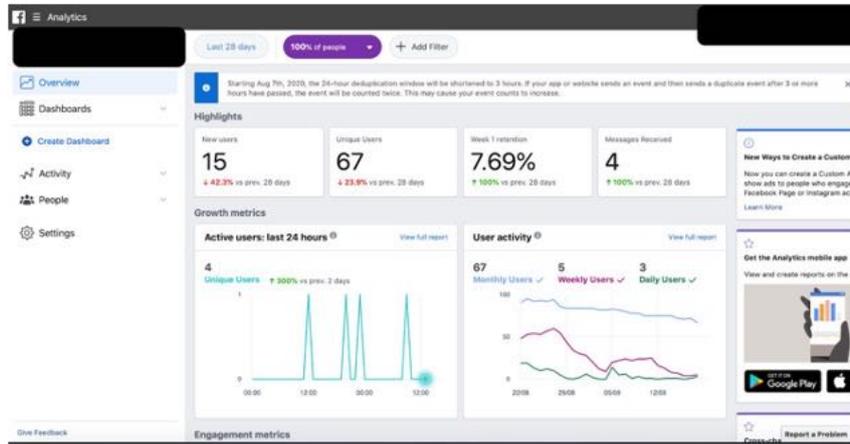


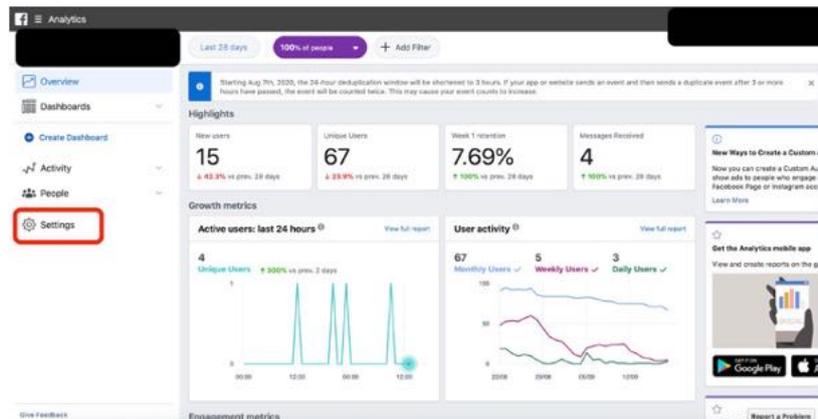
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Marketing - Facebook

First things first, if you haven't ever looked at your analytics before you'll want to go to www.facebook.com/analytics in your browser. It's going to bring up a page that look like this (see image below).



Bookmark this page. It's without a doubt the most powerful and useful page Facebook will share with you. Let's walk through what you can learn from your insights or analytics. Before we get started though ... I want you to log into your 'Settings tab'.



Make sure your display is set up for your time zone and currency – this will be super important as we start reviewing our insights.

Display

The following settings will be applied for all users of this Facebook Page in Facebook Analytics.

Time-related data in Facebook Analytics will be displayed in the following time zone.

TIME ZONE (GMT+10:00) Australia/Brisbane ▾

Monetary data in Facebook Analytics will be displayed in the following currency.

CURRENCY Australian Dollar (AUD) ▾

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Once you've done that, click back to 'Overview' and we can start looking at all the juicy information. The first thing worth knowing is that you can drill into any of the areas further by simply clicking on the box.



For the moment though, let's look at the pieces of data I believe it's important you get to know, follow and understand.

Now, the way Facebook break down their analytics is into:

- **Highlights:** The top-level picture or snapshot of how things are tracking.
- **Growth metrics:** Is the page gaining traction and reaching more people?
- **Engagement metrics:** What does your audience find engaging and when are they viewing the page?
- **Page metrics:** This covers things like the number of new page likes, post shares, comments, etc.

Let's take a look at the highlights metrics first.

FACEBOOK DATA INSIGHTS

New users

This tells us how many new people we've had visit our Facebook page over the set period of time (in this instance 28 days).

