

Overview of Facebook Insights for beginners

Facebook Insights is a tool that can be considered indispensable for those who want to monitor user interaction on their Facebook fanpage.

Facebook Insights is a tool that can be considered indispensable for those who want to monitor user interaction on their Facebook fanpage. Administrators on the site can use Facebook Insights and it can help you track the number of active users on your site to better understand the page's performance. More specifically, this is a free tool that supports marketing on Facebook. With this tool, you can better understand the information of a group of customers such as demographics, behavior. In addition, Facebook Audience also helps you to know who has liked the page, of your own, or even your competitors'. These will help you to better identify potential customers to run Facebook Ads (Facebook ads).

In addition, by using Facebook Insights, you will be able to determine the best time of day to post as well as the best day of the week to post and what type of content is most popular. It is important to note that the Facebook Insights tool is constantly updated to reflect the development on your site. Therefore, you will need to check regularly to maintain page stability.

Here are some useful information for new users of Facebook Insights.

1. How to access Facebook Insights

Click the gear icon on your Facebook fanpage and select 'View details' (View Insights). Facebook will show you a chart like the one below:



This is the overview page in Facebook Insights. Here you will see information such as the total number of likes (can see if it is increasing or decreasing), the number of friends of your fanpage followers (this is the number of potential customers you have accessible). The number of active people talking about your page as well as the total number of visits to your site weekly.

2. The level of 'coverage' of posts

Below the graph you will see your latest posts and learn about the popularity of these posts. In other words, these figures will show which post of the page attracts the most attention, thereby helping you make the necessary changes in the content editor as well as deciding the time you like. Can post articles.

You can classify posts according to the following criteria:

1. All posts (all post types)
2. Articles (posts)
3. Photos (photos)
4. Links (links)
5. Videos (videos)
6. Platform posts (platform posts)
7. Questions

You will be able to see the date and time the posts were created, the title of the post, the reach, and the number of users who participated in interacting with the post, as well as the popularity of the post-rate postings. percent.

12/3/2012	Fancy yourself a travel writer? Thin...	33	12	7	21.21%
12/3/2012	Top 10 Quirkiest Attractions in Cap...	74	15	10	13.51%
7/3/2012	Find tranquility in Norwood's Satya...	41	6	5	12.2%
8/3/2012	Love Asian Food? Why not shop at ...	42	7	5	11.9%
7/3/2012	Time to explore the beauty and his...	51	8	6	11.76%

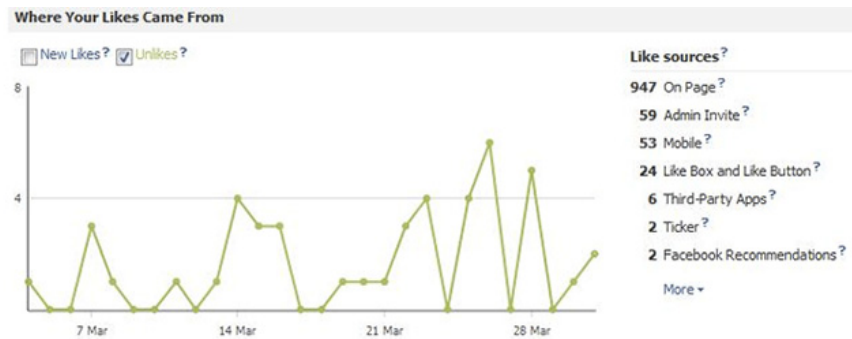
Tip: Knowing the popularity of the post will give you information for you to create more content that your fans like, contributing to enhancing the brand of fanpage, reaching more and more users and improving. Good interaction with your fanpage.

3. Likes

If you click on ' Likes ', you will be able to see information about the number of likes and dislocation of fans and their age group. For example, in this case, Cheap Flights South Africa fanpage in the picture has a much larger number of female page likes than the number of male like pages. In addition, we can see that most users are in Cape Town, South Africa and from there we can customize our posts accordingly.



Below, you'll see another chart that shows the following information:



This chart will give you information about new page likes and number of unlike turns. As you can see in the example above, fanpage has some extra turns and the administrator's job is to review what the posts of the day or in the last few days are not suitable? Or the article is not enough entertainment? Or are you just posting too many posts in a day that leads to discomfort for users? Or maybe you have posted too many posts without enough images? Administrators must review the possible causes to improve the situation.

