

# Facebook Page Insights

## Product Guide for Facebook Page owners

Businesses will be better in a connected world. That's why we connect 845M people and their friends to the things they care about, using social technologies that drive business growth. Pages are mission control for your business on Facebook.

With Pages Insights, you can:

- Understand the performance of your Page;
- Learn which content resonates with your audience; and
- Optimize how you publish to your audience so that people will tell their friends about you.



Get started .....	2
Understand the overall performance of your Page.....	4
Optimize how you publish to your audience .....	6
Learn more about your audience .....	9
Focus on engaging your audience .....	17

## Get started

To see insights about your Facebook Page, visit your Page and click on the Insights tab on the lower right-hand side of your admin panel.

The screenshot displays the Facebook Admin Panel for the page 'Facebook Marketing Solutions'. At the top, there is a search bar and the user's name 'Andrea Sharfin'. The main area is divided into several sections:

- Admin Panel:** Includes buttons for 'Manage', 'Build Audience', 'Help', and 'Hide'.
- Notifications:** Lists recent interactions such as comments and likes on posts.
- Messages:** Shows a list of incoming messages from users.
- Insights:** Features a line graph with three data series: 'Your Posts' (purple), 'Talking About This' (green), and 'Reach' (blue). Below the graph are 'New Likes' from users like Eric Edge, Thea Schwartz, Dan Tretola, and Jill David.
- Page Tips:** A highlighted box titled 'View Insights' explains that this tool provides information on who interacts with the page and what content they enjoy.

Below the admin panel is a large world map graphic with colorful icons representing users. To the right of the map is a vertical timeline showing the page's history from 'Now' back to 'Founded'.

The page header for 'Facebook Marketing Solutions' shows 871,179 likes and 17,600 people talking about it. Navigation tabs include 'About', 'Photos', 'Likes', 'Welcome', and 'API Developers'. At the bottom, there is a 'Status' update box and a '71 Friends' section.

You can review your Insights data through the dashboard, or export it using the 'Export' button in the top right corner.

If you decide to export it, a dialog box will allow you to specify:

- The date range for which you want to see data about your Page;
- Whether you would like to get the data as an Excel file or as a CSV (comma separated values) file;
- The type of data you want to see: select "Page level data" for aggregated data about your Page, and "Post level data" for data on each of your Page posts.

The "Key Metrics" tab of the Excel file contains all the high level metrics across time. All other individual tabs show you a breakdown of these high level metrics. Please note that while the number of impressions that your Page or posts got is not available in the Page Insights dashboard, it is available in the "Export" file.

### Export Insights Data

Export data directly to Excel (.xls) or comma-separated text format (.csv). Choose either Page level data or Page post level data. You may select any date range, with a maximum of 500 posts at a time.

**Select Data Type:**

Page level data  
 Post level data

**Select File Format:**

Excel (.xls)  
 Comma-separated values (.csv)

**Select Data Range:**

Start Time:  

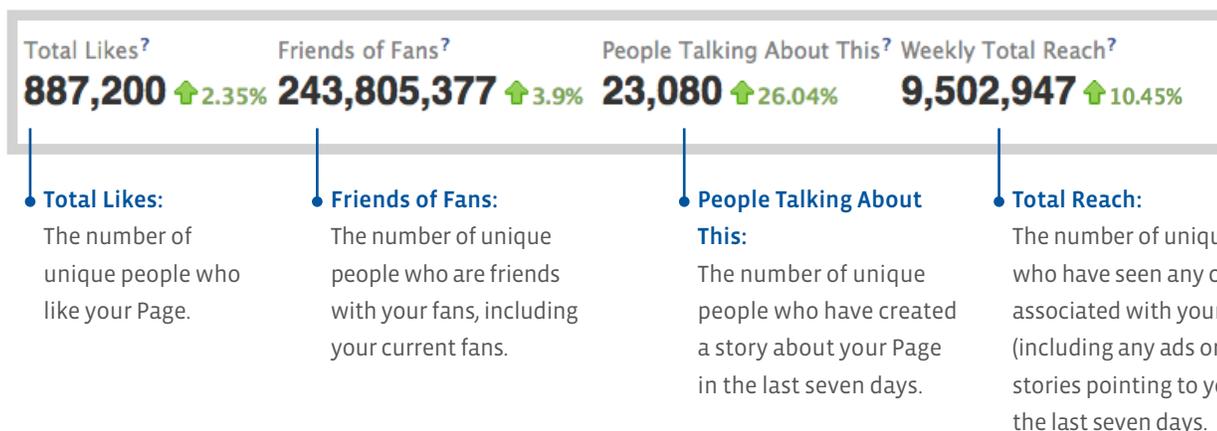
End Time:  

Insights data is not available before July 19, 2011.

**Download** **Cancel**

## Understand the overall performance of your Page

The four metrics at the top of your Insights tab allow you to quickly understand the size and engagement of your audience. You should monitor these metrics closely to assess the success of your marketing strategy.



You can hover over the question mark next to the metric to see the time frame of each metric.

Because friends of fans represent a much larger set of consumers than fans alone and are much more likely than the average consumer to visit a store, website, and even purchase a product or service\*, you can see not only how many fans you have (**Total Likes**) but also how many friends your fans have (**Friends of Fans**). Friends of fans represent the total number of people you could potentially reach if all of your fans were talking about your business to their friends.

