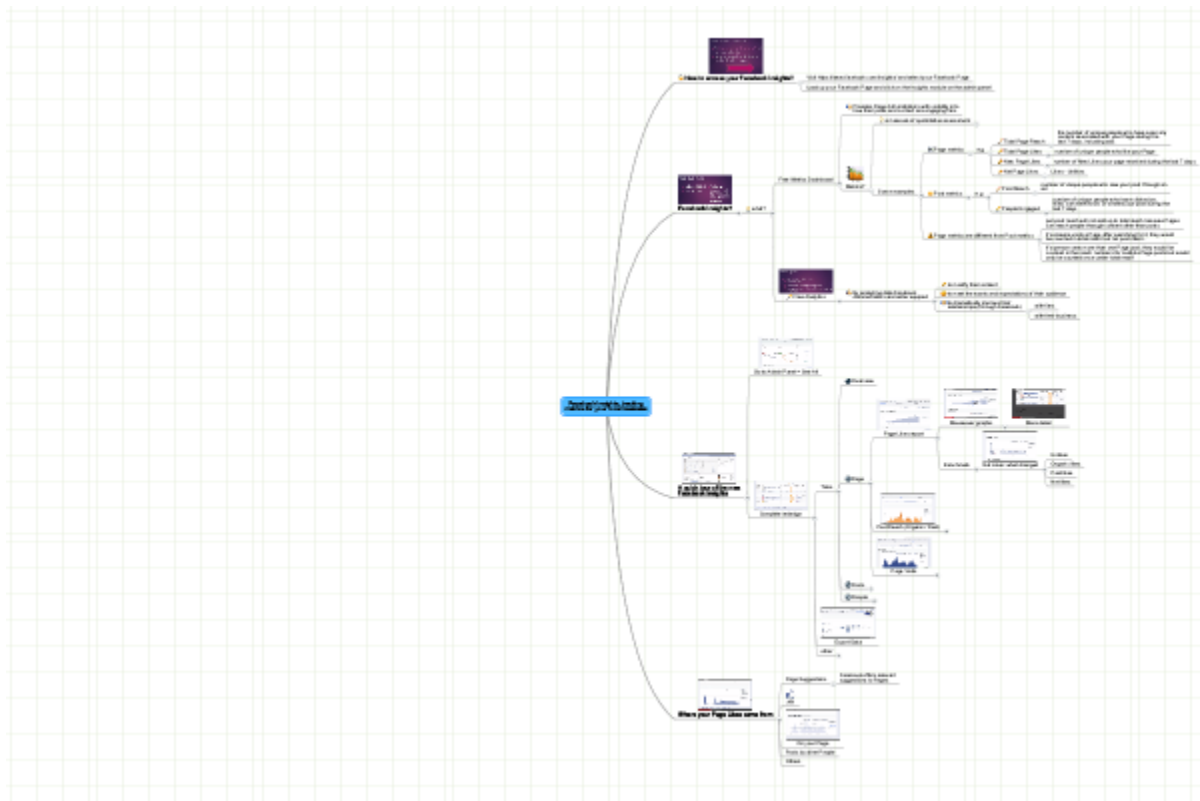


Facebook Insights, tracking metrics for your local business



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1 How to access your Facebook Insights?



How to Access Your Facebook Insights

- ▶ Visit <https://www.facebook.com/insights/> and select your Facebook Page.
- ▶ Load up your Facebook Page and click on the Insights module on the admin panel.



1.1 Visit <https://www.facebook.com/insights/> and select your Facebook Page

1.2 Load up your Facebook Page and click on the Insights module on the admin panel

2 Facebook Insights?

What is Facebook Insights?

- ▶ Free Metrics Dashboard
- ▶ Free Analytics Tool
- ▶ Provides Page Administrators with visibility into how their posts and content are engaging fans.

2.1 what?



2.1.1 Free Metrics Dashboard

2.1.1.1 Provides Page Administrators with visibility into how their posts and content are engaging fans



2.1.1.2 Metrics?



2.1.1.2.1 a measure of quantitative assessment



2.1.1.2.1.1 e.g.