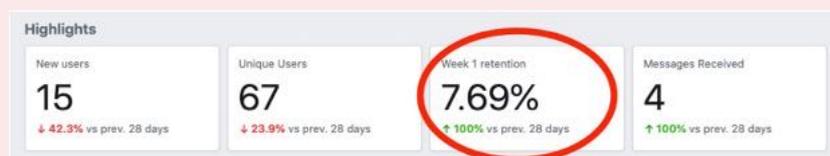
A handy one to keep an eye on, and ideally you want this to be green (growing). When I see something in the red (like in the image below) it tells me you haven't had time to spend on your Facebook page promoting, sharing and pushing your content out.



Unique users

Week 1 retention

How many people continue to visit your Facebook page once they have interacted with it over the set period of time (in this instance 28 days).



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Messages received

The number of private or direct messages (pm or dm) you have received to your Facebook pages over the set period of time (in this instance 28 days).

If you're into getting messages through your Facebook page, then it's one you'll want to make sure is in the 'green' and increasing each time you review. For most folks I work with though it's a bit of an empty metric.



Growth metrics

Active users last 24 hours

Shows you the number of people who visited your Facebook page in the previous 24 hours. The larger dot you see on the right-hand side is the data for the current hour.

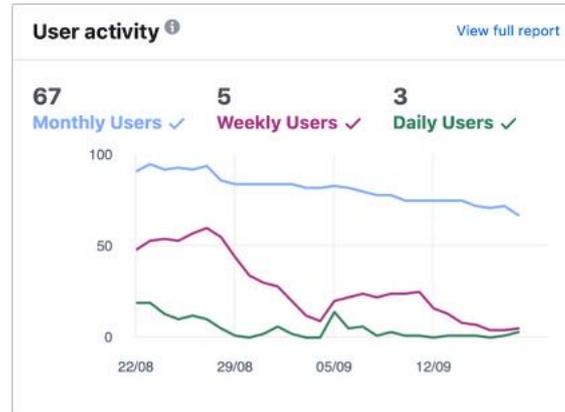
It's not one to spend a lot of time analysing.



User activity

Engagement metrics

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Active users: by hour

This is probably the handiest one you'll view in your Facebook analytics. And it's the reason you want to make sure your time zone is set up correctly to begin with.

Users by hour gives you a really good view of the days and times people are popping by your page. If you've ever wondered the best time or day to be sharing content to your Facebook page - this is the report you need to lean on. The darker the box the more viewers. As you hover over each box on your own analytics page, you'll see the actual number of people.

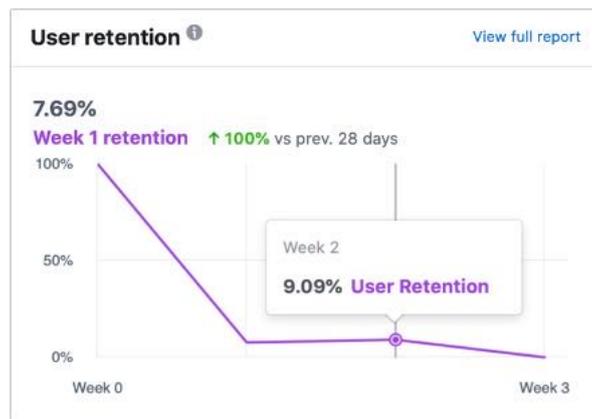


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User retention

This little graph will let you know how well your page holds the interest of those people who visit. When you're first starting out, this isn't one I put too much stock in. It's enough to know you're getting people visiting your page. You'll get far more insight into your audience's likes and dislikes following some of the other insights we've discussed. Just know what it does, and if the numbers are tracking upwards keep doing what you're doing.

Posts with the most reactions



This is definitely one to keep an eye on. Watching what your audience is interacting with tells you what content to do more of, and where to put your focus.

Posts with the most reactions [View full report](#)

Post (Pages)	Unique users
All other	41
3500 words today... not a bad effort Staring ...	21
Book update... Things are getting real as I si...	13
Unknown	12

The table lists the top posts by unique users who reacted. The 'All other' category has the highest number of unique users at 41.

