



A SMALL BUSINESS GUIDE TO

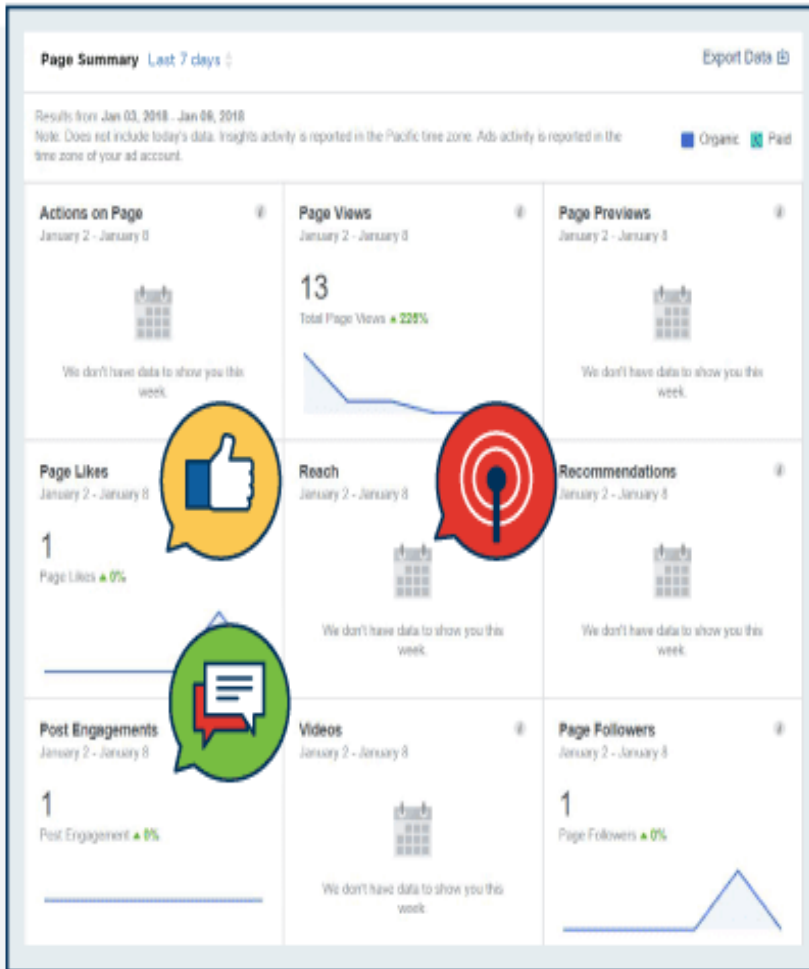
Facebook Insights

Running a successful Facebook page requires a strategy, and an essential part of that is understanding how to get the most out of Facebook Insights. This guide will teach you everything you need to know to get started with it.

OVERVIEW

The main dashboard for Facebook Insights, Overview gives you the **snapshot highlights** of how your page is doing.

1 Page Summary



This section shows the key metrics of your page for the last seven days, including **Page Likes, Post Engagement, and Reach**.

TIP






Export your metrics as a **CSV or Excel spreadsheet** to analyze the data further.¹

2 Recent Promotions



Shows the details and results of your **most recent paid ads** for your page. You can also launch new promotions from here.

Recent promotions on Amy's Kitchen [+ Create New Promotion](#)

	Boosted post [Placeholder] [Placeholder]	250 People reached	105 Video Views	\$1.25 Spent out of \$10.00 View Results
	Boosted post [Placeholder] [Placeholder]	150 People reached	100 Video Views	\$0.75 Spent out of \$10.00 Add Budget
	Boosted post [Placeholder] [Placeholder]	250 People reached	201 Video Views	\$1.15 Spent out of \$10.00 View Results

[Manage all promotions](#) >

TIP



Use this information to run **two short campaigns** to test which approach works best and determine where your ad budget should go.²

