

Deciphering Facebook Insights

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Is **virality** something you **reach** for with your **engaged** users who are **talking about this**?

*Note: this sentence is not supposed to make sense

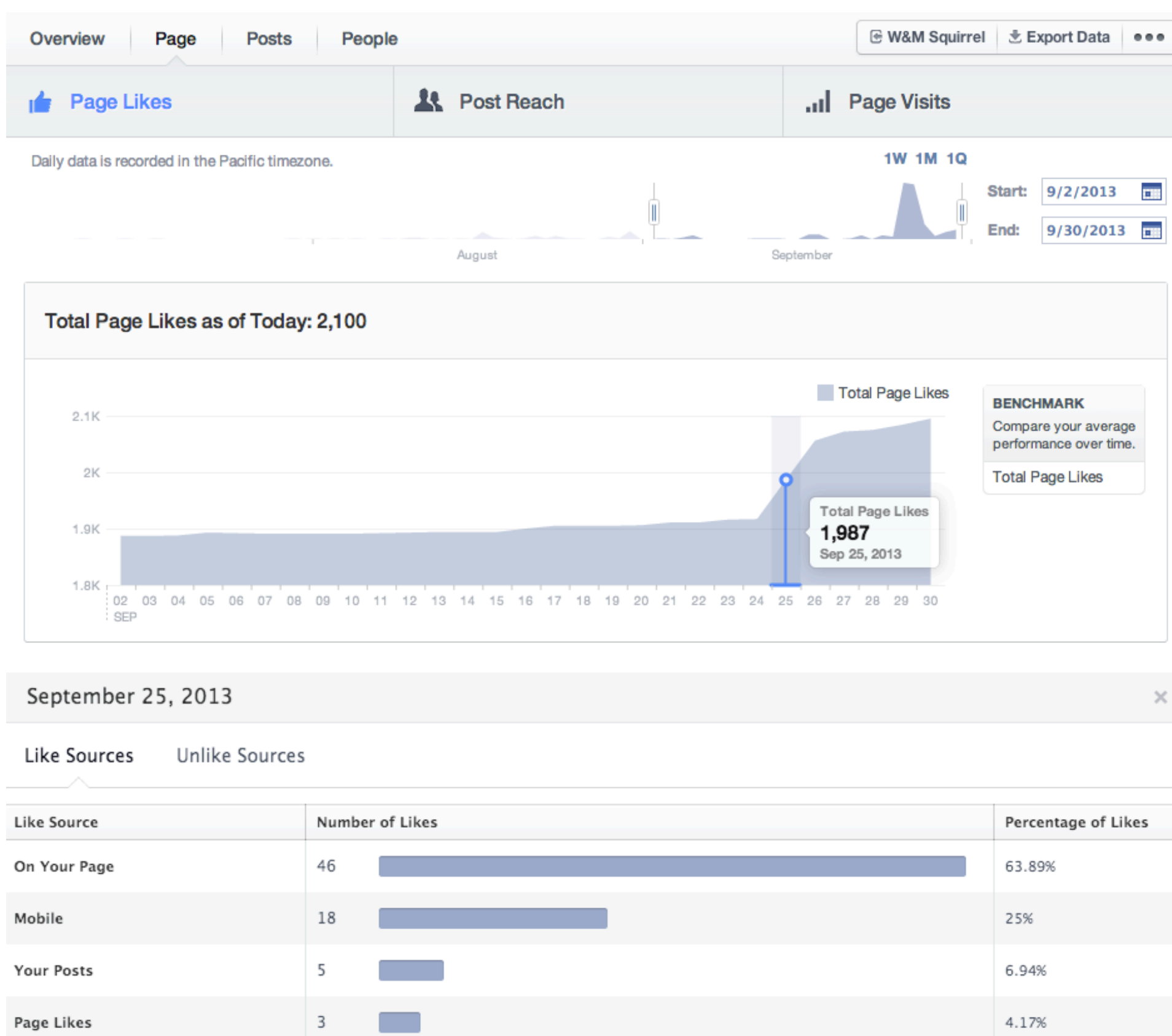
First, Goals Before Stats (aka Tools)

- Who** are you trying to connect with?
- What** information do you want to communicate?
- Why** are you using a Facebook page vs another tool?
- How** can your fans find your Page and its content?
- When** will you post and how often?