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Page metrics

Post reactions

I wouldn't even bother with this report unless you're interested in running Facebook ads, then you'll want to keep an eye on it.

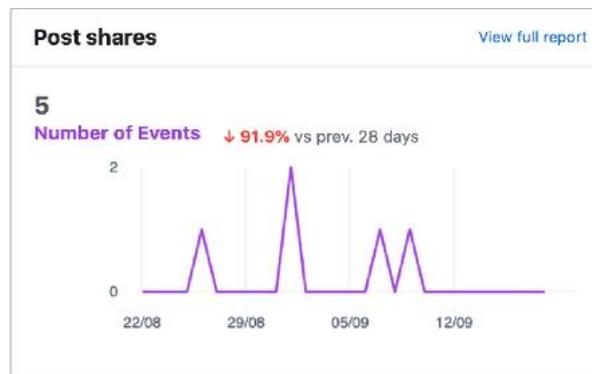
Essentially, it's telling you the different sources that people track through to find your page (Facebook pixel, page, etc.).



Post shares

The holy grail of content creation is getting someone on your Facebook page to share one of your posts. This report will tell you if and when it's happened. Ideally you want to see this report in the green and growing.

Remember, if someone has shared your content it's because they've found it engaging. Do more of that.

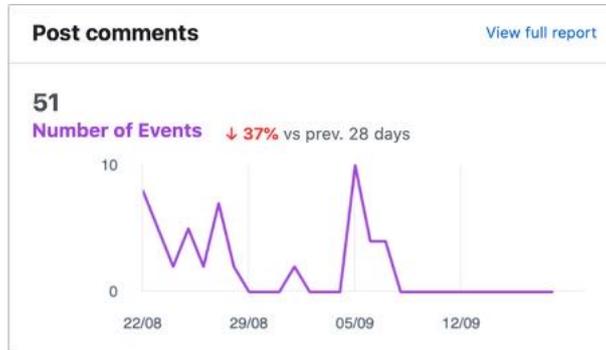


Post comments

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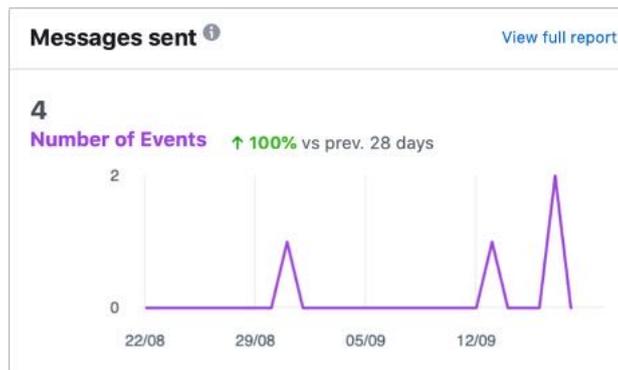
The next best thing we can hope for on our Facebook page is comments on posts. This report will give you the insight into which of your posts enticed your audience to leave a comment.

When you look at this graph, you're looking for the days that people commented so you can create similar content that will (hopefully) engage your audience even more. Ideally when you're looking at this report you want to see it in the green and growing each month.



Messages sent

If you want your audience to be reaching out to you via messenger, then keep an eye on this one. Be warned though, messenger can be a rabbit hole that needs to be managed. I've seen a lot of small business owners end up with clients contacting them at all times of the day and night expecting replies.



