



Understanding Facebook Insights

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You toil and toil, carefully considering what and when to post, but alas, you don't get as many likes, shares or comments as you hoped and your reach isn't what you expected. What did you do wrong? Chances are nothing.

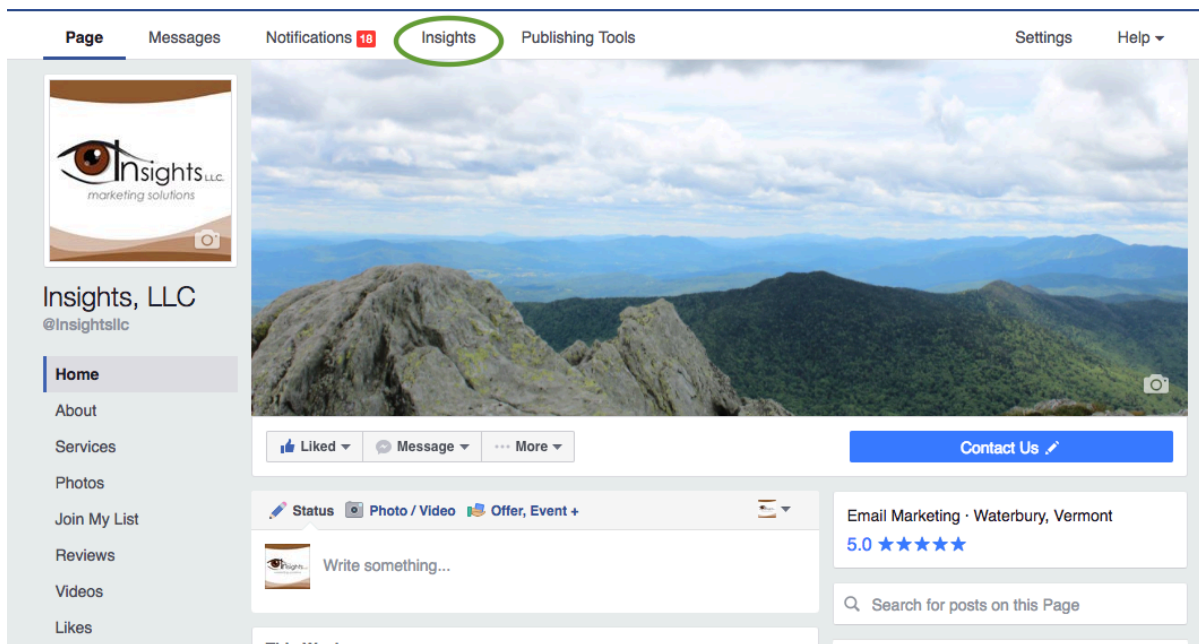
Facebook algorithms seem to be ever-evolving (and not in a way that helps businesses further their reach) bummer. But, let's make some lemonade. Because these algorithms are changing, and many Facebook page admins are continuing, business-as-usual, this gives you the opportunity to switch it up and like the cream you are, start rising to the top.

But how do you know what's working for your business/company/non-profit/brand/group/organization on Facebook and what isn't?

Insights. And no that wasn't a plug for our business, it's a tool that rolled out to help Facebook page admins and editors better understand their audience on Facebook.

First things first. How do you get there? On your Facebook page, right at the top or by typing in your Facebook URL and adding a /insights/.

Note: You need at least 30 page likes to unlock this feature. Don't have 30 likes? Don't be shy. Ask your customers, clients, and friends to help you out.

