

Facebook Insights

Facebook Insights provide information about your Page's performance such as demographic data about your audience and how many people are responding to your posts. Facebook Insights is a free analytical tool provided by Facebook and can be seen by all the admins of your page. It can help you understand more on how people are engaging with your Page and how to improve your Page performance, especially for those who paid for Page promotion via Facebook and would like to analyze the impact of the ads they paid.

Facebook will indicate it by giving different colors on the graphs, so you will be able to differentiate between the number generated from paid and organic people. For example, paid views are the total number of people who viewed your post as a result of Facebook ads, while organic views are the total number of people who viewed your post through unpaid distribution.

To utilize Facebook Insights better, here are some useful steps for individual new to Facebook Insights:

How to Access Facebook Insights:

Once you logged in to your page, click **Insights** at the top of your page, then you will be directed to the overview Page. On the top right of the Overview page, you will find **Export Data** button that allow you to export the Insights report into excel file (.xls) or Comma-separated values (.csv). You also can choose the date range and which data type you want to download such as:

- **Page data** – This gives you rows of a daily breakdown, over a period of month of data such as Like sources (new likes and unlikes), engagements and audience details,
- **Post Data** – This gives you a daily breakdown of data related to specific posts for reach, impression and feedback, or
- **Video Data** – A Breakdown of daily views, unique views, paid views and organic views.

1. Overview

On the Overview page, you will find a dashboard view showing your Page summary for the last 7 days. The summary will include Action in Page, Page Views, Page Likes, Reach, Post Engagement and Videos, in which you can click on to see more detailed reports. While on the bottom of the Overview page it will show your 5 most recent posts together with its performance.

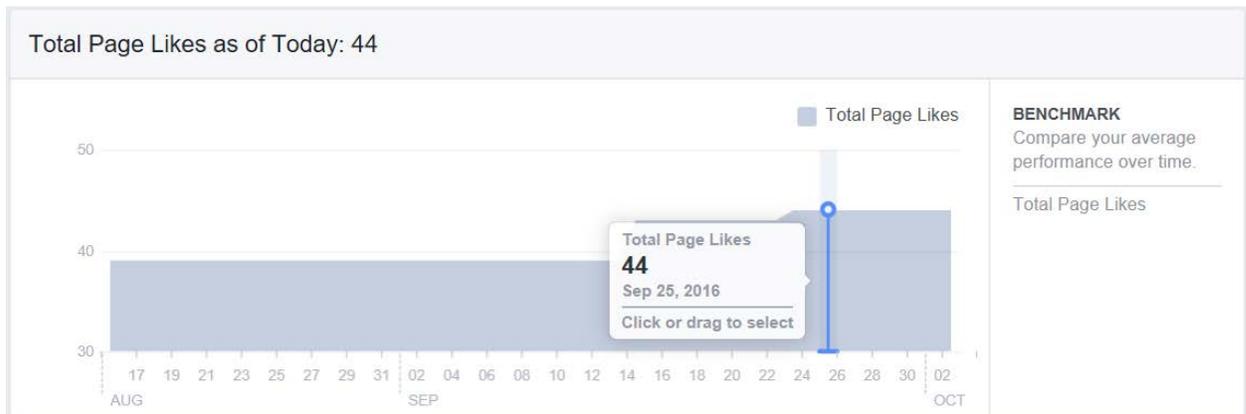
2. Promotions

Here, you will find the summary on recent promotions on your page.

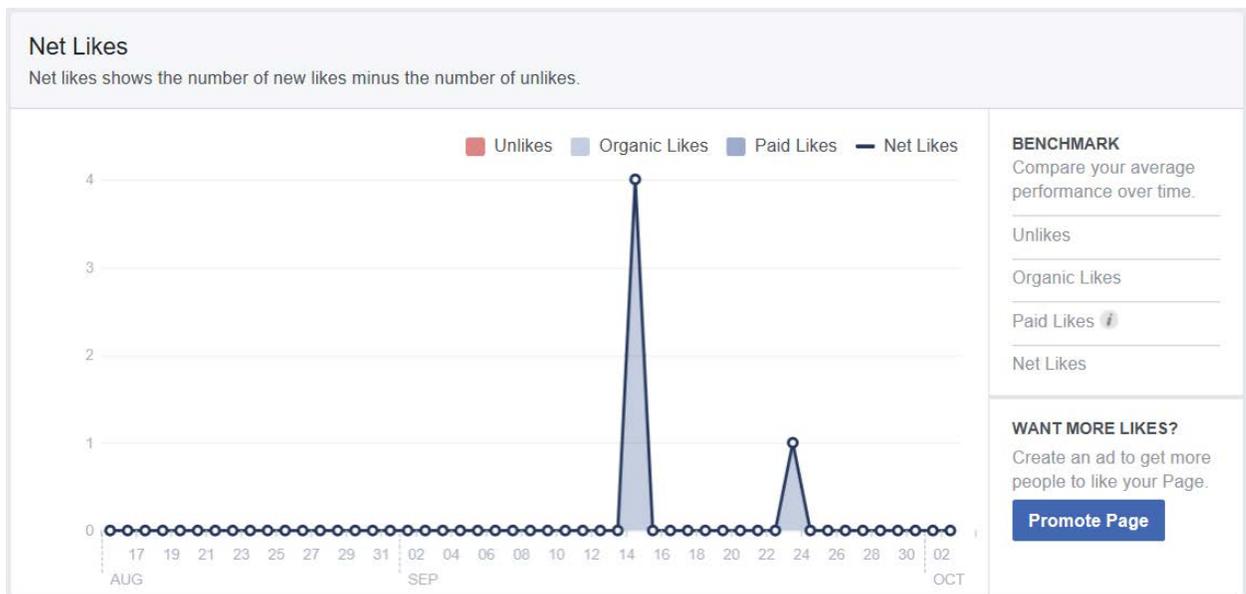
3. Likes

This is where you can drill down to view your Facebook Page statuses in relation on the fans on your page.

