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.

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%.**

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.

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.

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.

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.

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Management Association, Information Resources

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   Social Media for Communication and Instruction in Academic Libraries Joe, Jennifer,Knight, Elisabeth,2019-03-01 The subject of the use of social media has renewed interest because of the impact that it had on the last U S presidential election and the impact that social media networks will have on subsequent elections As guides in the information world it is thus important that librarians be well versed in social media This has called attention to the relevance and urgency of incorporating social media use into the academic library both as a marketing tool and as an instruction tool Social Media for Communication and Instruction in Academic Libraries is an essential reference source that offers guidance in using social media in academic libraries and in instruction with a special emphasis on assessment and evidence based practice Featuring research on topics such as digital libraries marketing and web analytics this book is ideally designed for librarians administrators educators managers information technology specialists professionals researchers and students

   Connecting With Consumers Through Effective Personalization and Programmatic Advertising Remondes, Jorge,Madeira, Paulo,Alves, Carlos,2024-01-10 In the rapidly evolving digital landscape the ability to connect with consumers through personalized and programmatic advertising has become a vital skill for global companies As the market undergoes a paradigm shift towards consumer centric approaches the need for comprehensive knowledge in this domain is escalating every day Connecting With Consumers Through Effective Personalization and Programmatic Advertising addresses a timely and pivotal theme that is crucial for companies and the academic community By bridging the gap between theory and practice this book equips readers with the tools and strategies necessary to make informed decisions and navigate the dynamic landscape of digital marketing The book s invaluable content serves as a reliable resource for decision makers in companies seeking to optimize their digital marketing strategies It also delves into the depths of knowledge skills and processes behind effective personalization and programmatic advertising offering valuable insights for researchers teachers students and professionals alike   *Social Media Campaigns* Carolyn Mae Kim,Matthew Prince,2025-08-21 This third edition continues to give students a foundation in the principles of social media strategic communication and marketing necessary for today s communications professionals In many ways organizations now have access to more data and connection points than ever before Yet this abundance requires more strategic and nuanced efforts At its core however one aspect remains the same The drive to create authentic human connection Focusing on the principles for effective strategic communication via social media this text allows readers to learn techniques and skills that transfer to different social media platforms This edition again takes students through the processes of social listening strategic design creative engagement and evaluation with expert insights from social media professionals This third edition includes New insights on AI ethics and organizational strategy that reflect the changing landscape of social media Expanded insights from industry professionals to equip students with diverse perspectives on leading social media hot topics Updated case studies and real world examples that showcase

how successful brands are navigating the latest trends in earned media influencer marketing and community management This is an ideal text for undergraduate and post graduate courses in social digital media marketing and public relations or a secondary text in broader campaign planning and writing courses Accompanying gratis online resources include chapter reviews PowerPoint slides sample syllabi in class exercises and more **Key Business Analytics** Bernard Marr,2016-02-10 Key Business Analytics will help managers apply tools to turn data into insights that help them better understand their customers optimize their internal processes and identify cost savings and growth opportunities It includes analysis techniques within the following categories Financial analytics cashflow profitability sales forecasts Market analytics market size market trends marketing channels Customer analytics customer lifetime values social media customer needs Employee analytics capacity performance leadership Operational analytics supply chains competencies environmental impact Bare business analytics sentiments text correlations Each tool will follow the bestselling Key format of being 5 6 pages long broken into short sharp advice on the essentials What is it When should I use it How do I use it Tips and pitfalls Further reading This essential toolkit also provides an invaluable section on how to gather original data yourself through surveys interviews focus groups etc *Mastering Digital Librarianship* Alison Mackenzie,Lindsey Martin,2013-11-15 This book examines the changing roles of the librarian and how working within a rich digital environment has impacted on the ability of professionals to develop the appropriate know how skills knowledge and behaviours required in order to operate effectively Expert specialists and opinion makers from around the world discuss the challenges and successes of adapting existing practices introducing new services and working with new partners in an environment that no longer recognizes traditional boundaries and demarcation of roles The book is structured thematically with a focus on three key strands where the impact of digital technologies is significant Rethinking marketing and communication this strand looks at strategic approaches and practices which harness social media and illustrate the importance of communication and marketing activities in these new online spaces Rethinking support for academic practice this part examines the professional expertise required of librarians who engage with and support new academic and learner practices in digitally rich teaching learning and research environments Rethinking resource delivery this section investigates the use of strategies to maximize access to online resources and services harnessing system data to enhance collection management and user choice designing and managing mobile friendly learning spaces and providing virtual resources and services to an overseas campus Readership This timely and inspiring edited collection should make vital reading for librarians library schools departments of information science and other professional groups such as education developers learning technologists and IT specialists The Ubiquitous Internet Anja Bechmann,Stine Lomborg,2014-11-13 This book presents state of the art theoretical and empirical research on the ubiquitous internet its everyday users and its economic stakeholders The book offers a 360 degree media analysis of the contemporary terrain of the internet by examining both user and industry perspectives and their relation to one another