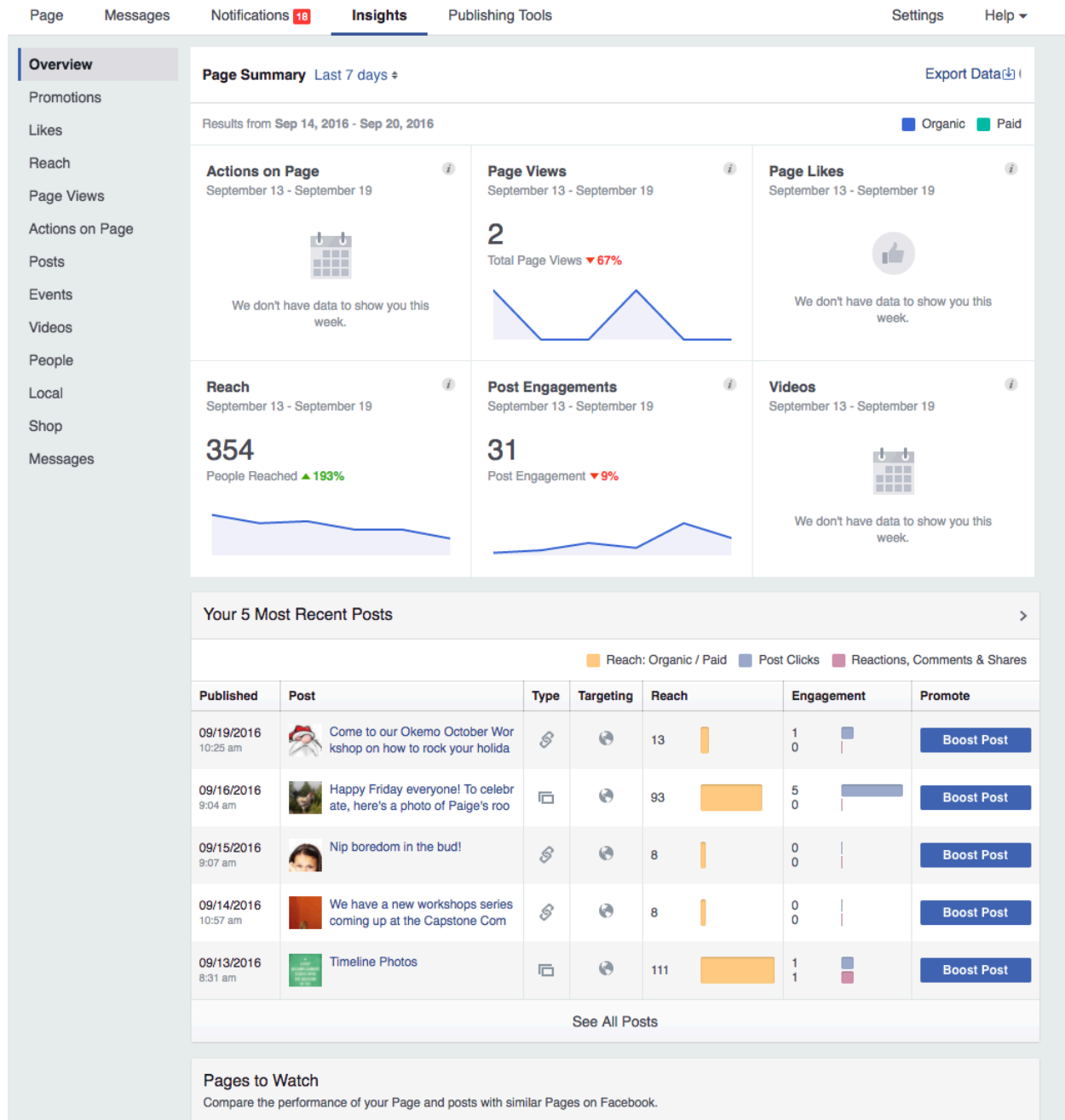


What now?

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"Overview"



The percent up and down is comparing this allotment of time to the previous allotment of time. It's important to understand that these will fluctuate. Like that old saying, what goes up... It's great to have a great week, but it's not the end of the world to have a down week.

Facebook does a nice job separating what engagement you paid for, and what you earned organically.

In the overview, you'll see Your **5 Most Recent Posts**.