The next metric, “**People Talking About This**”, indicates how many people are actually talking about your business to their friends. This metric includes everyone who:

- Liked your Page
- Liked, commented on, or shared your Page post
- Answered a Question you’ve asked
- Responded to your event
- Mentioned your Page
- Tagged your Page in a photo
- Checked in or recommended your Place

Getting more people to talk about your business allows you to reach more people. You can see how many people your Page is reaching by looking at the “**Total Reach**” metric.

Please note that two of these metrics - **Total Likes** and **People Talking About This** - are visible to anyone visiting any Page. As a result, people who visit your Page can look at these two metrics to understand how popular, active and engaging your Page is.

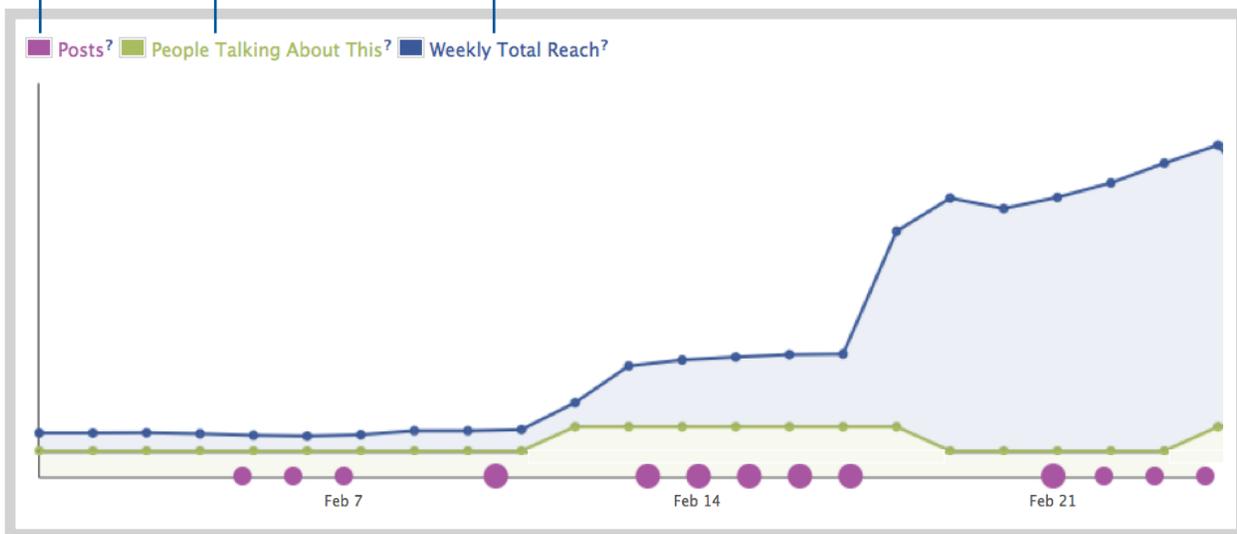
\* comScore, March 2011.

Posting regularly with engaging content gets more people to talk about your business with their friends. As a result, you end up reaching more people overall. The following graph shows you how the posts that you publish to your Page influence the number of people talking about you, and how the number of people talking about you influences your overall reach.

**Number of posts:** The size of the bubbles represents the number of posts your Page published each day.

**People Talking About This:** The number of unique people who have created a story about your Page in the 7 days leading up to each date shown on the chart.

**Total Reach:** The number of unique people who have seen any content associated with your Page (including any ads or sponsored stories pointing to your Page) in the 7 days leading up to each date shown on the chart.



*This chart shows data for the last 30 days.*

## Optimize how you publish to your audience

Your ultimate goal as a Page owner is to publish content that will reach a large audience, and that your audience will engage and share your content with friends. Now you can use Page Insights to better understand what your audience wants to hear about.

This section of Insights gives you deep analytics on every single one of your Page posts, so that you can understand at a granular level how many people your post reached, how many people engaged with it, and how many people talked about it with their friends. The “virality” column will also allow you to compare your different posts by showing the % of people who talked about your post to their friends after seeing it.

**Date:** The day this post was published, in Pacific Standard Time.

**Post:** An extract from your post. Click on the text to see the full version.

**Reach:** The number of unique people who have seen your post.

Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
2/23/12	 Not every post will be seen...	136,864	1,789	297	 0.22%
2/22/12	 Experiment with different t...	87,856	1,452	170	 0.19%
2/21/12	 Appleton Estate Rum USA ...	68,378	1,678	304	 0.44%

**Engaged Users:** The number of unique people who have clicked anywhere on your post.

**Talking About This:** The number of unique people who have created a story from your Post. Stories include:

- Liking, commenting on or sharing your post
- Answering a Question
- Responding to an event

**Virality:** The number of unique people who have created a story from your Page Post as a percentage of the number of unique people who've seen it.

*Figures only include the first 28 days after the publication of the post. Only posts published after July 19th, 2011 are available.*

Based on this data, you should try to identify which types of posts are most effective at helping you reach your objectives. Do your fans respond better to videos than pictures? Do they always seem to engage more when you talk about a specific theme? Do they tend to “like” more when you post a picture and “comment” more when you ask them a question?