Contributors consider user practices in terms of internet at your fingertips the abundance free flow and interconnectivity of data They then consider industry s use of user data and standards in commodification and value creation **Fostering Brand Community Through Social Media** William F. Humphrey, Jr.,Debra A. Laverie,Shannon B. Rinaldo,2016-02-15 This book focuses on building and maintaining brand community in the emerging dynamic space of social media A theoretical model encompassing brand characteristics relational factors and characteristics of the brand user community is used as a structure to explain the various aspects of online brand communities Furthermore the authors discuss how online brand communities differ from and can be used to complement traditional face to face brand communities Brand managers social media managers and other members of the brand team will find this book useful for strategic decision making in both building and maintaining brand communities In addition this book will serve as a practical guide for working professionals enrolled in executive education degree programs as these programs continue to be developed in universities throughout the world *Digital Marketing Excellence* Dave Chaffey,PR Smith,2022-07-22 Now in its sixth edition the hugely popular Digital Marketing Excellence is a practical guide to creating and executing integrated digital marketing plans combining established approaches to marketing planning with the creative use of new digital models and digital tools Written by two highly experienced digital marketing consultants the book shows you how to Draw up an outline integrated digital marketing plan Evaluate and apply digital marketing principles and models Integrate online and offline communications Implement customer driven digital marketing as part of digital transformation Reduce costly trial and error Measure and enhance your digital marketing Learn best practices for reaching and engaging your audiences using the key digital marketing platforms This new edition has been streamlined to seamlessly integrate the latest developments in digital analytics ethics and privacy Predictive Analytics Machine Learning and Artificial Intelligence Including new international case studies and up to date examples throughout this book cuts through the jargon to show marketers how to leverage data and digital technologies to their advantage Offering a highly structured and accessible guide to a critical and far reaching subject Digital Marketing Excellence 6th edition provides a vital reference point for all digital marketing students and managers involved in digital marketing strategy and implementation Online resources have been fully updated for the new edition and include a new set of PowerPoint slides and a full test bank of questions and exercises **The New Advertising** Valerie K. Jones,Ruth E. Brown Ph.D.,Ming Wang,2016-09-19 The era of big data has revolutionized many industries including advertising This is a valuable resource that supplies current authoritative and inspiring information about and examples of current and forward looking theories and practices in advertising The New Advertising Branding Content and Consumer Relationships in the Data Driven Social Media Era supplies a breadth of information on the theories and practices of new advertising from its origins nearly a quarter of a century ago through its evolution to current uses with an eye to the future Unlike most other books that focus on one niche topic this two volume set investigates the overall discipline of advertising in the modern context It sheds

light on significant areas of change against the backdrop of digital data collection and use The key topics of branding content interaction engagement big data and measurement are addressed from multiple perspectives With contributions from experts in academia as well as the advertising and marketing industries this unique set is an indispensable resource that is focused specifically on new approaches to and forms of advertising Readers will gain an understanding of the distinct shifts that have taken place in advertising They will be able to build their knowledge on frameworks for navigating and capitalizing on today s fragmented consumer focused digital media landscape and they will be prepared for what the future of advertising will likely bring   Publications Combined: The Role of Social Media in Crisis - Data Collection By The Public And Private Sectors As A Strategic Asset And To Prevent Terrorism ,2018-09-07 Over 1 800 total pages Included publications Social Media and the Policy Making Process a Traditional Novel Interaction Social Media Principles Applied to Critical Infrastructure Information Sharing Trolling New Media Violent Extremist Groups Recruiting Through Social Media An Initial Look at the Utility of Social Media as a Foreign Policy Tool Indicators of Suicide Found on Social Networks Phase 1 Validating the FOCUS Model Through an Analysis of Identity Fragmentation in Nigerian Social Media Providing Focus via a Social Media Exploitation Strategy Assessing the Use of Social Media in a Revolutionary Environment Social Media Integration into State Operated Fusion Centers and Local Law Enforcement Potential Uses and Challenges Using Social Media Tools to Enhance Tacit Knowledge Sharing Within the USMC Social Media Strategic Asset or Operational Vulnerability Tweeting Napoleon and Friending Clausewitz Social Media and the Military Strategist The U S Military and Social Media Balancing Social Media with Operations Security OPSEC in the 21st Century Division Level Social Media Understanding Violence Through Social Media The Investigation of Social Media Data Thresholds for Opinion Formation The Impact of Social Media on the Nature of Conflict and a Commander s Strategy for Social Media Provenance Data in Social Media Conflict Prediction Through Geo Spatial Interpolation of Radicalization in Syrian Social Media Social Media Effects on Operational Art Assessing the Potential of Societal Verification by Means of New Media Army Social Media Harnessing the Power of Networked Communications Analysis of Department of Defense Social Media Policy and Its Impact on Operational Security Social Media Valuable Tools in Today s Operational Environment Conflict Prediction Through Geo Spatial Interpolation of Radicalization in Syrian Social Media   Cutting-Edge Technologies and Social Media Use in Higher Education Benson, Vladlena,2014-02-28 This book brings together research on the multi faceted nature and overarching impact of social technologies on the main opportunities and challenges facing today s post secondary classrooms from issues of social capital formation to student support and recruitment   Social Media Marketing Tracy L. Tuten,2023-11-22 The original bestselling and award winning textbook on social media marketing featuring all the essential topics concepts research and practical application for study and career success Now thoroughly updated in this fifth edition to reflect the latest developments in social media marketing research and practice and with new case studies and examples including brands such as Apple Cadbury LUSH Cosmetics and Zoom A

