

A BRIEF GUIDE TO FACEBOOK INSIGHTS

Some marketers love them, some hate them and some just plain don't understand. From impressions to new likes, the following graph explains the size and relationship of audiences in each metric in Facebook Insights. The model is not to scale since every page is different, but the circles show the relationship between the number of users and actions recorded in each metric.

IMPRESSIONS

This is the total number times people saw anything from your page in the newsfeed or ticker (friends or non-friends).

REACH

The number of people who received impressions. It's likely your content was seen by people more than once, so this number is smaller than total impressions.

POST IMPRESSIONS

This counts how many times your posts were seen in a newsfeed or ticker (friend or non-friend). Regular impressions record all activity. This metric is limited to posts from you.

POST REACH

Just like reach is the number of people who received impressions, post reach tells you how many people your posts reached.

ENGAGED USERS

Engaged users is the number of people who clicked on one of your posts.

TALKING ABOUT THIS

People Talking About This are people who created a newsfeed story from your content by liking, commenting or sharing. When their friends view these stories in newsfeeds and tickers, impressions and reach grow.

NEW LIKES

New likes count as People Talking About This because liking creates a story. Of the **HUNDREDS OF THOUSANDS** of people you have the potential to reach, this is the **SMALL FRACTION** that acted.

FRIENDS OF FRIENDS

This is everyone you have the potential to influence. The extended network is often hundreds of thousands or even millions of people. All other metrics are a fraction of this number - **less than 1%**.

FROM THIS POINT ON, metrics mostly represent people who are fans or have the potential to become fans through direct interaction with your page content.

OTHER METRICS

LOGGED-IN PAGEVIEWS - This is the number of people who viewed your Timeline while logged into Facebook. Since the majority of views come from logged-in users, this is a pretty good indication of everyone who came to your page.

CONSUMPTION/CONSUMERS - When you post any media (link, photos or videos) it is "consumed" when a user clicks to view. The number of consumers is the total number of people who create consumptions.

Facebook Insights Guide 2013

Didier Musso



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