

Facebook Insights

Product Guide for Facebook Page owners

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Introduction

Facebook Insights: Analytics for Websites, Applications and Pages all in one place

Having good analytics is a key to successfully growing a business. To this end, we want to provide you with even better metrics for your Facebook Apps, websites, and Pages. We're excited to announce that we recently launched an improved Insights dashboard.

The new Insights dashboard provides a single view of all your Facebook analytics related to:

- **Websites**, including fully-integrated sites, sites that use social plugins, as well as non-integrated domains
- **Apps**, including canvas, mobile, device, and desktop apps
- **Facebook Pages**, including Pages created on Facebook.com and those that are part of the Open Graph protocol

For example, you can now view analytics about specific stories that people liked on your website, or how many people commented on your Page Posts*. This data will tell you what your audience finds most interesting so that you can capitalize on that content.

In this guide, we will focus on Insights for your Page and will help you understand the analytics that Insights provide. This information can be used to fine-tune pages in order to increase engagement. If you have integrated the Open Graph protocol into your Web pages, Insights will capture engagement with Pages regardless of whether an action was taken on or off Facebook.

**Note: This is anonymized aggregate data and does not include personally identifiable information.*



Getting Started

To see metrics on your Facebook Page, go to the Insights dashboard (<http://www.facebook.com/insights>). Only Page admins, application owners, and domain admins can view Insights data for the properties they own or administer.

On this dashboard, you'll be able to see basic metrics for all of your Pages:

Likes

- **Monthly Active Users:** The number of people who have interacted with or viewed your Page or its posts in the last 30 days. This includes interactions from fans and non-fans.
- **Daily New Likes:** The number of new Likes that your Page received during the last complete day for which the data was gathered.

Interactions

- **Daily Post Views:** The number of times people (fans and non-fans) have viewed a story posted by your Page during the last complete day for which the data was gathered.
- **Daily Post Feedback:** The number of likes and comments made on stories posted by your Page during the last complete day for which the data was gathered.

To access a more detailed dashboard for a specific Page, select the name of the Page in the drop-down menu on the left navigation bar or click on 'View Insights' under the name of your Page.

Two Ways to View Detailed Insights

The screenshot shows the Facebook Insights dashboard for the page 'Facebook Marketing Solutions'. The interface includes a search bar at the top, navigation links for Home, Profile, and Account, and a 'Select Insights' dropdown menu. The main content area displays the page name and a 'View Insights' button. Below this, there are three columns of metrics: 'Pages' (listing the page name), 'Likes' (90,915 Monthly Active Users and 577 Daily New Likes), and 'Interactions' (159,619 Daily Post Views and 165 Daily Post Feedback). A footer contains copyright information and links for About, Advertising, Developers, Careers, Privacy, Terms, and Help.

