

Everything You Need to Know About facebook Insights

Table of Contents

Introduction 3

Finding the Insights Tab 4

Overview 5

Reach 8

Page Views 12

Posts 16

Conclusion 21

Questions 22

Introduction

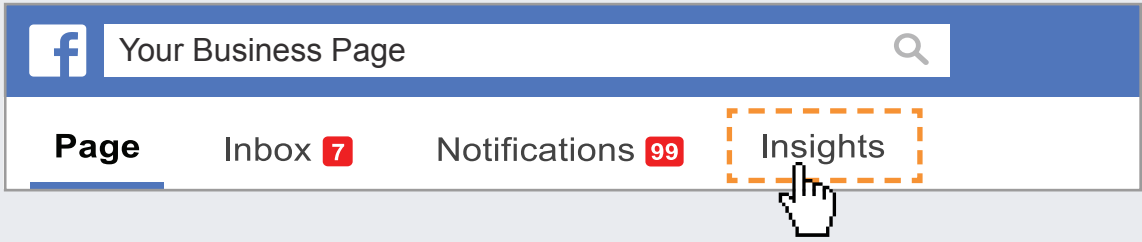
How do you know if your Facebook Business Page is doing well? The number of Page Likes or amount of interaction with your content are two ways to gauge its general health. For a more granular look, Facebook provides detailed data on almost every aspect of your Page – you just need to understand how to find and interpret these clues! Knowing what works and what does not work on your Facebook page helps you to tailor your approach so that you can achieve a more successful presence.

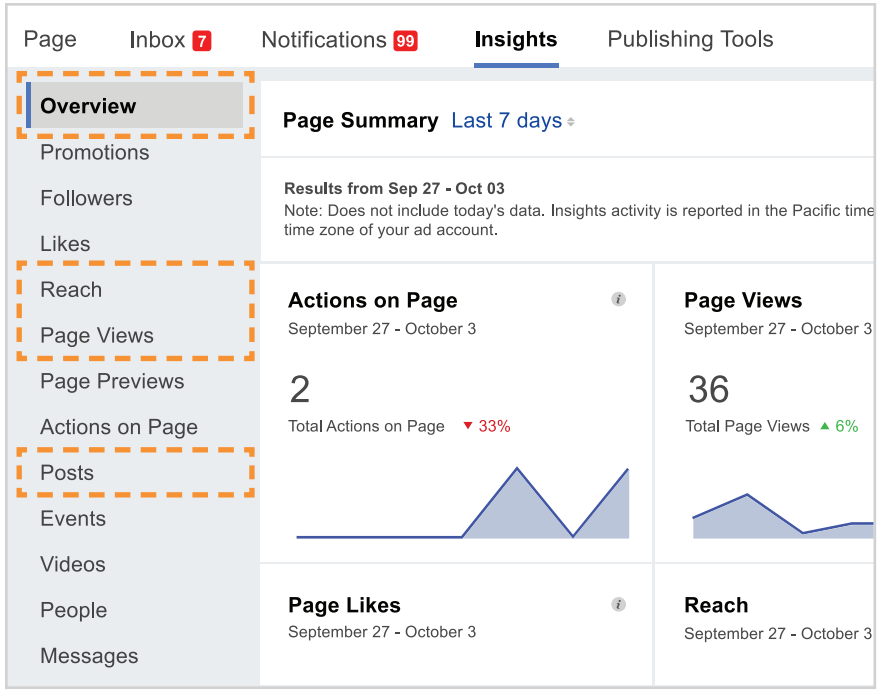
Luckily, Facebook offers a detailed analytics tool called Insights that offers a plethora of information to help you evaluate and refine your efforts.

While Facebook Insights gives you important data about your Business Page, if you're new to the tool, it can be difficult to decipher. In this eBook, we point out the data sets you need to pay attention to and help you understand what their numbers mean so you can improve your efforts and maximize the benefits of your Facebook presence.

Finding the Insights Tab

Locating Insights is the first step to understanding your Page's numbers. To access Facebook Insights, log in to your Facebook Business Page and click on the Insights tab at the top.





The important sections within the Insights tab that we will be examining in this eBook are Overview, Reach, Page Views and Posts – all of which can be found in the menu on the left panel.