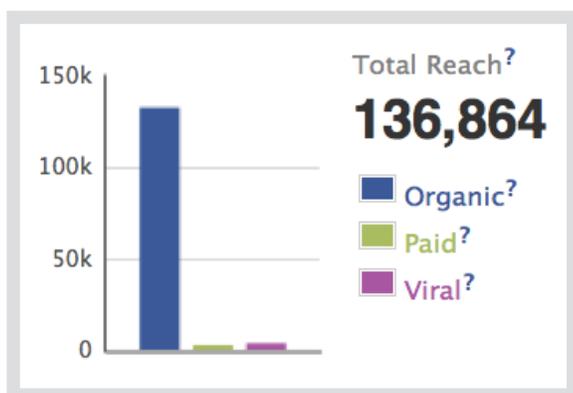
And we've made it easy for you to see the posts to see which ones generate the most reach, engaged users or people talking about this. You can sort all posts by clicking on the title of each column.



Each of the columns of the list of posts gives you a different perspective on the success of your publishing strategy, depending on your objectives. For example, if you are a movie studio and want to drive awareness of a new movie, you will mostly focus on “reach” and “engaged users” to understand how many people your trailer reached and how many watched it. However, if you are an automotive company asking people about their favorite feature in your latest car, you will likely look at the “People Talking About This” column to assess success.

By clicking on any data point in this list of posts, you can see more details such as the full text of the post, or the different types of engagement and stories this post generated.

The **Reach** graph allows you to understand by which channel (organic, paid or viral) your post reached its audience. Please note that, since people might have seen your post through several channels, the sum of organic, paid and viral reach might be larger than your total post reach.

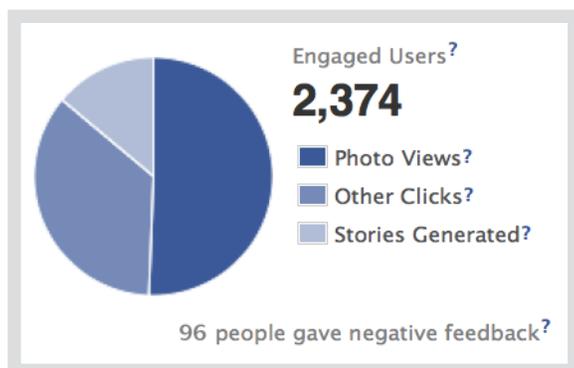


**Organic:** The number of unique people, fans or non-fans, who saw this post in their News Feed, Ticker or on your Page.

**Paid:** The number of unique people who saw this post from a sponsored product, such as an ad or sponsored story from a Page post.

**Viral:** The number of unique people who saw this post from a story published by a friend. These stories can include liking, commenting or sharing your post, answering a Question or RSVP-ing to an Event.

The **Engaged Users** graph allows you to understand the different types of engagements your post generated. Anyone clicking anywhere on your post is considered an “Engaged User.” The types of engagement you can find in the pie chart include all the different ways people can consume your post (clicking on a link, viewing a picture, watching a video...), spread it to friends (by liking it, commenting on it, answering a Question, RSVP-ing to an event, etc...) or simply click on some other area of your post (“Other Clicks”).



**Video plays:** The number of times the play button of your video was clicked on.

**Photo views:** The number of times your photo was viewed in its full size.

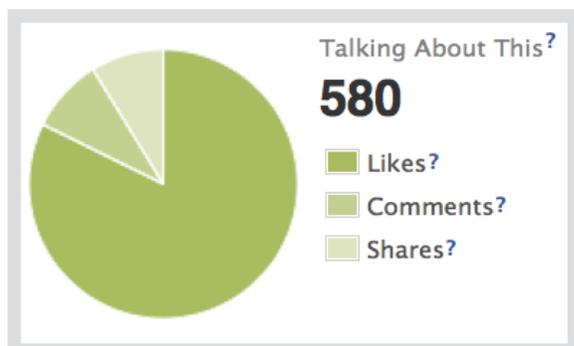
**Link clicks:** The number of time the link included in your post was clicked on.

**Other clicks:** The number of clicks on your post that are not counted in other metrics. These clicks can include clicks on people’s names in comments, clicks on the like count, clicks on the time stamp, etc.

**Stories generated:** The number of stories that were created from your post. Stories include liking, commenting on or sharing your post, answering a Question or RSVP-ing to an Event.

**Negative feedback:** The number of times users hid or reported one of your posts as spam. We show this to you to give you a better idea of what posts resonate best with your audience. Note that this should not be considered sentiment analysis.

The **Talking About This** graph shows all the different types of stories that your post generated. Please note that, since People Talking About This are a subset of Engaged Users, this graph offers a more granular breakdown of the “stories generated” section of the “Engaged Users” pie chart.



**Likes:** The number of likes on your post.

**Shares:** The number of times your post was shared.

**Comments:** The number of comments on your post.

**Event RSVPs:** The number of times people responded to your event.

**Questions answered:** The number of times your question was answered.

## Learn more about your audience

Understanding who your audience is and how you're reaching it is key to optimizing your Page strategy. This information helps you publish content that people will want to see, engage with and talk about to their friends. For example, if you discover that the majority of people who like your Page are men 18 to 24, you might decide to adapt the content you publish to fit with the interests of these young men.