Facebook identifies the type of post you made, photo, link, status, video. This is a great place to figure out which types, times, and topics your audience likes and engages with most.

Want to see more of your posts? There is a tab on the right called "Posts" where you can go more in depth.

■ Reach: Organic / Paid
 ■ Post Clicks
 ■ Reactions, Comments & Shares

Type	Targeting	Reach	Engagement	Promote
		88	5 6 	Boost Post
		201	15 12 	View Results
		71	0 5 	Boost Post
		186	13 21 	Boost Post
		0	0 0 	Boost Event

At the bottom of the Overview tab, you'll see "Pages to Watch."

This is a pretty neat feature. Facebook actually allows you to choose other Facebook pages to 'watch' so you can see where you stack up against your competition (at least online).

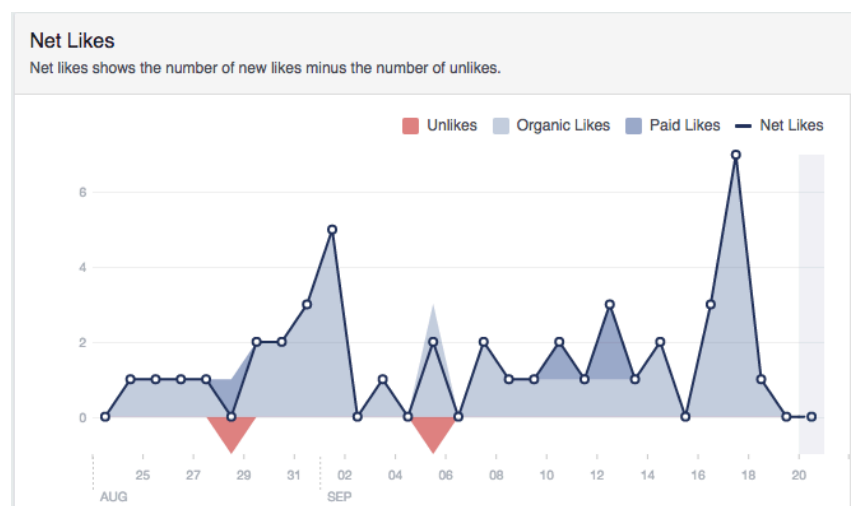
Play around with this but don't get too wrapped up or discouraged if you aren't doing as well comparatively.

The next tab I'd LIKE to cover is "Likes"

Note: At the top of a lot of these tabs you have the option to choose custom dates you want to examine.

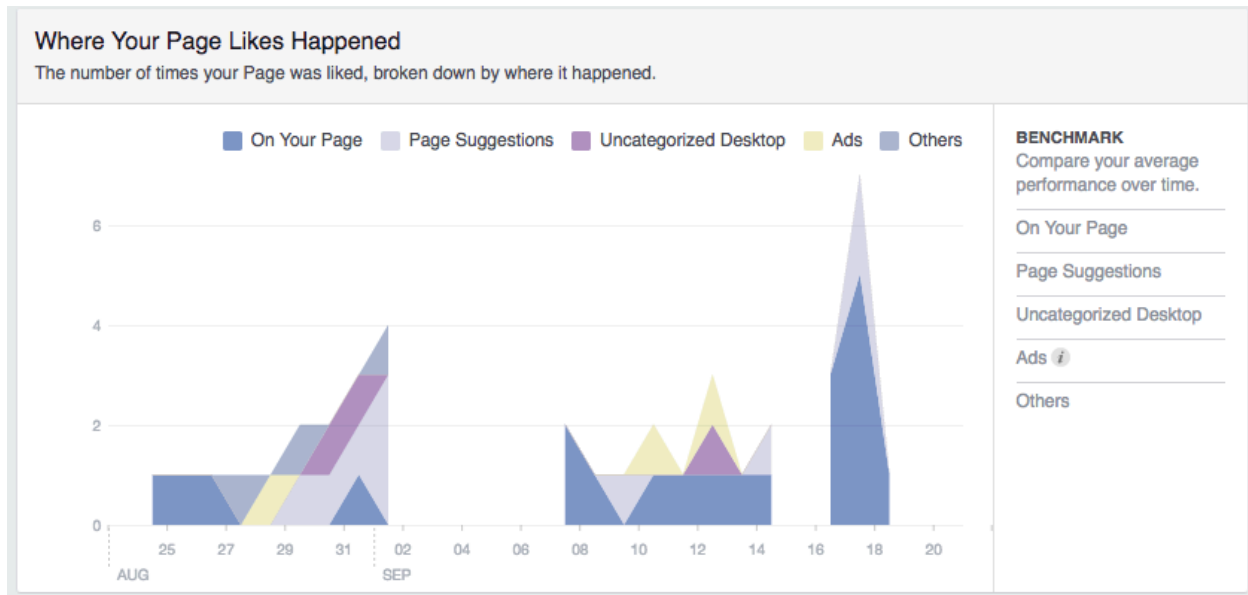
On the "Net Likes" section, you can see which likes were brought about by organically vs. paid, as well as which dates someone unliked your page.