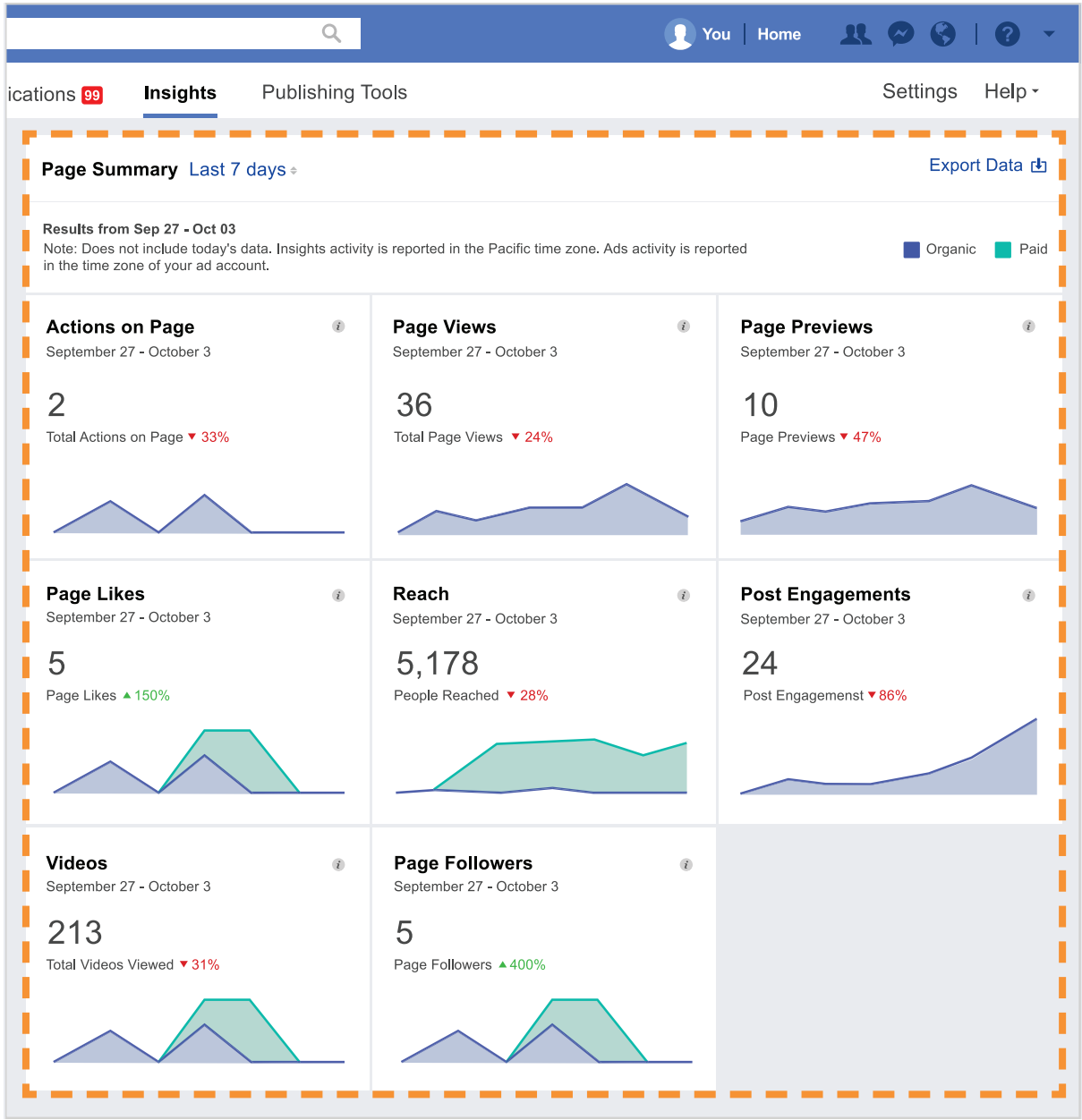
Overview

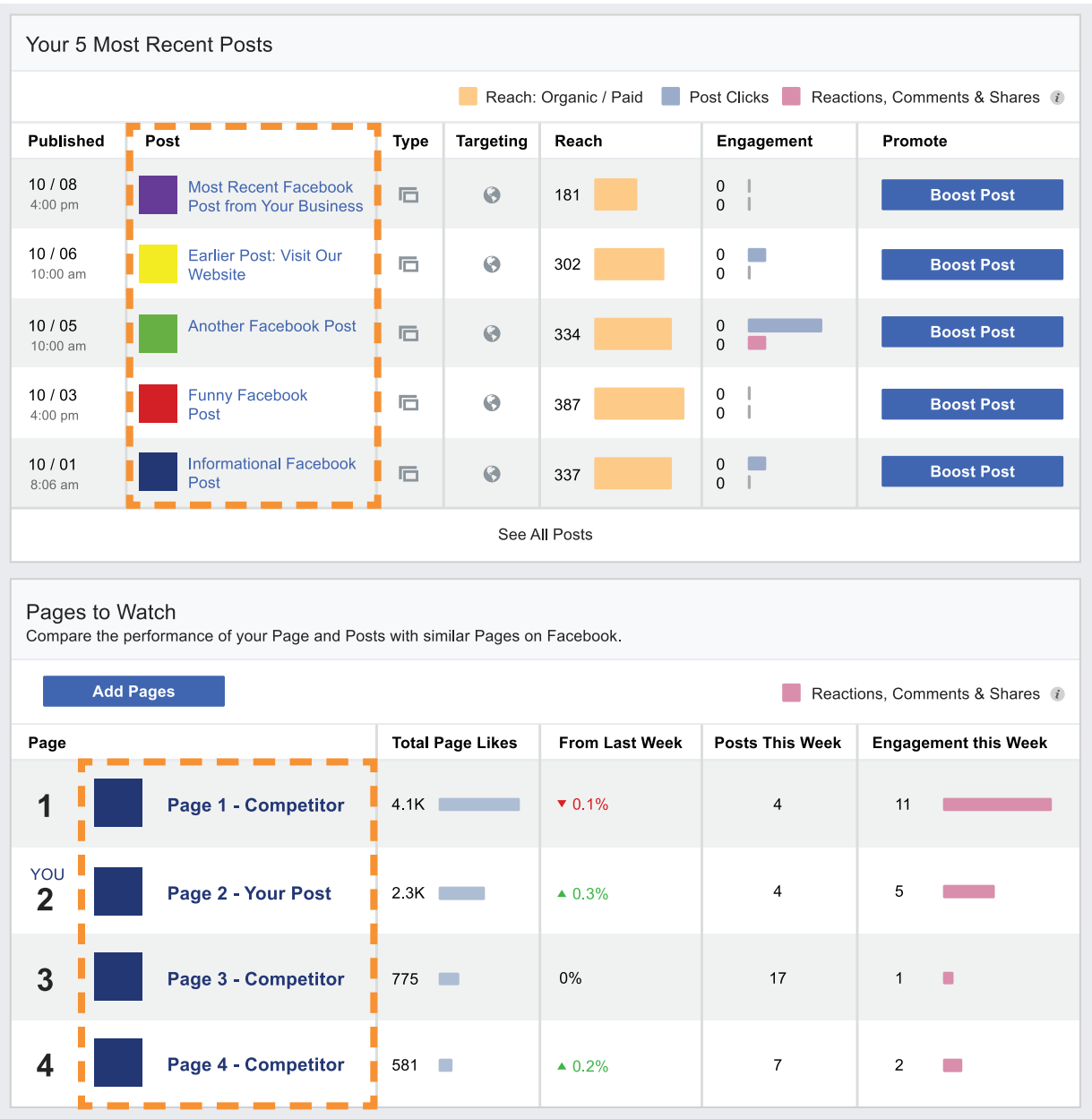
Once you have found the Insights tab, if it's not open already, navigate to the Overview section using the menu on the left side panel. The Overview page is your main data dashboard, which displays key page metrics, your five most recent posts, and a comparison of Facebook Pages that are similar to your Page.



The Page Summary is a great way to get a quick evaluation of Page performance. It includes data on Page views, likes, reach, and more. Additionally, it also shows the percentage change from the previous period so you can gauge if your efforts are improving or declining in performance.

PRO-TIP: The date range can be adjusted from the last 24 hours to the past 28 days.





Your 5 Most Recent Posts chart gives you basic information on your latest posts including published date, post type, targeting, reach, and engagement.

Pages to Watch allows you to compare how your Facebook Page stacks up against your competitors.

PRO-TIP: Keep an eye on your competition and see which of their recent posts are getting the most engagement using Pages to Watch. Select the Pages you want to watch and click the Page name to see their recent posts ranked from most to least engaging.

Reach

The Reach section provides information on how many times people came into contact with your content, as well as if that experience was positive or negative.

The Reach section is split into four graphs:



Post Reach



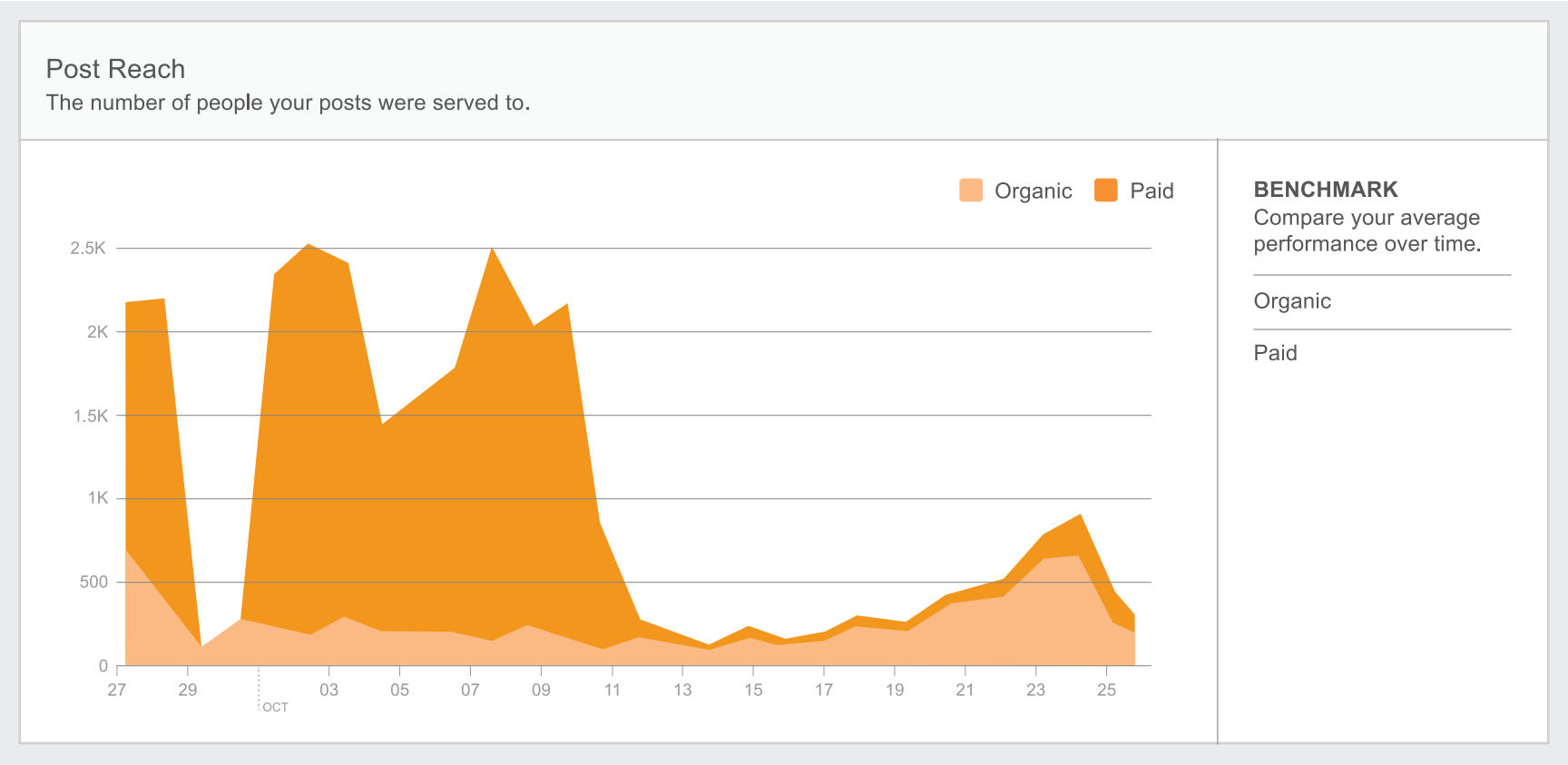
Like, Comments, and Shares



Hide, Report as Spam, and Unlikes



Total Reach

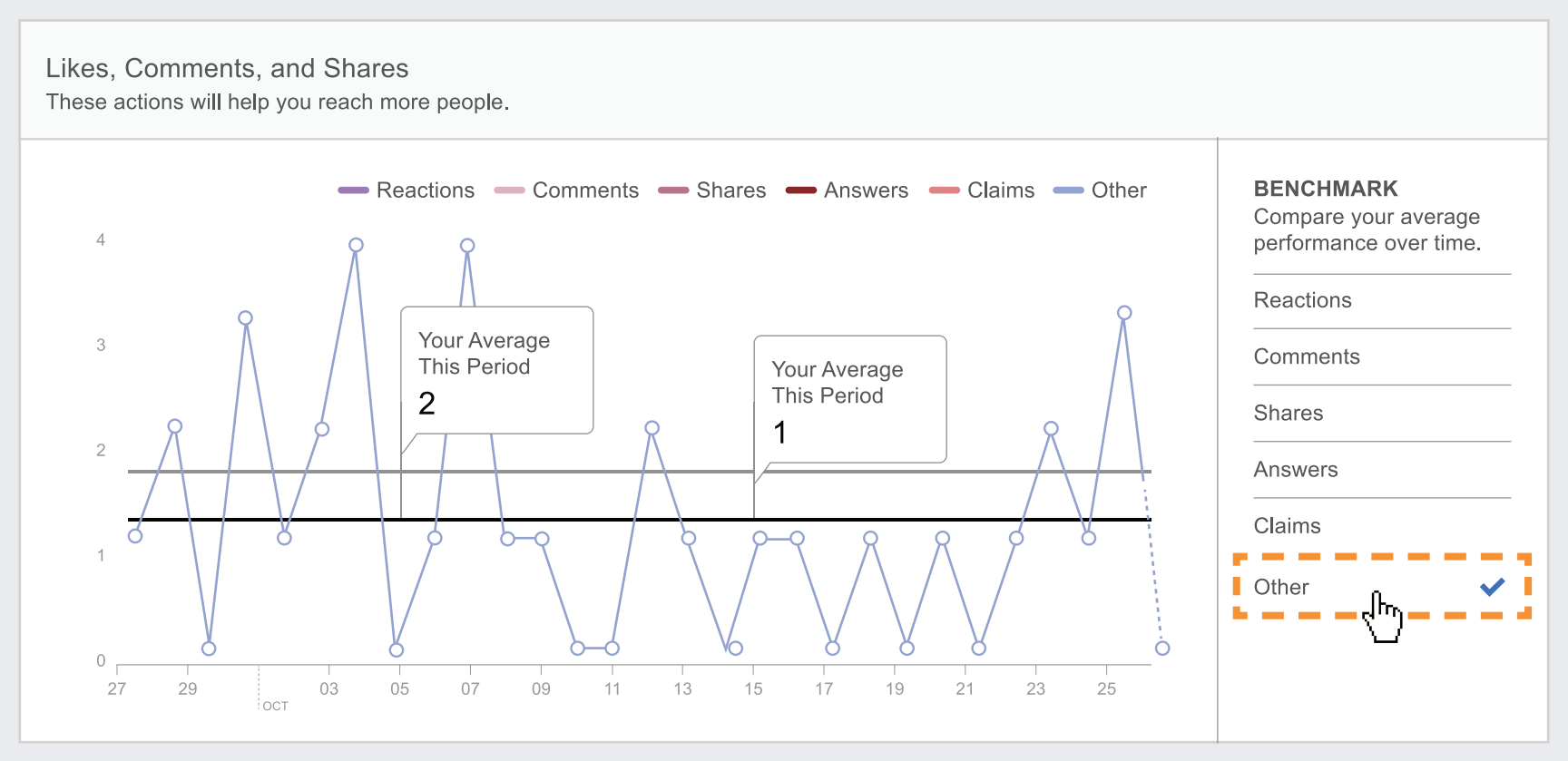


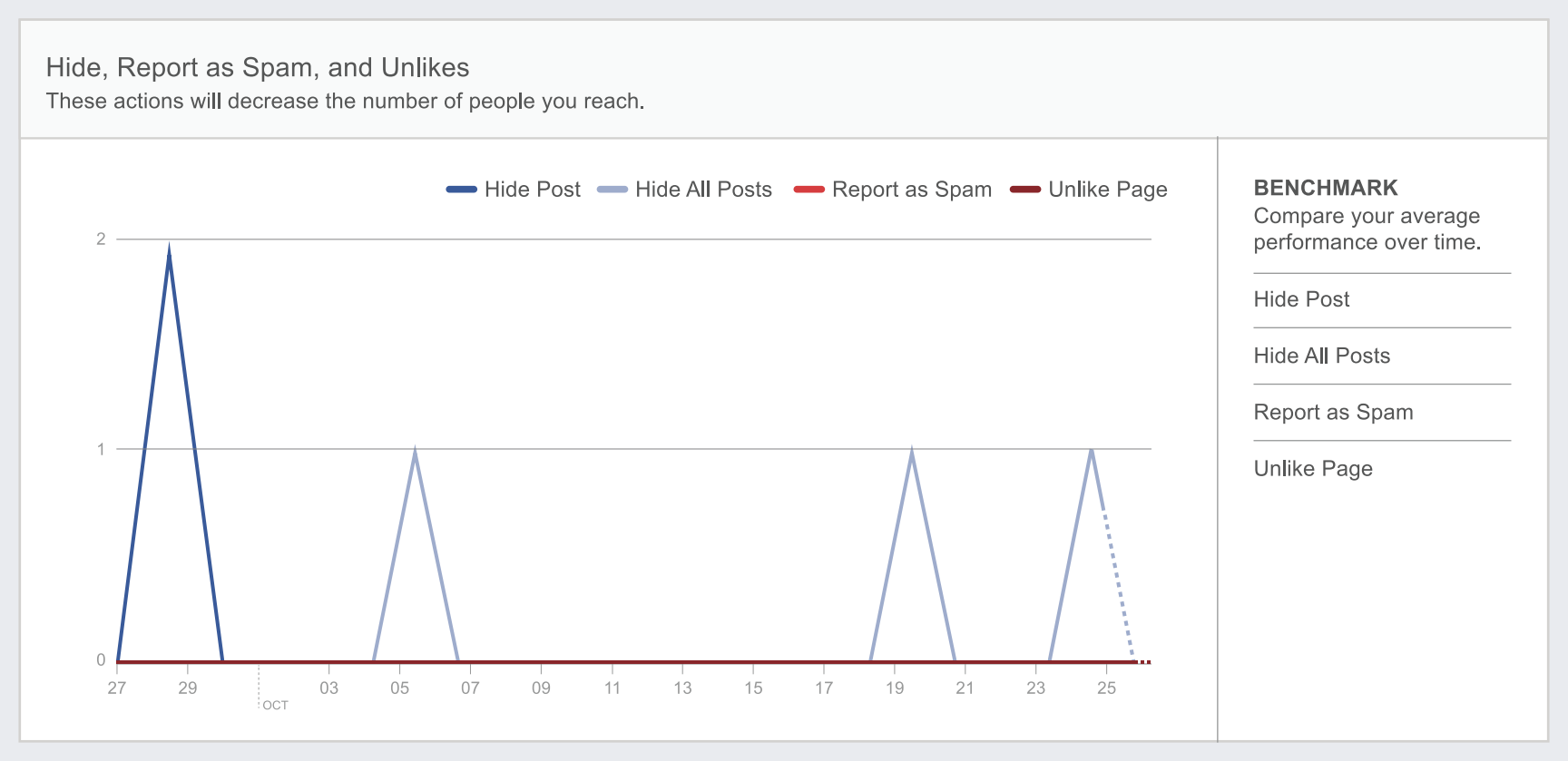
The **Post Reach** graph displays the number of users your posts reached, either through paid efforts or organically. This is a quick, easy way to gauge how well your ads are working and to see your organic reach over time.

