Facebook Insights – the why, how and what

Facebook is a great online tool. Learn Local organisations find that Facebook helps to raise their profile in the local community; engage with participants, learners and the general community; and promote their programs, courses and services.

Those responsible for posting on the Facebook page of the Learn Local organisation they work at often ask the following questions:

- How do we know if our Learn Local organisation is performing on Facebook? (By performing they mean the Facebook page is growing its audience base (the number of Facebook fans) and the audience is engaging with posts (liking, commenting and/or sharing posts)).
- How do we know if our Facebook fan base is located in the area in which our Learn Local organisation is based?
- How is our Learn Local organisation performing on Facebook compared to other similar organisations?

All these questions and more can be answered by using the Facebook Insights tool!

What is Facebook Insights?

Facebook Insights is a free tool that tracks user interaction on a Facebook page. It can be seen by all the admins of a Facebook page.

How do I access Facebook Insights?

1. Login into your Facebook page
2. Once on the page, click on the 'Insights' tab, as shown below.
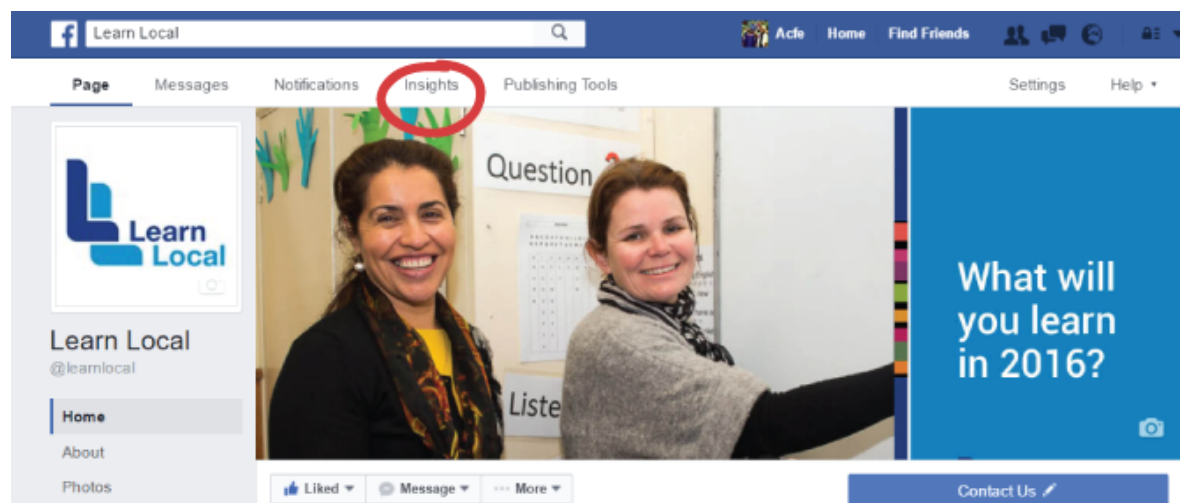
What information is available through Facebook Insights?

Facebook Insights provides information on the following:

- The number of actions on a Facebook page during a specific timeframe
- The number of views a Facebook page receives during a specific timeframe
- The number of new likes/fans a Facebook page receives during a specific timeframe
- The reach of the posts on the Facebook page during a specific timeframe (that is, the number of people that have seen the posts in their newsfeed) along with information on whether the reach has increased or decreased compared to the week before
- The extent of post engagement along with information on whether the reach has increased or decreased compared to the week before
- The above-mentioned data on the most recent posts on the Facebook page
- A 'pages to watch' section. This section allows you to compare how your Facebook page is performing with respect to the above-mentioned metrics compared to other organisations with a Facebook presence as nominated by you.

