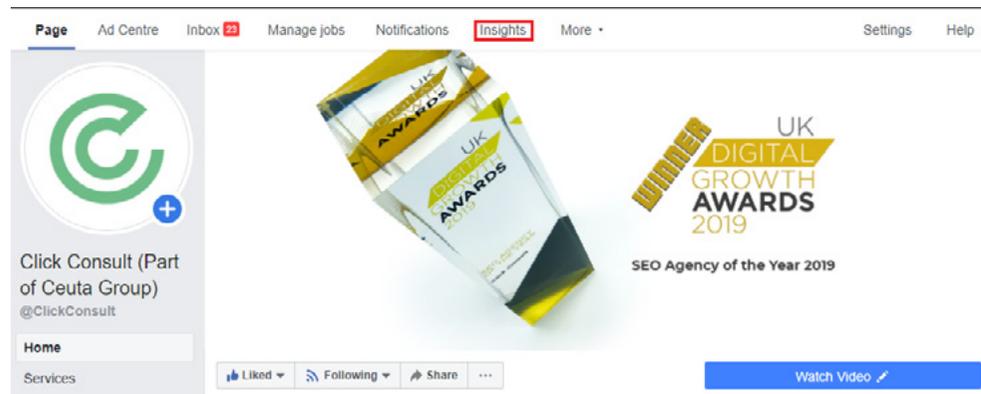


INTRODUCTION

Facebook has a powerful and free analytics tool to monitor the performance of your organic activity and the behaviours of your visitors - one of the most detailed of all of the social media platforms. Understanding your Facebook page's metrics gives you the information you need to make sure you're putting the right content in front of the right audience.

FACEBOOK PAGE INSIGHTS

How to get there:



OVERVIEW

This snapshot gives you an overview of:

- **Actions on page.** The number of clicks on your page's contact info and call-to-action button
- **Page views.** The number of times your page's profile has been viewed by logged-in and logged-out people.
- **Page previews.** The number of times that people hovered over your page name or profile picture to see a preview of your page content.
- **Page likes.** The number of new people who have liked your page, broken down by paid and non-paid.
- **Reach.** The number of people who had any posts from your page enter their screen, broken down by total, organic and promotions.
- **Recommendations.** The number of times that people have recommended your page.
- **Post engagements.** The number of times that people have engaged with your posts through likes, comments, shares and more.
- **Videos.** The number of times your Page's videos played for at least three seconds, or for nearly their total length if they're shorter than three seconds, broken down by total, paid, and non-paid.
- **Page followers.** The number of new people who have followed your page broken down by paid and non-paid.

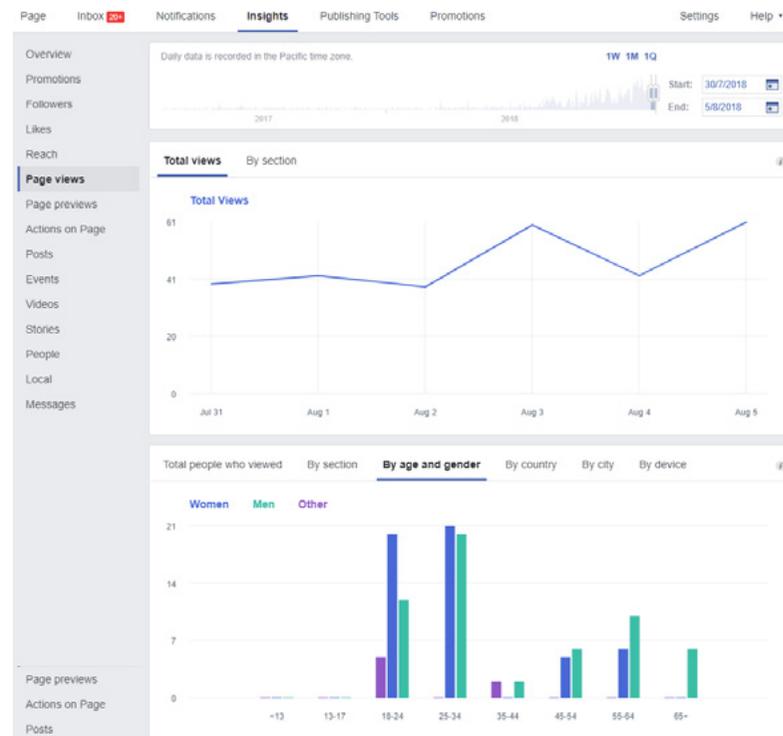
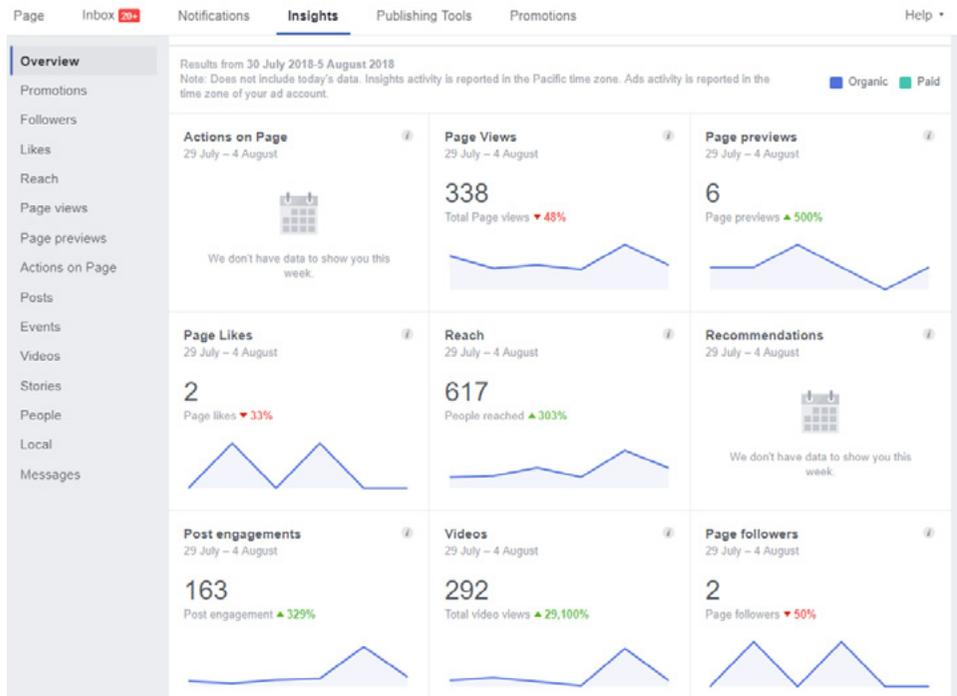
From here, you can also view:

