

By Caitlin Zucal, Marketing Coordinator, Arkovi Social Media Archiving

One fantastic feature Facebook offers users is the Insights Dashboard, which provides Facebook page administrators with metrics around their content. Analyzing Facebook Insights can give you a huge advantage, allowing you to understand trends and how your users consume your content. This can help you create relevant content for your Facebook fans via an editorial calendar.

To access your Insights, click on See Insights, which will be listed on the right side of the admin panel when viewing your Facebook page. You will then see an overview graph and have the option to see insights on Likes, Reach, Visits, Posts, and People. However, in order to begin to understand this data, note that there are two different types of Facebook Insights admins can examine:

- **User Insights:** total page likes, new likes and unlikes, total number of fans, demographics, page views, etc. (See Image 1.)
- **Interactions Insights:** daily reports that include post likes and comments, post impressions, mentions, discussions, etc.

There is a lot of data at your disposal – the key to successfully taking advantage of Facebook insights is to review the material and decide what is most meaningful to you. And, since we are all extremely busy throughout the day, why not export your data and review later? Simply click on Export Data and you can download your data into Excel. Also, you have the option of selecting a data range, which is great for reviewing if a certain promotion was successful.

Perhaps you have been writing a series of blog posts on local historical events and sharing them on Facebook. Want to know what content attracted the most users to your page? Take a look at your Posts Insights (see Image 2), which give you a breakdown of the number of page views on specific dates, as well as what outside sources drove those users to your page (Google, websites, etc.) Want to know

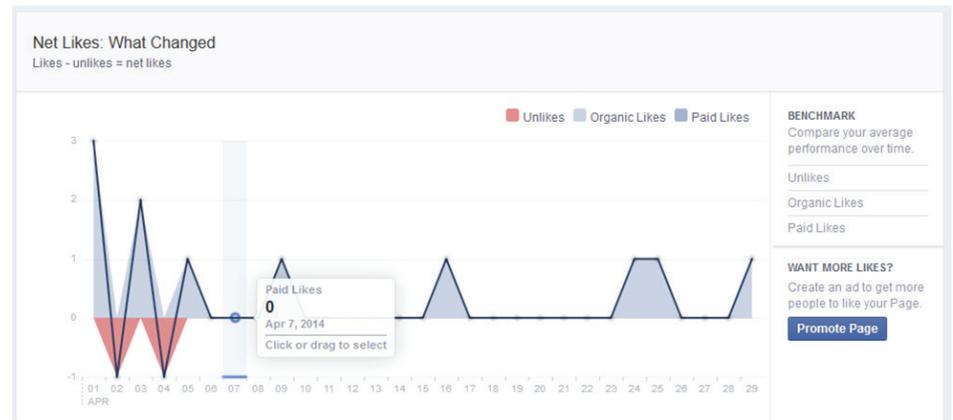


Image 1

Your 5 Most Recent Posts

Legend: Reach: Organic / Paid (orange), Post Clicks (blue), Likes, Comments & Shares (pink)

Published	Post	Type	Targeting	Reach	Engagement	Promote
04/23/2014 1:25 pm	Planning your summer vacation? Space is still available on OHS's 2014 member bus trip to			63	10 5	<a href="#">Boost Post</a>
04/22/2014 11:59 am	Check it out!			568	22 53	<a href="#">Boost Post</a>
04/10/2014 3:15 pm	Have you been to our website lately? Be sure to check out the calendar of events - we've just added a			94	11 4	<a href="#">Boost Post</a>
04/03/2014 9:10 am	Congratulations to the Friends and Descendants of Johnson's Island, one of the recipients of this year's			360	16 31	<a href="#">Boost Post</a>
03/12/2014 3:29 pm	Opening weekend at the Ohio Village is the 'Ohio Village Soldiers' Aid Fair: A Civil War Sanitary Fair'			216	0 13	<a href="#">Boost Post</a>

[See All Posts](#)

Image 2



Image 3

who your fans are? Insights shows you the demographics on your Facebook fans – what cities they are from, what percentage is male and female, as well as what age groups you are attracting. (See Image 3.)  
(Continued from page 12)

*(Continued from page 4)*

These metrics are especially useful for targeted marketing campaigns, such as promoting a special event. For example, say you decide to promote an upcoming Civil War Round Table program on Facebook. In preparation for the event, you have been posting articles on the Civil War, details about the event, etc. Facebook Insights can give you the scoop on what parts of Ohio are most interested in that specific topic, as well as what age groups Civil War 150 events attract. This can be your secret weapon for future marketing campaigns, knowing what history topics certain age groups and Ohio locations find relevant. Now you will know who to target message to in the future, leading to higher event attendance rates.

These are just a few of the many benefits Insights can offer organizations taking advantage of Facebook pages. With over 800 million users, Facebook is one of the most popular websites in the world. Therefore, it is critical that history organizations not only take advantage of social media, but use resources like Facebook Insights to their advantage. If you monitor and download insights regularly, you will have a cutting edge when it comes to your marketing and social media strategies. With a free resource like this at your fingertips, why not give it a try and see where it leads you! ■