If you are concerned about the number of unlikes you got in a time frame, take a look at your posts during that time. This may give you a clue into what your audience dislikes.



It's good to be aware of this, but you also can't please everyone. A few unlikes every once and a while is relatively normal. People do sometimes delete their Facebook profiles, and I have yet to figure out what happens to their "pages liked" when they leave. Someday I'll get to the bottom of that.

Moving on to "Where Your Page Likes Happened" Section:



The name is quite explanatory, but I just think it's cool to look at. If you can differentiate the colors easily, run your cursor over the different sections, and it will decipher that for you.

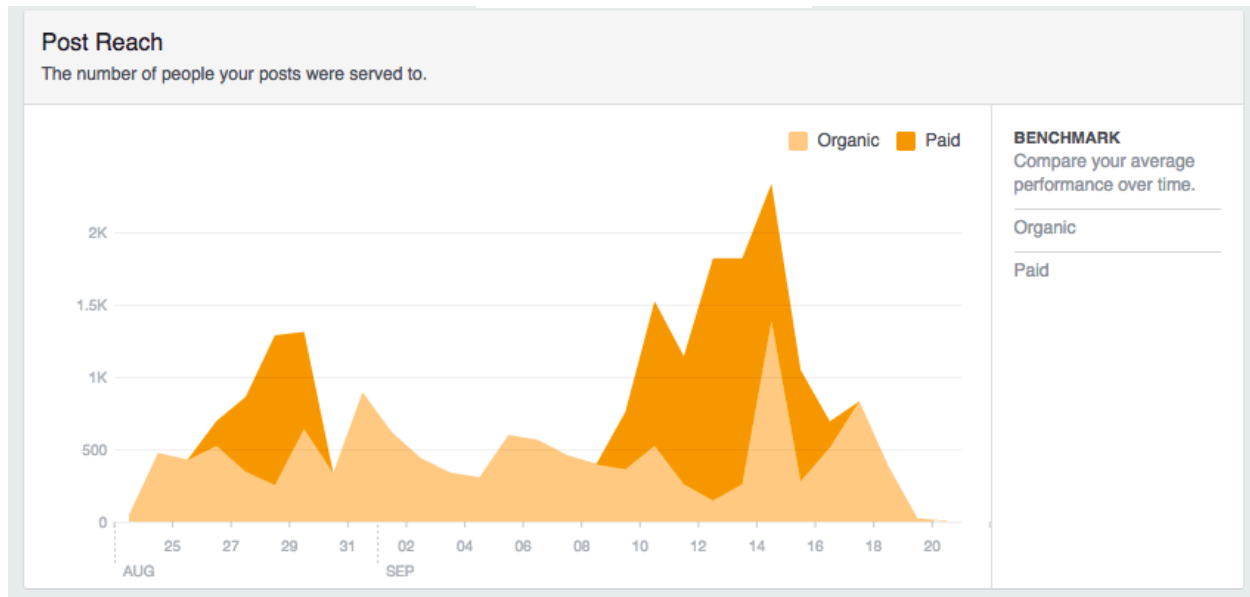
Click on the "Reach" Tab

In simple Facebook terms, 'Reach' is how many screens your post graced.