2.1.1.2.1.1.1 inches

2.1.1.2.1.1.2 miles

2.1.1.2.1.1.3 likes

2.1.1.2.1.1.4 comments

2.1.1.2.2 Some examples

2.1.1.2.2.1 Page metrics



2.1.1.2.2.1.1 e.g

2.1.1.2.2.1.1.1 Total Page Reach



2.1.1.2.2.1.1.1.1 the number of unique people who have seen any content associated with your Page during the last 7 days, including ads

2.1.1.2.2.1.1.2 Total Page Likes



2.1.1.2.2.1.1.2.1 number of unique people who like your Page

2.1.1.2.2.1.1.3 New Page Likes



2.1.1.2.2.1.1.3.1 number of New Likes your page received during the last 7 days

2.1.1.2.2.1.1.4 Net Page Likes



2.1.1.2.2.1.1.4.1 Likes - Unlikes

2.1.1.2.2.2 Post metrics



2.1.1.2.2.2.1 e.g

2.1.1.2.2.2.1.1 Paid Reach



2.1.1.2.2.2.1.1.1 number of unique people who saw your post through an ad

2.1.1.2.2.2.1.2 People Engaged



2.1.1.2.2.2.1.2.1 number of unique people who have clicked on, liked, commented on, or shared your post during the last 7 days

2.1.1.2.2.3 Page metrics are different from Post metrics



2.1.1.2.2.3.1 per-post reach will not add up to total reach because Pages can reach people through content other than posts

2.1.1.2.2.3.2 if someone visits a Page after searching for it, they would be counted in total reach but not post reach.

2.1.1.2.2.3.3 if a person sees more than one Page post, they would be counted in the reach numbers for multiple Page posts but would only be counted once under total reach

2.1.2 Free Analytics



By Analyzing Data

- ▶ Facebook Administrators are better equipped
 - ▶ to modify their content
 - ▶ To meet the wants and expectations of their audience
 - ▶ To dramatically improve their relationship with fans and their business through Facebook

2.1.2.1 By analyzing data Facebook Administrators are better equipped



2.1.2.1.1 to modify their content



2.1.2.1.2 to meet the wants and expectations of their audience



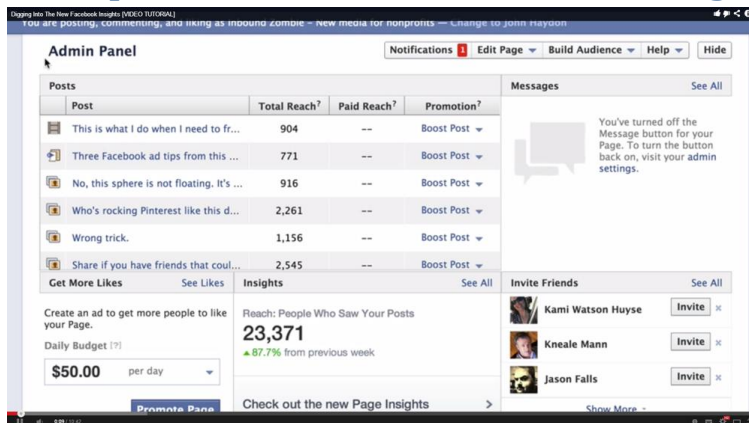
2.1.2.1.3 to dramatically improve their relationships (through Facebook)



2.1.2.1.3.1 with fans

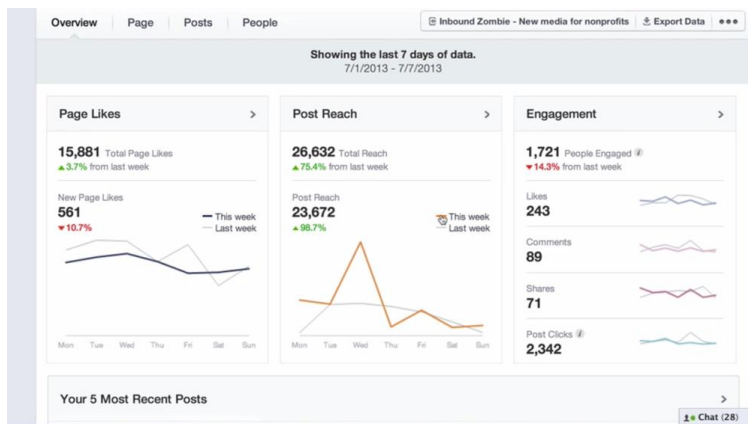
2.1.2.1.3.2 with their business

3 A quick tour of the new Facebook Insights



<http://www.youtube.com/watch?v=j5GoDFtdW5I>

3.1 Go to Admin Panel > See All



3.2 Complete redesign

Your 5 Most Recent Posts

Reach Post Clicks Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
7/08/2013 9:23 pm	This is what I do when I need to freshen up my perspective.			901	8 1	Boost
7/08/2013 8:05 pm	Three Facebook ad tips from this article: 1. Have beautiful imagery in your News Feed ad. 2. Have copy that dr			769	8 2	Boost
7/08/2013 4:19 pm	No, this sphere is not floating. It's all in your head.			916	58 14	Boost
7/08/2013 11:10 am	Who's rocking Pinterest like this dog shelter? http://www.johnhaydon.com/2013/07/five-pinterest-board-ideas			2.3K	194 7	Boost
7/07/2013 6:32 pm	Wrong trick.			1.2K	83 11	Boost