must read for all students and practitioners of social media marketing Tracy L Tuten is a professor of marketing at Sofia University USA   **The Online Journalism Handbook** Paul Bradshaw,2017-08-31 The Online Journalism Handbook has established itself globally as the leading guide to the fast moving world of digital journalism showcasing the multiple possibilities for researching writing and storytelling offered to journalists through new technologies In this new edition Paul Bradshaw presents an engaging mix of technological expertise with real world practical guidance to illustrate how those training and working as journalists can improve the development presentation and global reach of their story through web based technologies The new edition is thoroughly revised and updated featuring a new chapter on social media and community management a fully updated chapter on online media law an increased focus on techniques for finding and verifying information online an expansion of the section on analytics a completely revised chapter on data journalism new chapters dedicated to liveblogging and mobile journalism and writing for social media platforms The Online Journalism Handbook Second edition is a guide for all journalism students and professional journalists as well as of key interest to digital media practitioners   **Social Media Marketing: Breakthroughs in Research and Practice** Management Association, Information Resources,2018-05-04 In the digital age numerous technological tools are available to enhance business processes When these tools are used effectively knowledge sharing and organizational success are significantly increased Social Media Marketing Breakthroughs in Research and Practice contains a compendium of the latest academic material on the use strategies and applications of social media marketing in business today Including innovative studies on email usage social interaction technologies and internet privacy this publication is an ideal source for managers corporate trainers researchers academics and students interested in the business applications of social media marketing   **Provenance Data in Social Media** Geoffrey Barbier,Zhuo Feng,Pritam Gundecha,Huan Liu,2022-05-31 Social media shatters the barrier to communicate anytime anywhere for people of all walks of life The publicly available virtually free information in social media poses a new challenge to consumers who have to discern whether a piece of information published in social media is reliable For example it can be difficult to understand the motivations behind a statement passed from one user to another without knowing the person who originated the message Additionally false information can be propagated through social media resulting in embarrassment or irreversible damages Provenance data associated with a social media statement can help dispel rumors clarify opinions and confirm facts However provenance data about social media statements is not readily available to users today Currently providing this data to users requires changing the social media infrastructure or offering subscription services Taking advantage of social media features research in this nascent field spearheads the search for a way to provide provenance data to social media users thus leveraging social media itself by mining it for the provenance data Searching for provenance data reveals an interesting problem space requiring the development and application of new metrics in order to provide meaningful provenance data to social media users This lecture reviews the current research on

information provenance explores exciting research opportunities to address pressing needs and shows how data mining can enable a social media user to make informed judgements about statements published in social media Table of Contents Information Provenance in Social Media Provenance Attributes Provenance via Network Information Provenance Data

