

Facebook Analytics Guide

Understanding Your Audience



 Facebook Insights

Overview

YOUR RECENT ACTIVITY

The Overview screen shows a summary of your page analytics from the last 7 days, 28 days, today or yesterday. This filter can be changed in the dropdown menu in the top left.

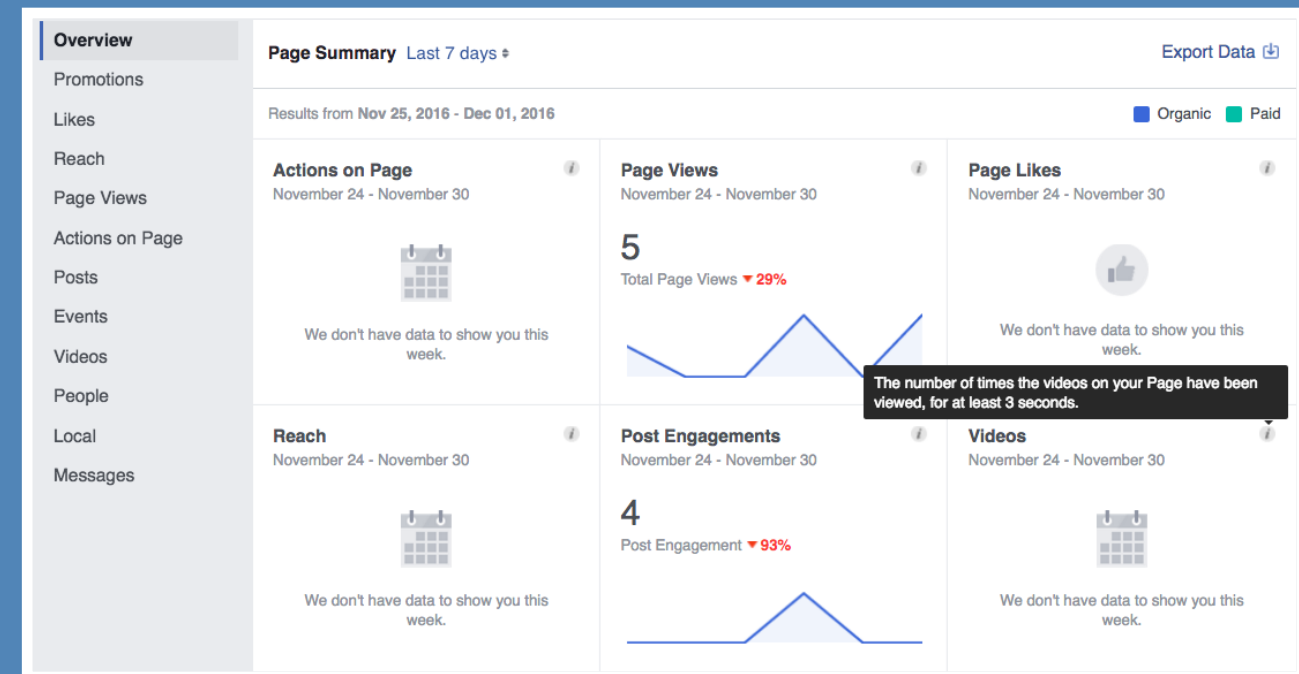
The overview also provides a snapshot of your 5 most recent posts with Reach and Engagement statistics included in the table.

Pages to Watch shows the data of similar pages (most likely competitors) to give you a feel for how others in the industry are faring with Facebook.

THE BIG PICTURE

This is a useful page if you just need a quick summary of how your page is performing as of late. You can see how active your users are, if your page likes are growing and if you are reaching enough people.

The green or red percentages make it easy to see if you are performing better or worse than the previous period.