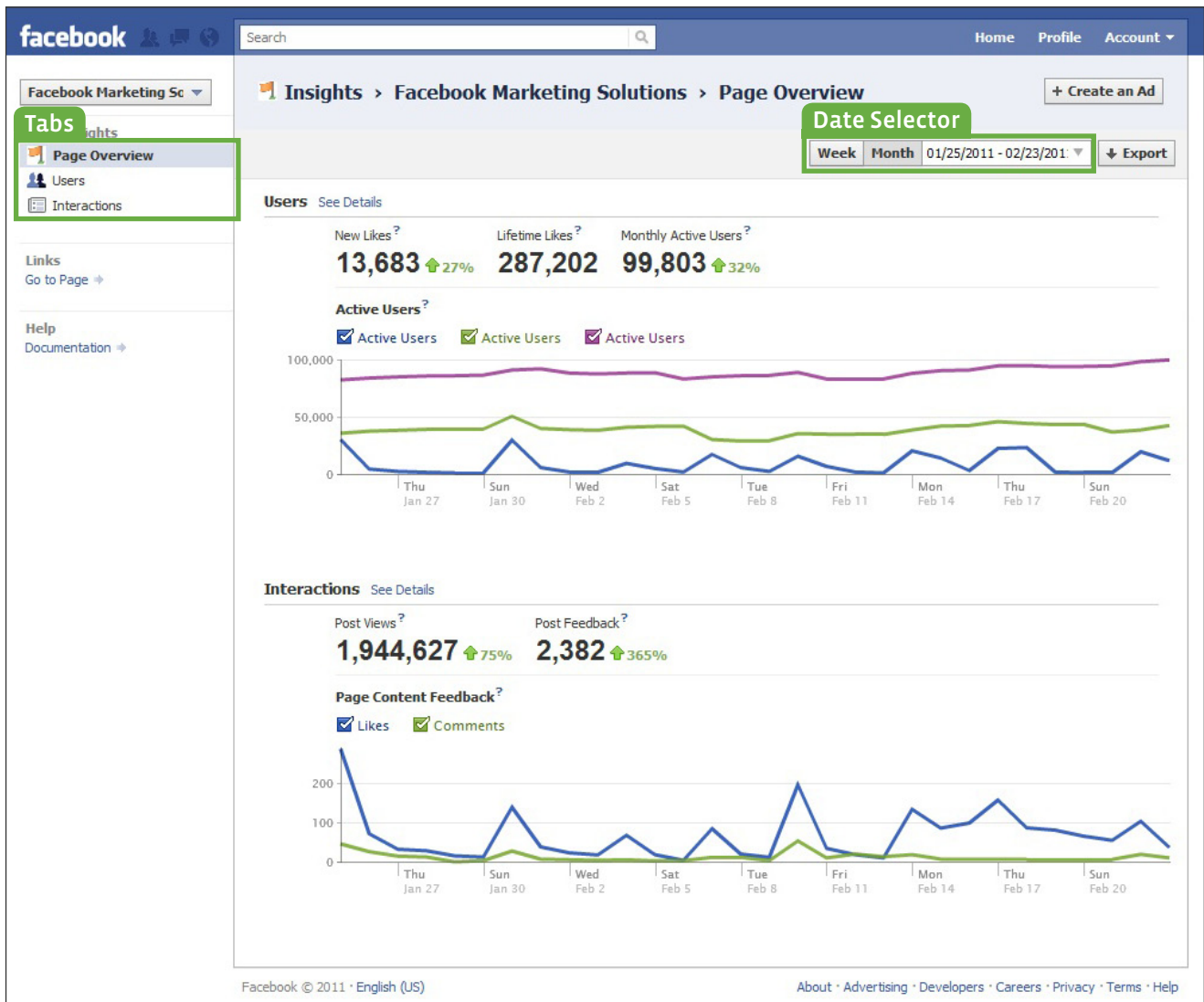
Pages	Likes	Interactions
Facebook Marketing Solutions	90,915 ▲ Monthly Active Users	159,619 ▲ Daily Post Views
	577 ▲ Daily New Likes	165 ▲ Daily Post Feedback

Monitor key metrics: Page Overview tab

The tabs on the left side of the page allow you to navigate within the Insights dashboard. The Page overview tab shows you key metrics about who the people engaging with your Page are, as well as how they interact with it. You can also export these analytics directly into a spreadsheet.

You can select whether you want to see monthly or weekly data in the top right corner of the page. If you select monthly data, the dashboard will automatically default to the last complete month. If you select weekly data, the dashboard will automatically default to the last complete week. You can also choose to refine the date range.