3 Your 5 Most Recent Posts



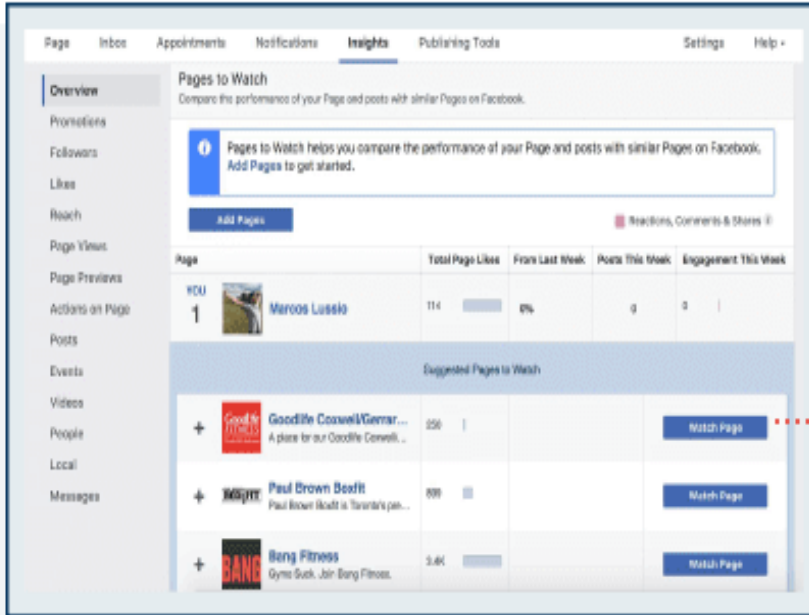
Offers key information about your latest five posts: **published date and time, post caption, post type, targeting, reach and engagement.**

TIP

Use **the engagement statistics** to inform how you use your paid social budget. You can boost your most successful posts right here.



4 Pages to Watch



The screenshot shows the Facebook 'Pages to Watch' interface. At the top, there's a navigation bar with 'Page', 'Inbox', 'Appointments', 'Notifications', 'Insights', 'Publishing Tools', 'Settings', and 'Help'. Below this is a sidebar with 'Overview' selected, and other options like 'Promotions', 'Followers', 'Likes', 'Reach', 'Page Views', 'Page Previews', 'Actions on Page', 'Posts', 'Events', 'Videos', 'People', 'Local', and 'Messages'. The main content area is titled 'Pages to Watch' and includes a sub-header 'Compare the performance of your Page and posts with similar Pages on Facebook.' Below this is an information box stating 'Pages to Watch helps you compare the performance of your Page and posts with similar Pages on Facebook. Add Pages to get started.' and an 'Add Pages' button. A table shows the current page's performance: 'YOU' (1), 'Total Page Likes' (114), 'Fans Last Week' (0%), 'Posts This Week' (0), and 'Engagement This Week' (0). Below the table is a section for 'Suggested Pages to Watch' with three entries: 'GoodLife Coaxwell/Gemma...', 'Paul Brown Beafit', and 'Bang Fitness'. Each entry has a 'Watch Page' button.

Page	Total Page Likes	Fans Last Week	Posts This Week	Engagement This Week
YOU 1	114	0%	0	0
Suggested Pages to Watch				
+ GoodLife Coaxwell/Gemma...	250			Watch Page
+ Paul Brown Beafit	889			Watch Page
+ Bang Fitness	3.4K			Watch Page



Offers you **comparison data** from similar Facebook pages, so you can see what you could be achieving if you can learn from their successes.

TIP



Type **"pages liked by people who like [your page]"** into the main search bar to find pages that your fans also like. Add them to your "pages to watch."³

LIKES

The lifeblood of Facebook, "likes" are one of the **key ways to measure the success of your posts** – and there's much more to them than what you can see on your page.

1 Total Page Likes as of Today

Shows how many **likes** your page has and how it's changed over the last month.



TIP

Your Average
Last Period
12,458

Your Average
This Period
15,013

Clicking "**total page likes**" lets you benchmark your progress by comparing this week to last week.¹

2 Net Likes

Digs into the data by showing how many **likes you've gained** (both organic and paid), minus the "unlikes."