Example: Do you ever scroll through your Facebook newsfeed and see that John liked Sally's photo. But who is Sally? She's not someone you know. That's Facebook's reach for you.

At some point, you must have been interested in something John did, possibly by scrolling through his timeline, messaging him, clicking on, or liking a photo/status of his, the ways Facebook can tell what peaks your interest are endless. Bottom line is, here you are looking at Sally's pic. (The same way Nana has probably seen that photo you liked of last Friday night even if you told Becky not to tag you in it.)

So what may not be ideal for keeping appearances up with Nana, is actually pretty good for pages on Facebook. As long as your post is engaged with (liked, loved, haha'ed, commented, and especially shared.) your audience grows to a select group of the reactor's friends.



But back to business, here you can see the reach you paid for and the reach that came organically. You can see the type of engagement you received on posts (reactions, comments, shares).

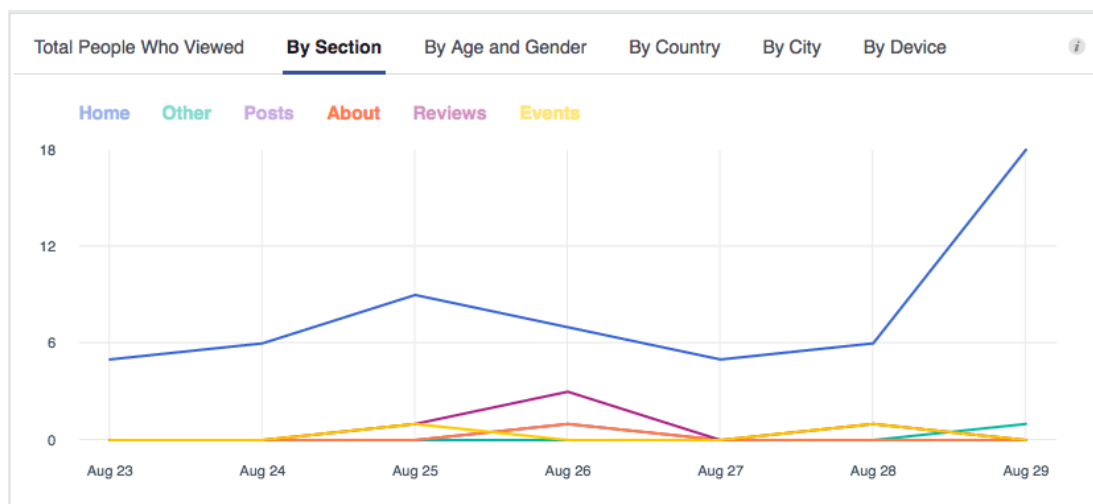
With Reach, it's important to remember that even if your post graced someone's screen, it's not 100% certain that they saw or read it.

"Page Views"