See All Posts

About Create Ad Create Page Developers Careers Privacy Cookies Terms Help

Facebook © 2013 - English (US) Chat (28)

3.2.1 Tabs

3.2.1.1 Overview

1

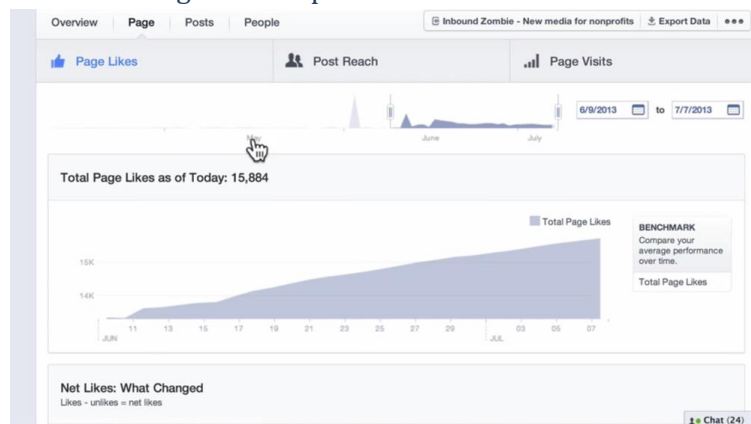
Task	Start	Due Date	Duration	Priority	Completion
				1	