- Your five most recent posts.
- A summary of the stats from 'pages to watch', allowing you to compare weekly performance of similar (ie, competitor) pages of your choosing.

Get the most from your Facebook data

The left-hand menu allows you to drill down into more detail about these metrics, with graphics showing when the actions took place and the ability to adjust the date range.

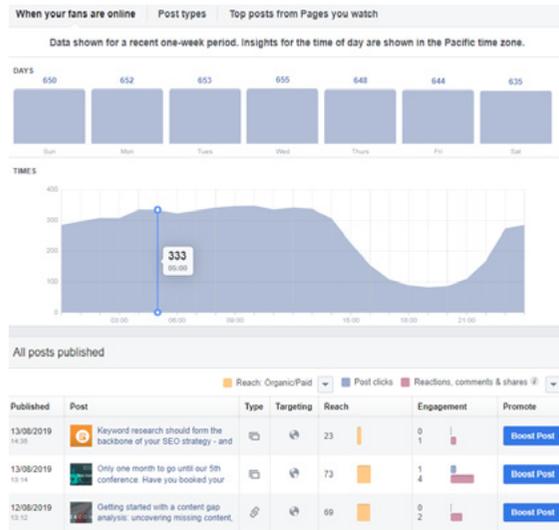
Here's an example of Page Views, broken down by age and gender:



FACEBOOK INSIGHTS – POSTS

Probably the view that will be of most interest to marketers looking to identify the kind of content that has the most impact, this gives you details about individual posts, allowing you to toggle between:

- When your fans are online, by time and day, helping you to identify where you need to invest your time.
- The types of post with the highest reach and engagement (see our example below) so you know what to do more of.
- Top posts from competitors – find out what’s working for them so you can take tips from their strategy!



After

Scroll down to your All Posts Published list. If you sort by Reach:Fans/Non-Fans you can see a graph of which posts generated the greatest reach among people that aren't your fans.

Learning what specific posts reached non-fans will give you a good indication of what content people are sharing with their friends. Producing posts of this type might lead to more distribution through sharing.