Pro-Tip: Set your date range to compare your average performance over time.

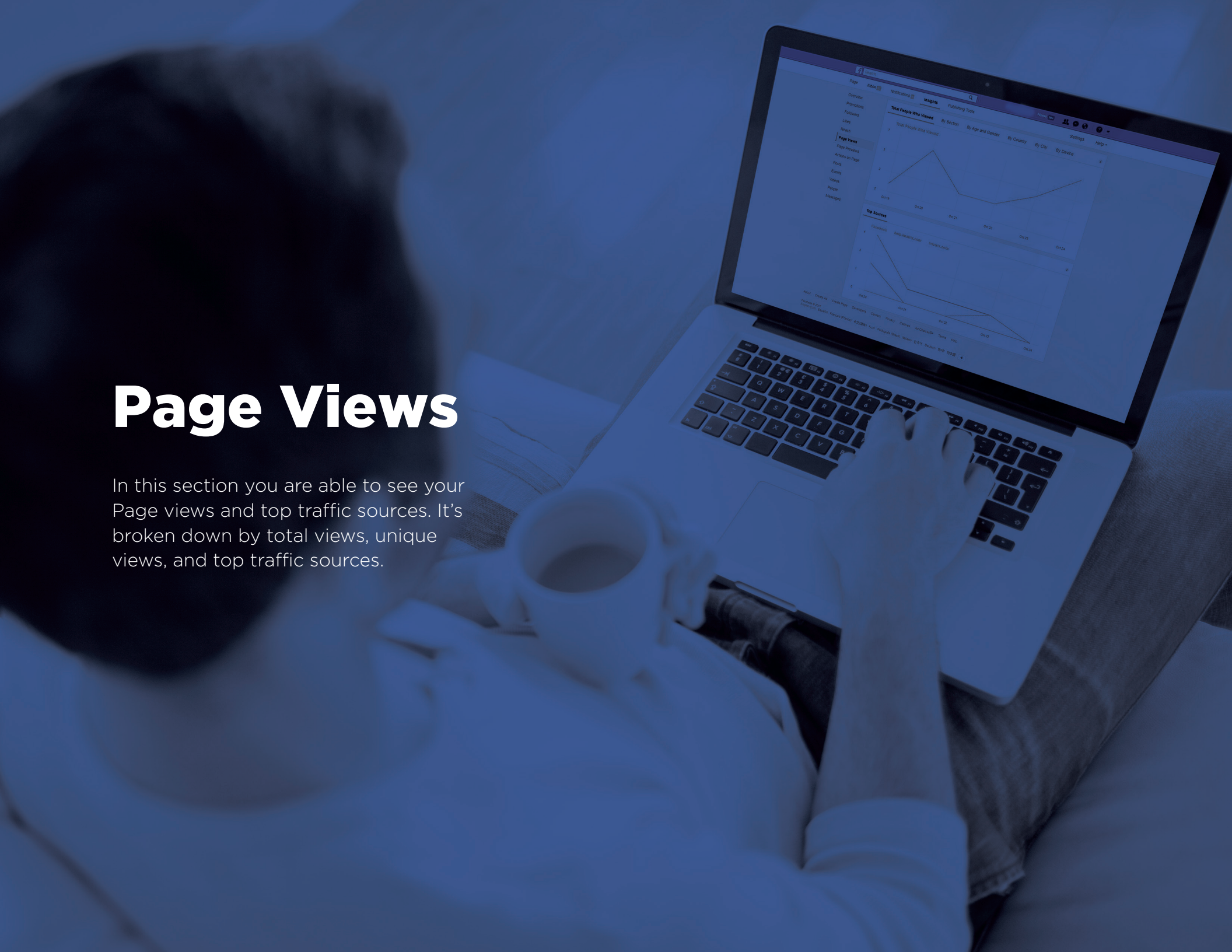
The **Likes, Comments, and Shares** graph is great to assess which of your content receives the most engagement, so you can include more similar content in your posting plans. When a post garners high engagement, it is seen as more valuable and interesting so Facebook will allow more of your audience to see it. This is great for your Page, because more engagement means a wider audience reach.

Pro-Tip: If you notice a spike in reach, engagement, or even negative feedback, click on that section of the graph to find out more.





The **Hide, Report as Spam, and Unlikes** graph displays negative feedback collected from your Page. Just like how users can indicate that they like content, they can also indicate items that they do not like by hiding your content, reporting it as Spam, or unliking your Page. When your content gets negative feedback, Facebook will show those posts to fewer people accordingly. Since you want to keep negative feedback low or at zero, it's essential to monitor this graph.