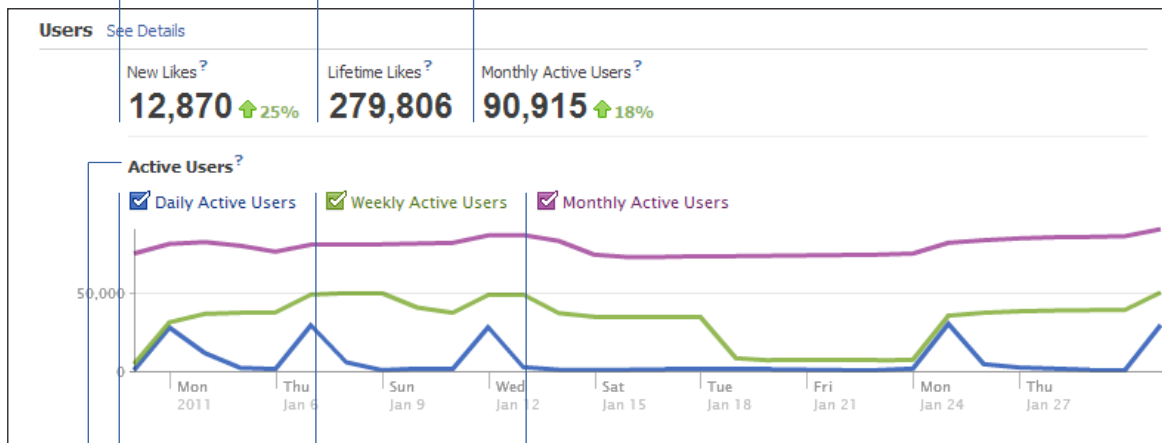
If at any point you're unsure of what date range you're looking at, you can mouse over the question mark next to the metric.



Users

Facebook is rebuilding the web around people, and lets businesses build authentic connections at scale. In the User section, you can learn more about the people who engage with your Page.

- **New Likes:** The number of new Likes that your Page received, during the date range you specified.
- **Lifetime Likes:** The total number of Likes that your Page received, as of the end of your date range.
- **Monthly Active Users:** The number of people who have interacted with or viewed your Page or its posts in the last 30 days. This includes interactions from fans and non-fans.



- **Monthly Active:** The number of people who have interacted with or viewed your Page or its posts in the last 30 days.
- **Weekly Active:** The number of people who have interacted with or viewed your Page or its posts in the last 7 days.
- **Daily Active:** The number of people who have interacted with or viewed your Page or its posts in the last day.
- **Active Users:** The number of people who have interacted with or viewed your Page or its posts.

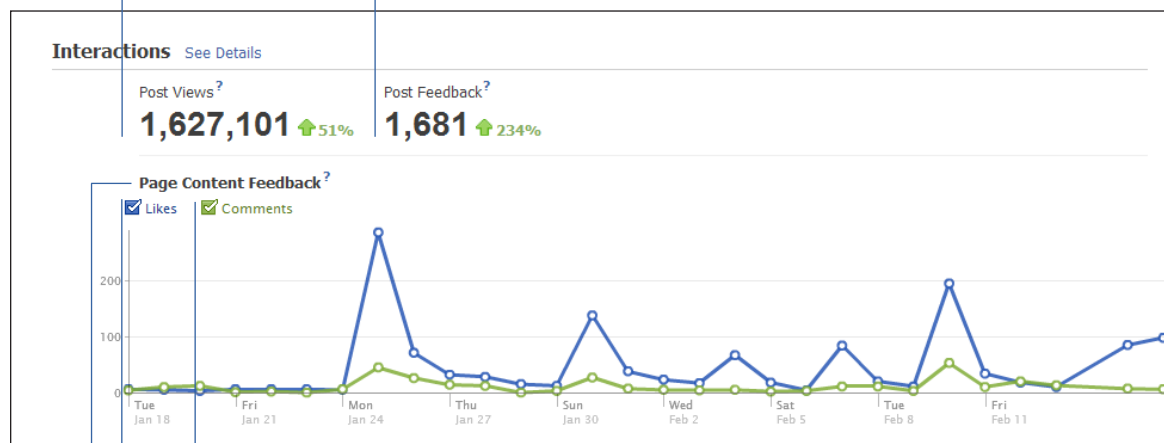
Interactions

When you create compelling content, people will want to interact with it by commenting, liking, or writing on your Wall. These people help to share your content organically throughout Facebook, as their interactions lead to organic stories being published in their friends' News Feeds.

The Interactions section of Insights allows you to track how people interact with your stories, and helps you evolve your content to make it more effective.

● **Post Views:** The number of times people (fans and non-fans) have viewed a story posted by your Page, during the date range you specified.

● **Post Feedback:** The number of Likes and comments made on stories posted by your Page, during the date range you specified.



