

Actions on Page

October 25 - October 31



We have insufficient data to show for the selected time period.

Page Views

October 25 - October 31

24

Total Page Views ▲ 14%



Page Previews

October 25 - October 31

4

Page Previews ▲ 33%



Page Likes

October 25 - October 31

1

Page Likes ▲ 100%



Reach

October 25 - October 31

1,539

People Reached ▼ 45%



Recommendations

October 25 - October 31



We have insufficient data to show for the selected time period.

Post Engagements

October 25 - October 31

28

Post Engagement ▼ 95%



Page Responsiveness

As of October 30, 2018

90%

Response Rate ▲ 0%

3 days 5 hrs

Response Time ▲ 0 hrs 0 mins

Videos

October 25 - October 31

463

Total Video Views ▼ 77%



Facebook Insights Guide 201

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Facebook Insights Guide 201:

The Facebook Guide to Small Business Marketing Ramon Ray, 2013-02-05 The guide for marketing a small business on Facebook The number one social networking site offers the opportunity to reach more than 350 million registered users with your advertising message Owners of small and local businesses will benefit from these tips and best practices provided by Facebook insiders Learn new ways to attract customers create a business profile and take advantage of Facebook s many marketing features With more than 350 million registered users Facebook opens a worldwide forum for small businesses that were once dependent on local traffic alone This guide to small business marketing on Facebook is packed with information from Facebook s staff Guides you through creating a profile for your business taking advantage of Facebook s unique marketing features following best practices and getting the best return on your investment Packed with insider tips and creative marketing ideas If you have a small or local business you can t go wrong with the marketing advice in *The Facebook Guide to Small Business Marketing*

Ultimate Guide to Local Business Marketing Perry Marshall, Talor Zamir, 2016-01-18 MASTER LOCAL SEO AND REACH THE RIGHT CUSTOMERS EVERY TIME With Google local services ads returning local businesses as results on more than a billion daily searches Google Adwords expert Perry Marshall and lead generation expert Talor Zamir introduce you to the basic framework behind a successful local SEO campaign From defining local search often confused with paid search and search engine marketing to local listing and reviews to social outreach and effective content development this guide delivers the tools to build an entire local marketing campaign You ll learn how to Capture high quality leads from Google AdWords new competitors and even legacy platforms such as Bing in 48 hours Master the components of a high converting campaign and get the most bang for your buck Harness mobile search advertising and Facebook ads for maximum results

The Complete Social Media Community Manager's Guide Marty Weintraub, Lauren Litwinka, 2013-01-04 A unique approach to today s hottest new job in social media Today s social community managers use social media platforms and act as brand evangelists and community advocates From creating viral content to crisis communication to leveraging community content social managers manage online social communities and deal with what comes Luckily *The Complete Social Media Community Manager s Guide Essential Tools and Tactics for Business Success* is the perfect resource for how to do this increasingly high profile and crucial job The book features proven tactics and techniques for effective management and includes more than 40 field tested tools and templates If you re a social community manager learn how to grow a community and achieve the results you need Topics include a detailed guide to today s social media platforms how to organize and successfully share content using metrics and reporting and more Helps social media community managers develop cultivate and convert their social media communities Does a deep dive into today s crucial social media platforms Provides a complete toolkit of over 40 field tested tools and templates on everything from how to craft a plan to developing an editorial calendar tracking results and more Explains how you can organize and

successfully share content among your target community and how to leverage that content to further amplify your message
The Complete Social Media Community Manager's Guide: Essential Tools and Tactics for Business Success is a must-have resource for one of the hottest new careers in today's social world [Facebook Marketing For Dummies](#) John

Haydon, 2014-12-08 Practical Facebook marketing strategies, tactics, and techniques This new edition of Facebook Marketing For Dummies arms novice to expert marketers with everything they need to plan, refine, execute, and maintain a successful Facebook marketing campaign Fully updated to cover the latest tools and techniques of Facebook marketing, you'll find hands-on guidance to create and administer your Page, Timeline, understand the psychology of the Facebook user, build your fan base, utilize events, contests, and polls to promote your Page, increase your brand awareness, integrate your Facebook marketing campaign with other marketing strategies, and monitor, measure, and adjust your Facebook marketing campaigns Written by a leading expert on helping others use Facebook and other social media tools to promote and enhance their brands, this practical guide gets you up and running on Facebook marketing fast In plain English, it walks you through all the latest features, including new designs for the News Feed, Timeline, and Pages, as well as major changes to the Facebook advertising platform Includes real-world case studies that illustrate how successful Facebook marketing really works Fully updated to cover the latest tools and techniques in Facebook marketing Shows marketers how to use Facebook to reach and engage their target audience Provides step-by-step instructions on how to organize, optimize, and manage your Facebook advertising campaigns If you're a marketer looking to develop or refine a social media marketing plan that includes significant Facebook presence, Facebook Marketing For Dummies is your go-to guide **The Complete Idiot's Guide to**