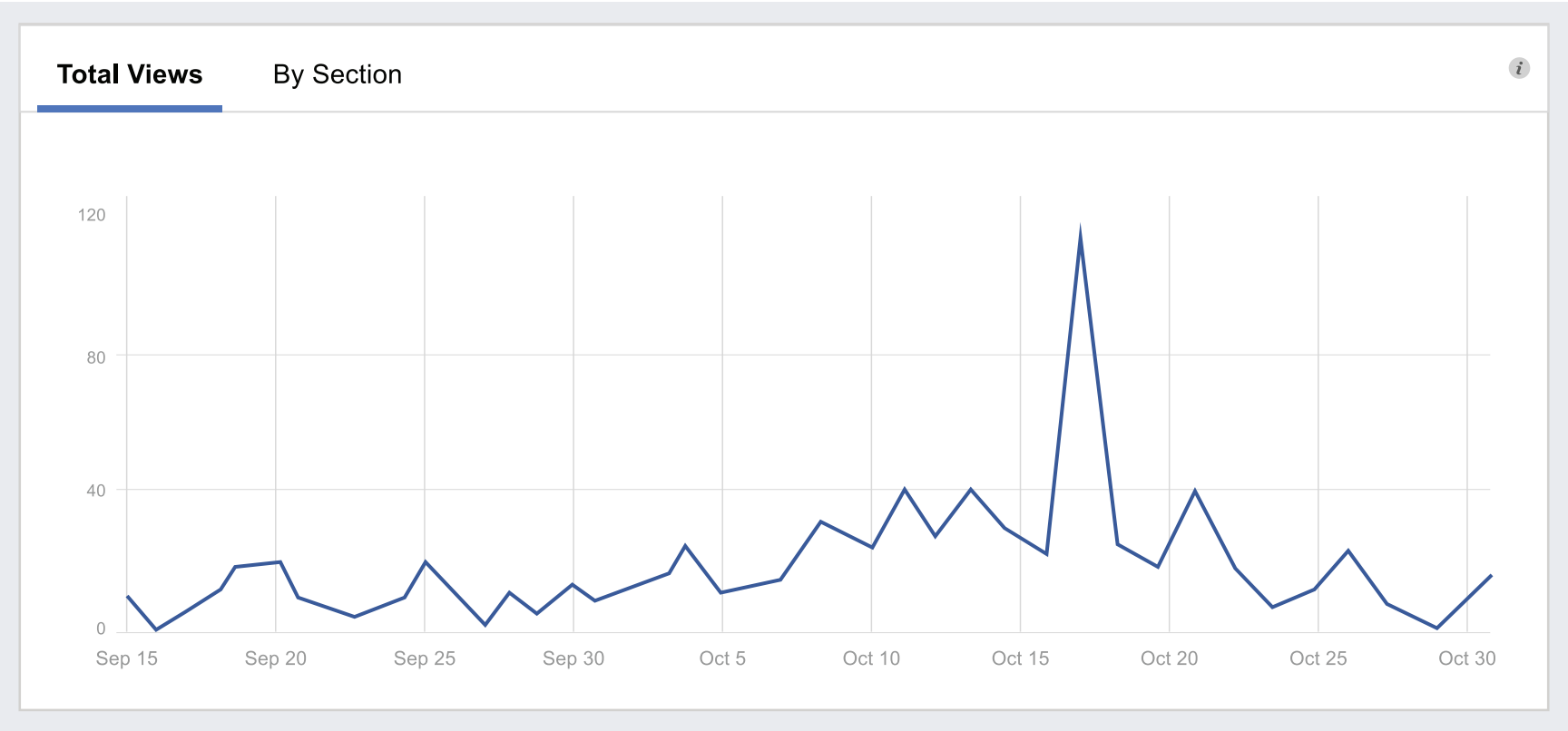
Page Views

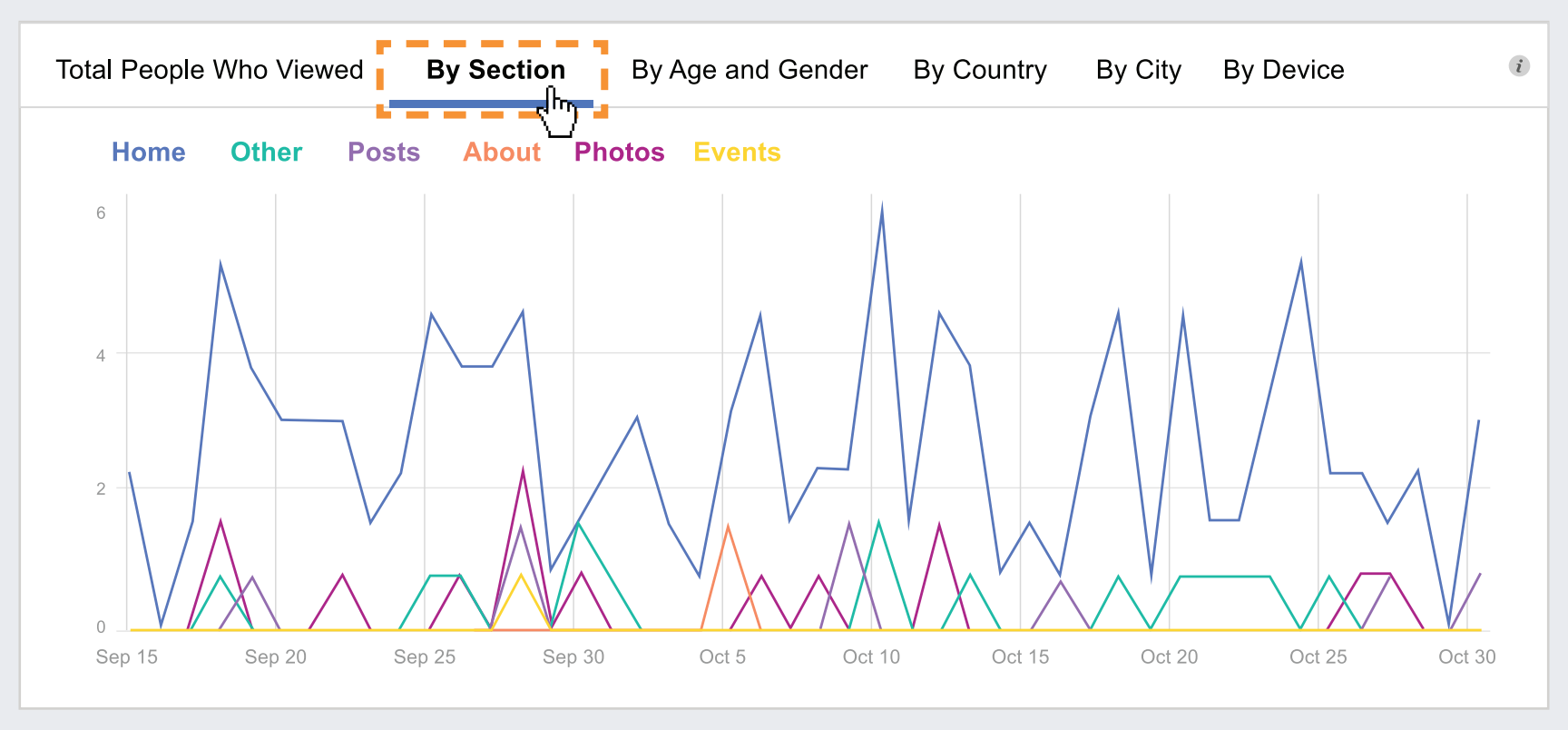
In this section you are able to see your Page views and top traffic sources. It's broken down by total views, unique views, and top traffic sources.

Pro-Tip: You have the ability to change the timeframe at the top right corner ranging from one week to one quarter.



The **Total Views** graph shows the number of times people viewed your Business Page. Even if the same visitor views your Page twice, each time they visit it's counted toward the total.

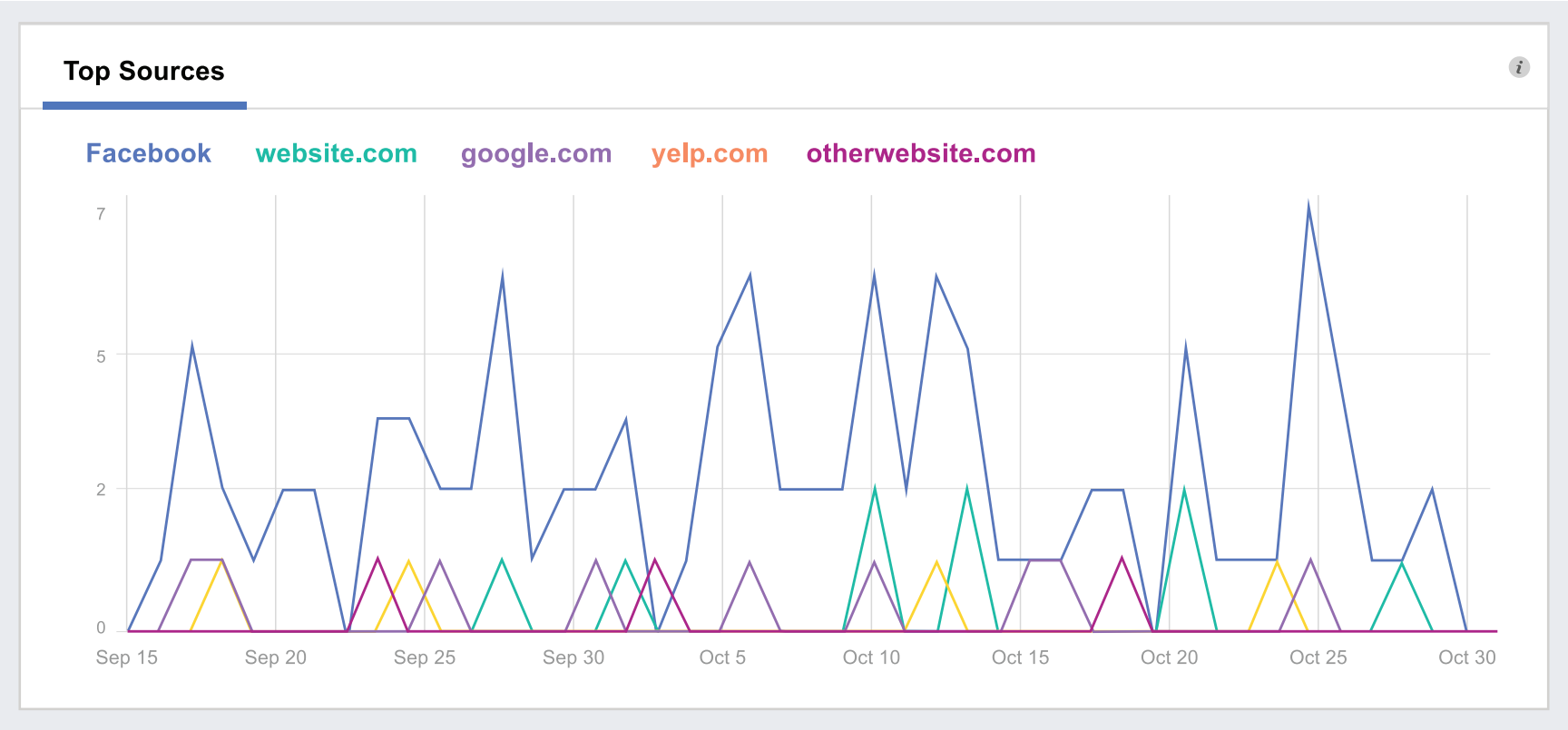




On the other hand, the **Total People Who Viewed** graph shows the total number of unique people who have viewed your Business Page. Unlike the **Total Views** graph, if one person repeatedly visits your Page, it will only be considered as one view.