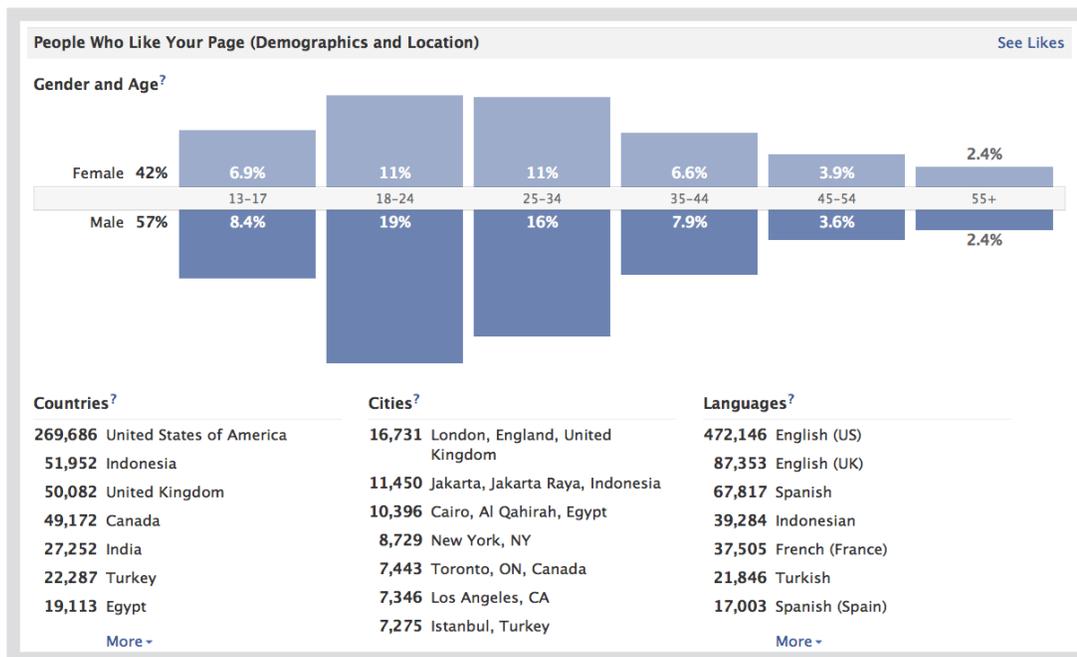
By clicking on the **Likes**, **Reach**, and **Talking About This** tabs on the top of your Page Insights, you can learn more about:

- Who your fans, the people you reached with your messages, and the people who talk about your Page are
- How you acquired, reached or engaged them

You can specify the date range for which you want to see data by selecting dates from the date selector at the top of each tab.

### Likes tab

The Likes tab helps you understand who your fans are and how you acquired them.



**Gender and Age:** The percentage of people who liked your Page for each age and gender bracket as of the last day of your selected date range. This is based on the data people enter in their profile.

**Countries:** The number of people who liked your Page as of the last day of your selected date range, broken down by country. This is based on the user's IP address.

**Cities:** The number of people who liked your Page as of the last day of your selected date range, broken down by city. This is based on the user's IP address.

**Languages:** The number of people who liked your Page as of the last day of your selected date range, broken down by language. This is based on the user's default language setting.

**People who like Facebook Marketing Solutions**

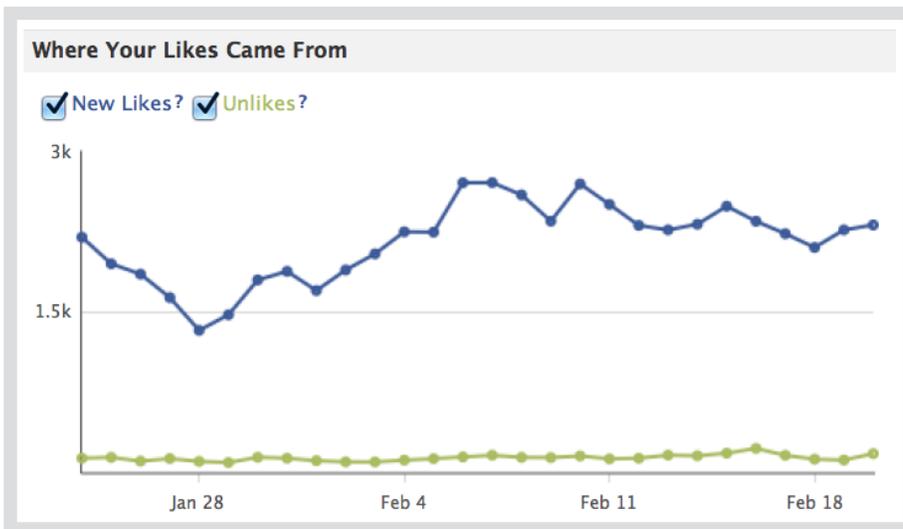
People ▾

	<b>Heather Freeland</b>	Make Admin ✕
	<b>Neha Jogani</b>	Make Admin ✕
	<b>Eric Walgren</b>	Make Admin ✕
	<b>Jim Renaud</b>	Make Admin ✕
	<b>Kim Gould</b>	Make Admin ✕
	<b>Kenny Meyers</b>	Make Admin ✕

**Close**

**See Likes:** See Likes shows you photos of users who liked your page. Clicking the drop-down menu in the top-left corner of the “See Likes” popup will allow you to see Pages that liked your Page, admins, and banned users.