3.2.1.2 Page

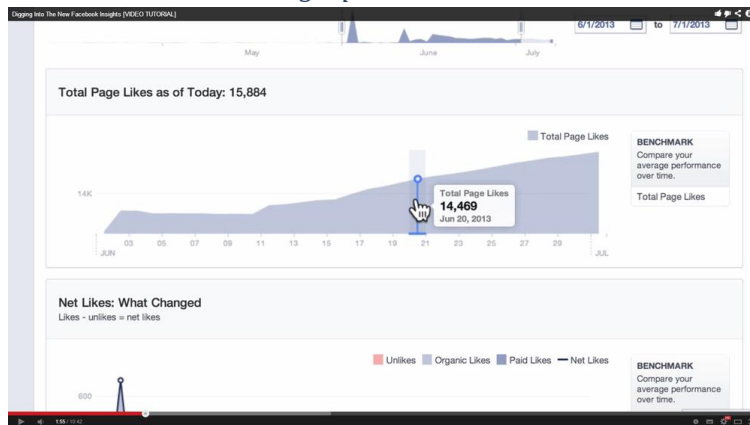
2

Task	Start	Due Date	Duration	Priority	Completion
				2	

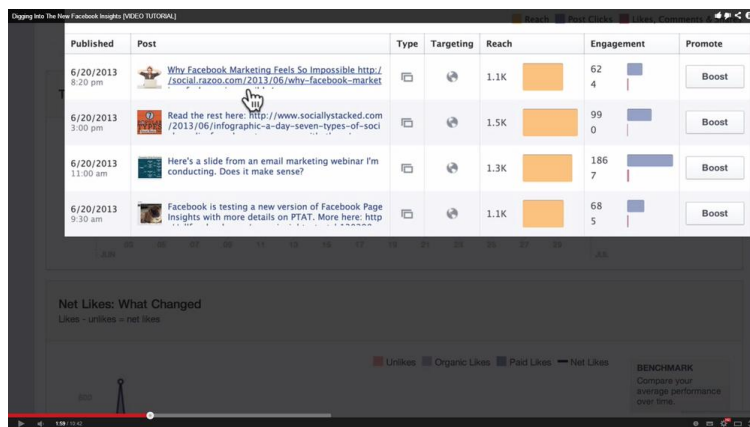
3.2.1.2.1 Page Likes report



3.2.1.2.1.1 Mouseover graphic



3.2.1.2.1.1.1 More detail



3.2.1.2.1.2 Benchmark

3.2.1.2.1.2.1 Net Likes: what changed



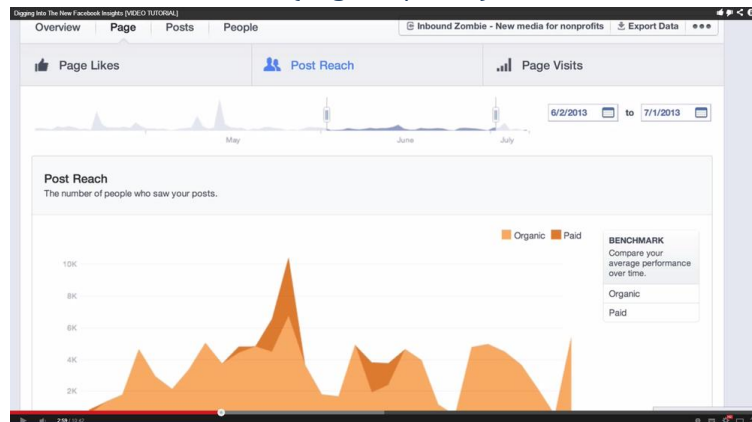
3.2.1.2.1.2.1.1 Unlikes

3.2.1.2.1.2.1.2 Organic likes

3.2.1.2.1.2.1.3 Paid likes

3.2.1.2.1.2.1.4 Net likes

3.2.1.2.2 Post Reach (Organic / Paid)



3.2.1.2.2.1 Organic



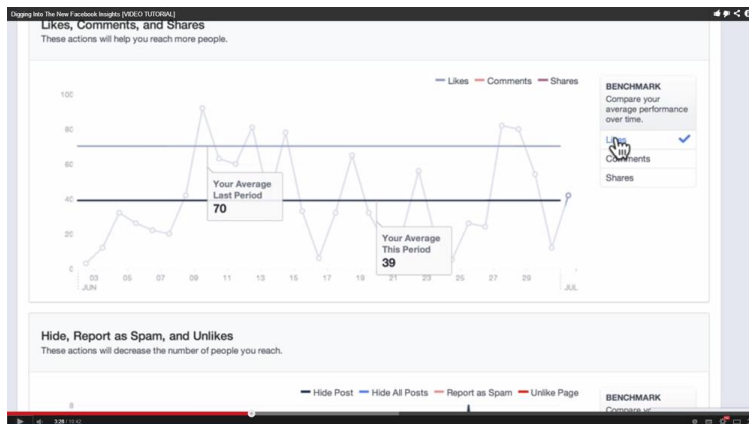
3.2.1.2.2.2 Paid

3.2.1.2.2.3 Benchmark

3.2.1.2.2.3.1 Likes, Comments and Shares



3.2.1.2.2.3.1.1 Likes



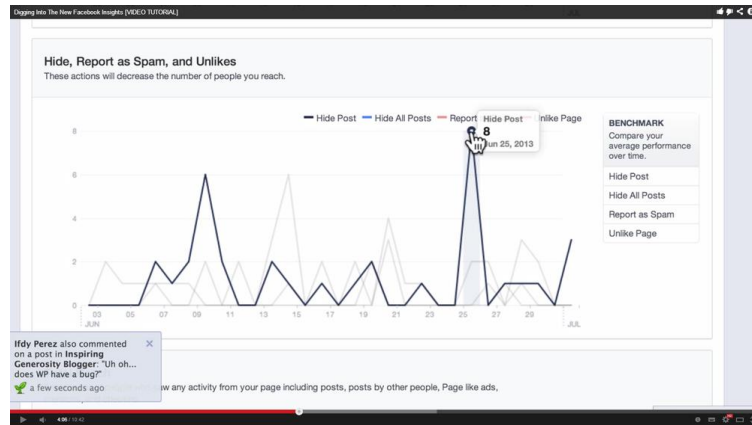
3.2.1.2.2.3.1.2 Comments

3.2.1.2.2.3.1.3 Shares

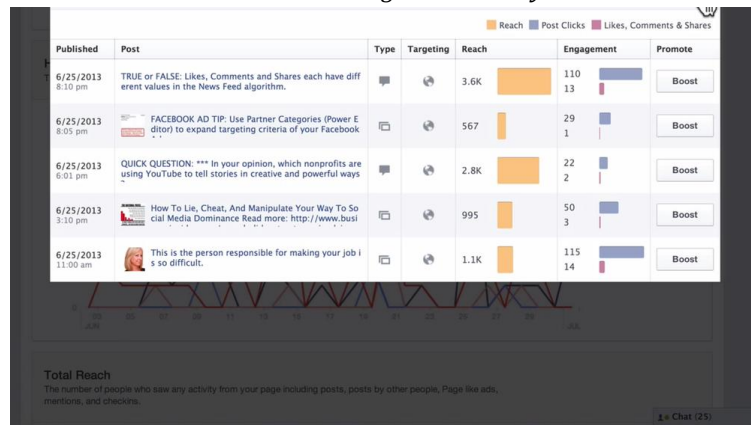
3.2.1.2.2.3.2 Hide, report as Spam, and Unlikes