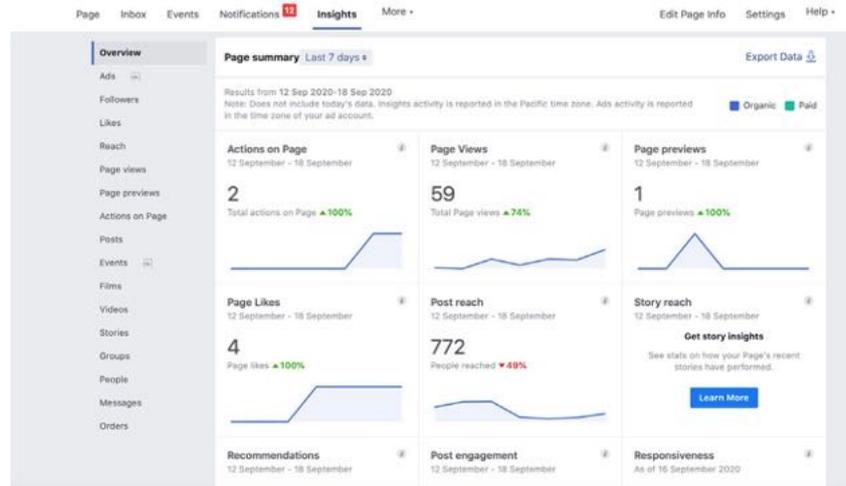
Okay, so, that's the basic overview of the analytics. But wait! Don't go diving for that stiff drink or 32nd coffee thinking that you're out of the woods because there is another way you can peek behind your Facebook page curtain and take a look at what's really going on. To do that you'll want to access your 'insights' via your Facebook Business page log in and not via the /analytics page we've just been looking at.

To find your insights tab, log into your Facebook page via www.business.facebook.com/yourbusinessname. Once you're logged in, you'll see your 'insights' tab located at the top of the screen (see following image).



Once you click on the insights tab, you'll be faced with an overview tab not dissimilar to what you've just seen.

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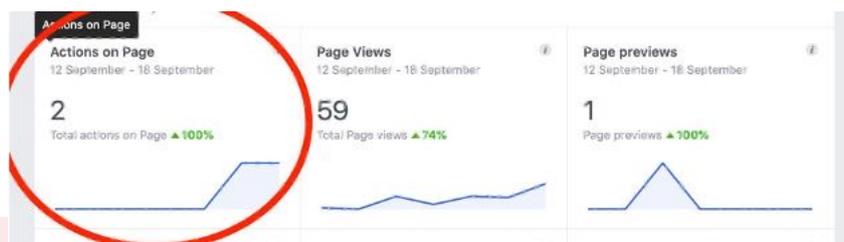
The first thing to note is that the date ranges will be set by default to the last 7 days. You can click on this to change the range to today, yesterday, last 7 days or last 28 days (see image below).



Now, my advice here is stick to the overview screen. You'll get every- thing you need to know from this one page. Just as we found with the analytics page, some of these insights far more useful to you than others. Let's take a look at them individually so you can identify which one's will be of importance to you.

Actions on a page

This tells us the number of clicks on your contact information or your call to action buttons.



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Page views

The number of times your page has been viewed over the set date range.



Page previews

The number of times someone hovered over your page or profile picture for a preview of your page.



Page likes

The number of new people who have liked your page over the assigned time period.

This one is worth keeping an eye on (you want your followers and base to grow) – but be aware that Facebook can average this number out, so it may not be entirely accurate. And please don't get caught up in the likes as a vanity metric; ultimately we want to see comments and shares on your content... that's what tells us your content is engaging.



Post reach

The number of people who saw at least one of your posts across the assigned period.

Another one to keep half an eye on – this will give an indicator of how engaging your content is. Remember, if lots of people are com- menorting and sharing your posts then more people will see the posts.



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Story reach

This one will only register with data if you're creating Facebook stories on your page. If so, it'll show you the number of people who had one of your stories on their screen.



Recommendations

I don't see data cropping up in this for many people. It tells you how many people have recommended your page.

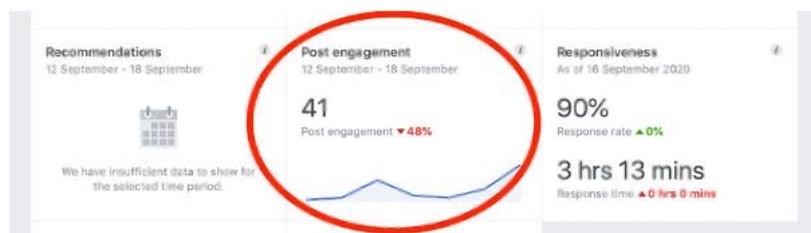


Post engagement

This is one you'll want to keep an eye on. It tells you the number of times people engaged with your content via a like, a comment or a share.