**Where Your Likes Came From**



**New Likes:** The total number of unique people who have liked your Page each day during your selected date range.

**Unlikes:** The total number of unique people who have unliked your Page each day during your selected date range.

**Like Sources:** The number of times your Page was liked, broken down by where the Like happened (on your Page, from News Feed, on your website, etc.), during your selected date range.

#### Like Sources?

<b>21,370</b>	On Page?
<b>19,056</b>	Facebook Recommendations?
<b>8,864</b>	Ads and Sponsored Stories?
<b>3,819</b>	Timeline?
<b>2,589</b>	Like Box and Like Button?
<b>1,556</b>	On Hover?
<b>1,032</b>	Mobile?
<b>855</b>	On Video?
<b>346</b>	Search Results?
<b>264</b>	Page Likes Another Page?
<b>111</b>	Ticker?
<b>71</b>	Friend Referrals?
<b>59</b>	Third-Party Apps?
<b>8</b>	Page Browser?
<b>4</b>	Admin Registration?
<b>1</b>	Admin Invite?

**On Page:** People who liked your Page on the Page itself.

**Facebook Recommendations:** People who liked your page from Facebook “Recommended Pages”.

**Ads and sponsored stories:** People who clicked “Like” in an ad or Sponsored Story pointing to your Page. This does not include view-through or click-through Likes that occurred after people viewed your ad.

**Timeline:** People who liked your page from the Likes section of their own Timeline or someone else’s.

**Like box or Like button:** People who liked your Page from an external site using a Facebook social plugin.

**On Hover:** People who liked your Page from the popup window they get when they hover over a link that leads to your Page, from anywhere on the site.

**Mobile:** People who liked your Page from a mobile device.

**On Video:** People who clicked the like button on a video published by your Page.

**Search Results:** People who liked your Page from their search results.

**Ticker:** People who liked your Page from a story they saw about it in their Ticker.

**Friend Referrals:** People who liked your Page from a story they saw about a friend liking it.

**Third party apps:** People who liked your Page through an app developed by a third party.

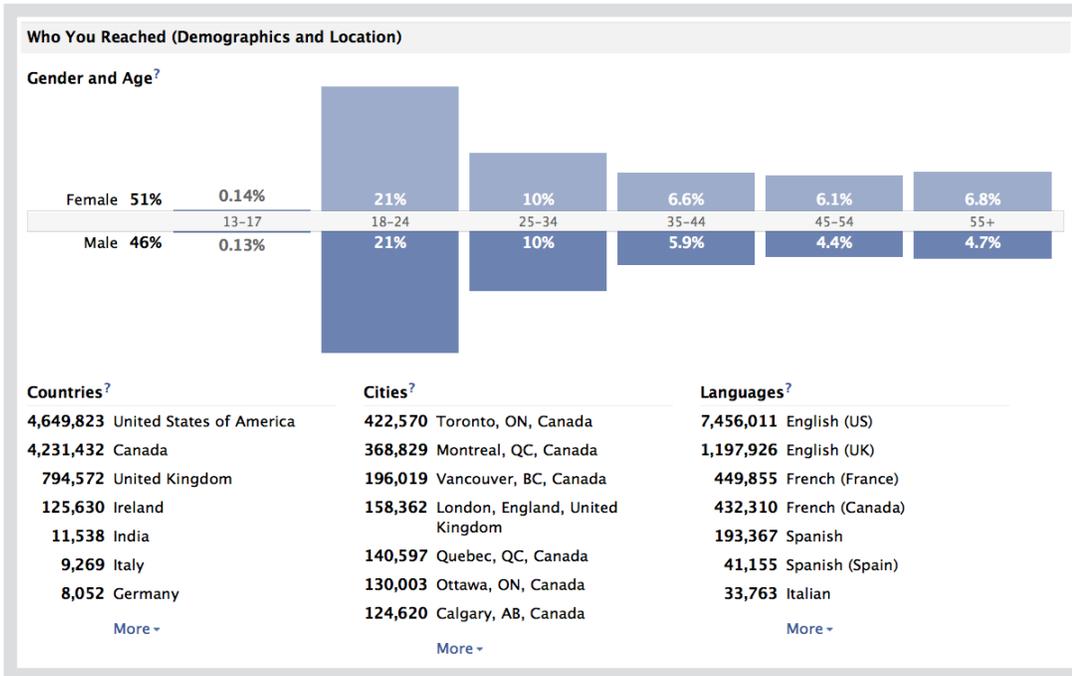
**Page Browser:** People who liked your Page using Facebook’s Page Browser.

**Admin Registration:** People you added to your Page as admins.

**Admin invite:** People who liked your Page through an invite from an admin.

## Reach tab

The Reach tab helps you understand who the people you are reaching are and how you managed to reach them.