3.2.1.2.2.3.2.1 Hide Post



3.2.1.2.2.3.2.1.1 More detail: dig into that day



3.2.1.2.2.3.2.2 Hide All Posts

3.2.1.2.2.3.2.3 Report as Spam

3.2.1.2.2.3.2.4 Unlike Page

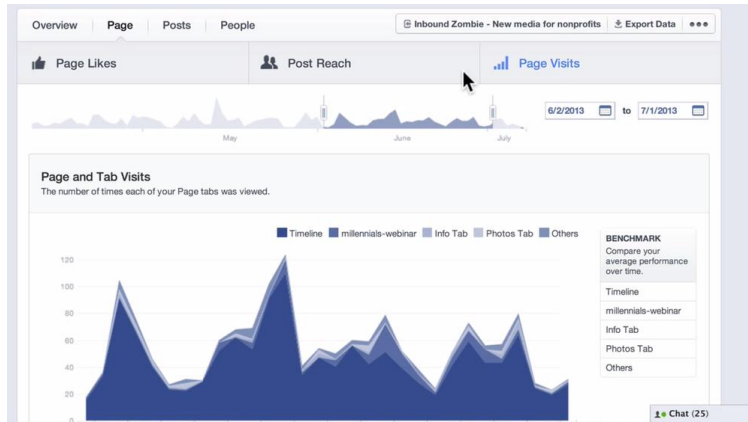
3.2.1.2.2.3.3 Total reach



3.2.1.2.2.3.3.1 Organic

3.2.1.2.2.3.3.2 Paid

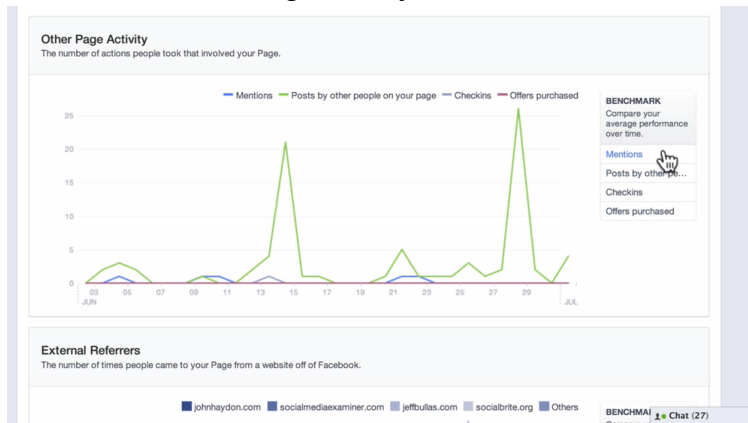
3.2.1.2.3 Page Visits



3.2.1.2.3.1 Visits per tab

3.2.1.2.3.2 Benchmark

3.2.1.2.3.2.1 Other Page Activity

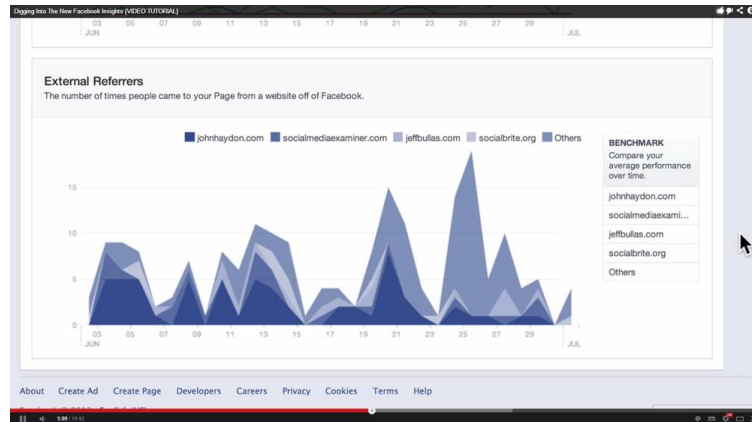


3.2.1.2.3.2.1.1 Mentions

3.2.1.2.3.2.1.2 Posts by other people on your Page

3.2.1.2.3.2.1.3 Checkins

3.2.1.2.3.2.1.4 Offers purchased

3.2.1.2.3.2.2 *External Referrers*

3.2.1.2.3.2.2.1 the number of times people came to your Page from a website off of Facebook

