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FACEBOOK Part 4 Metrics, Analytics and Resources

A field guide for missions, posts and IRCs



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U.S. Department of State
International Information Programs
Office of Innovative Engagement
OIESupport@state.gov

REVIEW AUTHORITY: Barbara Nielsen, Senior Reviewer

**Facebook is constantly changing. While we periodically review this guide to reflect these changes to the interface, we can't always guarantee that what you see on the screen will exactly mimic the information in the guide.*



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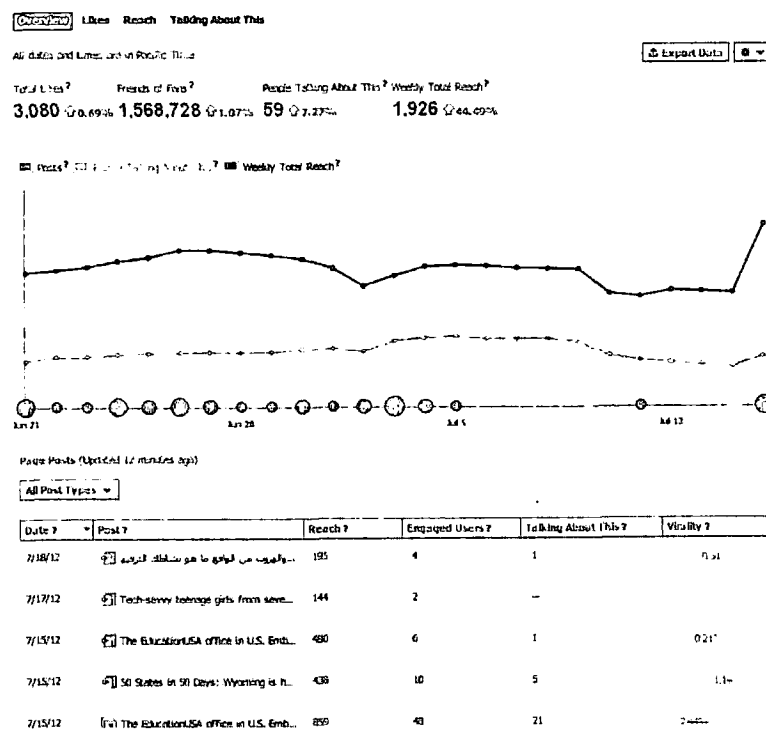
Before using any new social media tools for official State Department purposes, it is important that you are familiar with State Department Policy on Social Media: [5 FAM 790](#).

You should also review the [Managing Your Social Media field guide](#). This guide is very important to helping you plan, create and execute a successful social media campaign.

If you have any questions about this guide, please contact OIESupport@state.gov.

Facebook Insights – Metrics and Analytics

Insights is a tool provided by Facebook to help you track information about your fans. There is a wealth of information here – don't get overwhelmed!



Keeping track of metrics is very important to monitor the success of your Page.

There are four metrics presented at the top of the page that help you quickly assess your engagement:

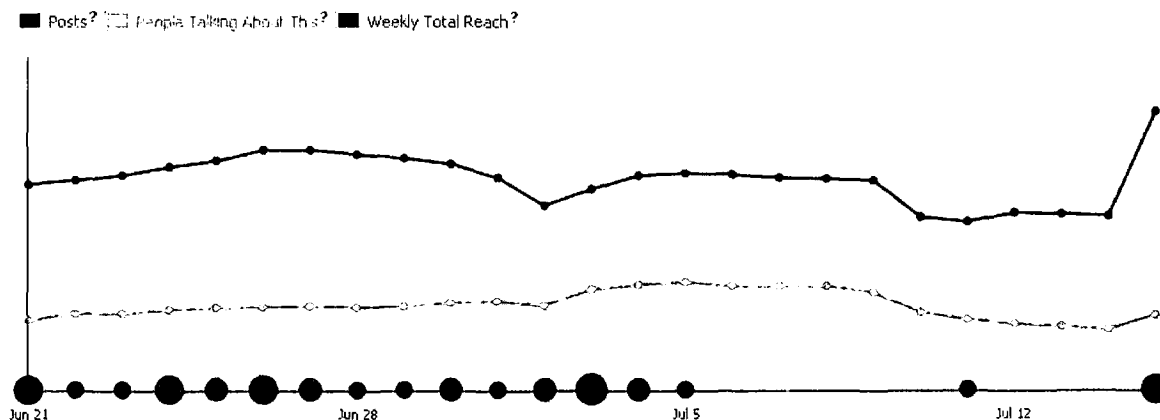
Total Likes? **3,084** ↑0.72% Friends of Fans? **1,568,728** ↑1.07% People Talking About This? **62** ↑12.73% Weekly Total Reach? **1,926** ↑44.49%

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1. **Total Likes:** The number of unique people who like your Page as of the last day of your selected date range.
2. **Friends of Fans:** The number of unique people who are friends with your fans as of the last day of your selected date range, including your current fans.
3. **Talking About This:** The number of unique people who have created a story about your Page during your selected date range. A story is created when someone:
 - Likes your Page
 - Likes, comments on, or shares your Page post
 - Answers a question you've asked
 - Responds to your event
 - Mentions your Page
 - Tags your Page in a photo
 - Checks into or recommends your Place
4. **Weekly Total Reach:** The number of unique people who have seen any content associated with your Page (including any Ads or Sponsored Stories pointing to your Page) during the past week.