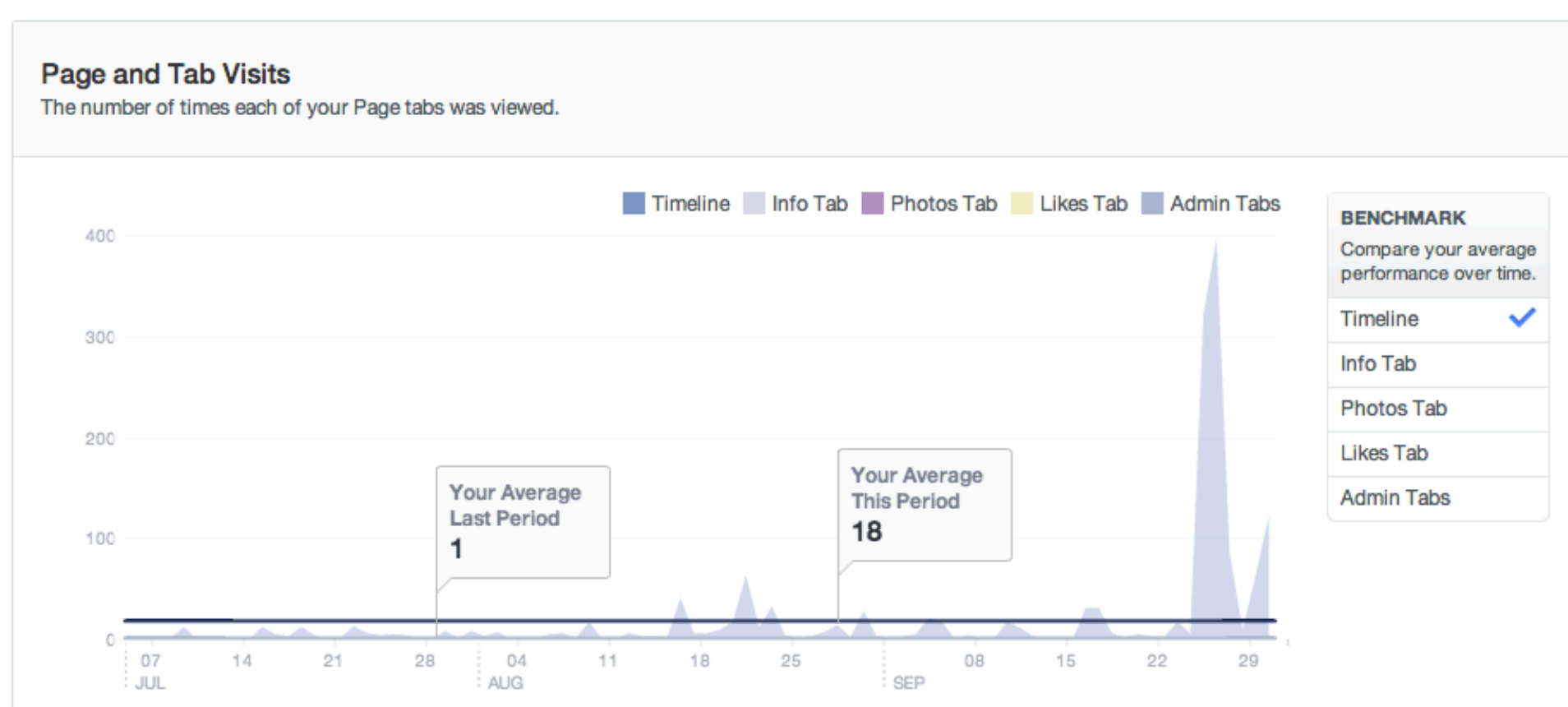
Takeaways: Page Insights

- Where are your Page traffic & fans coming from?
- Are there Page Tabs you should revise or remove?