3.2.1.3 *Posts*

3

Task	Start	Due Date	Duration	Priority	Completion
				3	

3.2.1.3.1 All Posts

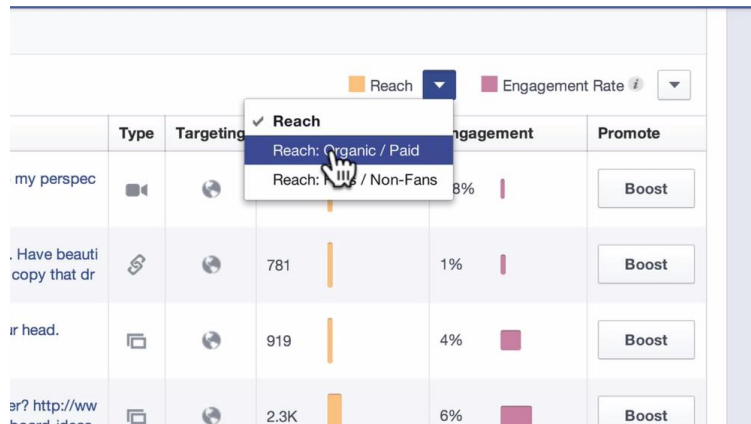
3.2.1.3.1.1 *All Posts Published*

The screenshot shows the 'All Posts Published' section of Facebook Insights. It displays a table of posts published between June 11, 2013, and July 09, 2013. The table includes columns for Published date, Post content, Type, Targeting, Reach, Engagement, and Promote. The 'Engagement' column shows a bar chart for each post, with a legend for Reach (orange) and Engagement Rate (pink). The 'Promote' column has a 'Boost' button for each post.

Published	Post	Type	Targeting	Reach	Engagement	Promote
7/08/2013 9:23 pm	This is what I do when I need to freshen up my perspective.	Text	Targeted	913	0.8%	Boost
7/08/2013 8:05 pm	Three Facebook ad tips from this article: 1. Have beautiful imagery in your News Feed ad. 2. Have copy that dr	Image	Targeted	781	1%	Boost
7/08/2013 4:15 pm	No, this sphere is not floating. It's all in your head.	Image	Targeted	919	4%	Boost
7/08/2013 11:10 am	Who's rocking Pinterest like this dog shelter? http://www.johnhaydon.com/2013/07/live-pinterest-board-ideas	Image	Targeted	2.3K	6%	Boost