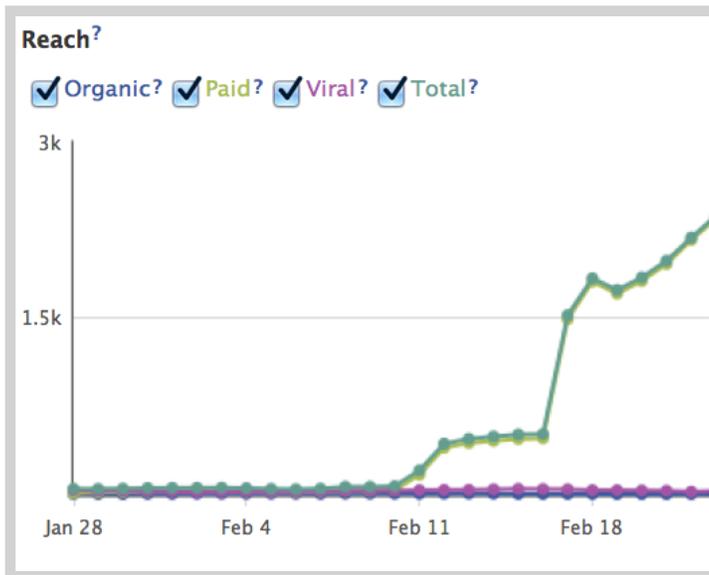
**Gender and Age:** The percentage of people who saw any content about your Page in the last seven days for each age and gender bracket, as of the last day of your selected date range. This is based on the data people enter in their profile.

**Countries:** The number of people who saw any content about your Page in the last seven days, broken down by country, as of the last day of your selected date range. This is based on the user's IP address.

**Cities:** The number of people who saw any content about your Page, in the last seven days, broken down by city, as of the last day of your selected date range. This is based on the user's IP address.

**Languages:** The number of people who saw any content about your Page, in the last seven days, broken down by language, as of the last day of your selected date range. This is based on the user's default language setting.

**Reach graph:** This graph shows how many people have seen any content about your Page and whether these people were reached through an organic, paid or viral channel. People might see your content through more than one of these channels, so the sum of your organic, paid and viral reach might be larger than your total Page reach.

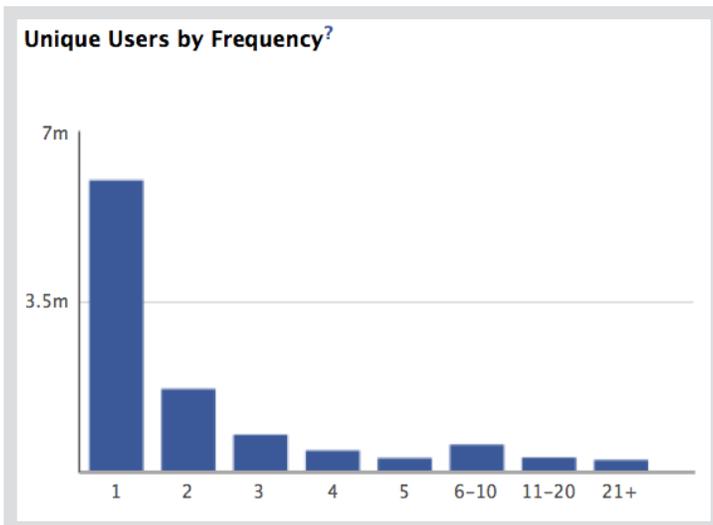


**Organic:** The number of unique people, fans or non-fans, who saw any content about your Page in their News Feed, Ticker or on your Page.

**Paid:** The number of unique people who saw an ad or sponsored story that pointed to your Page.

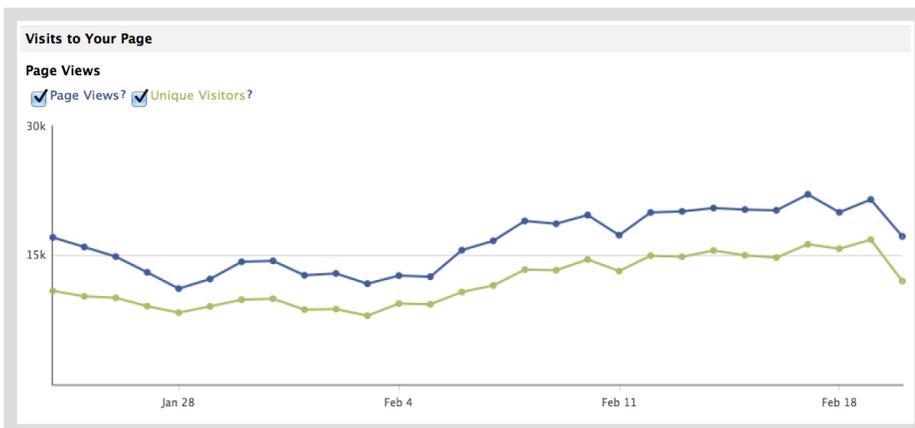
**Viral:** The number of unique people who saw this post from a story published by a friend.

**Frequency graph:** This graph shows the number of people who have seen content about your Page in the last 7 days, broken down by the number of times they saw it during that time.



For example, you can see on this graph that about 5,000,000 people were exposed to any content about your Page once, and about 2,000,000 people were exposed to it twice.