Facebook Marketing Damon Brown, John Wayne Zimmerman, 2012-03-06 Covers all aspects, including Facebook Marketplace, Facebook Places, and Facebook Deals [Facebook Me! A Guide to Socializing, Sharing, and Promoting on Facebook](#) Dave Awl, 2010-12-16 With more than 500 million active users around the world and still growing steadily, Facebook is more than just another social media site In the words of author Dave Awl, Facebook is the new town square, the place where people gather to discuss the news of the day as well as share what's going on in their lives And Facebook can actually be a useful business tool as well as a great way to promote creative projects So what's new in the second edition of Facebook Me? Facebook has changed dramatically since the book was first published, and this newly revised and expanded edition will bring readers up to speed on all the new features and interface elements that have been added and revamped in the time since It addresses the ongoing controversies about Facebook's privacy policies with detailed coverage of Facebook's privacy settings and advice for keeping your Facebook experience as secure as possible, as well as expanded info on Facebook's sharing tools and how to control who sees what It includes a brand new chapter called Advertising and Promoting on Facebook that shows you how to apply the principles of social media marketing specifically to Facebook's user culture in order to maximize the ripple effect of Facebook's news feed, to win new fans and customers, and build stronger bonds with

existing ones Plus there s an expanded chapter on Facebook at Work how to keep your profile professional avoid getting in trouble and use Facebook for job hunting And in the etiquette department this edition features new guidance on how to deal with conflict and avoid flame wars between Facebook friends All in all Facebook Me takes you on a guided tour of everything Facebook has to offer and shows you how to get the most out of the time you spend there while helping you avoid some of its pitfalls Find out what you can do on Facebook and what it can do for you Reconnect with old friends and make new ones let your friends know what you re up to and share photos or video all while protecting your privacy Learn Facebook etiquette how and why to friend someone how to socialize politely whether you should friend your boss and how to keep your profile looking professional if you do Publicize your projects business or causes Post to your Wall set up a Page organize a Group or invite friends to Events Discover how to use Facebook s News Feed to connect with an audience that reaches far beyond the boundaries of your own friends list Look for the Facebook Me page on Facebook to connect with the author and other readers of this book

Facebook Advertising For Dummies Paul Dunay,Richard Krueger,Joel Elad,2010-10-26 Profitable ideas and techniques for advertising on Facebook Tap into the explosive growth of social media and reach your customers with effective Facebook advertising campaigns and savvy insights into how to use this social media phenomenon effectively It s all here and more in this detailed easy to follow guide from two award winning marketers You ll learn what makes a good Facebook ad how to apply the latest strategies and tactics for effective pay per click and cost per impression advertising how to test your ad results and much more Explores Facebook advertising inside and out there are now more than 400 million active Facebook users and over 1 6 million active Pages on Facebook Works as an all around hands on guide for both experienced and new Facebook advertisers Walks you through planning and creating an advertising campaign Explains writing effective ad copy how to use landing pages and how to test and optimize your ads Shows you how to use Facebook Insights to understand your results and how to create reports that analyze data Put your company s best face forward with the sound advertising tips and techniques in Facebook Advertising For Dummies