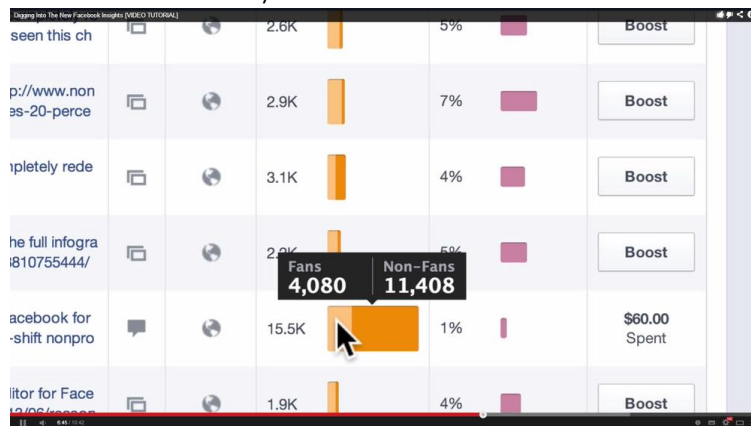
3.2.1.3.1.1.1 Targeting

3.2.1.3.1.1.2 Reach

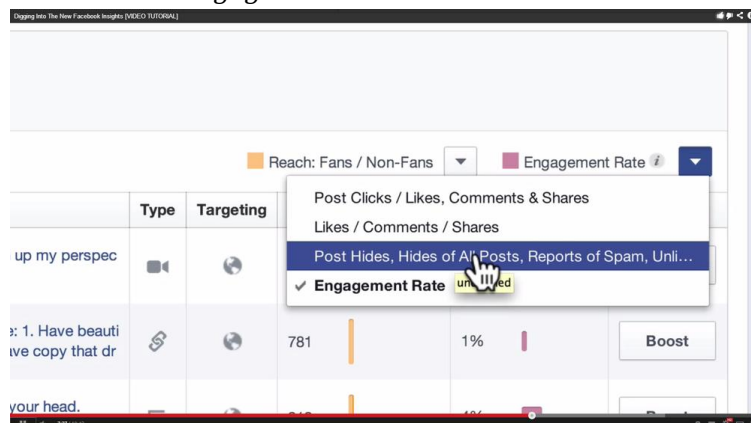


3.2.1.3.1.1.2.1 Organic / Paid

3.2.1.3.1.1.2.2 Fans / Non-Fans

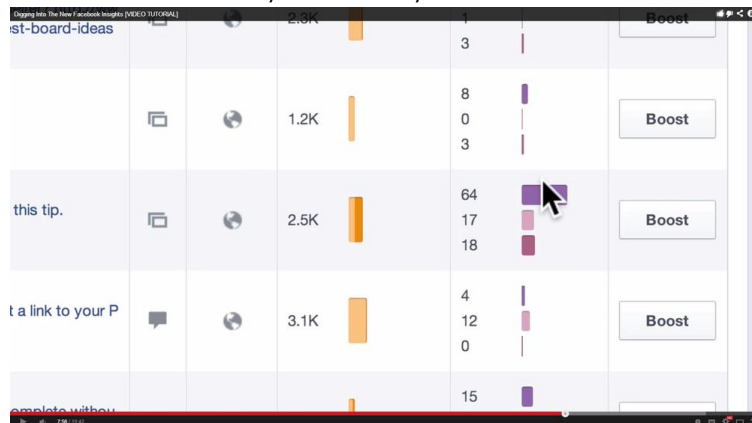


3.2.1.3.1.1.3 Engagement

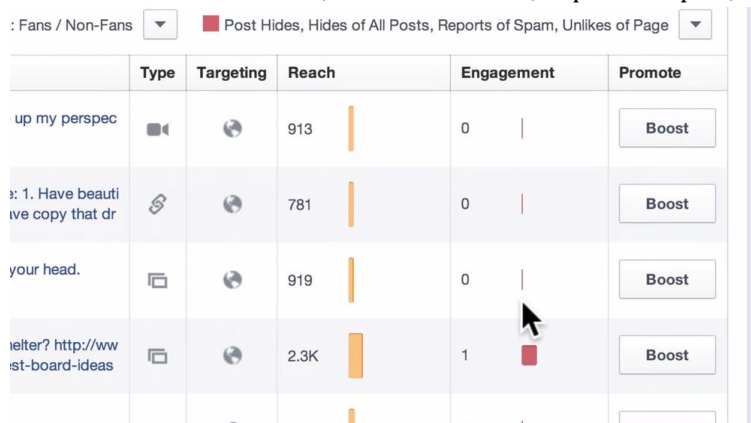


3.2.1.3.1.1.3.1 Post Clicks / Likes, Comments & Shares

3.2.1.3.1.1.3.2 Likes / Comments / Shares



3.2.1.3.1.1.3.3 Post Hides, Hides of All Posts, Reports of Spam, Unlike Pages



3.2.1.3.1.1.3.4 Engagement Rate

3.2.1.3.2 When your Fans are online

3.2.1.3.2.1 Times



3.2.1.3.3 Best Post Types



3.2.1.3.3.1 *you have to take this report with a grain of salt*

3.2.1.4 People

4

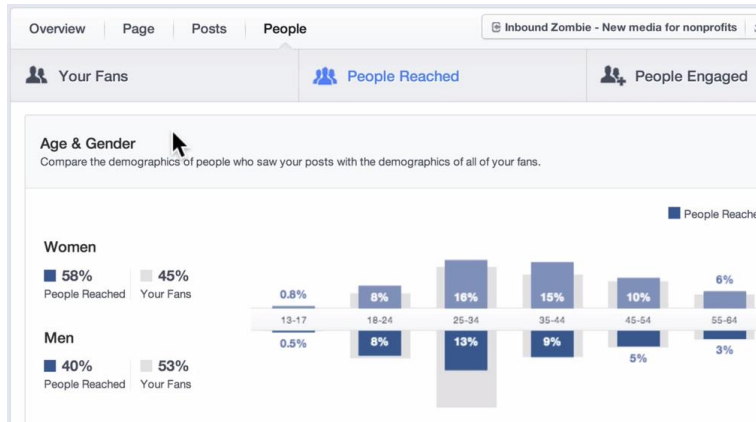
Task	Start	Due Date	Duration	Priority	Completion
				4	