Pro-Tip: Use the **By Section** options to break down the metrics by certain characteristics to help you better understand the people who are interested in your Page.

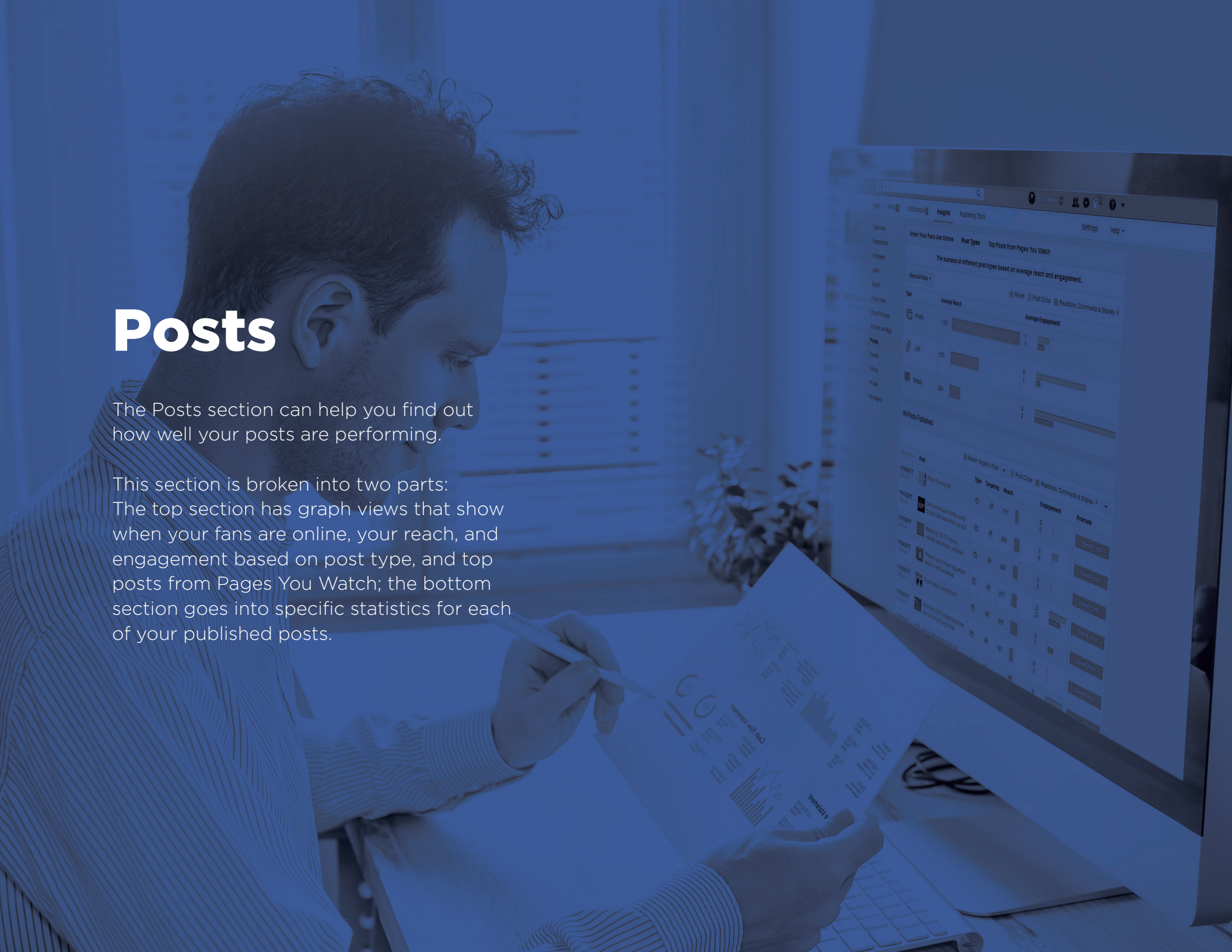
The **Top Sources** graph shows the top five traffic sources (websites that point people to your Page through a link) that are responsible for directing the most people to your Page. Knowing this allows you to increase your efforts on those sites so you can continue increasing your Page views.



Posts

The Posts section can help you find out how well your posts are performing.

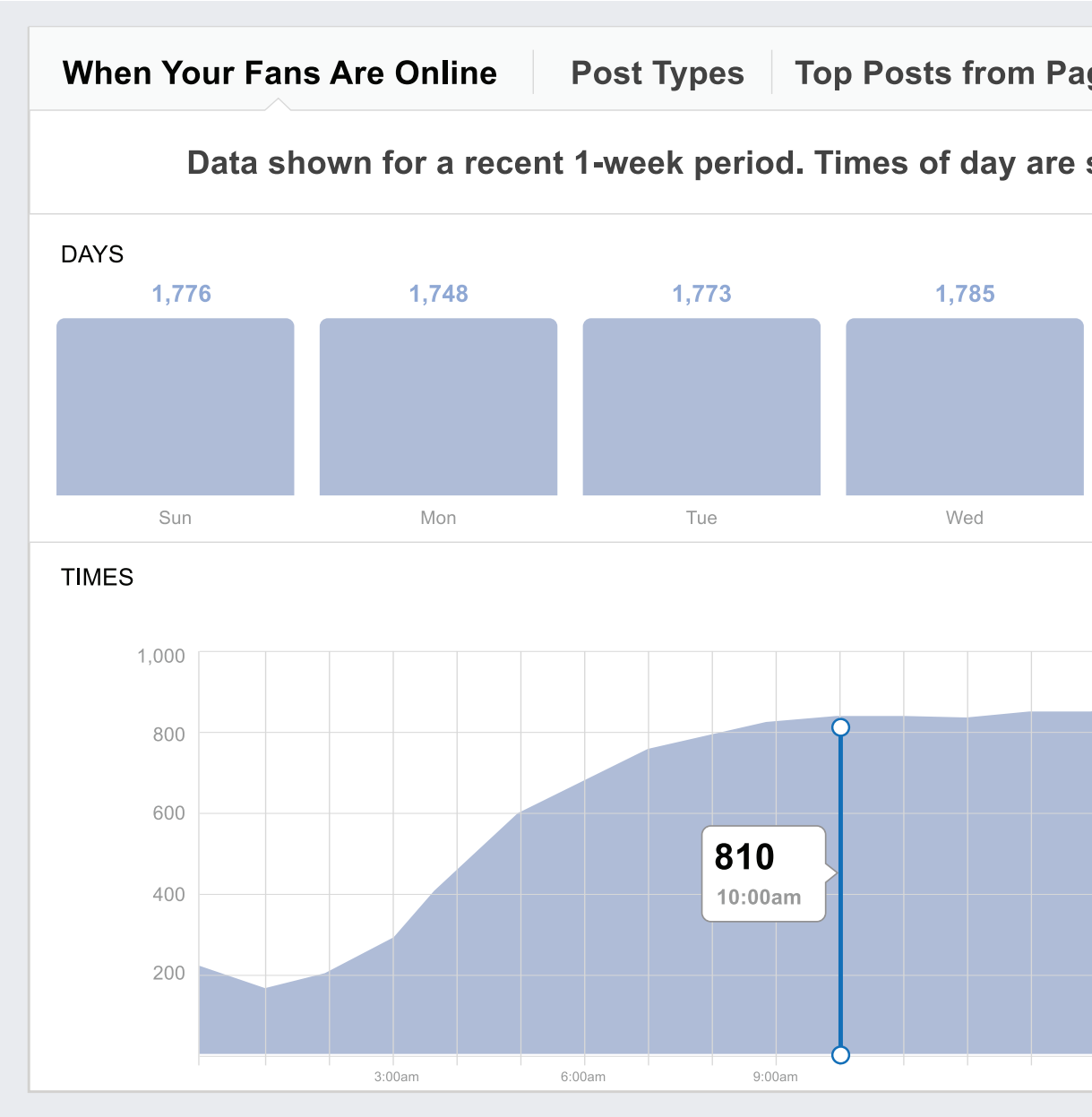
This section is broken into two parts: The top section has graph views that show when your fans are online, your reach, and engagement based on post type, and top posts from Pages You Watch; the bottom section goes into specific statistics for each of your published posts.