TIP

Select a **date or range of dates** to find out where your likes and unlikes have come from.⁴

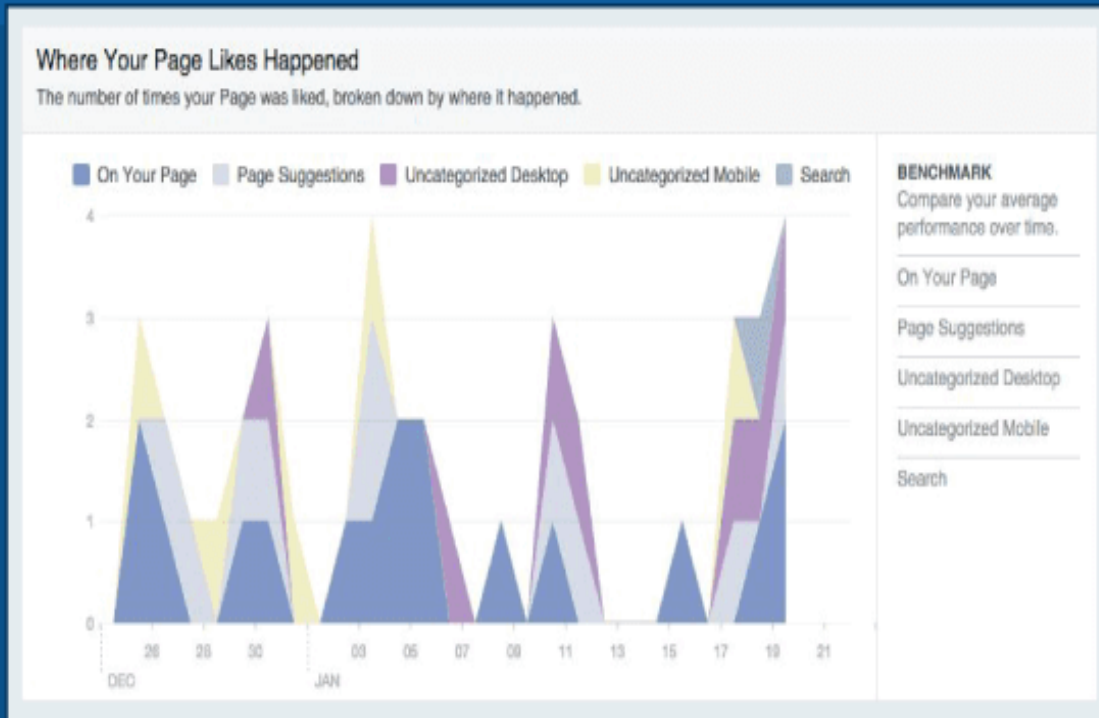
August 24, 2017 to August 31, 2017

Like Sources Unlike Sources

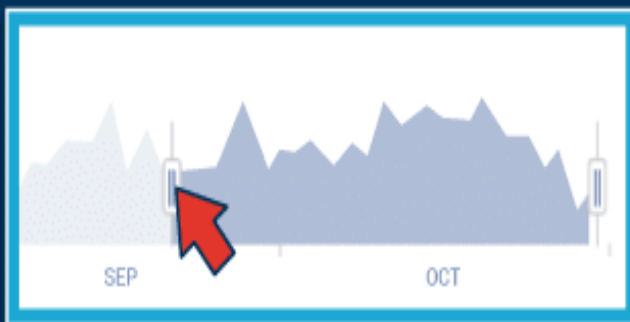
Like Source	Number of Likes
Page Suggestions	100

3 Where Your Page Likes Happened

This section organizes the source of your **new likes** by date and source.



TIP



Set a **date range** at the top of the Likes page to determine when your likes are spiking (or not) and when the best time to post is.¹

REACH

You want the content you're posting to reach as wide an audience as possible, and this section reveals just how far beyond the own page's fans your posts are being seen.