*Please note that you can further refine the data shown in the Reach and Frequency graphs by selecting to see all content about the Page, only Page posts only, or only content about the Page generated by users from the dropdown menu.*



**Page Views:** The number of times your Page was viewed on each day during your selected date range.

**Unique Visitors:** The number of unique people who visited your Page on each day during your selected date range.

Total Tab Views?	External Referrers?
176,931 <a href="#">Start Advertising</a>	9,985 <a href="#">apps.wildfireapp.com</a>
121,157 <a href="#">Marketing Solutions Tab</a>	2,211 <a href="#">google.com</a>
79,956 <a href="#">Small Business Boost</a>	2,032 <a href="#">etsy.com</a>
42,504 <a href="#">Wall</a>	1,438 <a href="#">jonloomer.com</a>
11,135 <a href="#">Marketing Solutions Success Stories</a>	792 <a href="#">36ohk6dgmcd1n-c.c.yom.mail.yahoo.net</a>
5,101 <a href="#">Marketing API Partners</a>	600 <a href="#">netpaths.net</a>
4,716 <a href="#">Marketing Solutions Resources</a>	522 <a href="#">facebook.involver.com</a>

**Total Tab Views:** The number of times each of your Page tabs were viewed during your selected date range.

**External Referrers:** The number of times people arrived on your Page from a URL that is not part of facebook.com, during your selected date range.



### How to interpret the demographic data across several tabs

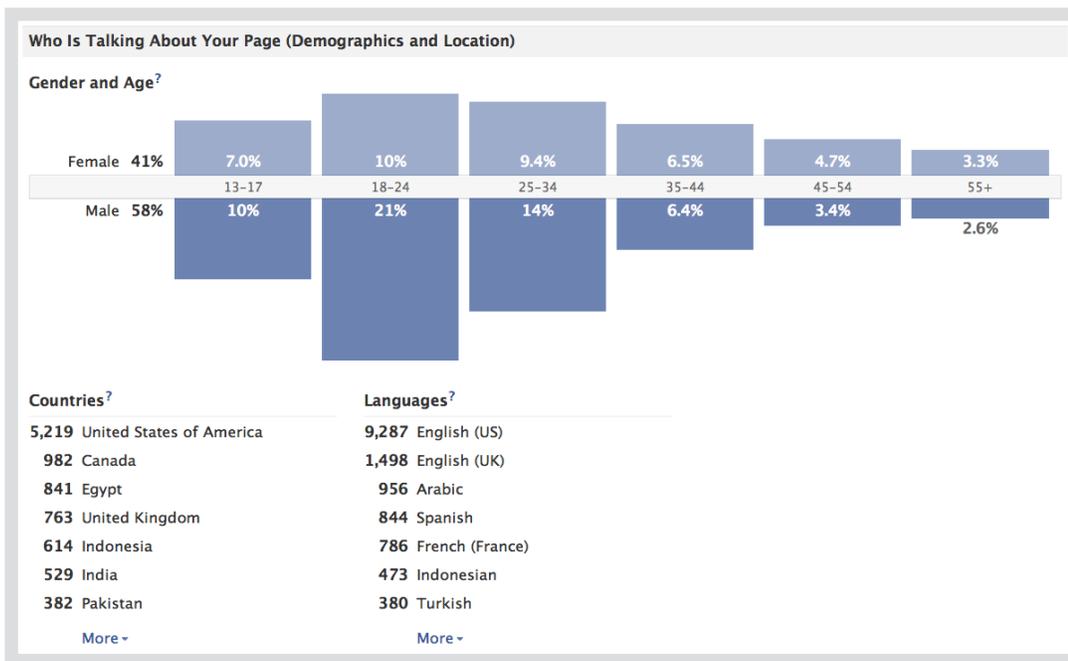
While you might see in the Fans tab that your fan base is mostly comprised of women between 35 and 44, you might realize by looking at the Likes tab that the people who are talking about your business to their friends are actually mostly women between 18 and 24.

If your current content is geared towards an older audience, you might consider posting more content that resonates with a younger audience since these younger women seem more likely to spread the word to friends.

Or if your current content is geared towards younger women, then you might consider posting content that resonates better with a 35 to 44 years old women audience to get these older women to start talking about you.

## Talking About This tab

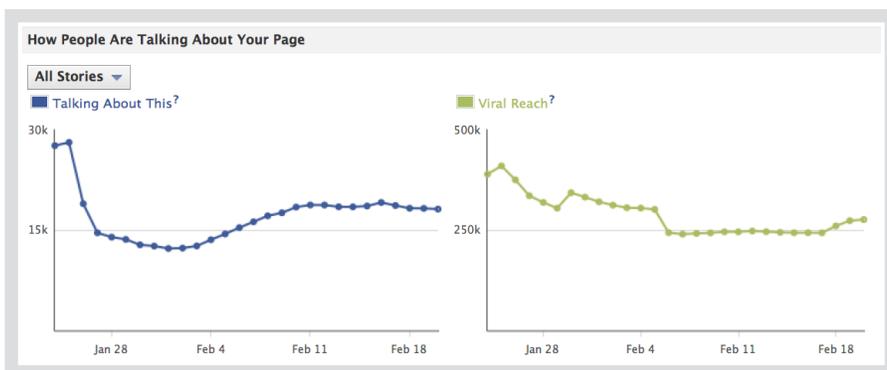
The Talking About This tab helps you understand who the people talking about your Page are, and the types of stories they're telling friends about your business.