● **Comments:** The number of times people have commented on a post by your Page during the date range.

● **Likes:** The number of times people have liked a post by your Page during the date range.

● **Page Content Feedback:** The number of Likes and comments made on stories posted by your Page, during the date range you specified.

Export your data

You can export data from the dashboard using the 'Export' button at the top right corner of the dashboard. After you click the Export button, a dialog box allows you to specify the date range that you would like to export data for as well as whether you would like to get the data as an Excel file or as a CSV (comma separated values) file.

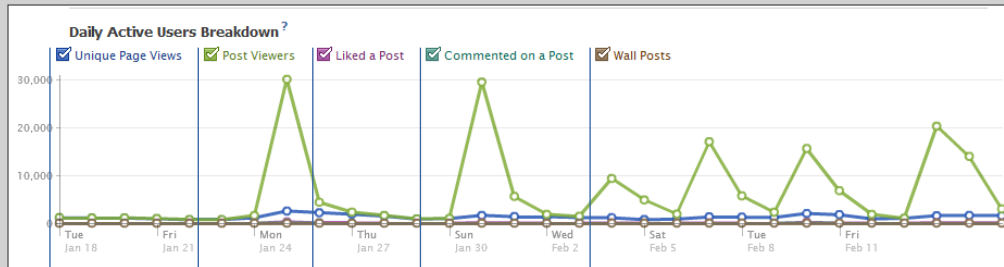
Get Insights about the people using your Page: Users tab

If you want to get more details about the people using your Page, click 'See Details' next to 'Users' on the Page Overview tab. The Users tab not only contains the same user metrics as the Page Overview tab (New Likes, Lifetime Likes, Monthly Active Users, Active Users), but also more detailed breakdowns of the people using your Page based on their demographics and activity on your Page.

In Practice

If you discover on this dashboard that many people like your posts but don't comment on them, you might want to try asking for their opinions more often and giving them a chance to provide input or share stories about your business. You might also discover on this dashboard that the majority of people who like your Page are women 18 to 24, and you might decide to run an ad campaign for this particular demographic, or post content on your Page that will resonate with those young women.

Daily Active Users Breakdown

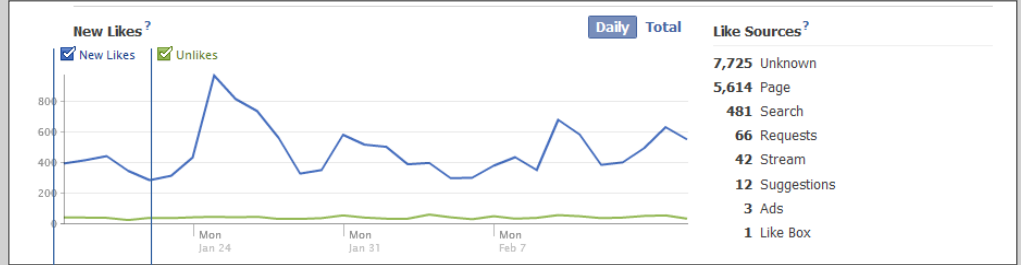


Breakdown of the number of people who have interacted with or viewed your Page or its posts on that day, by type of action, during the date range you specified. This includes views and interactions from both fans and non-fans.

- **Unique Page Views:** the number of unique people who have visited your Page on that day.
- **Post Viewers:** the number of people who have seen your content in their News Feed or on your Page's Wall on that day.
- **Liked a Post:** the number of times someone clicked Like on one of your Page posts on that day.
- **Commented on a Post:** the number of times someone commented on one of your Page posts on that day.
- **Daily Wall Posts:** the number of times someone wrote on your Page wall on that day.

New Likes

The number of new Likes that your Page received, during the date range you specified.



- **Unlikes:** the number of people who unliked your Page on that day.
- **New Likes:** the number of new people who liked your Page on that day.

