

Facebook Page Insights

Product Guide for Facebook Page owners

Businesses will be better in a connected world. That's why we connect 800M people and their friends to the things they care about, using social technologies that drive business growth. Pages are where you connect with people.

With Pages Insights, you can:

- Understand the performance of your Page;
- Learn which content resonates with your audience; and
- Optimize how you publish to your audience so that people will tell their friends about you.



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Facebook Pages Insights Guide

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Phalen, Lawrence W. Lichty**



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