Likes

Who “likes” you

WHERE YOUR PAGE LIKES HAPPENED

The number of times your page was liked, broken down by where it happened

TOTAL PAGE LIKES AS OF TODAY

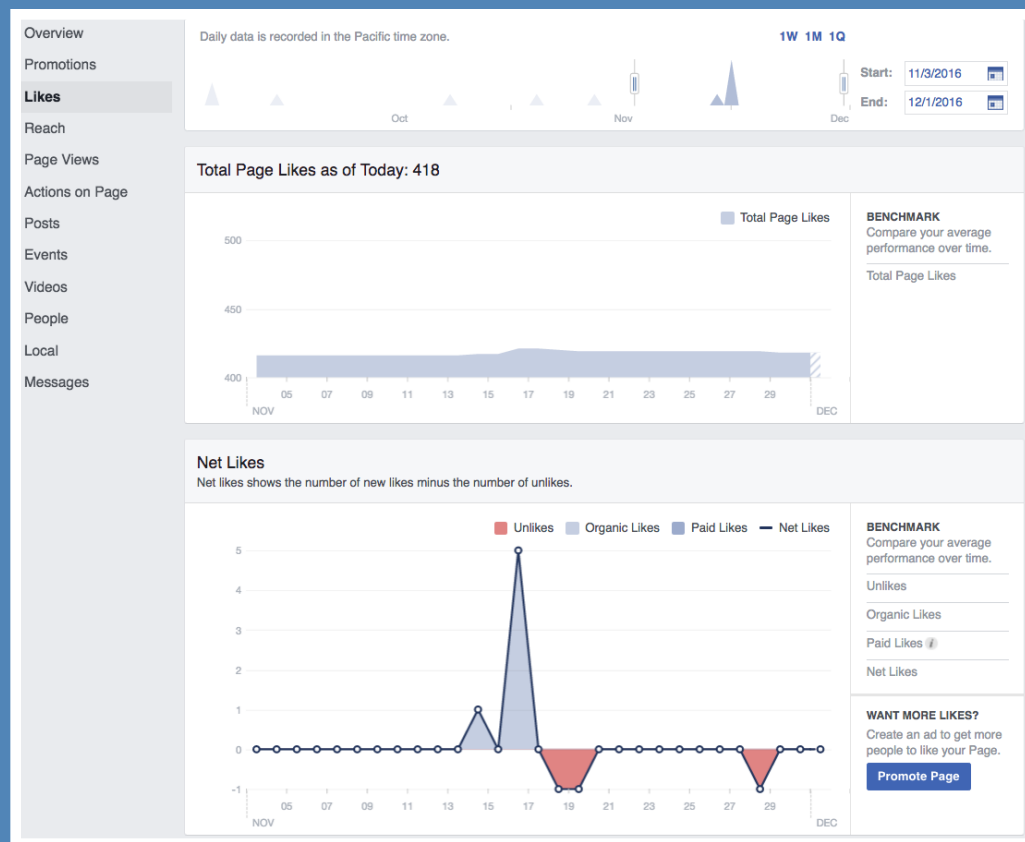
Self Explanatory

NET LIKES

Shows number of new likes minus number of unlikes

PAGE INFO

Shows more details like your Long Description, Category and Subcategory, Recommended Attire, Specialties, Etc.



An important page for analyzing brand awareness. Here you can view how your page likes have grown or decreased. A significant jump in unlikes would be a red flag that your content is not meeting the expectations of your fans.