1 Post Reach

How many people have **seen your posts**, through both organic and paid means.



TIP



Watch out for **algorithm changes** that may feature company pages less prominently and affect your organic reach.⁵

2 Recommendations

This chart shows when people have **recommended** your page in posts and comments.



TIP



Fill in all the **contact and location details** on your page so that when you're recommended, these details show up.⁶

3 Likes, Comments, Shares and More

Displays the main **types of engagement** people have had with your page over a defined time period. These actions help you reach more people.



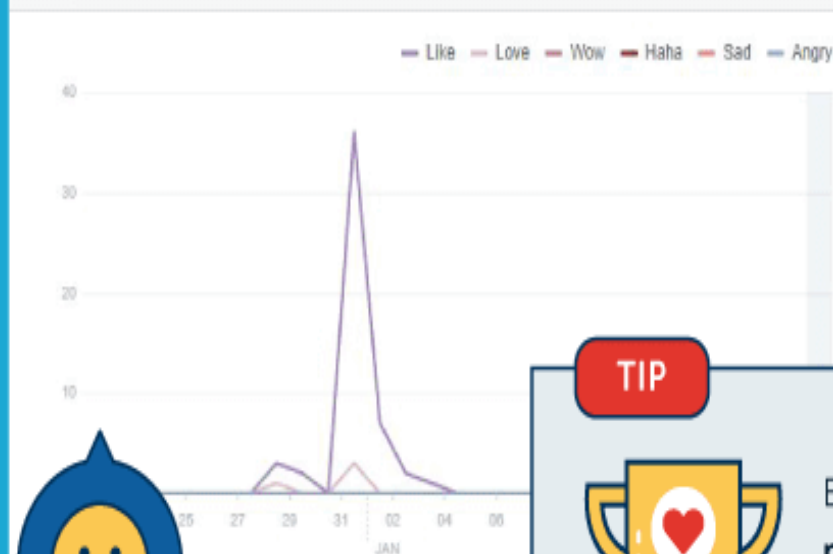
TIP



Click or drag on the chart to see which posts went up in that period and determine what worked and what didn't.¹

Reactions

Likes and other ways people react to your Page posts.



TIP



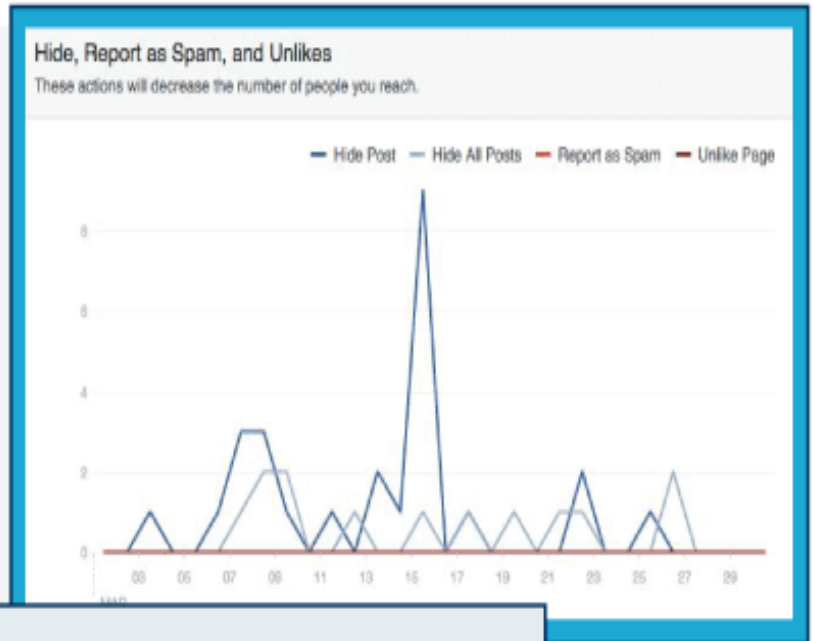
Boost engagement by **gamifying your posts**. Encourage fans to use the heart reaction on one of your posts and then pick a winner to receive a prize.⁷

4 Reactions

When someone reacts to your post, they have a **range of emoji reactions** they can choose. This section breaks them down for you.

