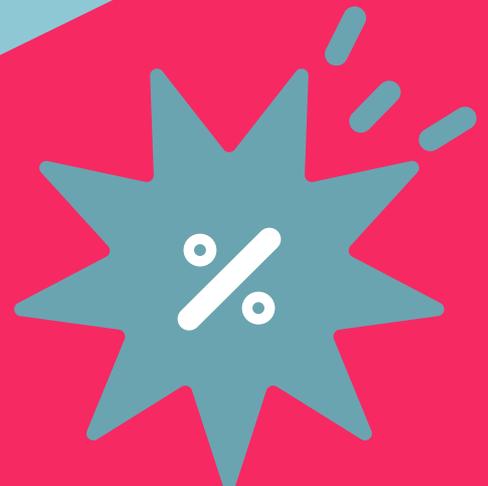


# FACEBOOK BUSINESS PAGE

STEP-BY-STEP

Beginner's Guide to Facebook Business  
Page Insights



## **Beginner's Guide to Finding and Using Facebook Business Page Insights**

Facebook Insights provides valuable data about your Business Page's performance and your audience. This guide will break down how to access and utilize these insights in a straightforward manner:

### **Step 1: Accessing Your Business Page**

**Open Facebook:** Visit [Facebook.com](https://www.facebook.com) and log in using your credentials.

**Navigate to Your Business Page:** On the left sidebar of your homepage, locate the "Pages" section and click on the name of your Business Page.

### **Step 2: Open Insights**

**Locate 'Insights' Tab:** Once on your Business Page, find and click the "Insights" tab at the top of the page. This will direct you to the Insights dashboard.

### **Step 3: Overview of Insights**

**Overview Section:** This gives a general snapshot of your page's performance, including page views, page likes, post reach, and engagement over the last seven days.

### Step 3: Overview of Insights continued...

#### Review Key Metrics:

**Actions on Page:** Total clicks on your contact info or CTA (Call to Action) button.

**Page Views:** Number of times your page was viewed.

**Page Previews:** How many times people hovered over your page name or profile picture to see a preview.

**Page Likes:** Number of new likes your page has received.

### Step 4: Explore Specific Insights

**Posts:** Click on the "Posts" tab on the left.

**When Your Fans Are Online:** This shows the times and days when your followers are most active.

**Post Types:** See performance data (likes, comments, shares) for different types of posts (photo, link, video).

**People:** Click on the "People" tab on the left.

**Your Fans:** Demographic data (age, gender, country, etc.) about people who like your page.

**Your Followers:** Information about people who follow your page.

**People Reached:** Demographic data about people who saw posts from your page.

**People Engaged:** Info about people who engaged (liked, commented, shared) with your posts.

#### **Step 4: Explore Specific Insights continued...**

**Reach:** View statistics on how many people saw your post and the actions they took (likes, comments, shares, etc.).

**Page Views:** See a breakdown of which parts of your page people visited, such as your photos, posts, or reviews.

#### **Step 5: Export Data (Optional)**

**Click 'Export Data':** Located on the top right of the Insights dashboard.

**Choose Data Type & Date Range:** Select whether you want page, post, or video data, and select the date range you're interested in.

**Download:** The data will be downloaded as an Excel or CSV file, which you can open and analyse further.

#### **Step 6: Using Insights to Improve**

**Analyze Peak Times:** Post content when your followers are most active to maximise reach.

**Understand Demographics:** Tailor your content to resonate with your audience's age, gender, and location.

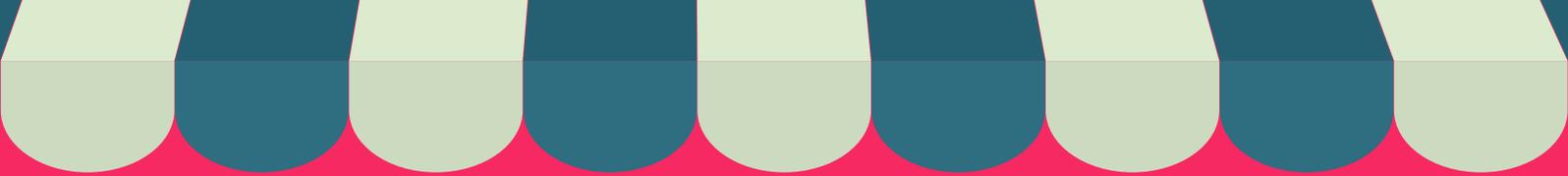
**Engage with Popular Posts:** If a post performs exceptionally well, consider creating similar content or boosting it with advertising.

**Tips:**

**Stay Consistent:** While Insights provides past data, regularly checking and acting upon this information will help in refining your content strategy.

**Ask and Engage:** If you're unsure about the type of content your audience prefers, ask them directly using polls or questions.

*Remember, the key to effective social media marketing is understanding and connecting with your audience. Facebook Insights provides a window into their behavior and preferences, enabling you to tailor your approach accordingly.*



# UNLOCK

Your Online Business

# SUCCESS



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