4. Reach

Your fanpage page is having a few problems, the posts are pretty good because there are not many interaction, and you want to know how much content on your page is really accessible to users, who Are you talking about your page? Or has anyone shared pictures on your site with their friends? The **Reach** indicator will tell you this information.

This section will help you understand your page views and page visitors (who searched your site instead of clicking on the link in your Facebook ad). You will also be able to see the fanpage's reach on aspects like natural search (no charge), paid search and viral search.



The most valuable point of the **Reach** section is that you will be able to view the three search channels above, which channel is the most effective, thereby giving more accurate advertising strategies.

5. Talking About This

As you can see below, Facebook Cheap Flights South Africa page does not have many interactions until March 14 when administrators decide to deploy advertising campaigns on the site. Then the number of people talking about the page (Talking about this) has increased dramatically, from about 5 people talking about the page every day to a peak of 537.



Talking About This section can also provide valuable data about people who are talking about your page, including their age, gender and their position. One of the most valuable **insights** that **Talking About This section** gives you is how the content of the articles on your site is over time and you must know this information. You will find that it takes a while for your content to reach more people. This is useful when you want to plan ads over time.

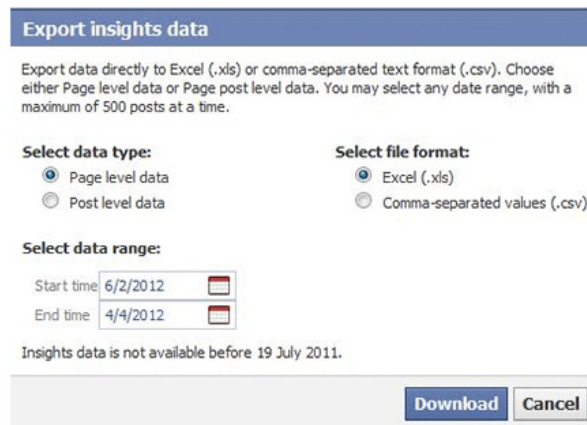
6. Check-Ins

For fanpage with specific headquarters, such as a cafe's fanpage, for example, check-ins are very meaningful in advertising about a specific location. It can be said that check-in is a free and extremely effective advertising tool. Also check-in sometimes speaks of the level of love that customers give to your brand. In this section, administrators can also collect information such as the number of people checked-in, where they live, whether they are male or female, how old they are .

Extremely valuable check-in data for businesses with 'offline' headquarters, from being able to estimate the impact of social media on sales, to tracking the busiest days in the week, month, thereby giving more appropriate strategies.

7. More detailed data

To export data to the page, click on the top right button on the Insights page. Then a small table will appear:



The screenshot shows a dialog box titled "Export insights data". It contains the following text: "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." Below this text are two sections: "Select data type:" with radio buttons for "Page level data" (selected) and "Post level data"; and "Select file format:" with radio buttons for "Excel (.xls)" (selected) and "Comma-separated values (.csv)". There is also a "Select data range:" section with "Start time" set to "6/2/2012" and "End time" set to "4/4/2012". At the bottom, it says "Insights data is not available before 19 July 2011." and has "Download" and "Cancel" buttons.

Select Page Level Data and select MS Excel format. You can also select the date range for exporting data.

After you have downloaded the detailed information, you will see very long data columns, at the bottom, you will also see different datasheets that contain information about the overview data as well as the expenditure figures. Details by date.

Each column in the general index will give you different information. For example, if you scroll to the column of total likes (Lifetime Total Likes), you will see the number of likes you received during specific days. The total daily access is also very useful information and here you can also see the number of users that your post has reached.

Sometimes, looking at a table-like data like this can give you more detailed, intuitive information than the chart in Facebook Insight. If you are proficient with Excel, you can completely break down your data to find out more about the people you want to target and then develop a reasonable development strategy for your fanpage.

Conclude

Facebook Insights provides a lot of useful information about your Facebook page. However, it is important that you use that information to improve and develop your fanpage. Facebook Insights can be a very effective assistant, but the work is smooth or not is about yourself. Good luck!

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