Like Sources

Breakdown of the number of Page Likes from the most common places where people can like your Page, during the date range you specified. *Note: this does not include all areas of Facebook where people can like your Page.*

Page: the number of new Likes directly from your Facebook Page

Search: the number of new Likes from the Facebook search page

Requests: the number of new Likes from friends who send Page recommendations to other friends

Stream: the number of new Likes from stories displayed in News Feed

Suggestions: the number of new Likes from Page suggestions that Facebook recommends to people

Ads: the number of new Likes directly from the inline action of an Ad

Like Box: the number of new Likes from the Like box social plugin

User Profile Page: the number of new Likes from the user profile of someone who has already liked your Page

Unknown: additional areas of Facebook where people can like your Page that are not yet being explicitly reported in the Insights dashboard

Like Sources?	
51,135	Ads
6,456	Page
5,222	Messages
1,954	User Profile
643	Search
433	Stream
272	Unknown
167	Requests
49	Suggestions
6	Like Box
Less	

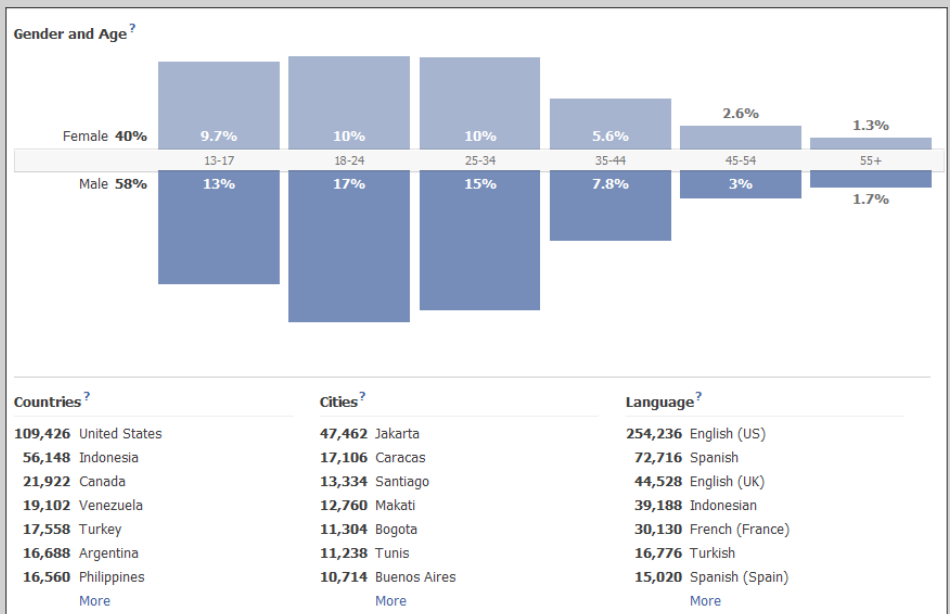
Demographics

Gender and Age: Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles, for the date range you specified.

Countries: Number of people who like your Page, broken down by country, based on the geolocation of users' IP addresses, for the date range you specified.

Cities: Number of people who like your Page, broken down by city, based on the geolocation of users' IP addresses, for the date range you specified.

Language: Number of people who like your Page, broken down by language, based on the default language setting selected when accessing Facebook, for the date range you specified.



Tab Views and External Referrers

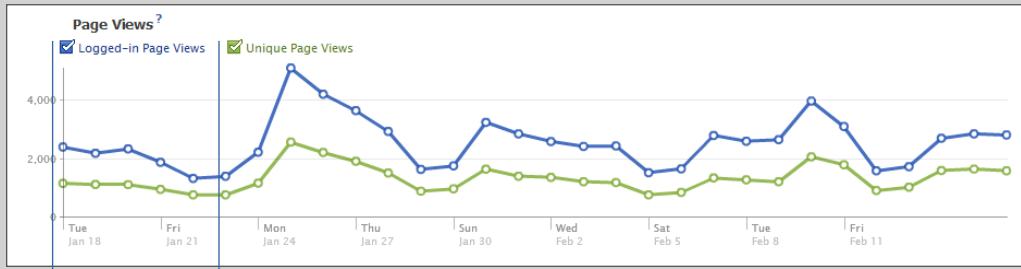
Tab Views: Number of views that each tab on your Page received when logged-in users visited your Page, during the date range you specified.