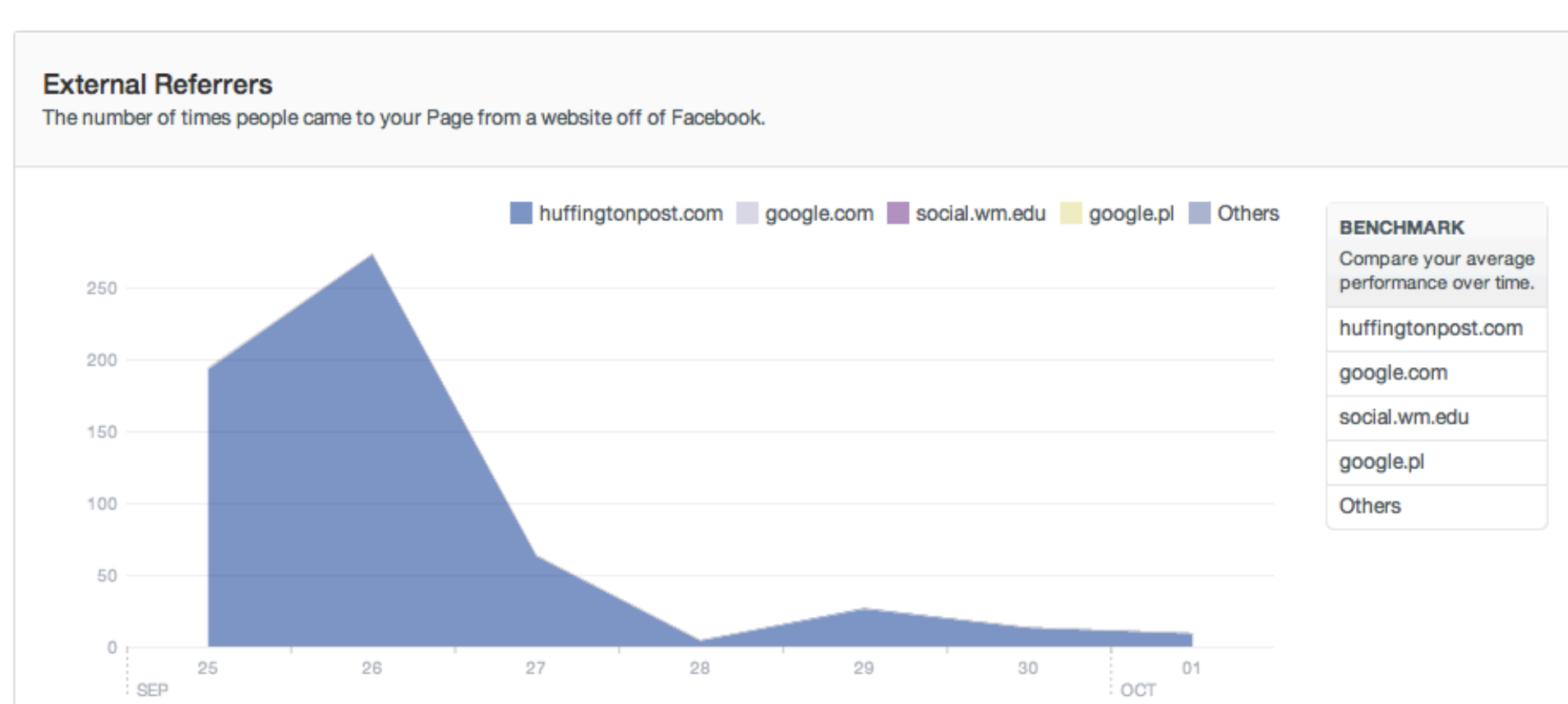
Page Likes & Sources



Page & Tab Visits



External Referrers



Anything that happens on Facebook is an **Edge**

EdgeRank (& more)

The better the EdgeRank, the higher/more visible a post is on your **News Feed**

$$\sum u_e w_e d_e$$

affinity

how you interact with the poster

...plus **Last Actor**
Facebook will show more from the 50 users/pages/groups you've most recently interacted with

weight

type of post
(photo/video > link > plain text)