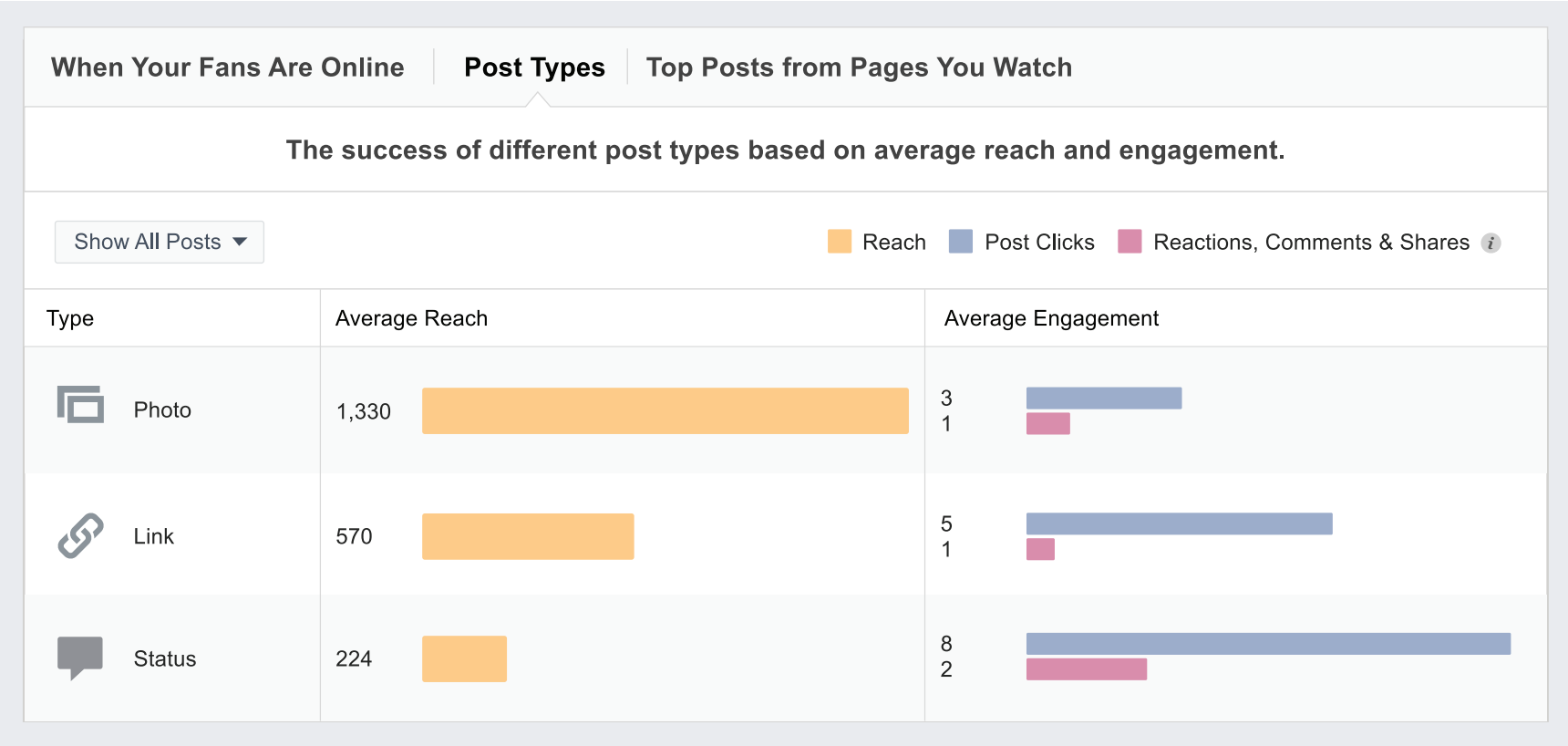


You want to post when your fans are online and this graph allows you to see when they are most active. You can hover over each day to see an overlay of the activity on that particular day in comparison to the averages.

PRO-TIP: Check out our downloadable social media calendar for the best days and times to post to Facebook!

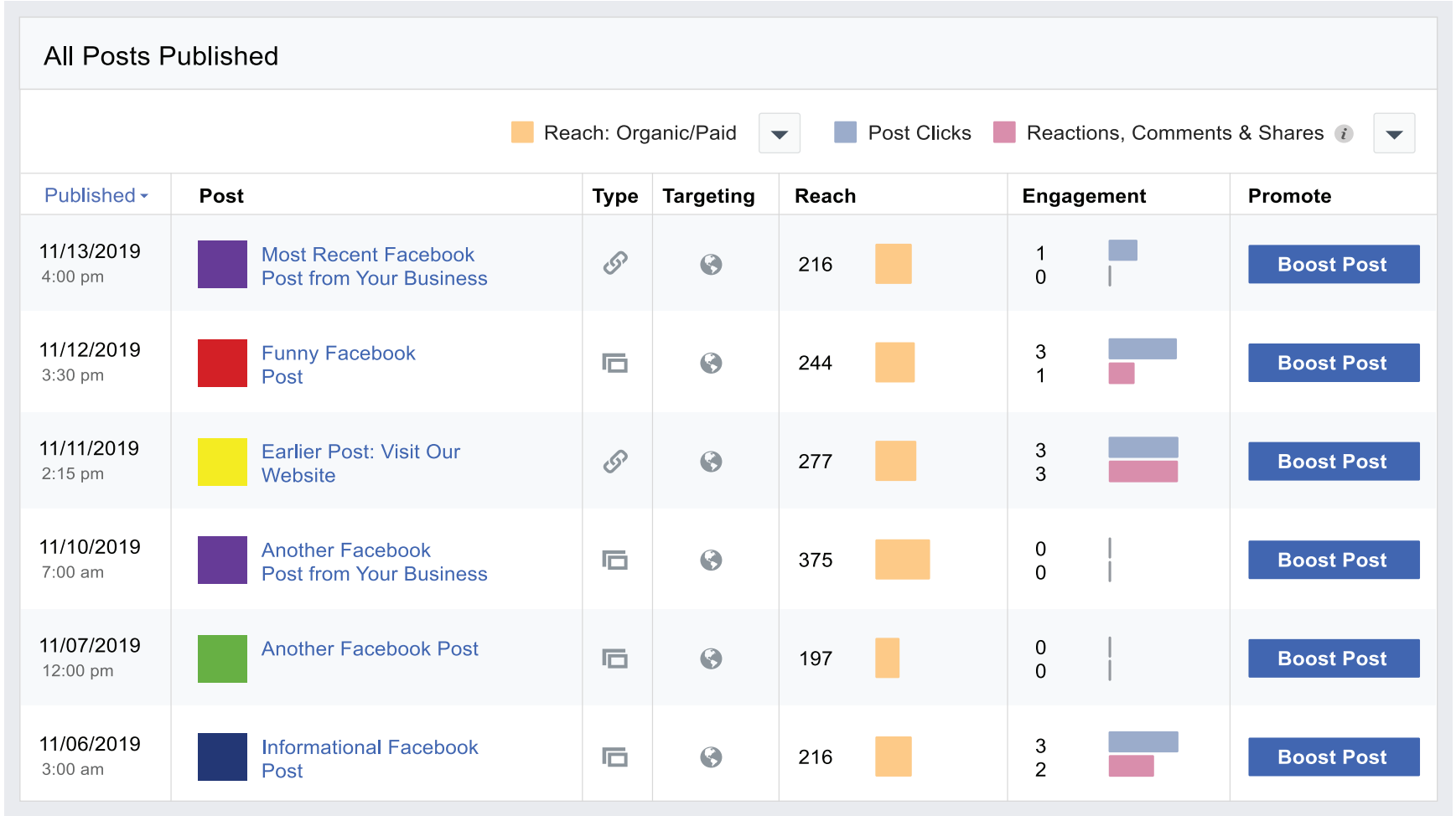
Get it here:
go.imatrix.com/social_calendar