5 Hide, Report As Spam and Unlikes

These are the kind of reactions you really **don't want to receive**, as each will diminish the number of people your posts reach.



TIP



The most common reasons for an **"unlike"** include uninteresting content, posting too frequently, and posting repetitive content. Review your posts against this chart to see what you might need to change.⁸



6 Total Reach

The number of people who were served any activity from your page, including your posts, posts to your page by other people, page like ads, mentions, and check-ins.

TIP

Understand what impacts organic reach. Consider:



Engagement (likes, comments, shares)



When you posted it (time of day, day of the week)

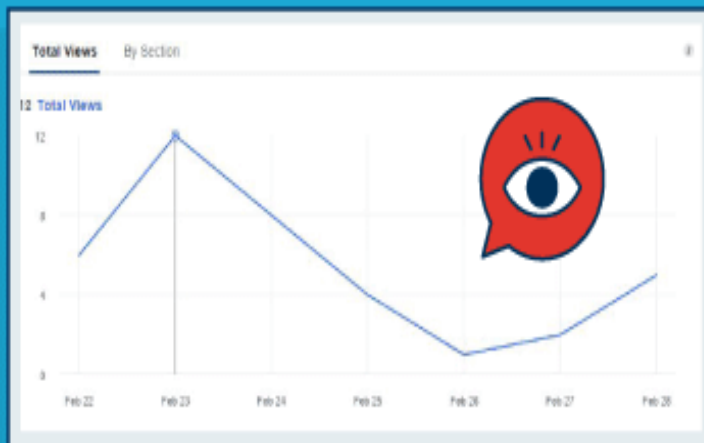


The type of content you posted (things that are trending, time-sensitive or popular are favored).⁹

Your page serves no business purpose at all if it's not attracting visitors.
The information in this section is crucial to understanding how to keep them coming.

1 Total Views

The total number of **views your page** has had in the defined time period.



TIP

16 Photos
5 Videos
23 Posts
7 Other

Break it down by **section** to understand which parts of your page are most popular and focus your efforts there.¹

2 Total People Who Viewed

This tool breaks down the page views by section, but also gives information about **age and gender, country, city and device**.



TIP

Throw away preconceived notions of who might **view your Facebook content** and use this data to see who actually consumes it and whether it's reaching the audience you intended.¹⁰

3 Top Sources



This shows **where people came to your page from**, whether it's Facebook or another website.

TIP



If you pay to have **links to your Facebook page**, use this information to see if they're delivering value for money.¹¹

ACTIONS ON PAGE

When your content and ads bring people to your page, you want them to click on certain buttons that will engage them as potential customers. This section tells you whether your visitors are doing that.

1 Total Actions On Page



Shows all the **actions** people have taken while on your page.

TIP

You can get more of an insight into trends by splitting up the actions data **by time periods** (like month or quarter) and comparing them.¹

Start: 9/9/2017

End: 20/9/2017

2 People Who Clicked Action Button



Breaks down the people who clicked your buttons by **demographic**.



TIP

Experiment with **various CTAs** and see which is most effective for your business.

For example:



Send email



Book now



Learn more

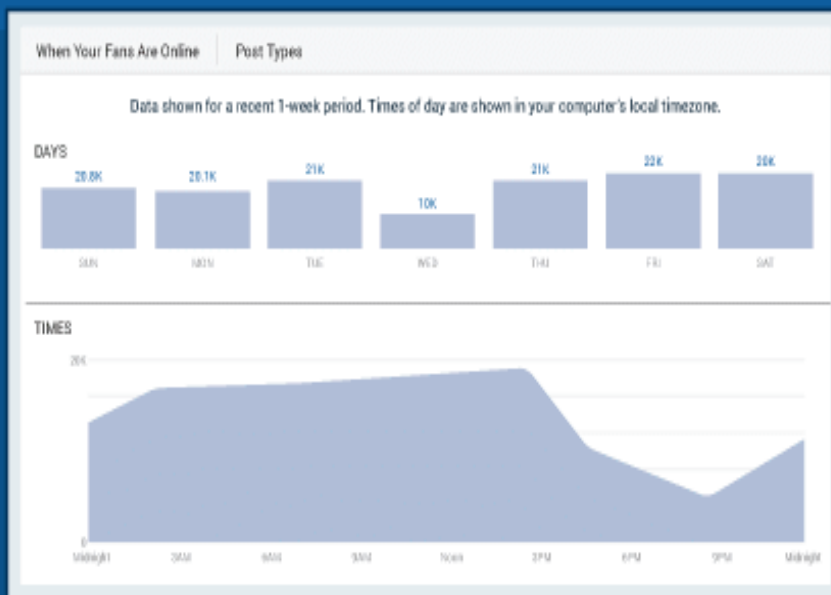


Shop now ¹²

POSTS

Your posts are what you can use to bring people to your page, get them to like it and keep them engaged with your brand. This section will help you be smarter about using them.

1 When Your Fans Are Online



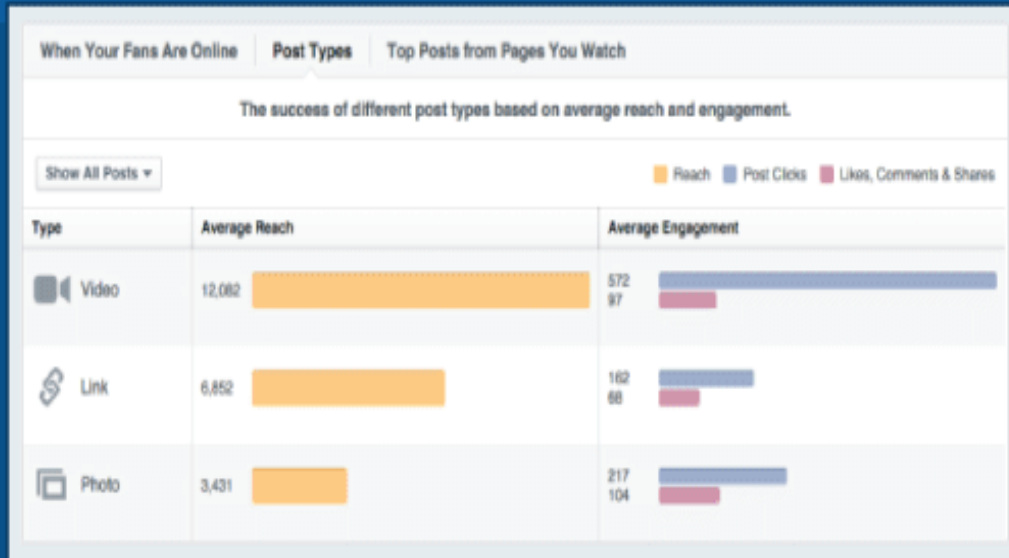
Sorts when your fans are typically online **by days of the week and hours of the day** (in your computer's local timezone).

TIP



Use a social media content app like **Everypost** or **Buffer** to schedule posts for when your fans are online.¹³

2 Post Type



Filters your posts into types and reports on reach and engagement:



Video



Shared video



Status



Link



Photo

TIP

For maximum reach and engagement, determine which **type of post works best** and focus most of your efforts there.



3 Top Posts from Pages You Watch

This shows you the engagement levels of recent posts from the pages you've selected to watch.

Page	Published	Posts This Week	Engagement
	04/01/2017 05:00 pm		100K
	11/02/2017 03:20 pm		89K
	16/02/2017 06:45 am		78K
	04/04/2017 12:17 pm		120K
	10/04/2017 07:32 am		80K

TIP



Use a tool like **Evernote** to record what works for your competitors – and what doesn't – so you can refer to it when creating your own content.¹⁴

4 All Posts Published

All Posts Published
September 12, 2014 to December 10, 2014

Reach: Organic / Paid Post Clicks Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
04/07/2017 08:08 pm				31		
30/06/2017 04:20 am				40		
23/06/2017 05:22 pm				25		
13/06/2017 08:04 am				50		
26/05/2017 04:28 pm				40		
22/05/2017 06:27 am				40		

This section shows you information on all the **posts you've published** on your page in the specified period, along with information on reach and engagement.