This information can be provided in a summarised format if you click 'Overview' on the left hand side of the Facebook Insights page. Further detail on each of the items listed above is available if you click on the Promotions, Likes, Reach, Page Views, Action on Page, Posts, Events and People tabs on the left hand side of the Facebook Insights page, as shown in the screenshot below.
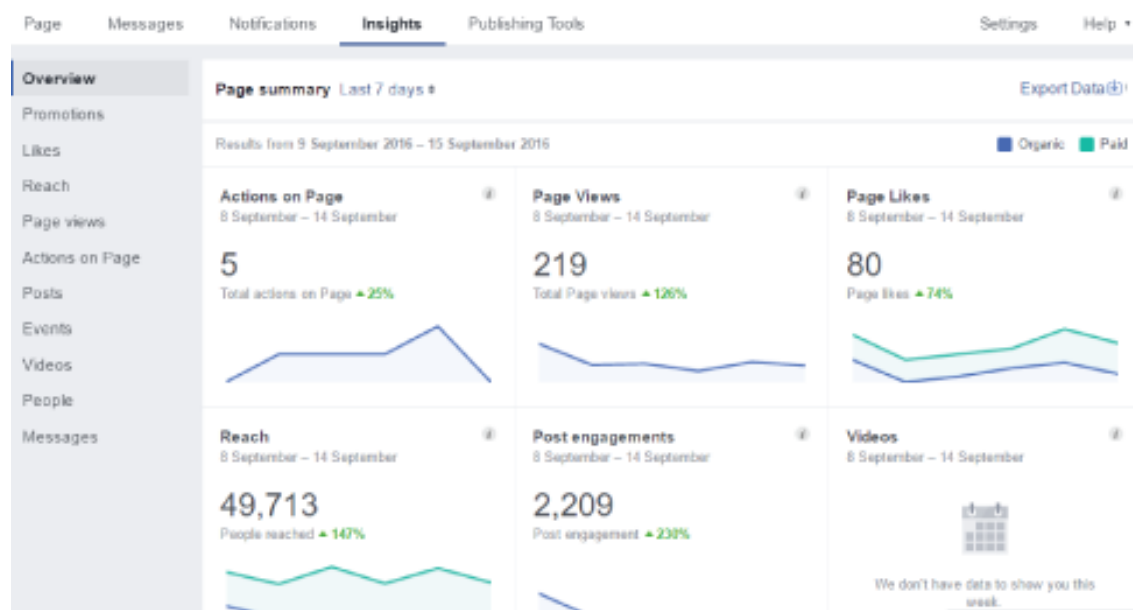
How can I learn more about our Facebook fans?

We suggest clicking on the 'People' tab on the left hand side of the Facebook Insights tabs. Here you will find information on:

- The location of fans
- What percentage of fans are female and male
- The age of fans.

This information is also available with respect to the people the posts 'reached' and with respect to the people who 'engaged' with the posts.

Why might our organisation use Facebook Insights?

Through Facebook Insights your Learn Local organisation will know:

- The extent to which it is increasing its fan base
- The extent to which it is engaging with its fan base
- How it is performing on Facebook compared to other similar organisations (you might like to 'watch' the Facebook page of another Learn Local organisation)
- How it is performing compared to previous weeks.

This information will help to inform your Learn Local organisation about the type and regularity of content to post on Facebook.

Case study – the Learn Local Facebook page

To bring to life the data that Facebook Insights can provide Learn Local organisations, we will do a brief case study on the Learn Local Facebook page.

Overview

According to Facebook Insights data for 9 – 15 September, 2016:

- There were 5 actions (the number of clicks on the page's contact info and call to action button), up 25% compared to the previous 7 days.
- There were 222 page views, up 129% compared to the previous 7 days
- There were 80 new page likes, up 74% from the previous 7 days
- The posts reached 49,792 people (the number of people that your posts have reached, plus likes, comments, shares and more), up 148% from the previous 7 days
- There were 2,221 post engagements (the number of times people have engaged with the posts through likes, comments, shares and more), up 232% from the previous 7 days
- Most of the fans are located in the country of Australia

- Most of the fans are located in the city of Melbourne. A number of fans are also based in Geelong, Ballarat, Mildura and Shepparton
- 71% of the Facebook fans are female and 27% are male
- 20% of the Facebook fans are aged between 35 – 44 years and 21% of the Facebook fans are aged 45 – 54 years.

Please refer to the screenshots below for further information.