- **Total Page Likes** – View the growth or decline of your ‘likes’ over a weekly basis.



- **Net Likes** – Net likes shows the number of new likes minus the number of unlikes. You also can compare your average performance over time in more specific categories (unlikes, organic likes, paid likes and net likes).

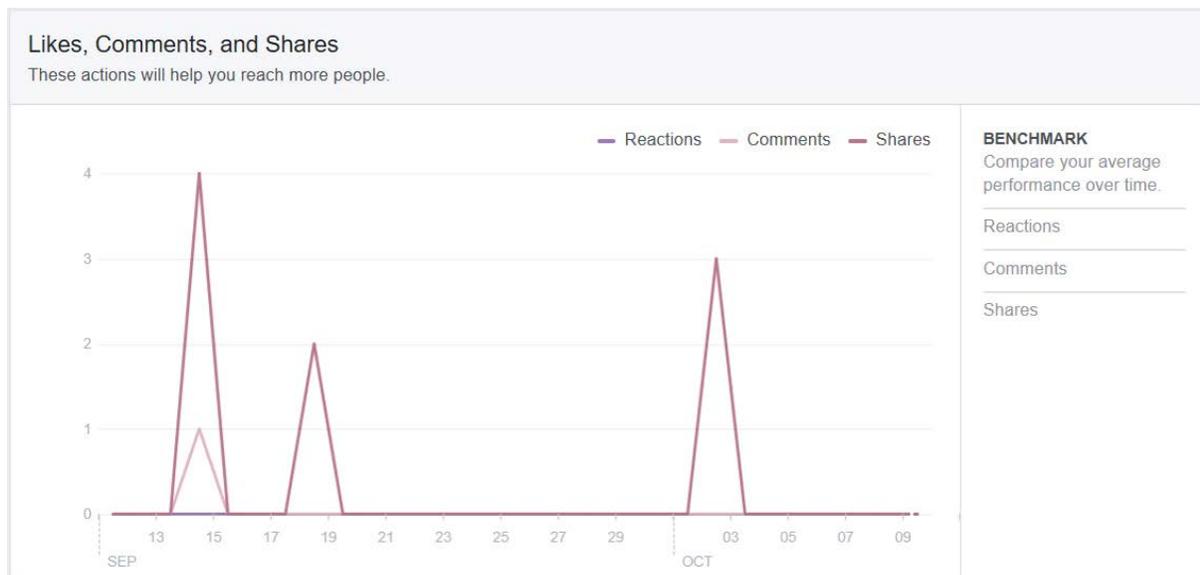


- **Where Your Page Likes Happen** – The majority of likes will probably happen when people visit your Facebook Page, but they could happen also in other places.

4. Reach

This section helps you see your page views and unique visitor views (those who searched for you as opposed to clicking on the Facebook ad). You also will be able to see your reach in terms of organic or paid searches.

- **Post Reach** – It shows the number of people your posts were served to.
- **Likes, Comments, and Share** – View the trends related to likes, comment and shared on posts. These actions are important because it will help you reach more people.



- **Hide, Report as Spam, and Unlikes** – Make sure this number is low compared to your total fan count. In addition, you might get penalized by Facebook if there were many spam reported regularly on your posts.
- **Total Reach** – Total reach is the number of unique people who saw your posts, regardless where they saw it (though paid or organic reach). However, the sum of post reach will not equal total reach because Pages can reach people through content other than pages.

5. Page Views

Having demographic information about your fans allow you to build personas (fictional characters of your ideal customer) of your target audience. This can be helpful to create your marketing contents.

6. Action on Page

Similar to **Page Views** report, here you can see People who responded to the call of action (who click action button, get direction, phone number or website) according their demographic information.

7. Posts

There are two sections under **Posts**:

- **When your fans are online** -This shows you how many of your fans are online at any given time during the day so you will have better idea about when you should post something for greater result. However, it is not always best to post when most of your fans are online, because that may also be the most competitive time to get onto their newsfeed. So you might need to vary your time once awhile and see how it works.



- **Post Types** – View a list of the posts you have shared on your Page by type. You can see which posts worked the best (photos, links, or status). However, you also need to have a variety of updates to get a good mix.

8. Events

Here, you can find how many people were reached on each particular event such as awareness (who were reached), engagement (who were responded), tickets (clicks on

buy ticket), or audience (based on demographics) from 7 to 28 days ago. You also can see your upcoming event if it is available.

9. Videos

When you posted a video, on this report you will be able to see the data on how many videos were viewed based on two categories. First, when the videos were viewed for at least 3 seconds and then when it was viewed for 10 seconds and more. You also can see the top videos on your Page watched for 3 seconds or more.

10. Messages

Messages report shows the number of conversations between your Page and people on messenger.