You can export this data to an Excel spreadsheet by clicking on the "Export Data" button in the top right corner.

The graph below presents your number of posts per day, People Talking About This, and Weekly Total Reach overlaid.



Below the graph, you can find detailed statistics on each of your posts. Here is a rundown of each column:

- **Reach:** the amount of unique people who saw your post
- **Engaged Users:** the amount of people who clicked on your post
- **Talking About This:** the amount of unique people who created a story about your post
- **Virality:** the number of people who have created a story from your post as a percentage of the number of people who have seen it.

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You can also click through the links at the top of the page.



Likes **Reach** **Talking About This**

Click on **Likes** to find out demographic information on your fan base. This provides information on:

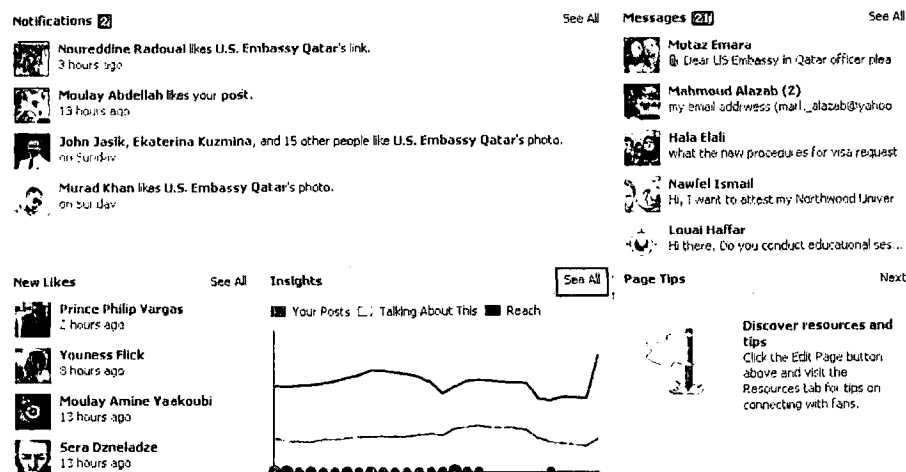
- **Gender and Age:** The percentage of people who liked your Page for each age and gender bracket as of the last day of your selected date range. This is based on the data people enter in their profile.
- **Countries:** The number of people who liked your Page as of the last day of your selected date range, broken down by country. This is based on the user's IP address.
- **Cities:** The number of people who liked your Page as of the last day of your selected date range, broken down by city. This is based on the user's IP address.
- **Language:** The number of people who liked your Page as of the last day of your selected date range, broken down by language. This is based on the user's default language setting.
- If you scroll below, you can find data on where your likes are coming from.

Click on **Reach** to find out demographic information on who your posts reached.

Click on **Who Is Talking About Your Page** to find out demographic information on people creating stories about your page.

Accessing Insights

Visit your Admin Panel and click "See All" in the Insights box.

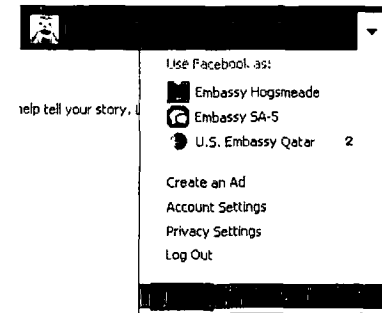


FOR OFFICIAL USG USE ONLY**Facebook Resources**

Facebook Help Center offers a great deal of information. If you are looking for something that you cannot find, the Help Center is a great place to check. Access the Help Center from your Accounts drop-down in the top-right corner of Facebook.

We recommend that you familiarize yourself with the following Help Center topics:

- Mobile
- Suggestions
- Privacy
- Security
- Warnings
- Intel
- Intellectual Property
- Accessibility
- Pages for Business
- Facebook Ads



It is also a good idea to follow [Facebook](#) and [Government](#) to keep up with the latest government-related changes. We strongly recommend you read [Facebook's Privacy Policy](#) and [Facebook Privacy Guide](#).

Internal Resources

- [Social Media Dashboard](#)
- [General DoS Terms of Use Template](#)
- [HTML Terms of Use Template](#)

This is the end of the Facebook Field Guide.

[Find the remaining sections of the Facebook Field Guide here on the Social Media Hub.](#)

Special thanks to Tim Brown, Jean Cavanaugh, Anne Coleman-Honn, Chris Larson, Michael Rousek, Sandy Simms, Elizabeth Trudeau, Mohammad Partovi, Paula Thomson, Phil Sticha and Rhonda S. Urbanczyk.

If you have questions or comments, please contact IIP's Office of Innovative Engagement at OIEsupport@state.gov.