External Referrers: Number of views coming from the top referring external domains sending traffic to your Page, during the date range you specified.

Tab Views?		External Referrers?	
89,645	Wall	3,020	google.com
5,632	Resources	512	google.co.uk
4,429	Information	272	yandex.ru
3,219	Help	238	google.ca
2,866	Facebook Live	210	news.cnet.com
2,509	Video	204	google.com.au
719	Discussion Boards	204	google.co.in
619	Photos	202	google.de
486	Live from AdWeek NYC	198	google.es
	More		More

Page Views

Total number of views of your Facebook Page, during the date range you specified.



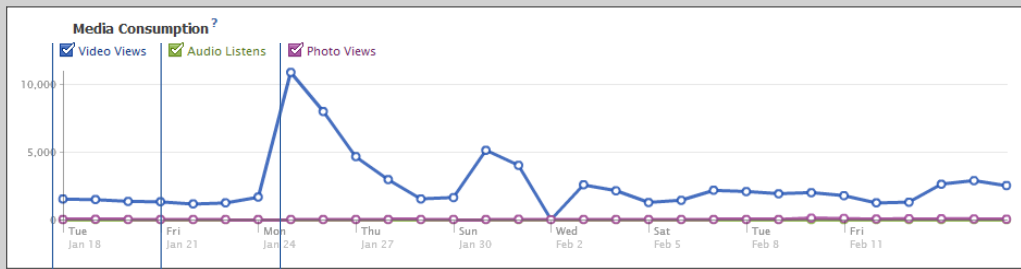
● **Unique Page Views:** Number of distinct people who visited your Page.

● **Daily Logged-in Page Views*:** Number of views of your Page by people logged into their Facebook accounts.

**Note: Most people use Facebook when they are logged in*

Media Consumption

After you post a Facebook video, a photo, or an audio clip, people are able to click to consume that piece of content. This data corresponds to number of views of that your videos, photos and audio clips received on that day, during the date range you specified.



● **Photo Views:** Number of views that the photos you posted to your Page received on that day.

● **Audio Listens:** Number of views that the audio clips you posted to your Page received on that day.

● **Video Views:** Number of views that the videos you posted to your Page received on that day.

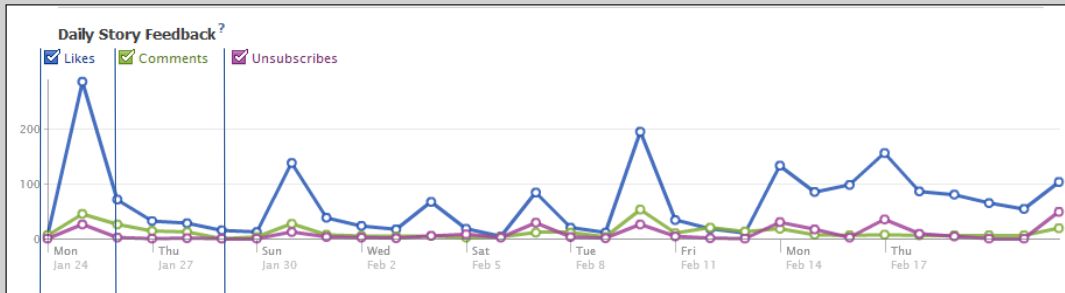
Get Insights about how people interact with your Page: Interactions tab

If you want to get more details about how people are interacting with your Page, click ‘See Details’ next to ‘Interactions’ on the Page Overview tab. The Interactions dashboard not only contains the same metrics as the Page Overview tab (Post Views, Post Feedback), but also more granular data on the interactions on your page, such as the number of impressions and feedback on specific posts, and the breakdown of the type of interactions, from people writing on your Page wall to people mentioning your Page in their status updates.

In Practice

You can compare the engagement that each specific post generates in order to identify patterns: if you notice that asking questions to your audience always generates more comments than other posts, you might decide to ask questions more frequently. Or, if you decide to run a specific promotion where people have to post a video to your Wall, you can now track the number of videos that were posted.