Social Media in the Public Sector Ines Mergel,2012-10-30 Grounded in solid research Social Media in the Public Sector explores the myriad uses of social media in the public sector and combines existing practices with theories of public administration networked governance and information management Comprehensive in scope the book includes best practices the strategic managerial administrative and procedural aspects of using social media and explains the theoretical dimensions of how social behavior affects the adoption of social media technologies Praise for Social Media in the Public Sector Mergel has produced a foundational work that combines the best kind of scholarship with shoe leather reporting and anthropology that highlights the debates that government agencies are struggling to resolve and the fruits of their efforts as they embrace the social media revolution Social Media in the Public Sector is a first and sets a high standard against which subsequent analysis will be measured Lee Rainie director Pew Research Center s Internet American Life Project Mergel is an award winning author who again wields

her story skills in this book She excels in explaining in concrete practical terms how government managers can use social media to serve the public Her book puts years of research into one handy guide It s practical It s readable And it s an essential read John M Kamensky senior fellow IBM Center for The Business of Government Mergel moves beyond the hype with detailed comprehensive research on social media technologies use management and policies in government This book should be required reading for researchers and public managers alike Jane Fountain professor and director National Center for Digital Government University of Massachusetts Amherst Comprehensive and compelling Social Media in the Public Sector makes the case that to achieve Government 2 0 agencies must first adopt Web 2 0 social technologies Mergel explains both how and why in this contemporary study of traditional institutions adopting and adapting to new technologies Beth Simone Noveck United States Deputy Chief Technology Officer 2009 2011 *Web Analytics Strategies for Information Professionals* Tabatha Farney,Nina McHale,2014-01-01 Investing time in customizing your settings in Google Analytics helps you get the most out of the detailed data it offers particularly if your library s web presence spans multiple platforms *The Definitive Guide to Social CRM* Barton J. Goldenberg,2015-02-24 Make Social CRM work This book presents the first proven framework and step by step methodology for driving maximum value from Social CRM throughout sales marketing customer service and beyond Barton Goldenberg the field s 1 expert offers a proven four step methodology for succeeding with Social CRM work in any B2B B2C or B2B2C organization You ll learn how to integrate people process and technology to optimize relationships with every customer achieve seamless collaboration across customer facing functions and make the most of today s leading social platforms Goldenberg shows how to Systematically harvest information from Social Media conversations and communities Facebook Twitter LinkedIn Google and beyond Integrate this information into expanded customer profiles Use these profiles to personalize customer service marketing messages and sales offers far more effectively Goldenberg assesses the changing impact of social media on customer relationships identifies smarter ways to profitably integrate it throughout your business guides you through Social CRM planning and implementation and examines key challenges and opportunities in leveraging Social CRM after you ve deployed it You ll find practical advice on issues ranging from strategy to software selection vendor negotiation to team development and day to day operations Goldenberg concludes by previewing the future of Social CRM and the fast changing customer tomorrow s systems must serve For all executive decision makers managers and implementers who are involved in planning or considering Social CRM initiatives **The Art of Digital Marketing** Ian Dodson,2016-04-04 The premier guide to digital marketing that works and a solid framework for success The Art of Digital Marketing is the comprehensive guide to cracking the digital marketing code and reaching engaging and serving the empowered consumer Based on the industry s leading certification from the Digital Marketing Institute DMI this book presents an innovative methodology for successful digital marketing start with the customer and work backwards A campaign is only effective as it is reflective of the consumer s wants needs preferences and inclinations

the DMI framework provides structured implementable iterative direction for getting it right every time The heart of the framework is a three step process called the 3i Principles Initiate Iterate and Integrate This simple idea translates into higher engagement real customer interaction and multichannel campaigns that extend even into traditional marketing channels The evolution of digital marketing isn't really about the brands it's about consumers exercising more control over their choices This book demonstrates how using this single realization as a starting point helps you build and implement more effective campaigns Get inside the customer's head with deep consumer research Constantly improve your campaigns based on feedback and interactions Integrate digital activities across channels including traditional marketing Build campaigns based on customer choice and control Digital marketing turns traditional marketing models on their heads Instead of telling the customer what to think you find out what they already think and go from there Instead of front loading resources you continually adjust your approach based on real interactions with real customers every day Digital marketing operates within its own paradigm and *The Art of Digital Marketing* opens the door for your next campaign

Managing Your Band Steve Marcone, Dave Philp, 2021-06-24 *Managing Your Band* A Guide to Artist Management is your go to guide for artist management in the new music industry especially independent artists taking the DIY route Industry insiders Steve Marcone and Dave Philp tackle the work and knowledge required of an artist manager and band member focusing on earning revenue from an artist's three major revenue streams songwriting and publishing live performance and recording The book investigates the roles of the many industry intermediaries illustrating how many of today's artists including DIY artists function as their own entertainment companies This seventh edition includes updated information for the twenty first century artist and manager including key information on the impacts of COVID 19 on the industry New sections and chapters include The twenty first century DIY manager The live ecosystem Music publishing Social media Analytics offered by streaming services Each chapter includes learning objectives a summary and suggested projects for course usage For access to the free instructor's manual which includes a sample syllabus and test questions please email textbooks@rowman.com