Ideally you want to see this number in the green and increasing.

This will tell you the types of content your audience is looking for.



Responsiveness

This one is all about the private or direct messages (pm or dm) you receive on your page. The percentage of messages you respond to and the time it takes for you to respond to a message.

I wouldn't bother with this unless messenger is part of your over-arching social media strategy.



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Videos

You'll only see data here if you are releasing videos on your Facebook page. And, if you're not... why not? You really should you know; videos will produce some of the best engagement for you and build rapport with your audience. This report will show you the number of times your video has been played for at least three seconds.



Page followers

This is another handy one to keep an eye on. It'll show you the number of people who have followed (as opposed to like) your page over the assigned time period.

A quick note here on the difference between people who 'like' your page and people who 'follow' your page (as they are a little different).

You may have a friend who chooses to 'like' your page to support your business. If you look at their profile you will see their name attached to your business page - so it's visible to their friends list.

A follower is someone who wants to see your page updates (depending of course on the current Facebook algorithm) but not have their name attached as liking the page.

Now, a random thing you can do if you like a page but you're not really interested in seeing what they're posting is to 'unfollow'. This leaves you as a fan of the page, but you won't see the content.

By default if you 'like' a page you will automatically be following the page. You'll need to 'unfollow' to not see the updates.



Other things in insights...

Your five most recent posts

This one compares your last five posts, and shows you at a glance what sort of post they were (video, text, photo, etc.) along with the reach the post received and the engagement.

Published	Post	Type	Targeting	Reach	Engagement	Promote
18/09/2020 11:30	Daily Digital Tip #168 - Podcast Pick of the Week... "No Such Thing as a	Text	Public	27	4 0	Boost post
17/09/2020 11:30	Daily Digital Tip #167 - Understanding GMB Insights Video	Video	Public	29	7 0	Boost post
16/09/2020 11:30	Daily Digital Tip #166 - Publer Video = 3min 07sec For the past couple of	Video	Public	41	4 0	Boost post
15/09/2020 11:30	Daily Digital Tip #165 - Set your meeting duration in Zoom Video =	Text	Public	50	1 1	Boost post
14/09/2020 21:57	Daily Digital Tip #164 - Facebook Jail Video = 5min 54sec Did you	Video	Public	60	5 1	Boost post

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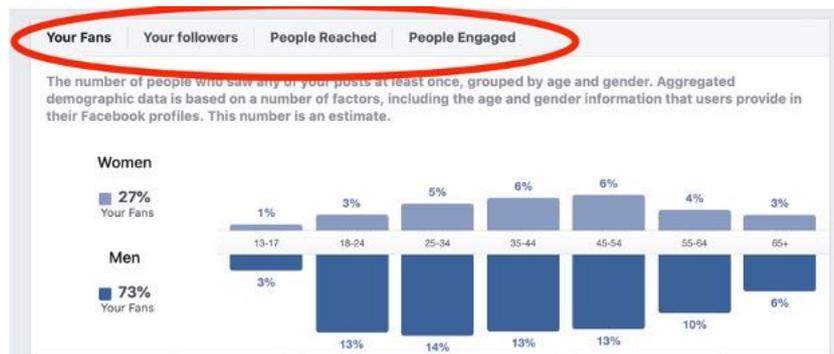
People

You'll find this one on the left-hand side of your screen (see image below).



This one has some extremely useful information to keep an eye on, including a breakdown of information between:

- your fans
- your followers
- people reached
- people engaged.



As you can see from the above image (I'm in the fan section) this graph gives me a split of the people who like my page as male vs female and their age range.

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Having this level of understanding of your audience can be super helpful when it comes to creating content. You can see with this example above the split is very heavily weighted towards men... but, when we look at the people the content is reaching (see image below) it's far more skewed towards women. Basically this tells me that while there are more men seeing my posts, there are more women interacting with the content. Couple this with an understanding of your ideal client and you'll begin to get a very strong feel for the types of content to create and who to aim it at.



The last one I want you to keep an eye on is 'Posts' – again, you'll find it on the left-hand side of your screen.



This tells you the number of people that are online by day and time.