**Gender and Age:** The percentage of people who talked about your Page in the last 7 days for each age and gender bracket as of the last day of your selected date range. This is based on the data people enter in their profile.

**Countries:** The number of people who talked about your Page in the last 7 days as of the last day of your selected date range, broken down by country. This is based on the user's IP address.

**Languages:** The number of people who talked about your Page in the last 7 days as of the last day of your selected date range, broken down by language. This is based on the user's default language setting.



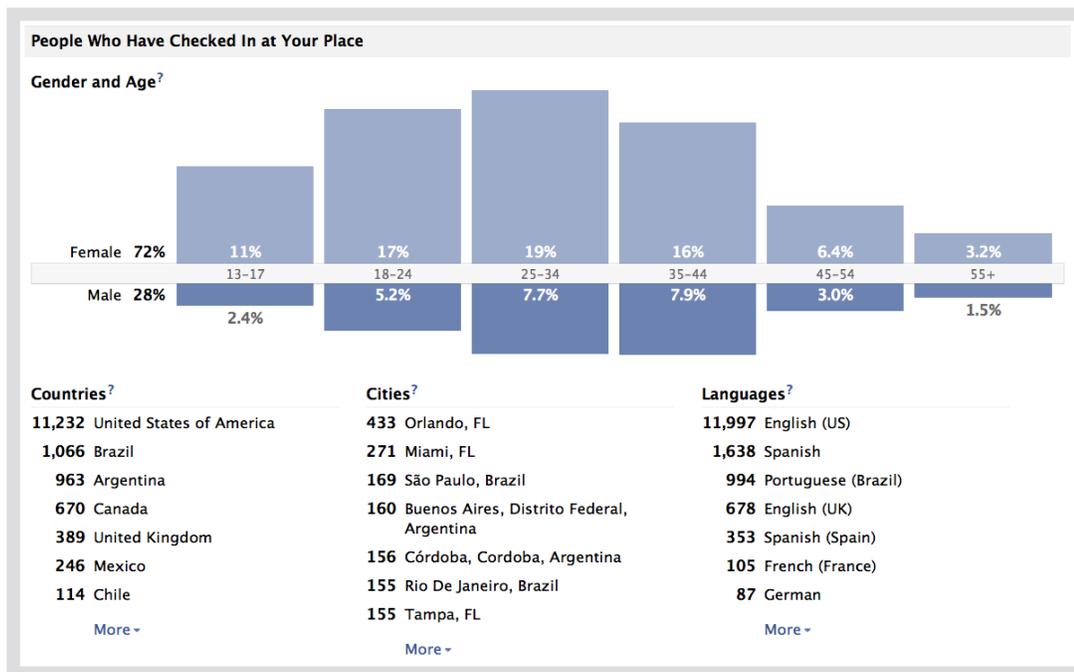
**Talking About This:** The number of unique people who have created a story about your Page in the last 7 days, for each day during your selected date range.

**Viral Reach:** The number of unique people who saw a story published by a friend about your Page in the last 7 days, for each day during your selected date range.

You can further refine the data shown in both of these graphs by selecting a specific type of content from the drop-down menu.

## Check-Ins tab

The check-ins tab will appear after 30 checkins to your Place.

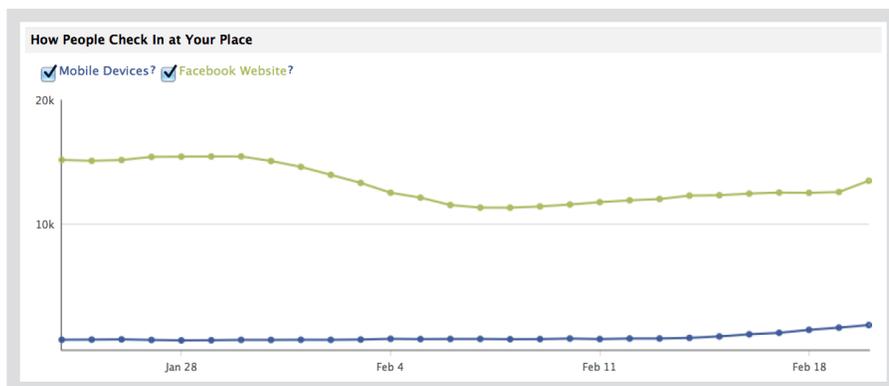


**Gender and Age:** The percentage of people who checked into your Place in the last seven days for each age and gender bracket, as of the last day of your selected date range. This is based on the data people enter in their profile.

**Countries:** The number of people who checked into your Place in the last seven days, broken down by country, as of the last day of your selected date range. This is based on the user's IP address.

**Cities:** The number of people who checked into your Place as of the last day of your selected date range, broken down by city. This is based on the user's IP address.

**Languages:** The number of people who checked into your Place as of the last day of your selected date range, broken down by language. This is based on the user's default language setting.



**Mobile Device:** The number of people who checked into your Place via a mobile device during your selected time period.

**Facebook Website:** The number of people who checked into your Place via the Facebook website during your selected date range.

## Focus on engaging your audience

The best way to get your audience to engage with your content and share it with friends is to understand deeply what the people you're reaching care about. Page Insights gives you the data you need to gather these consumer insights.

You should visit Page Insights on a regular basis to track which of your posts resonated with your audience and generated the most engagement so you can post more of this type of content.