



Facebook Analytics/Insights Guide

In this lesson, you will learn about:

- ★ Analytics/Insights Overview
- ★ Your Online Audience
- ★ Posts - Reach and Engagement Rate
- ★ Videos
- ★ Stories
- ★ Groups

It is important to look at your insights regularly, at least monthly, to see how your posts are performing and make any adjustments for future posts.

Overview

The overview can show you the last week, or the last 28 days of insights. You can screenshot this and put it in a monthly report so you can compare it with previous months. Some of the key areas we look at are:

- ★ Page likes/followers
- ★ Post reach
- ★ Post engagement

Online Audience

- ★ The graph at the top shows when your followers are online. This is shown in Pacific time (which is 7/8 hours behind GMT/GMT+1).
- ★ You need to post just before the peak to gain the most traction, bear in mind that this can change over time so keep an eye on it.

Posts - Reach and Engagement Rate

- ★ For each post you can see the reach and the engagement rate both in numbers of clicks and the percentage. An engagement rate of over 3% is good for Facebook generally, but this can vary a lot and you will find that bigger accounts have a lower reach. Your goal should be to have a good engagement rate and a large reach depending on the number of followers you have.
- ★ Have a close look at your best performing posts and see what works well for your page.
- ★ You can click on each post to see the full details, including the number of clicks, shares and reactions.



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Videos

- ★ The analytics for videos show you how many people watched live, how many minutes were viewed and the average watch time. If you add subtitles people watch for longer (Facebook is often watched in silent mode). You can use rev.com to add these.
- ★ Facebook has its own captions for videos, which you can upload. However, they usually need editing.
- ★ You can see that posts with original content will do better than posts with links to third party content. The Facebook algorithm prioritises original content.

Stories

- ★ If you are posting stories or crossposting stories from Instagram you will be able to see their analytics. You can see who's opened them, the forward swipes and the engagement.

Groups

- ★ If you have a group attached to your page this is where you will find the insights (they are also available inside your group).
- ★ This includes your members and active members, total number of comments and reactions and the top contributors.
- ★ It's important to benchmark where you are and set your strategy accordingly.

Key Takeaways

- ★ Check your insights regularly. Don't leave them unchecked for more than a month.
- ★ Screenshot the overview page, as this shows a summary of the last month's engagement.
- ★ The audience online time is shown in Pacific Time (7/8 hrs behind GMT/BST).
- ★ Check what works well for your page, in terms of what gets the best reach and engagement rates.
- ★ Adjust your content and posting strategy accordingly.