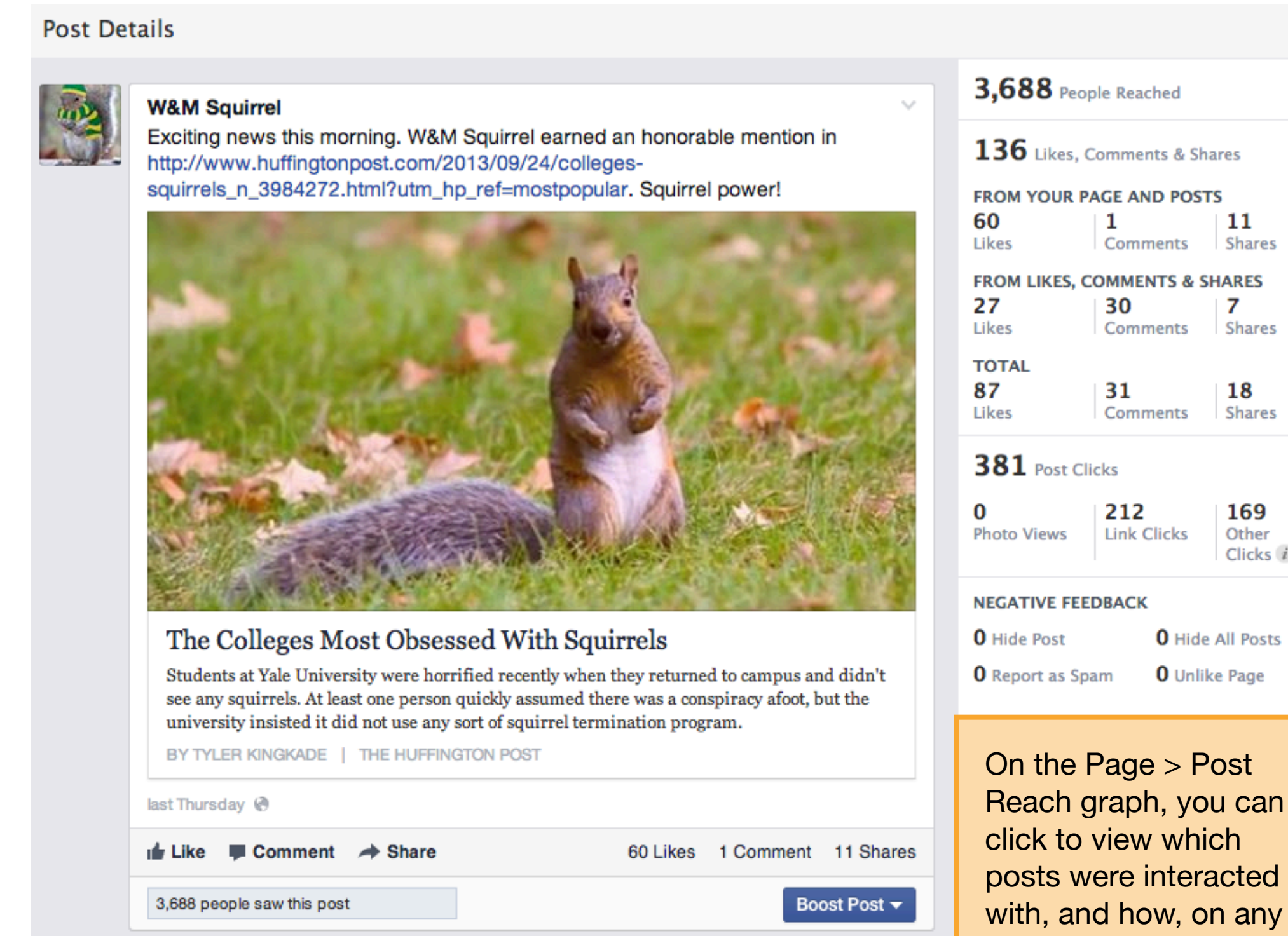
...plus **Engagement** from other users (share > comment > like)
...plus Your **historical interactions** with this type of post

time decay

age of the post

...plus **Story Bumping**
Gives older, unseen posts a second chance of being seen in your News Feed if they're still getting interaction

All Posts



On the Page > Post Reach graph, you can click to view which posts were interacted with, and how, on any given day

Total Reach

Anyone who saw **any type** of activity related to your Page **anywhere** on Facebook.

The number of unique individuals (fans and non-fans) who saw a specific post from your page...

