



## Build an online strategy using Facebook statistics

You need to know the objectives you want to achieve from your social media strategy and then you can find and use the necessary statistics to measure if you are on the right path.

Your objectives may be to:

- increase engagement
- increase audience size
- reach different audiences – by age or gender
- increase event bookings
- increase awareness of a service
- increase traffic to your website

Your statistics will also enable you find out:

- When people visit your page
- What demographic is looking at your page (age, gender, location)
- Whether your paid for posts are effective.

# Facebook Insights

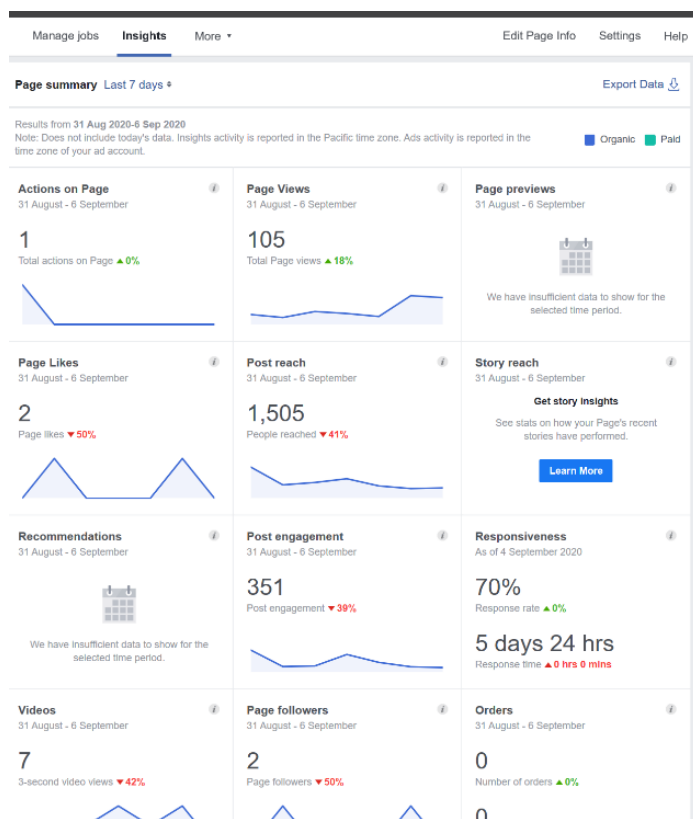
Facebook Insights is the Facebook tool that allows you to track accumulated statistics on your page of followers.

At the Diocese we use Facebook Business to manage our Facebook account this enables you to set up different administrators for your account.

Please note, insights can only be seen by your Page Administrators.

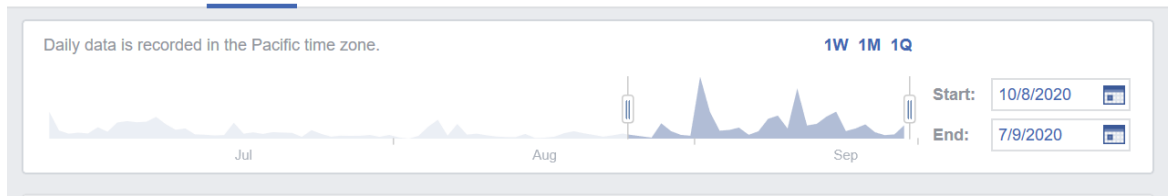
The most important metrics to analyse are likes, reach, visits, actions, publications, videos and people.

There is a summary page see image below.



Each chart can be looked at in detail by double clicking or using the menu on the left hand side.

Once in the graph detail you can also select specific dates to see data on a set period of time such as Christmas or Easter.



### **Followers:**

This is the number of people who are following your page.

### **Likes**

You can see all the likes for posts, you can also see where each like comes from, from the page, the ads, the posts, mobile devices or other options. You can also see anyone who may have “unliked” your page.

### **Reach**

The reach is the number of people who have seen the post in their news feed. This adds up likes, comments and number of shares. You also have statistics about how many users clicked on hide or report as spam.

The reach of Facebook can be organic - meaning when users see a post on your page or in the paid section through your Facebook ads if you are using them.

### **Page views (& Previews)**

You can see how many total visits each section of your page received: the post, the image everything. You can also see the data for gender, country, city and device.

You can also see the visits to the timeline and the tabs, the mentions and publications of other users on your page and the external sources, for example, websites, search engines and other media such as YouTube or Google+.

## **Actions for the page**

This includes the data on the number of clicks on your page for your website address, phone number or the call to action you can insert on the cover.

## **Posts**

Data shows which posts worked better, you can also see the average reach and the participation.

In addition, you can also set up to five observation pages in order to see everything your competition does so you can compare yourself.

## **Events**

Specific data on your events.

## **Videos**

You can see the views of more than 3 seconds of film to more than 10 seconds the summary shows the metrics for all videos together. The system then also show the videos that have been seen most. If you click the picture of these videos you will get all the metrics for this particular post.

## **Story Reach**

Like reach but for your stories.

## **People**

Find out everything about your followers: you know the percentage of men and women, their age, the country and the language of each one.