Reach

POST REACH

The number of people your posts were served to
Send events — sign up

REACTIONS, COMMENTS AND SHARES

A line graph sorting reactions, comments and shares by day

HIDE, REPORT AS SPAM AND UNLIKES

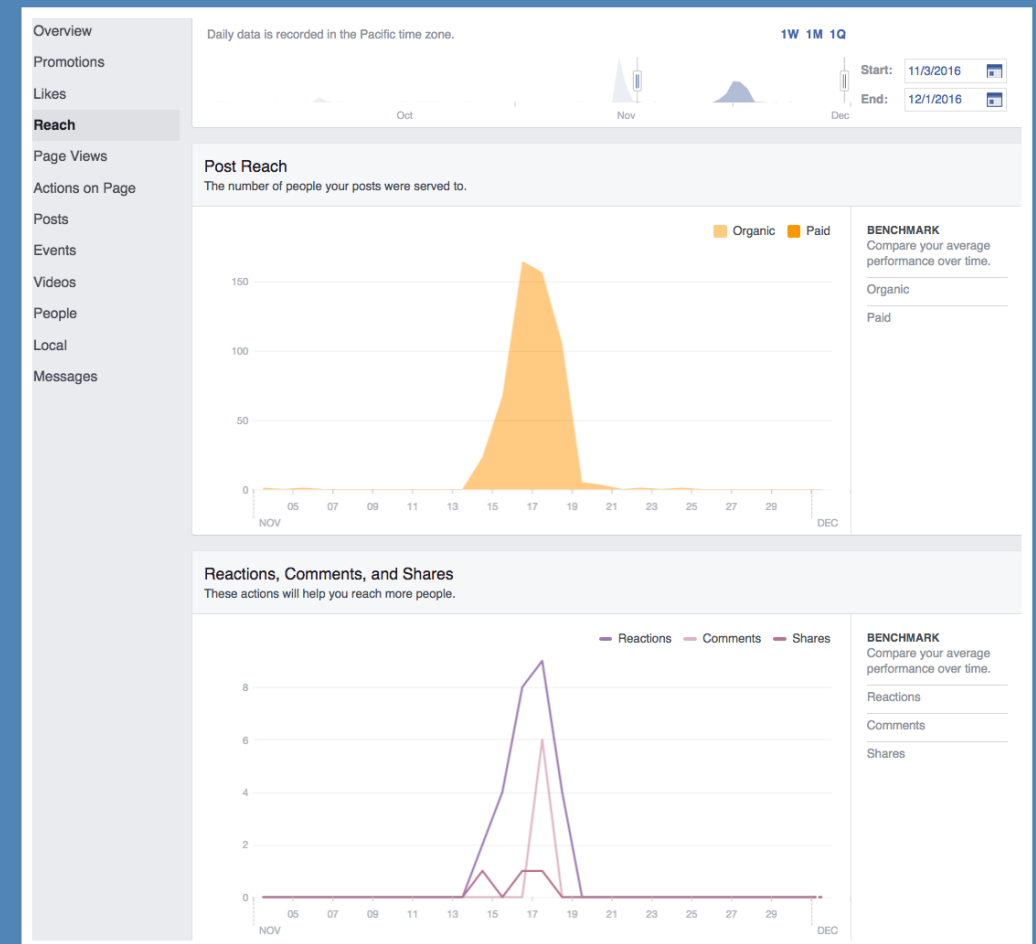
Line graph showing when people hide your post, hide all of your posts, report you as spam and unlike your page

TOTAL REACH

Essentially your total post reach PLUS the extra exposure your posts receive from other people sharing your posts, Facebook ads (if you pay for them), mentions and check-ins