Organic

...on their News Feeds, tickers, or directly on your page

Paid

...through a paid source like a Facebook Ad or a Sponsored Story

Viral

...through a story published by one of their friends (secondary reach)

Engagement

Do people like what they see?

$$= \frac{\text{Number of clicks, likes, shares, comments}}{\text{People who saw the post (reach)}}$$

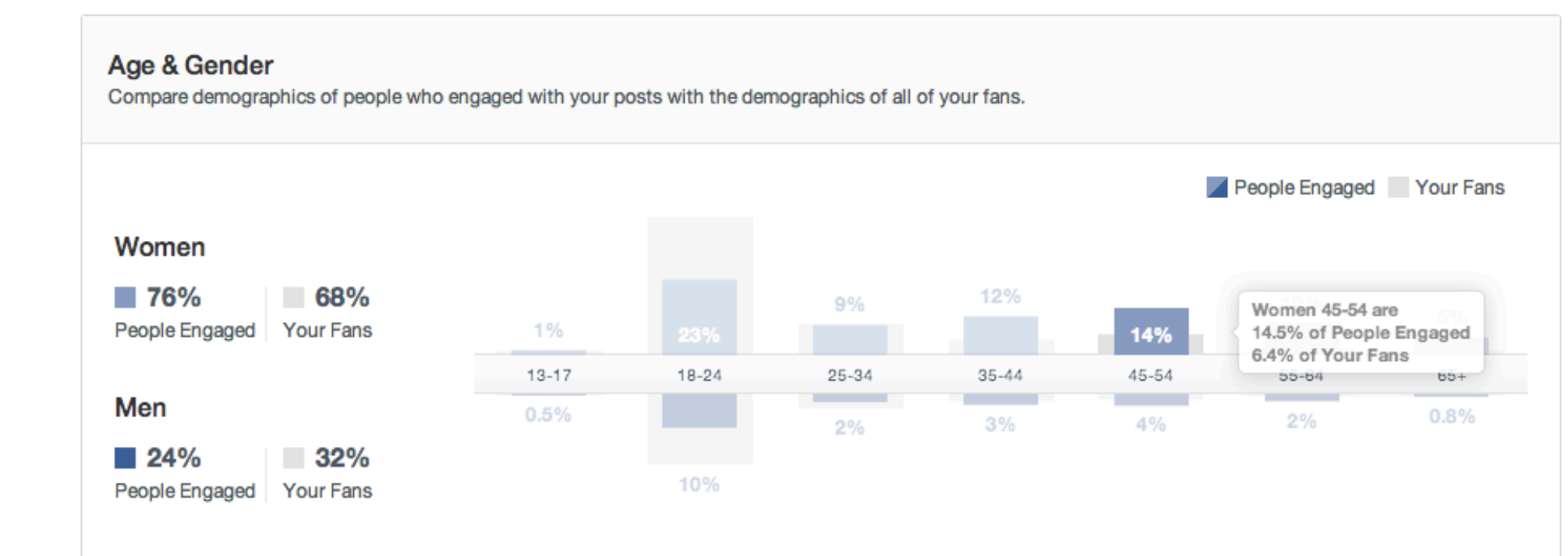
Takeaways: Post Insights

- What types of content are the most popular? (Chances are it's photos and videos)
- Are there consistently popular topics?
- Was there a post that spurred negative feedback?
- Is there a particular time of day or day of the week that you get more interaction on your posts?
- Are you missing fans (and thus engagement) by posting when many of them are not online?

New Features of Insights

- Click on any area of a graph to see a more detailed breakdown of that data point
- Click and drag date selection, plus preset ranges
- Benchmarks available for comparing performance of a given variable over time
- Ability to filter posts by type of engagement (post clicks/likes/comments/shares, negative feedback, engagement rate) and reach (organic/paid, fans/non-fans)
- Post clicks are separated by source: photo, link, video, other (page title, more link, etc.)
- View negative feedback and fan-only statistics without exporting

Your Fans, People Reached & People Engaged



Takeaways: People Insights

- Does your audience live locally?
- Is there more than one predominant language?
- Are your gender & age demographics significantly different than the general Facebook population?
- Are you interacting with your target audience?
- Could you tailor your posts more based on where your primary audience lives?
- Is there an unexpected audience for your Page?

Remember...

If you produce **interesting, shareable & engaging** content, folks will see it (and want to share it)

Let the statistics serve as a **guide**, do not live or die by them

100 engaged users > 10,000 indifferent fans

bit.ly/heweb13-poster-fbinsights



In case these statistics aren't enough, you can export even more extensive and detailed data (on the post or page level) to an Excel spreadsheet or CSV in 500 post increments going back to July 19, 2011.