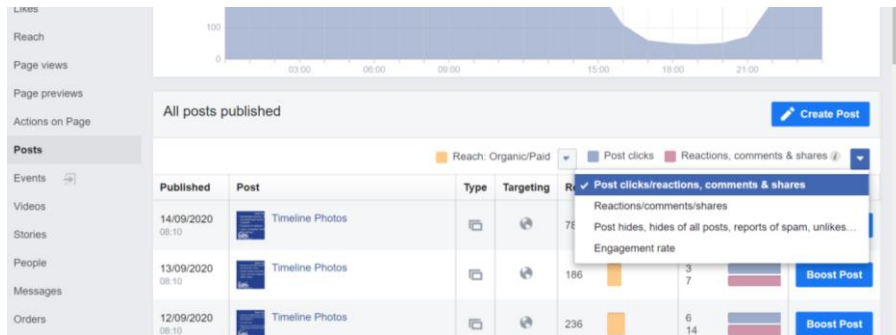
You can also see the number of users who have viewed your posts during the last 28 days, comparing it to the percentage of followers you have. And it also shows the percentage of users who have interacted with your posts compared to your fans. The same thing happens with the reached country, city, and language.

## **Messages**

See how responsive you are to any messages on your page.

## Post engagement (available from the summary page only):

A combined total of post likes, comments, shares, and other engagements. You can also see your engagement rate as a % per post. This is available by clicking posts on the left hand side, selecting all posts, and clicking the menu on the top of this section to select engagement rate:



## Downloading the data

You can download (export) a report from Facebook and this outputs vast amounts of information (which can be overwhelming). You can download the data into an Excel document or into other formats.

The screenshot shows the 'Export Insights Data' dialog box. It contains the following fields and options:

- Data Type:** Radio buttons for 'Page data' (selected), 'Post data', and 'Video data'. Descriptions are provided for each.
- File Format:** A dropdown menu set to 'Excel (.xls)'.
- Date range:** A date range selector set to '12 August 2020 - 8 September 2020'.
- Layout:** A dropdown menu set to 'All Page data'.
- Buttons for 'Cancel' and 'Export Data'.
- A link for 'Facebook Page Terms'.

Select the date range you wish to analyse in detail and click export data.

What are the most important columns other than those mentioned above?

- 1) Lifetime post reach by people who like your page/post
- 2) Number of people who clicked a link - This is great to view the number of link clicks, useful if your goal is to drive traffic to your website.
- 3) Photo view
- 4) Video play
- 5) Other clicks (defined as any post click that isn't a link click, photo view or video play).

- 6) Daily positive feedback – a great statistic looking at comments, likes or shares generated by users while interacting with your page.
- 7) Daily negative feedback.

## Establishing Trends

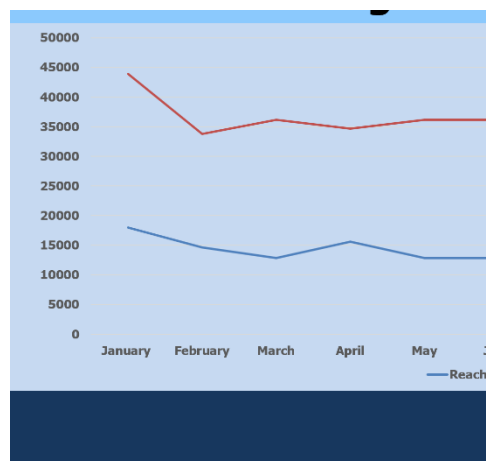
We recommend you look at your social media statistics monthly to see trends and changes over time.

You can plot the monthly data into graphs to show whether your followers are growing or whether your reach is shrinking (getting bored). This can help you plan content and decide if you need to refresh your campaigns.

We recommend you track likes, reach, engagement and video views figures monthly.

You can create graphs in Powerpoint/Excel or Word and enter the data you collect monthly.

| Diocese | Likes (COMMITMENT) | Reach (AWARENESS) | Engagement | Video Views |
|---------|--------------------|-------------------|------------|-------------|
| Jan     | 778                | 17,962            | 25,910     | 78          |
| Feb     | 789                | 14,604            | 19,144     | 19          |
| Mar     | 819                | 12,831            | 23,350     | 830         |
| Apr     | 844                | 15,604            | 19,066     | 220         |
| May     |                    |                   |            |             |
| Jun     |                    |                   |            |             |
| Jul     |                    |                   |            |             |
| Aug     |                    |                   |            |             |
| Sept    |                    |                   |            |             |
| Oct     |                    |                   |            |             |
| Nov     |                    |                   |            |             |
| Dec     |                    |                   |            |             |



To understand these trends it helps to include some context to the graphs – why there may have been a popular post in one month or what happened to reduce or increase the figures. For example such as lower levels of posting during the summer reduced the figures, or a key event at Christmas increase the figures.

Search and record the data that helps you understand how effective your Facebook account is achieving its objectives.

## Other Social Media

Twitter Insights are called Twitter Analytics visit: [www.analytics.twitter.com](http://www.analytics.twitter.com)

This should link immediately to any accounts you manage.

The data available is less complicated and less detailed than Facebook however perhaps easier to use and understand. The system provides monthly summaries and monthly highlights. Again we recommend you track these monthly.

Instagram Insights are available on the App via your mobile phone.

If you are using Hootsuite to manage your social media they provide Insights across all the platforms. These include annual summaries, graphs, overviews by media and export data options. We use the Hootsuite data for Instagram.

If you wish to analyse your website we would recommend the use of Google Analytics and they offer a selection of free courses available at:  
<https://analytics.google.com/analytics/academy/s>

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