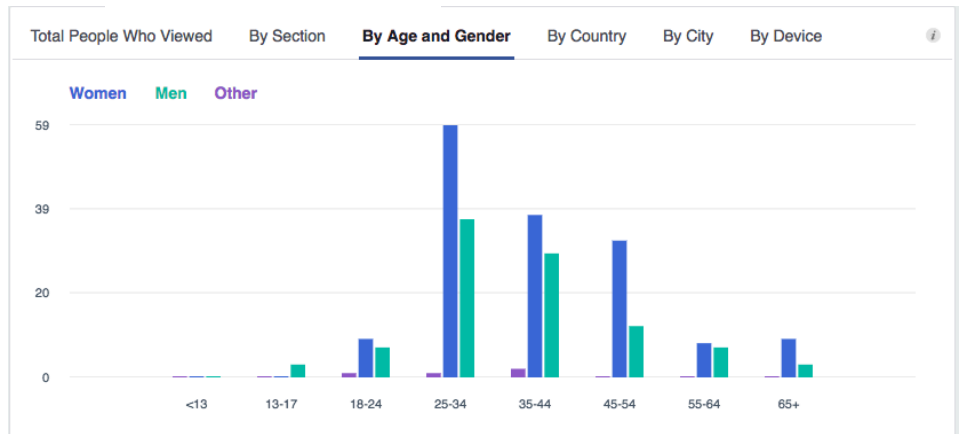
There are a couple neat tricks in this section.

Check out the 2nd graph down. Here you can break your page views down into:

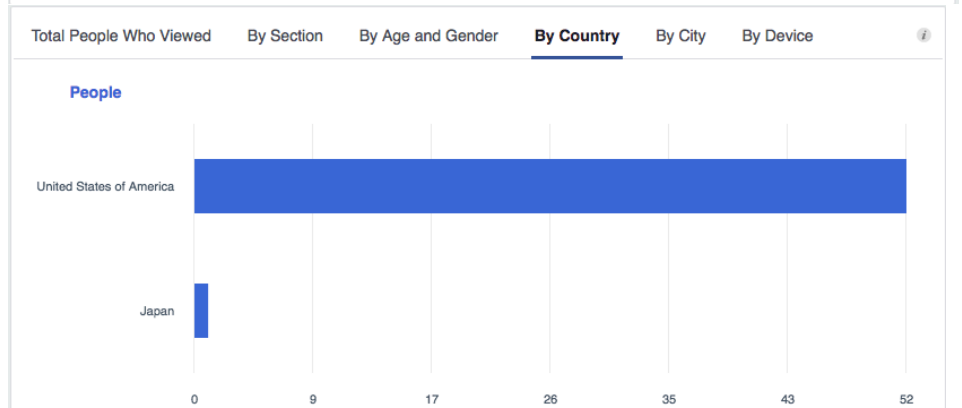
Where people were on your Facebook page:



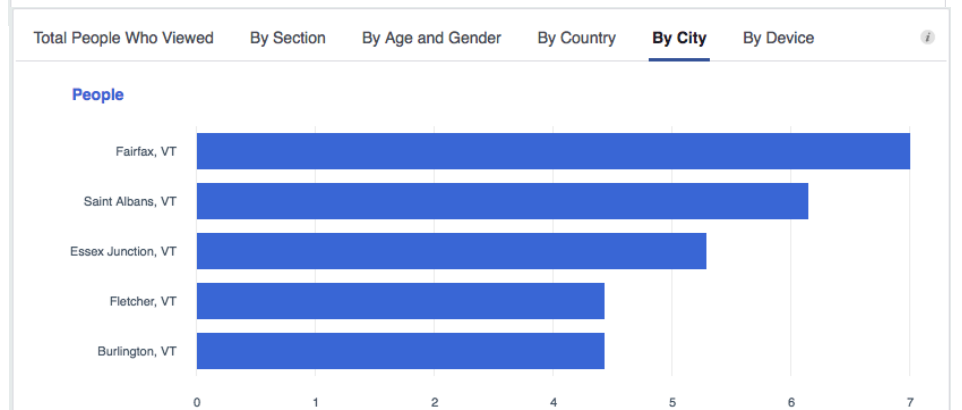
Age and Gender:



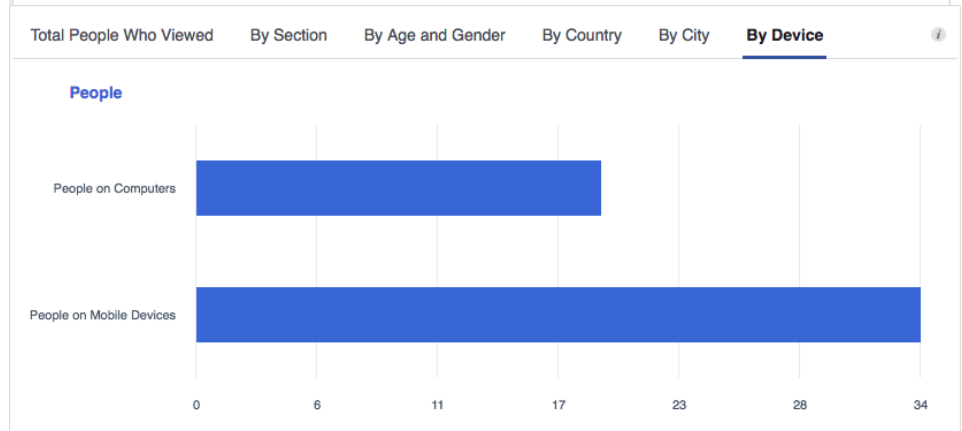
Country:



City:



Device:

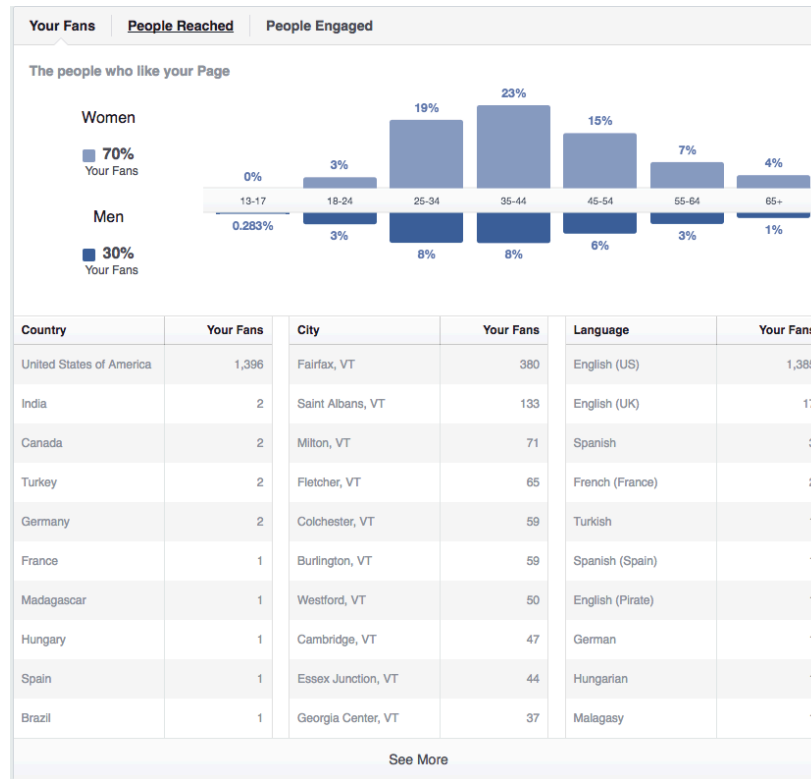


Note: You may have to play around with the dates to see all the information.



On the next graph, you can see what the sources of this traffic are. Most likely this will be Facebook, your website, and possibly someone else's website if they are helping you promote an event or Facebook in general.

Dropping down a few tabs click on "People"



This tab gives you a demographic overview of the people who are your fans, the people you reach, and people engaged.

The reason this is so interesting, 1, it's always nice to know who you're speaking to out there on the internet. But 2, if you ever want to boost a post, event, or build a Facebook ad, it's nice to know the location, age, and gender of your 'organic' audience. That demographic may be more receptive, making any paid efforts that much more cost efficient.

If you have any additional questions or would like help with your social media, please feel free to reach out! Give us a call at (802) 882-8191 or email me at paige@insights-llc.com

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