Daily Story Feedback



When you post stories to people who like your Page, they can engage with your content by liking or commenting. They can also choose to unsubscribe from your Page so that stories will not appear in their News Feed in the future.

● **Unsubscribes:** Number of people who unsubscribed from your Page on that day.

● **Comments:** Number of times people comments on your stories on that day.

● **Likes:** Number of times people clicked ‘Like’ on your stories on that day.

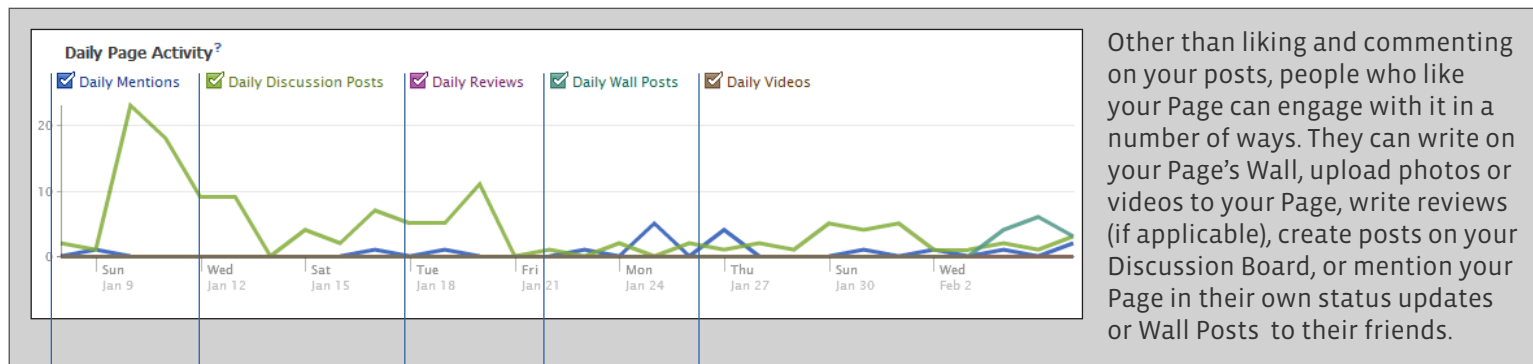
Page Posts

The total number of times your Page post was seen in News Feed or on the Page Wall. The feedback percentage is the ratio of the total Likes and comments on that story over the total number of times the story was seen.

Page Posts?

Message	Posted	Impressions	Feedback
The world is waiting to see what the marketers at Budweiser...	February 4 at 12:45pm	58,927	0.11%
We're pleased to announce that our location-based service...	January 31 at 10:42am	112,903	0.14%
We're excited to introduce Sponsored Stories, a new way for...	January 25 at 6:33am	126,058	0.16%

Daily Page Activity



Other than liking and commenting on your posts, people who like your Page can engage with it in a number of ways. They can write on your Page's Wall, upload photos or videos to your Page, write reviews (if applicable), create posts on your Discussion Board, or mention your Page in their own status updates or Wall Posts to their friends.

● **Daily Mentions:** The number of times someone wrote a review on your Page on that day.

● **Daily Videos:** The number of times people posted a video to your Page on that day.

● **Daily Wall Posts:** The number of times people posted on your Page's Wall on that day.

● **Daily Discussions Posts:** The number of times people participated on your Discussion Board on that day.

● **Daily Mentions:** The number of times the name of your Page was mentioned in people's status updates or Wall posts on that day.

Get more fans and interactions for your Page

One of the best ways to increase the number of fans and interactions of your Page is to create a Facebook Ad campaign. With Facebook Ads, you can promote your Page to more than 500 million potential customers, choose your audience by location, age and interest, use our 'Like' button to increase your ad's influence and build a community around your business.

Simply click 'Create an Ad' at the top right hand corner of any page within Insights to get started. If you want more information about Facebook Ads, please visit our Guide to Facebook Ads (<http://www.facebook.com/adsmarketing>).