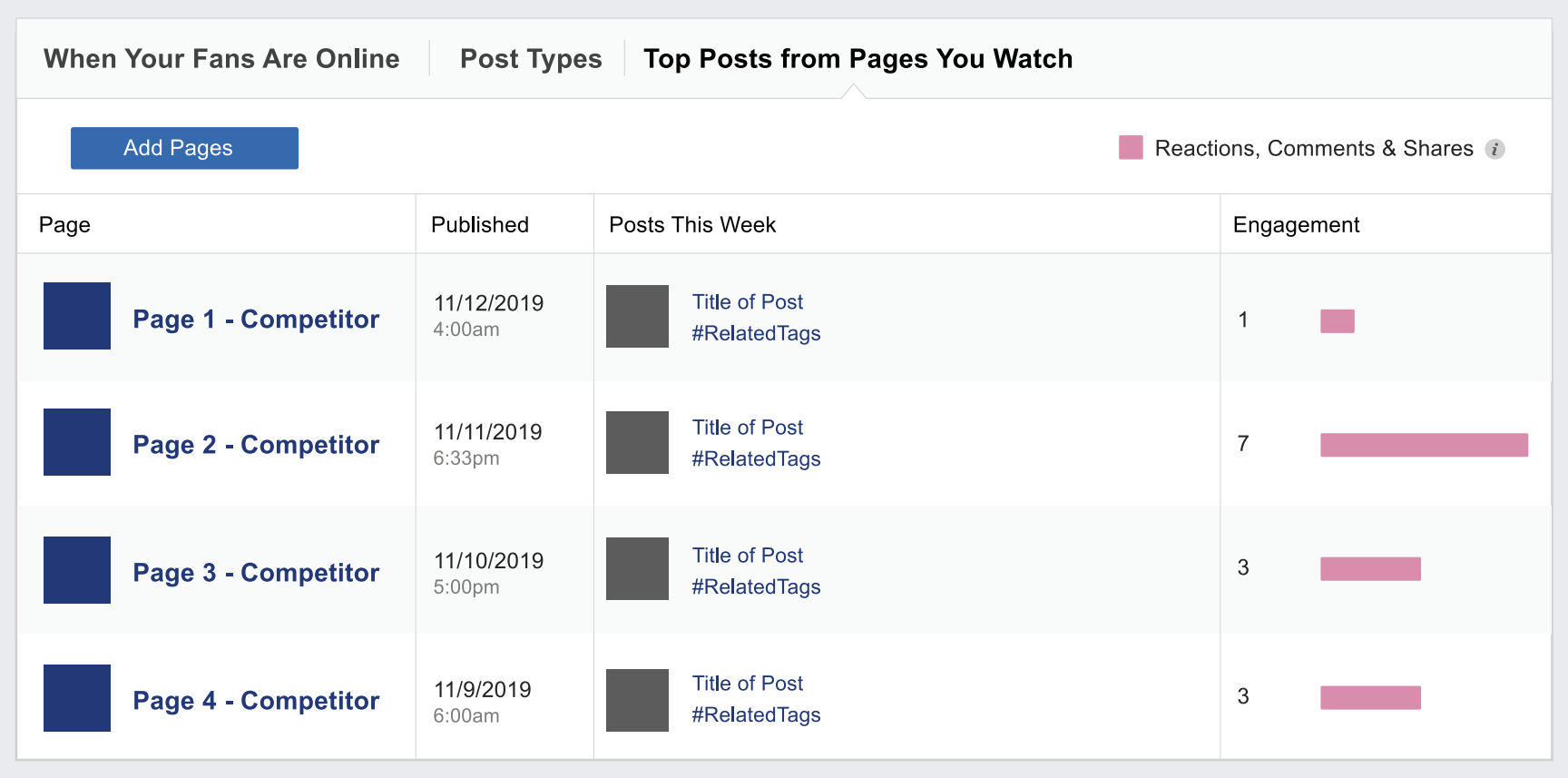




The **Post Types** chart displays how each type of post (such as a link, photo, or video) performs in terms of average reach and engagement.

This section lists all the posts you have published on your Page beginning with the most recent. It includes all relevant information - published date and time, post caption, post type, targeting, reach, and engagement.





Similar to the Pages to Watch section we covered earlier, **Top Posts from Pages You Watch** drives deeper into the top weekly posts from each of those Pages and the engagement they received.

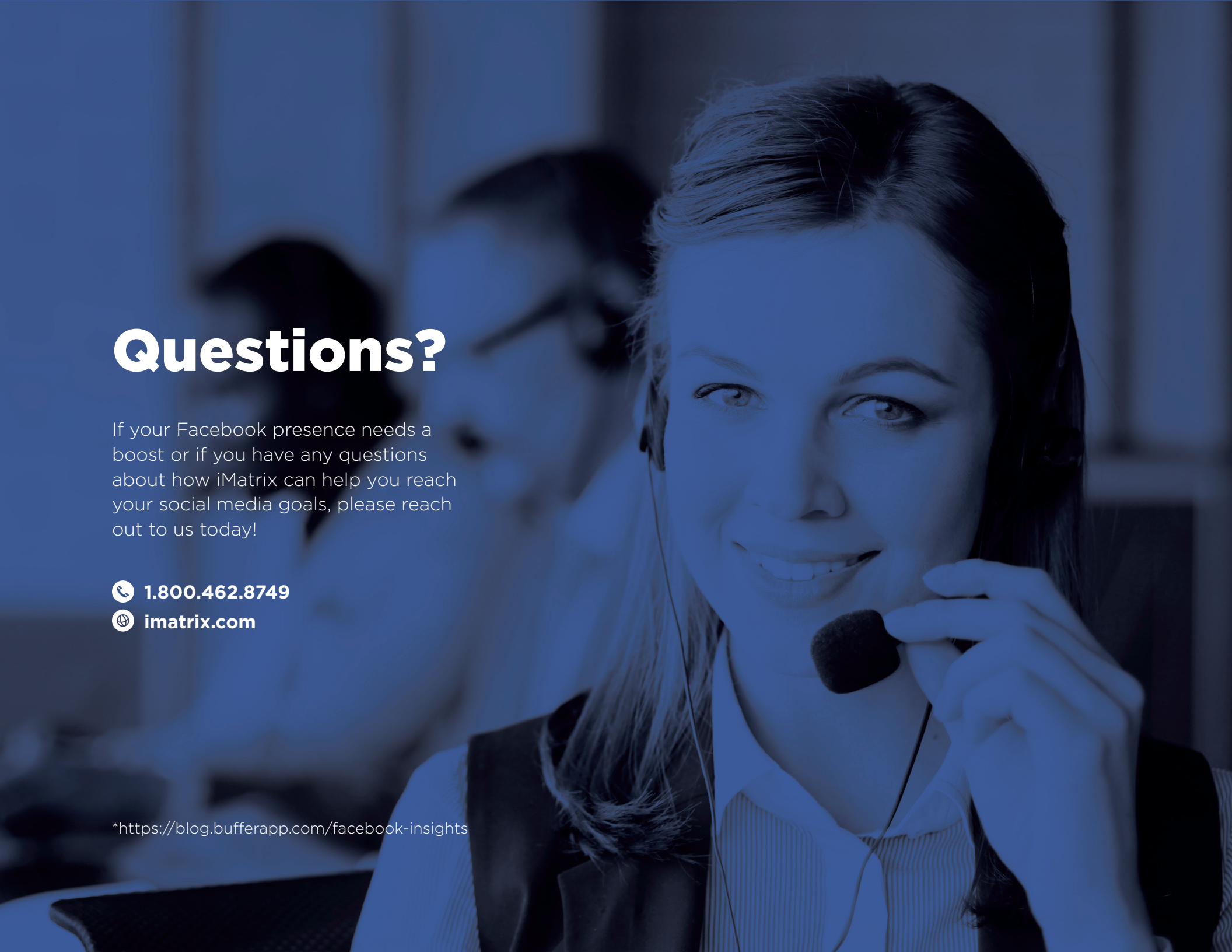
Pro-Tip: Click on the column title to sort your posts by published date, reach, or engagement.

Conclusion:

What These Insights Mean for Your Business

So what do all these clues mean? They mean your social media success is no longer a mystery when you know where to look and how to put all the information together.

Using these Insights to track the performance of your Facebook Page and find emerging patterns is essential to the success of your social media presence. The true wealth of this data comes not only in understanding it, but in putting your findings into action in a way that causes positive change on your Page and for your business.



Questions?

If your Facebook presence needs a boost or if you have any questions about how iMatrix can help you reach your social media goals, please reach out to us today!

1.800.462.8749
imatrix.com

*https://blog.bufferapp.com/facebook-insights