TIP

Get a better view of which posts are most successful by **sorting the columns** to fit your requirements.¹



PEOPLE

Who are these people who have liked your page? Are they the people you were expecting?
Find out more about your fans in this section and use the knowledge wisely.



1 Your Fans

This shows you demographic information about all the people who have **liked your page**.

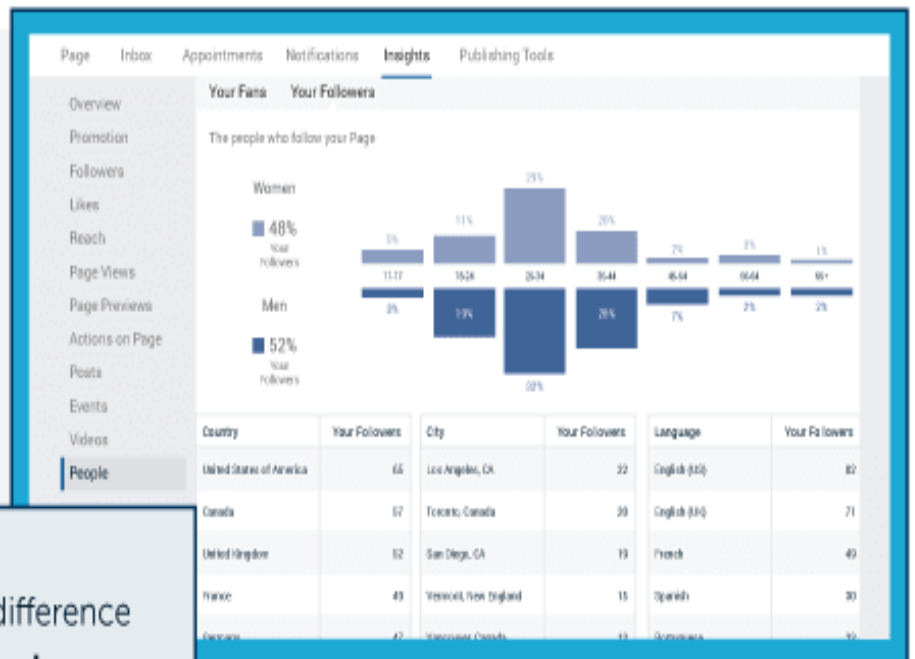
TIP

Get more in-depth information about your audience (like what others pages they like) with Audience Insights:

- 1 Click on **Manage Ads** from the top menu
- 2 Select **Audience Insights** from the Ads Manager menu
- 3 Take the tour to see what you can learn¹

2 Your Followers

This information shows demographics for people who **follow but haven't liked** your page.