Data Conscience Brandeis Hill Marshall,2022-08-19 DATA CONSCIENCE ALGORITHMIC S1EGE ON OUR HUM4N1TY EXPLORE HOW D4TA STRUCTURES C4N HELP OR H1NDER SOC1AL EQU1TY Data has enjoyed bystander status as we ve attempted to digitize responsibility and morality in tech In fact data s importance should earn it a spot at the center of our thinking and strategy around building a better more ethical world It s use and misuse lies at the heart of many of the racist gendered classist and otherwise oppressive practices of modern tech In Data Conscience Algorithmic Siege on our Humanity computer science and data inclusivity thought leader Dr Brandeis Hill Marshall delivers a call to action for rebel tech leaders who acknowledge and are prepared to address the current limitations of software development In the book Dr Brandeis Hill Marshall discusses how the philosophy of move fast and break things is itself broken and requires change You ll learn about the ways that discrimination rears its ugly head in the digital data space and how to address them with several known algorithms including social network analysis and linear regression A can t miss resource for junior level to senior level software developers who have gotten their hands dirty with at least a handful of significant software development projects Data Conscience also provides readers with Discussions of the importance of transparency Explorations of computational thinking in practice Strategies for encouraging accountability in tech Ways to avoid double edged data visualization Schemes for governing data structures with law and algorithms   *Inclusive Internal Communications* Aniisu K Verghese Ph.D.,2023-05-25 this book is a must read to make your workplace more inclusive with communications Marshall Goldsmith The 1 New York Times bestselling author of The Earned Life Triggers MOJO and What Got You Here Won t Get You There Are you looking to revolutionize your organization s internal communications strategy Look no further than Inclusive Internal Communications by author Aniisu K Verghese Ph D This book offers a wealth of valuable resources including the Internal Communications Framework 2 0 interviews with leading communication professionals internal communication hacks checklists assessments and reflections With Inclusive Internal Communications you ll learn how to build stronger connections gain commitment for organizational success and involve stakeholders in the communication journey The book covers a wide range of topics including manager communication employee advocacy change communication and management the future of internal communications employee experience enterprise social networks employee involvement internal corporate reputation and communicating difficult messages Whether you re a student prospective communicator or seasoned professional Inclusive Internal Communications is the ultimate resource to stay ahead of the curve in the evolving function of internal communications Get ready to take your organization s internal communications strategy to the next level with Inclusive Internal Communications   Innovation and Entrepreneurship Charles H. Matthews,Ralph

Brueggemann,2015-03-12 This book presents a new model the competency framework for students innovators entrepreneurs managers and anyone who wants to better understand the dynamic world of innovation and entrepreneurship Focused on both the individual and strategic organizational level this book is about people and the competencies each person needs to learn to be successful in creating a more dynamic future Matthews and Brueggemann s framework for innovation and entrepreneurship competencies empowers individuals to excel at innovation and new venture creation It provides a practical guide and clear and concise understanding of the knowledge skills attitudes and experiences that are needed to increase imagination creativity innovation and new venture creation capability Innovation and Entrepreneurship will be attractive for students of entrepreneurship innovation management and cross disciplinary classes such as design thinking Presented in a modular format Innovation Entrepreneurship informs the future direction of people and technology as well as the educational systems producing the next generation of innovators and entrepreneurs Based on extensive academic research this book is organized into two sections Twelve innovation elements and twelve competency categories The elements are the foundation and the competency categories are the building blocks that inform our path toward a more precise understanding of how innovation and entrepreneurship plays an important role in economic development and our daily lives **Digital Humanities** David M. Berry,Anders Fagerjord,2017-05-30 As the twenty first century unfolds computers challenge the way in which we think about culture society and what it is to be human areas traditionally explored by the humanities In a world of automation Big Data algorithms Google searches digital archives real time streams and social networks our use of culture has been changing dramatically The digital humanities give us powerful theories methods and tools for exploring new ways of being in a digital age Berry and Fagerjord provide a compelling guide exploring the history intellectual work key arguments and ideas of this emerging discipline They also offer an important critique suggesting ways in which the humanities can be enriched through computing but also how cultural critique can transform the digital humanities Digital Humanities will be an essential book for students and researchers in this new field but also related areas such as media and communications digital media sociology informatics and the humanities more broadly Study Guide for Understanding Nursing Research E-Book Susan K. Grove,Jennifer R. Gray,Christy Bomer-Norton,2018-09-17 Designed to reinforce your understanding through hands on work with high quality published studies the Study Guide for Understanding Nursing Research 7th Edition provides both time tested and innovative exercises for each chapter in the Grove Gray textbook This new edition includes an expanded focus on evidence based practice with each chapter featuring Terms and Definitions Linking Ideas Web Based Activities and Conducting Critical Appraisals to Build an Evidence Based Practice The Study Guide is built around three high quality published research studies located in the appendices and referenced throughout the book These full text articles selected for particular relevance to you will help you better understand the research and evidence based practice processes and help you learn to appraise and apply research findings to clinical settings Time tested and innovative exercises include brief

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