3.2.1.4.1 Your Fans

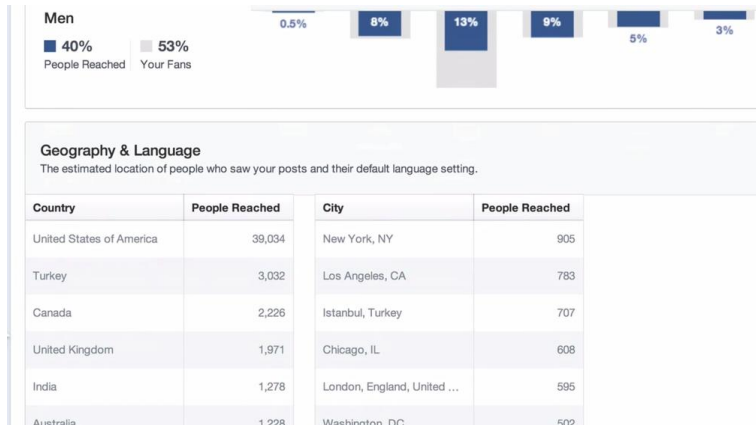


3.2.1.4.1.1 Geography & Language

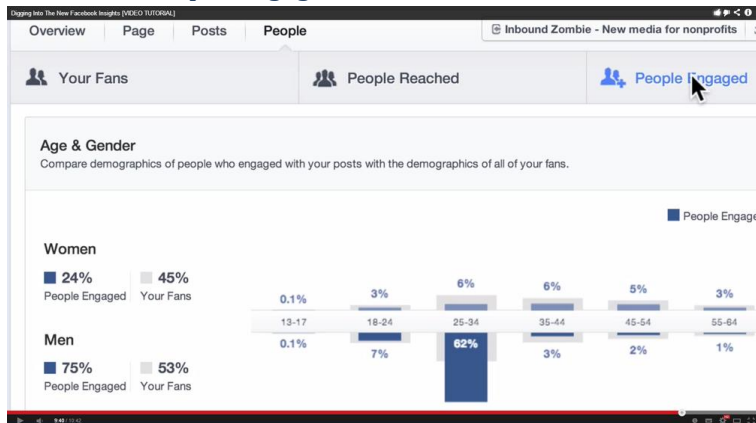
3.2.1.4.2 People Reached



3.2.1.4.2.1 Geography & Language

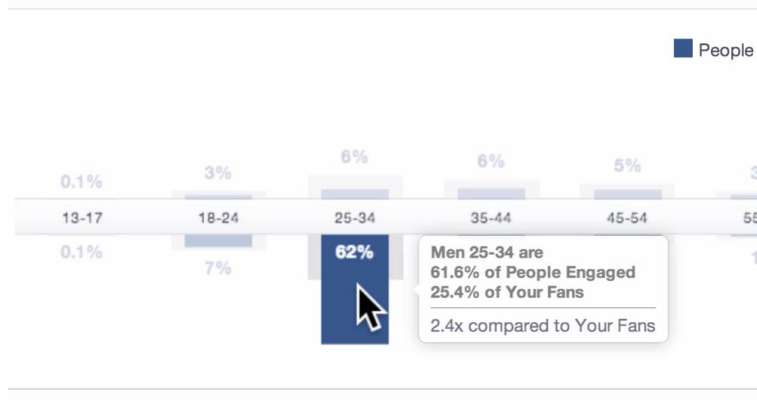


3.2.1.4.3 People Engaged

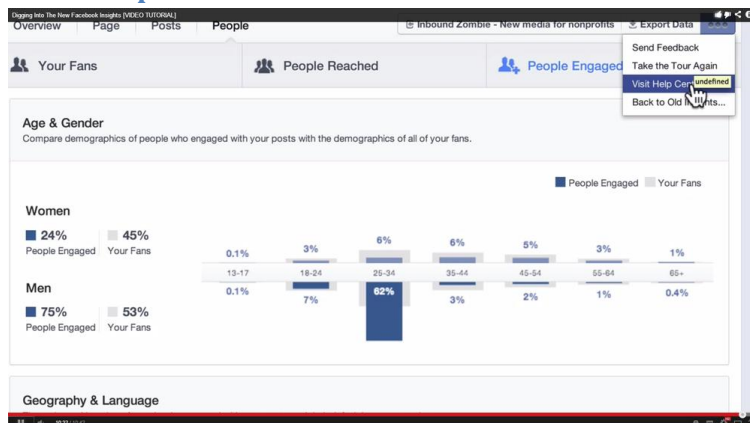


3.2.1.4.3.1 Geography & Language

3.2.1.4.3.2 More in detail



3.2.2 Export Data



3.2.3 other

3.2.3.1 Send Feedback

3.2.3.2 Take the Tour

3.2.3.3 Visit Help Center

3.2.3.4 Back to Old Insights

4 Where your Page Likes came from



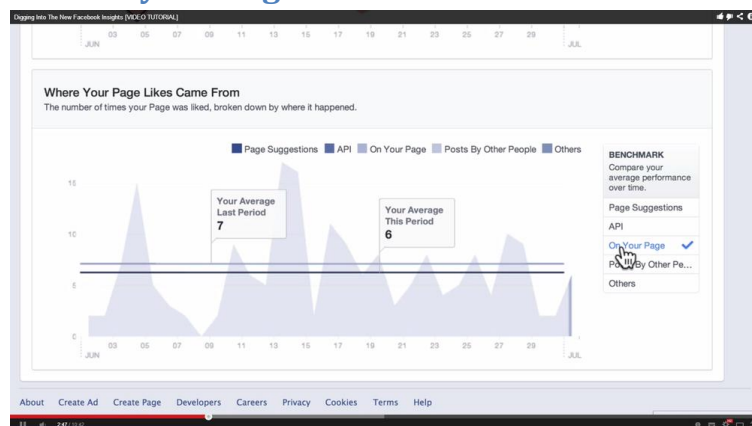
4.1 Page Suggestions

4.1.1 Facebook offers relevant suggestions to Pages

4.2 API



4.3 On your Page



4.4 Posts by other People

4.5 Others