REACTION

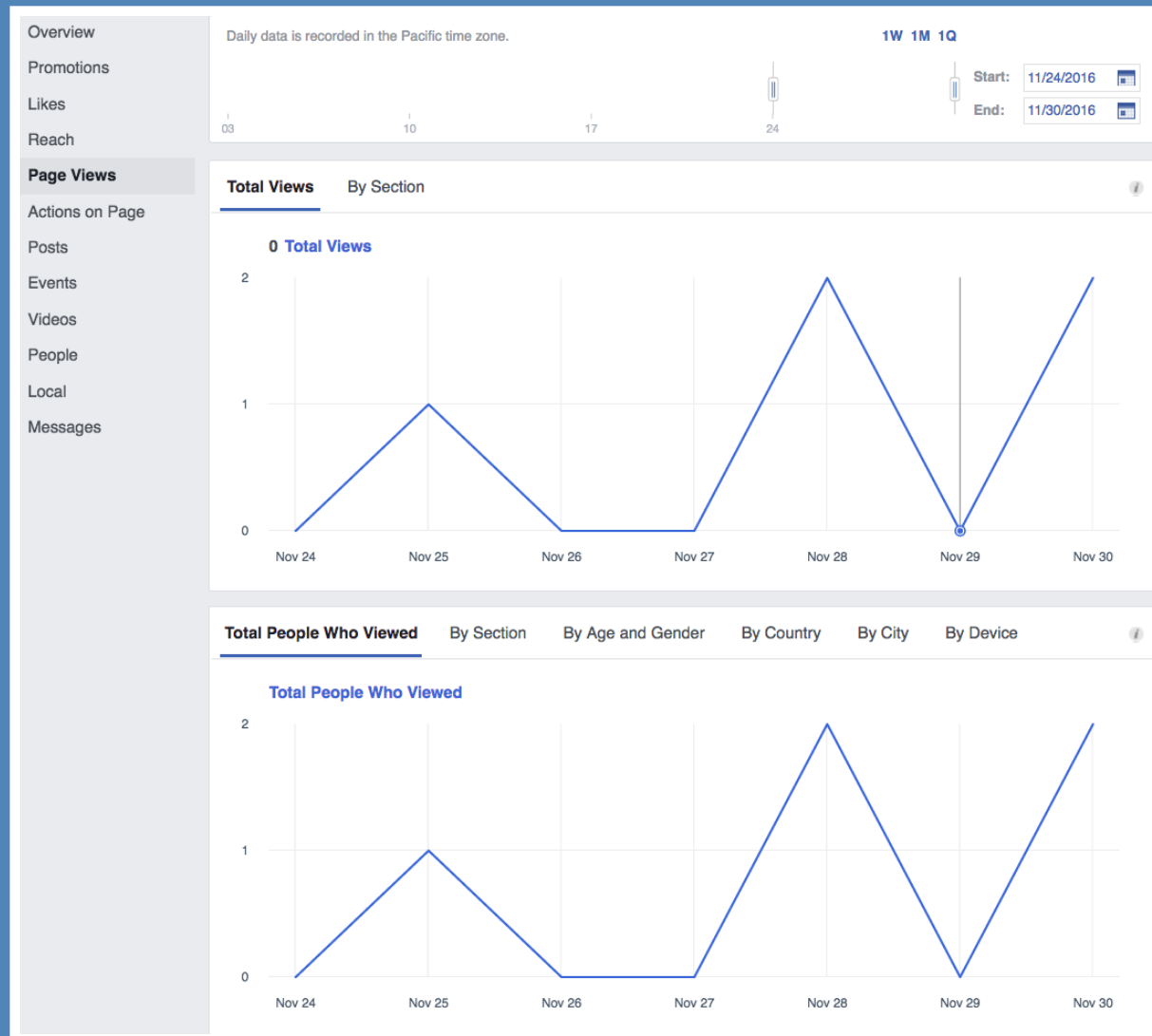
Shows how your users are “reacting” to your posts based off of the options within Facebook’s Reactions feature



If increasing engagement is the goal, this is the page to pay attention to. You can analyze the virality of your posts with the graphs depicting how many people your posts are reaching and how many people are actually interacting with those posts.

If reactions, comments and shares are remaining the same from month-to-month, it might be time to change up your content and test out some fresh ideas.

Page Views



Just how many people are actually going to your Facebook page and not just seeing your posts on their timeline? This is where you can find that data.

How popular are you?

TOTAL VIEWS

Total number of times your page was viewed in that period. Can be into your page sections as well.

TOTAL PEOPLE WHO VIEWED

The total number of people who viewed your page during that period. Can be broken into age/ gender, country, city or device.

TOP SOURCES

Shows where your page views were acquired from. Most of the time this is just through Facebook and your News Feed but if people are finding you through search engines, that's great!