Guide to Reference in Medicine and Health Denise Beaubien Bennett, Christa Modscheidler, 2014-04-26 Drawn from the extensive database of *Guide to Reference* this up to date resource provides an annotated list of print and electronic biomedical and health related reference sources including internet resources and digital image collections

Digital Branding Daniel Rowles, 2014-04-03 *Digital Branding* gives step by step practical guidance on how to build a brand online Through exploring topics like content marketing social media search optimisation and web analytics Daniel Rowles develops a robust framework for brand planning channel selection and measuring the effectiveness of your brand campaigns *Digital Branding* contains real world case studies a guide to the free and paid tools that can help measure digital branding in each of the different online channels examples of social guidelines process and policy and an original step by step digital branding process along with measurement techniques and guidelines

Strategic Social Media Management Karen E. Sutherland, 2024-08-29 This

textbook provides a lively introduction to the fast paced and multi faceted discipline of social media management with international perspectives AI approaches and tools to enhance the learning experience Aside from focusing on practical application the textbook takes readers through the process of strategy development and implementation ethical and accurate content curation and strategic content creation Combining theory and practice Strategic Social Media Management teaches readers how to take a strategic approach to social media from organisational and business perspectives and how to measure results Richly supported by robust and engaging pedagogy and case studies it integrates public relations marketing and advertising perspectives and examines key issues including risk ethics privacy consent copyright and crisis management Reflecting the demands of contemporary practice advice on self care is also provided helping to protect emerging Social Media Managers from the negativity they can experience online By the end readers will be able to develop a social media strategy understand accurate and relevant content curation and create engaging social media content that tells compelling stories connects with target audiences and supports strategic goals and objectives This is an ideal textbook for students learning social media strategy marketing and management at undergraduate level It is also essential reading for business owners marketing public relations advertising and communications professionals looking to hone their social media skills The first edition of this textbook won a Book Excellence Award a Silver International Stevie Award for Best Business Book and was named in the Best 100 Public Relations eBooks of All Time by the Book Authority

The UX Careers Handbook Cory Lebson, 2021-12-14 This second edition of The UX Careers Handbook offers you all the great advice of the first edition freshly updated plus a new chapter on critical soft skills much more on becoming a UX leader and a 17th user experience UX career pathway The UX Careers Handbook Second Edition offers you an insider s advice on learning personal branding networking skills building your resume and portfolio and actually landing that UX job you want as well as an in depth look at what it takes to get into and succeed in a UX career Whether your interests include design information architecture strategy research UX writing or any of the other core UX skillsets you ll find a wealth of resources in this book The book also includes Insights and personal stories from a range of industry leading UX professionals to show you how they broke into the industry and evolved their own careers over time Activities and worksheets to help you make good decisions and build your career Along with the book you can explore its companion website with more resources and information to help you stay on top of this fast changing field Not only for job seekers The UX Careers Handbook Second Edition is a must have for Employers and recruiters who want to better understand how to hire and keep UX staff Undergraduate and graduate students thinking about their future careers Professionals in other careers who are thinking about starting to do UX work Watch Cory Lebson s companion video course Planning a Career in User Experience 2023 for a high level overview of the topics covered in the book <https://www.linkedin.com/learning/planning-a-career-in-user-experience/22187206> You can get access if you have a subscription to LinkedIn Premium sign up for a one month free trial if available or access for free through your school or