TIP

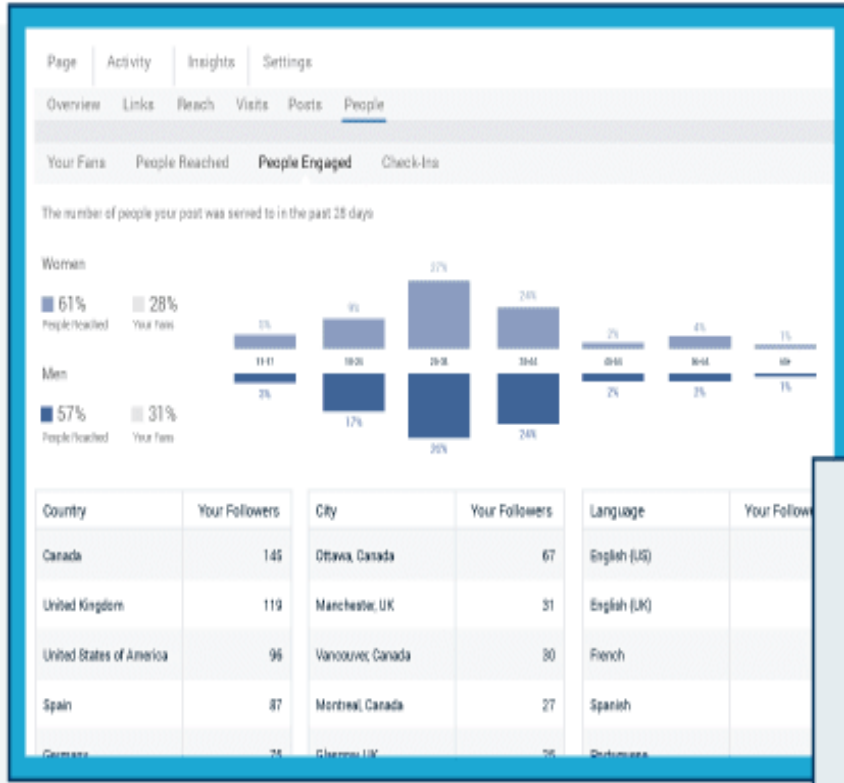


1.1K



8K

Keep an eye on the difference between your **likes and followers**. If people are still liking but unfollowing your page, you may need to rethink your content strategy.¹⁵



3 People Reached

This version of the graph shows information about **everyone your content has reached**.

TIP



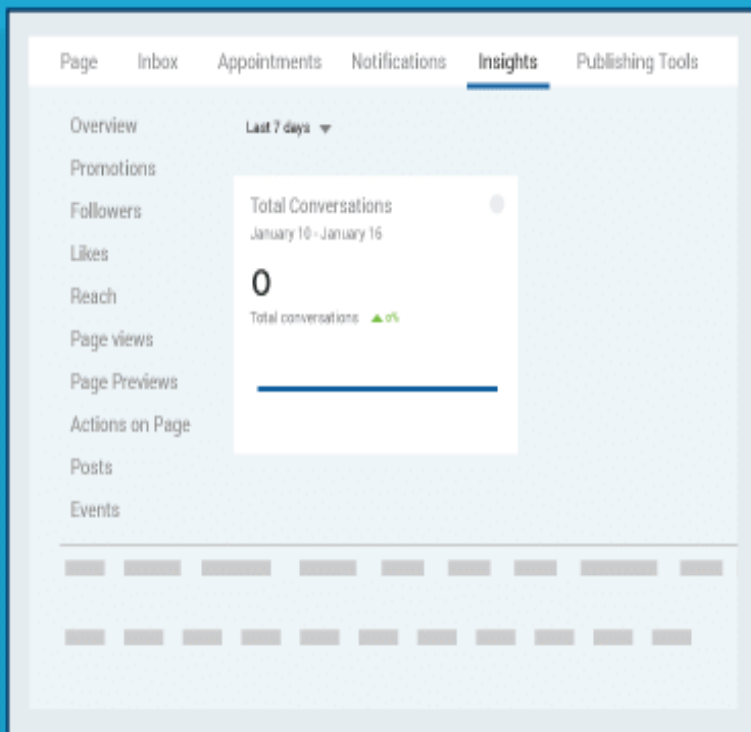
The people you see here are more than just those who like or follow your page.

Compare and contrast to see who your content is *actually* reaching.¹



MESSAGES

If people are engaging with your Facebook page, it's very likely that some will use the messaging functionality to ask you a question. You can keep track on how you're dealing with them here.



Information about the messages you have received for a period of up to **180 days**.

TIP



Display your response rate to let people know when they can expect to hear back from you. Find it in the Messaging section of Settings.¹⁶



It can take time to understand everything there is to discover in Facebook Insights, but the information is invaluable if you want your business page to deliver a return on the investment you're putting into it. Using these tips will help you turn Facebook from a "nice to have" into a core part of your marketing.

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