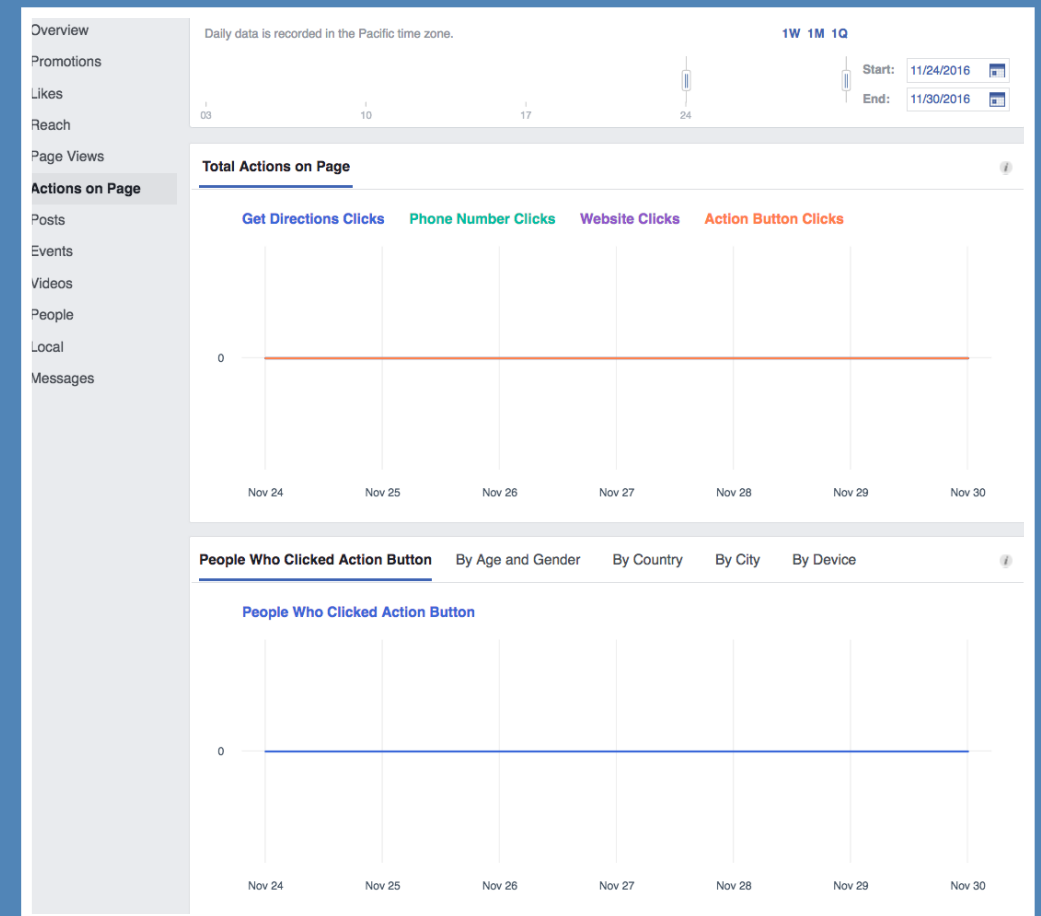
Actions on Page

Where's the action at?

See who clicks on the following:

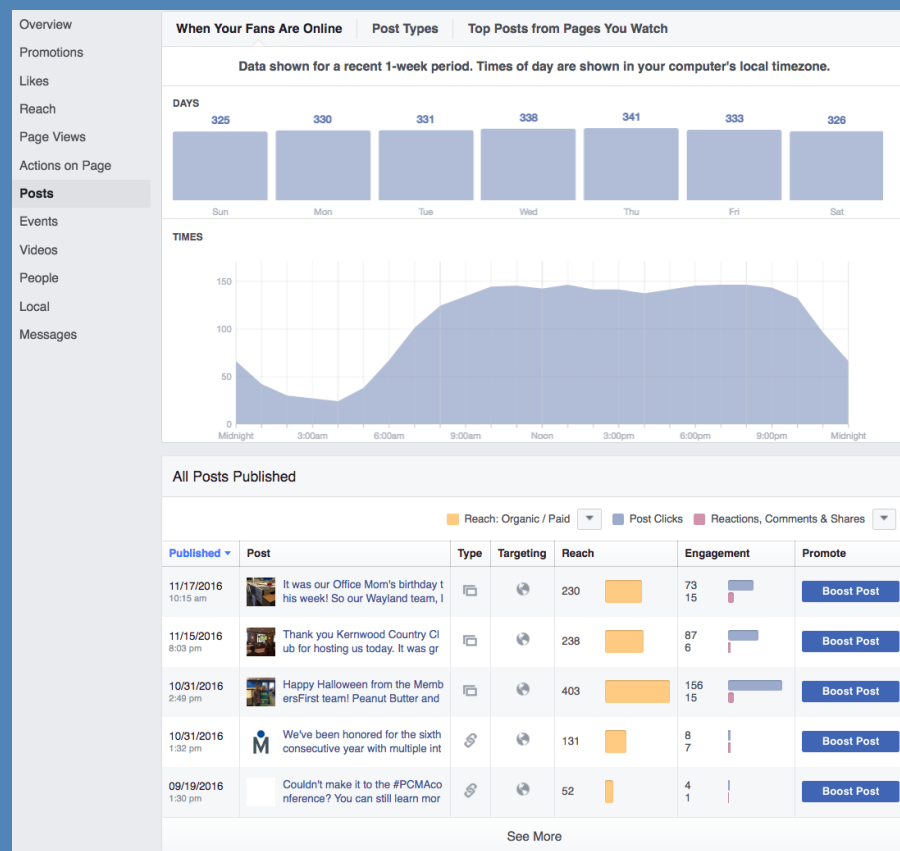
- Action Button
- Get Directions
- Phone Number
- Website

This is a great way to see a breakdown by age and gender, country, city and by device.



