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

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

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

TIP

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

Pages to Watch helps you compare the performance of your Page and posts with similar Pages on Facebook. Add Pages to get started.

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.”
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.

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

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¹ The sample data provided is for illustrative purposes only and may not reflect actual performance.
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
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

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.

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
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.
**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).
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
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
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
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
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**

Data shown for a recent 1-week period. Times of day are shown in your computer’s local timezone.

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.
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.
Top Posts from Pages You Watch

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

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.
All Posts Published

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
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
Your Followers

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

TIP

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.
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.

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<table>
<thead>
<tr>
<th>Country</th>
<th>Your Followers</th>
<th>City</th>
<th>Your Followers</th>
<th>Language</th>
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</table>
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.
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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