

## Facebook Insights



### What Is Facebook Insights?

Facebook Insights allow you to keep a statistical profile of the traffic on your Facebook page. Using Facebook Insights as an analytical tool, you can learn about how engaged your viewers are with each post, where your users are located, how they come to your Facebook page, and how people are talking about your page.

### What do these terms mean?

- **User Insights** - Total page Likes, or a number of fans, daily active users, new Likes/Unlikes, Like sources, demographics, page views and unique page views, tab views, external referrers, media consumption.
- **Interactions Insights** - Daily story feedback (post Likes, post comments, per post impressions), daily page activity (mentions, discussions, reviews, wall posts, video posts).
- **Overview** - Overview provides a glimpse of the current traffic based on recent posts, which includes likes, re-blogs, and comments in each post.
- **Likes** - Provides a more detail overview of the statistics, breaks down data by age and gender among the user interactions. **Likes** also provides a list of countries where users come from and actively use in addition to language statistics. **Likes** also provides a chart of likes and dislikes for the past couple of weeks.
- **Reach** - The total of unique people who have seen any content associated with your page. This includes sponsored ads and Sponsored Stories that lead to your page. A **Viral Reach** is how many unique people saw your content from a friend who posted about your page.
- **People Talking About This** - The number of unique people who have created a story about your Page which includes someone who likes your Page, likes or shares a post, comments on something, and someone who responds to your event.
- **Impression** - This is a measure of the number of times a post from your Page is displayed, whether the post is clicked on or not. People may see multiple impressions of the same post. For example, a fan might see a Page update in News Feed once, and then a second time if their friend shares it.

Source: Mashable - <http://on.mash.to/14zBw2j>



### **How do I get started?**

In order to access Facebook Insights, you need to create a Facebook page by logging on to <http://facebook.com> and clicking on **More**, on the right hand side of your Newsfeed. There, you can click **Create a Page**. You must have at least 30 people like the page before you can get any data. Once you have that, go to your page and at the top, there should be **Insights**, click **See All**.

### **What are some tips and tricks?**

- **Create Goals for your Facebook page** - What do you ultimately want your fans to do? Share your stories, visit your website, donate to your cause? All great things to think about to determine what data is important to you.
- **Calculate Monthly Fan Growth** - Record the number of fans (or "Likers") you have on the first of every month to see what your growth looks like. If there are spikes in the graph, take note and figure out why that happened. Did you send out newsletters that day with a Facebook link or did someone write a news article about you? Find out what works and what doesn't.
- **Look at the Virality of the Posts** - This can be seen on the Overview page of the insights and gives you a better idea of what type of content is popular with your viewers.
- **Find out who Likes your Page** - Go to the Likes tab and take a look at your fan base. Is this the audience you wanted? Having demographic information about your fans allows you to build personas of your target audience. This can be helpful when creating landing pages, home page copy and overall marketing messages.
- **See How People Get to Your Facebook Page** - Go to the Reach tab and scroll down to External Referrers to see how people get to your Facebook page from outside links. This gives you an idea of how well you are doing in terms of having a voice in social media.
- **Export your Data** - If you're an Excel wizard, you can download all your data points and create your own parameters for plotting. To export your data, click the top right button on the Insights page that says Export Data. Fill out the pop-up box to limit the data you are interested in and you will get an Excel document with all your information separated throughout sheets.

### **Where else can I learn more about Facebook Analytics?**

- Facebook for Nonprofits - <https://www.facebook.com/nonprofits>
- KISSmetric's "A Beginner's Guide to Facebook Analytics" - <http://bit.ly/10Ro4WK>