What is a social media conversion to you? A website visit? A phone call? This data will show you how many people and what type of people are clicking on your CTA or contact information on your page.

Posts



A question we frequently receive is “what is the best time to post?” You can find that information right here! Not only by the hour but by the day as well. For instance, you can see when most of your fans are online on Tuesdays and plan your post around that information.

Just because most of your fans are online at that hour doesn't mean you should always post at that time. Still try to mix it up from time to time. Less people online sometimes translates to more exposure for your post since there is less competition on the news feed.

The most important part of Insights!

WHEN YOUR FANS ARE ONLINE

Organized by day of the week and time of day

TOP POSTS FROM PAGES YOU WATCH

The best posts (from the selected time period) by your competitors

POST TYPES

Shows which type of post (video, status, photo, link or shared video if your most popular type of post

ALL POSTS PUBLISHED

An easier way to go through all of your recent posts and view the success of each individual post

** Shows date, who was targeted (if at all), reach and engagement (sorted by clicks) and reactions-comments-shares)*

Events

Check on your Club Happenings

AWARENESS

Broken up by – people who you reached out to by appearing in their news feed, and total page views of your event page

HIDE, REPORT AS SPAM AND UNLIKES

Line graph showing when people hide your post, hide all of your posts, report you as spam and unlike your page

TICKETS

Shows total clicks to purchase tickets

AUDIENCE

Shows demographic information on who is seeing/ responding to your invite

ENGAGEMENT

Shows people who responded to your event invitation and the differing event actions like (Is Going Maybe and Declined)

