



# FACEBOOK ANALYTICS

A list of tools that can help you maximize your  
success for Facebook Analytics

TOPIC:

# WHAT IS AN ORGANIC FACEBOOK POST?



## EXERCISE 1

Create a Facebook organic posting schedule for the next 30 days. Vary the type of content that you post so you can test which types of posts receive the most engagement.

- Text
- Photos
- Videos
- Stories
- Memes

We recommend posting at least 3 times a week.

TOPIC:

# WHERE TO FIND FACEBOOK INSIGHTS



## EXERCISE 2

Follow along with the instructional video to navigate to your Facebook Insights page.

TOPIC:

# WHAT IS POST ENGAGEMENT?



## EXERCISE 3

For each of the posts that you create and launch in the next 30 days, write down the number of post engagements that the post receives.

Which performs the best? Are there some that don't perform at all?

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TOPIC:

# WHAT IS FACEBOOK REACH?



## EXERCISE 4

In the left-hand navigation menu, click on “Posts” to analyze your Post Reach metrics. Under the tab, “When Your Fans Are Online,” write down the two times a day when your online audience number peaks.

1. \_\_\_\_\_

2. \_\_\_\_\_



## EXERCISE 5

Scroll down to the “All Posts Published” section. Write down the top 3 performing posts that you see.

POST	TYPE	POST REACH
<i>Ex. Team community day post</i>	<i>Ex. Photo</i>	<i>125</i>

TOPIC:

# HELPFUL TOOLS



## EXERCISE 6

Choose one of the linked tools and try it out for 14 days.





**REACH AND  
ENGAGE YOUR  
IDEAL AUDIENCE**

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