local library if offered Cory Lebson has been a UX consultant and user researcher for over two decades He is Principal and Owner of a small UX research consultancy a builder of UX community and a past president of the User Experience Professionals Association UXPA Not only a practitioner of UX Cory teaches and mentors to help professionals grow their UX skills and conducts regular talks and workshops on topics related to both UX skills and career development Towards Consumer 4.0 Insights and Opportunities under the Marketing 4.0 Scenario Maria Pilar Martinez-Ruiz, Monica Gomez-Suárez, Ana Jiménez-Zarco, Alicia Izquierdo-Yusta, 2021-02-17 **Social Media Monetization** Francisco J. Martínez-López, Yangchun Li, Susan M. Young, 2022-09-23 Social media initiatives when effectively used and correctly monetized can engage customers better and provide higher ROI rates than traditional marketing and sales initiatives This book presents a selection of monetization strategies that can help companies benefit from social media initiatives and overcome the current challenges in connection with generating and growing revenues Using cases and examples covering several social media platforms the authors describe a variety of strategies and holistic solutions for companies In addition the book highlights the latest social media innovations best business practices successful monetization cases and strategic trends in future social media monetization Top executives need to read this book to have a big picture of corporate wide social strategy form a social mindset and infuse a social gene into their company s culture strategy and business processes Armed with these social elements companies can gain confidence effectively introduce social media tools and invest in major social media initiatives Due to changing consumer behavior social media is also ideal for building and sustaining quality relationships with customers which is why it is becoming an indispensable element in today s business Creativity and Data Marketing Becky Wang, 2017-01-03 The world is moving towards universal connectivity at a dizzying rate underpinning this complex system of incessant transaction connection and digital experience is an infrastructure that generates a trail of data This trail not only tells us about human behaviour but provides vital insights into market dynamics consumer behaviour as well as the relationships we value and the culture we live in Creativity and Data Marketing helps marketers access this data find meaning in it and leverage it creatively to gain a competitive advantage Creativity and Data Marketing addresses the need to analyse data creatively and in particular how balancing tangible insights with creative market influence can maximise business innovation and results The book clarifies where businesses can improve existing infrastructure processes and activities as well as finding new addressable markets ready to validate or rethink market demand By identifying how and why a consumer interacts with touch points beyond paid media for example forums blog content native advertising and word of mouth Becky Wang presents a creativity and data blueprint on how businesses can make lucrative steps forward to innovate their products services and communication strategies laying the groundwork for long term results Online resources include bonus content covering analytics methods evolving research data platforms and more and a creative brief template *The Definitive Guide to Strategic Content Marketing* Lazar Dzamic, Justin Kirby, 2018-07-03 Understand content

marketing best practice from a new perspective with exclusive insight and contributions from leading academics experts global thought leaders and influencers in the industry on key topics to create a truly unique resource including a foreword by Tom Goodwin and bonus online chapters Marketers everywhere are talking about content but not everyone is saying the same thing Some professionals love content and believe it has revolutionized the practice of marketing To others it is mere hype a new name for what marketers have always done The Definitive Guide to Strategic Content Marketing brings together all these diverse perspectives structuring them around useful key topics that provide insight into the multi faceted nature of content marketing weaving together different voices to present a balanced view of the subject Grouping the discussion around relevant subjects such as content monetization native advertising visuals vs video and the challenge of measuring results this book allows readers to cherry pick the most useful aspects of each discussion according to their interests and apply it to their own marketing initiatives With a foreword written by Tom Goodwin author of Digital Darwinism and EVP Head of Innovation at Zenith USA and containing contributions from brands such as GE General Motors HSBC Football Association Diageo and Pernod Ricard plus agencies including Ogilvy Group UK Havas Zenith Vizeum Accenture this book is a truly unique resource Insight and contributions from A list industry professionals and influencers include Tim Lindsay Bob Garfield Bob Hoffman Faris Yakob Thomas Kolster Rebecca Lieb Tia Castagno Scott Donaton Rober Rose David Berkowitz Professors Mara Einstein Mark Ritson and Douglas Rushkoff

Facebook Insights Guide 201: Bestsellers in 2023 The year 2023 has witnessed a noteworthy surge in literary brilliance, with numerous captivating novels enthralling the hearts of readers worldwide. Lets delve into the realm of popular books, exploring the engaging narratives that have enthralled audiences this year.

The Must-Read : Colleen Hoover "It Ends with Us" This poignant tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover skillfully weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can succeed.

Facebook Insights Guide 201 : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This intriguing historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids compelling storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery.

Facebook Insights Guide 201 : Delia Owens "Where the Crawdads Sing" This captivating coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens crafts a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting.

These top-selling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of captivating stories waiting to be discovered.

The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts.

The Secret History is a exceptional and thrilling novel that will keep you wondering until the very end. The novel is a cautionary tale about the dangers of obsession and the power of evil.

<https://staging.conocer.cide.edu/About/virtual-library/HomePages/Microsoft%20Word%20Drawing%20Tools%20Sparcc.pdf>

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