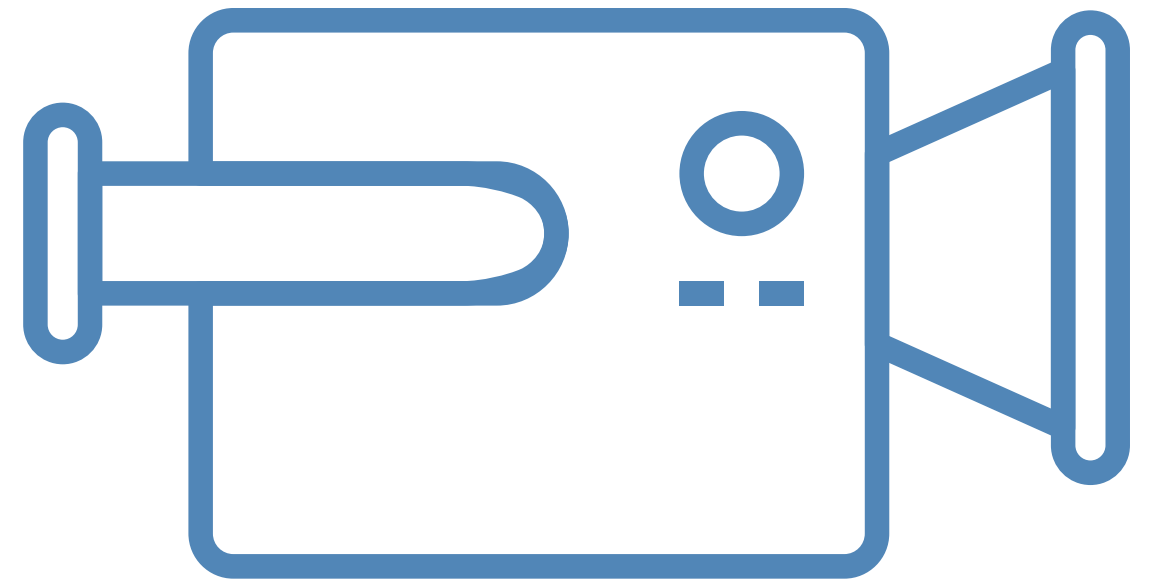


Views

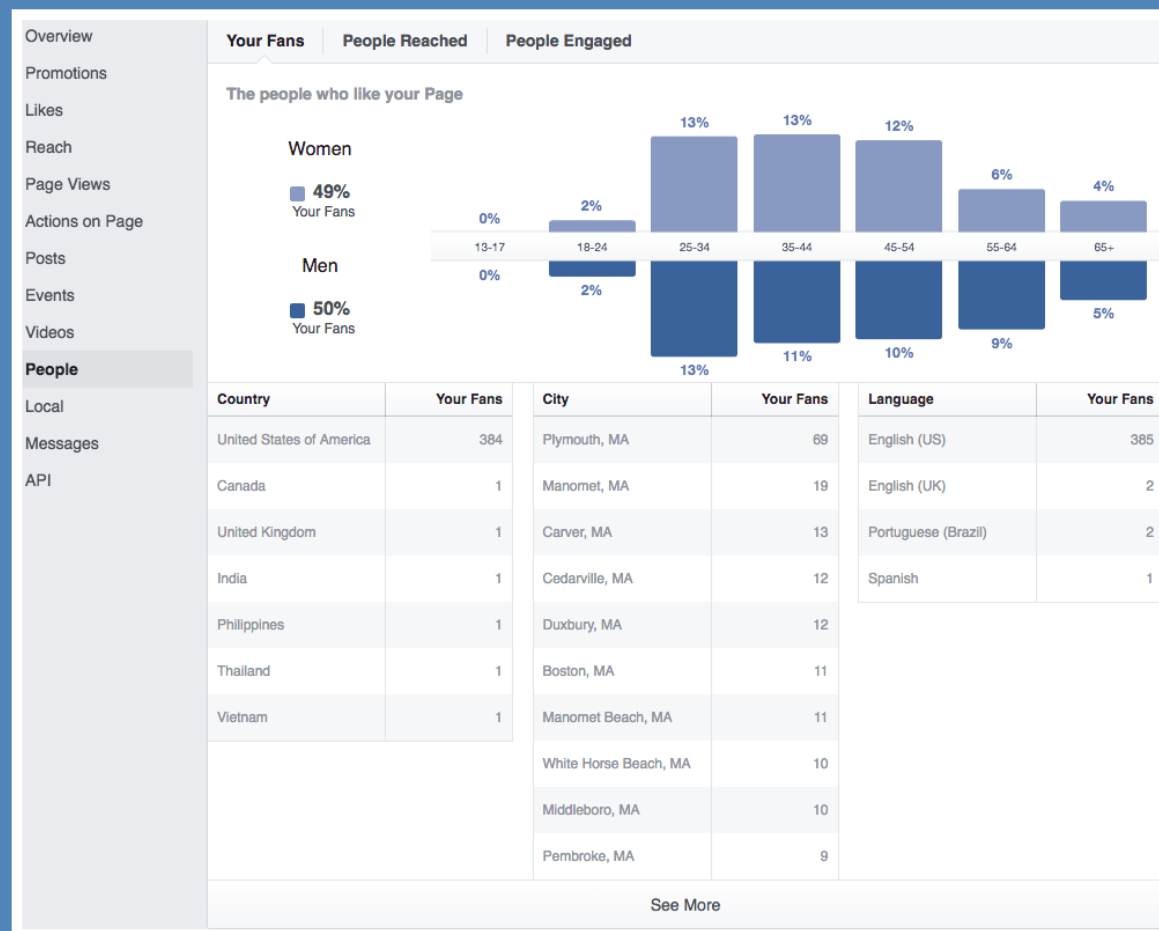
Are they watching your videos?

VIDEO VIEWS

- Number of total video views for selected time period
- Broken up by those who watch for 3 seconds or more and those who watch for 10 seconds or more.
- Basically shows who clicks off of a video within the first 10 seconds.



People & Local



If you're having trouble identifying who your audience is and what tone to use in your social content, the answers lie on this page. Learn all about the types of people seeing and engaging with your content and build a social strategy off of that information to become even more appealing to your fans.

The True Fans!

PEOPLE ENGAGED

Shows demographic information for people who are engaging with your posts (through reaction, comment or share). Grouped by age and gender. Also includes location and language demographic information.

YOUR FANS

Shows demographic information for people who like your page. Grouped by age and gender. Also includes location and language demographic information.

PEOPLE REACHED

Shows demographic information for the people your posts were served up to. Grouped by age and gender. Also includes location and language demographic information.

LOCAL

Don't miss out on activity and peak hours, your local demographics, and your ad page performance.