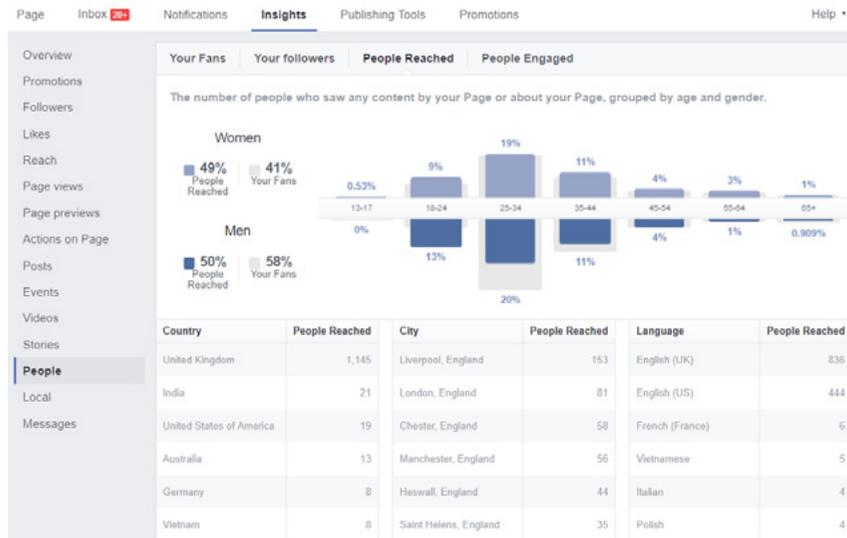
All posts published

Reach: Fans/Non-Fans | Post clicks

Published	Post	Type	Targeting	Reach
14/08/2019 19:05	How to put structure your content calendar to help you collect, curate,	Text	Public	51
14/08/2019 10:34	At the core of 'search' is language understanding, and Google	Text	Public	60
13/08/2019 14:35	Keyword research should form the backbone of your SEO strategy - and	Text	Public	93
13/08/2019 13:14	Only one month to go until our 5th conference. Have you booked your	Text	Public	172
12/08/2019 13:12	Getting started with a content gap analysis: uncovering missing content,	Text	Public	73

FACEBOOK INSIGHTS – PEOPLE

This section allows you to understand your audience with aggregated information including age, gender and location. You'll also see when people are looking at your page and how they found it, to help you create posts for the best response.



WHAT YOU CAN USE FACEBOOK INSIGHTS FOR

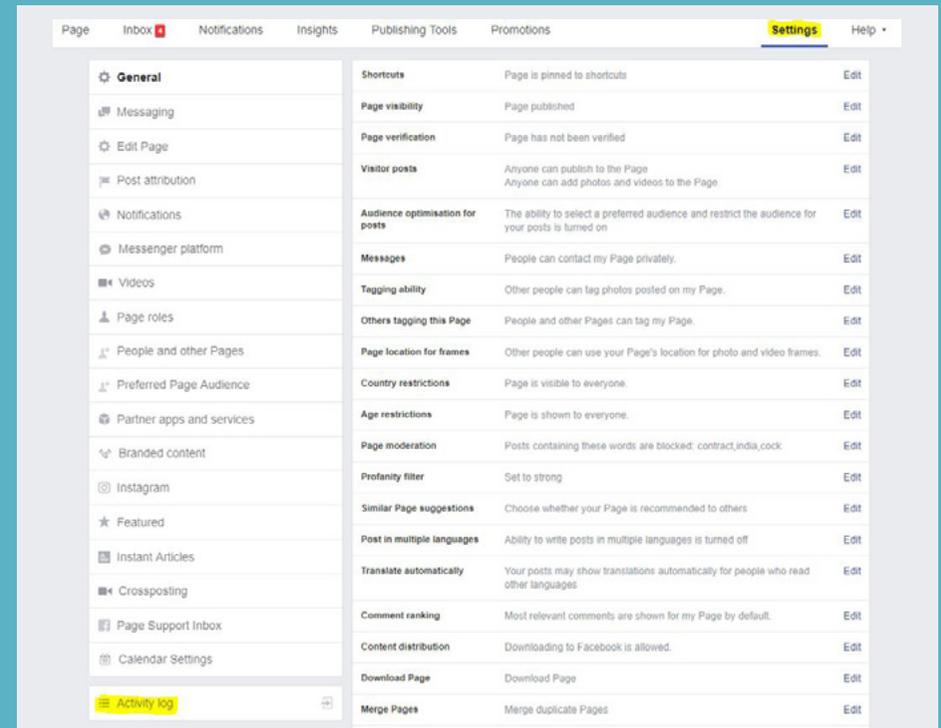
- Learn which posts get the most attention, allowing you to create more of the kinds of posts that people will interact with.
- Adjust your page to encourage people to take the actions you want.
- Get aggregated details on your audience by age, gender and location about who's looking at your page and when, allowing you to tailor your content to their interests.

BONUS FACEBOOK TIP!

EXPLORE AND FILTER ALL OF YOUR ACTIVITY, EVER

Need to find a photo you posted sometime last year? Want to check how many times you've been tagged? Want to review a list of all your posts in a given timeframe? Your Activity Log is a mine of information. It's a list of your posts and activity from when you first created your page. You'll also see stories and photos you've been tagged in, as well as the connections you've made – like when you liked a page or added someone as a friend.

Your Activity Log can be found under the Settings button:



ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named SEO Agency of the Year 2019, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

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