



Your Facebook Page Insights will help you understand who among your audience is most engaged with your Page. Take a look below at each Page Insights section and what it can tell you.

Page Likes & Demographics

- Page Likes: The total Page likes for each day, over a last month period.
- Net Likes: The number of new likes minus the number of unlikes.
- Your Fans: View the gender & age of the people who like your Page.

Total likes	New likes	Net likes	Unlikes
410	4	4	0

Page Reach

- Post Reach: The number of people your post was served to by paid and organic reach.
- Total Reach: The number of people who were served any activity from your Page

Organic reach	Total reach
29	38.0

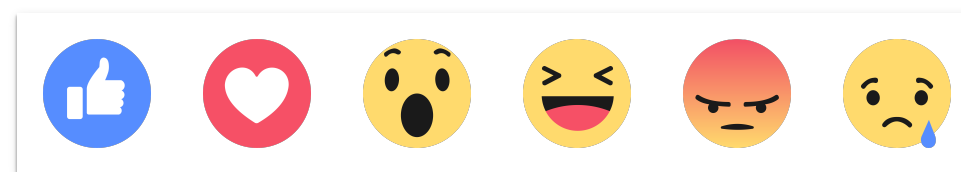
Page Engagement

- Find out who has liked, commented on and shared your posts.

Engaged users	Likes	Shares	Comments
7	3	3	4

Page Reactions

- See how people express themselves and share their reaction to a post.



Page Impressions

- See the number of times a post from your Page is displayed.

Total page views	Total impressions	Viral impressions
84	154	19

Page Video Posts

- See the number of times your Page's videos were viewed for 3 seconds or more.

Auto-played video views
1

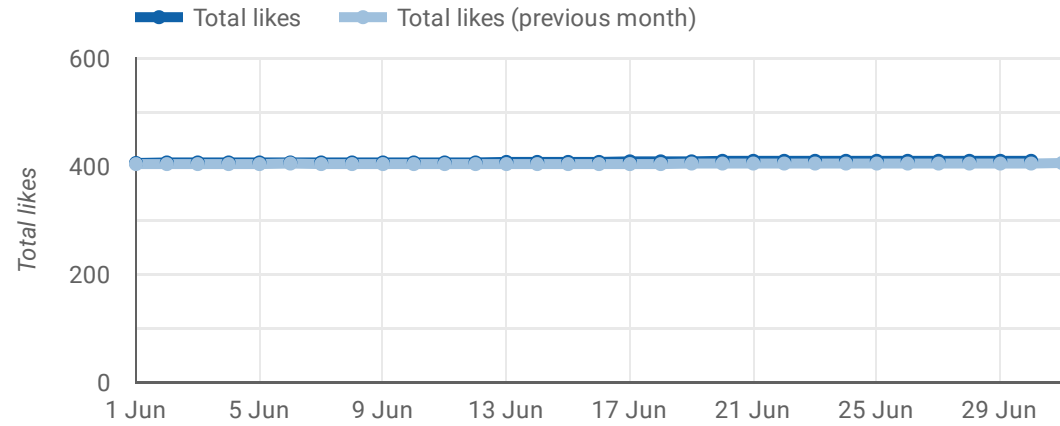


Page Likes

1 Jun 2020 - 30 Jun 2020

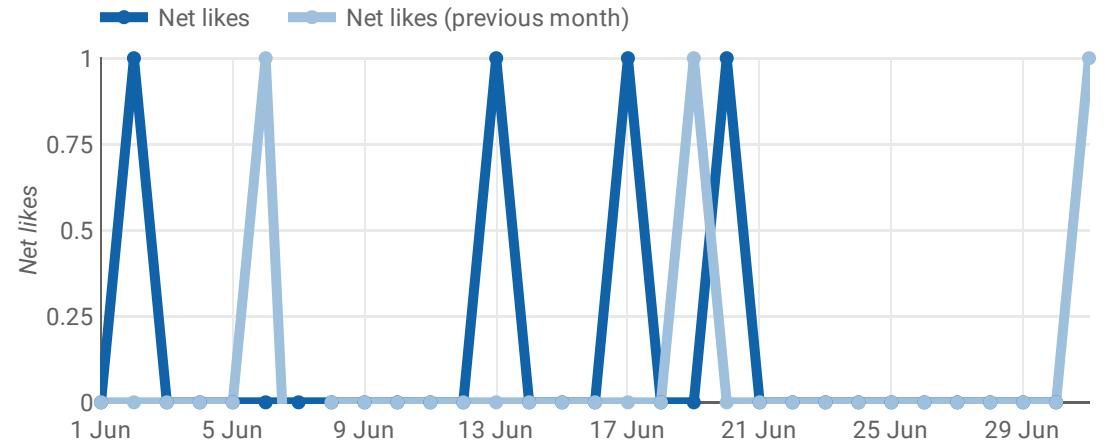
Total likes 410	New likes 4	Net likes 4	Net likes growth rate 1.0%	Likes churn rate 0.0%	Page likers (fans) online per day 341.0	Unlikes 0
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What is the total number of people who liked your page?

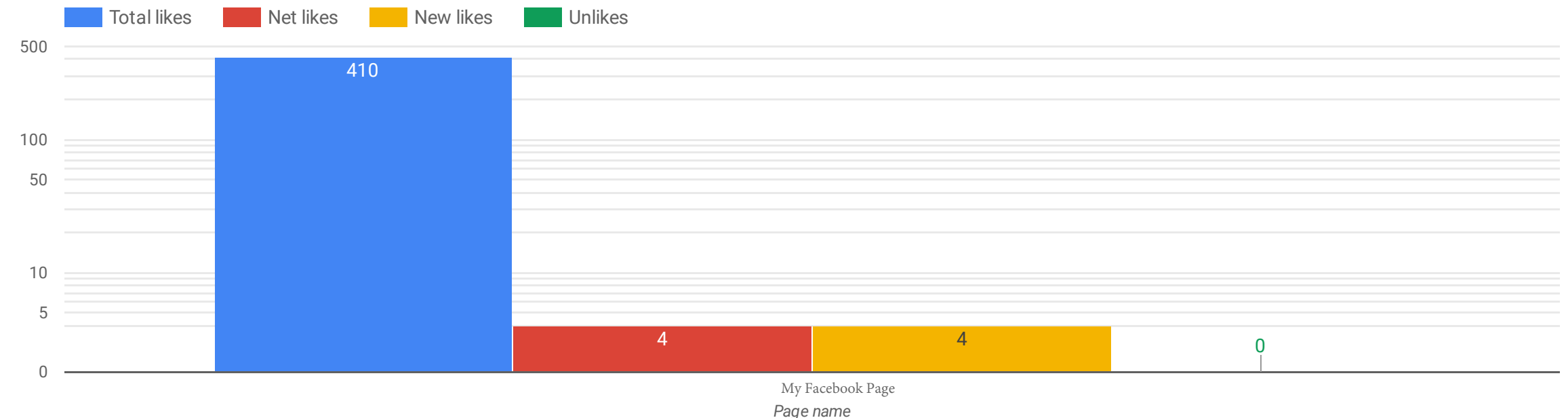


What is the total number of new likes?

Page name ▼



How many people responded with likes and unlikes?

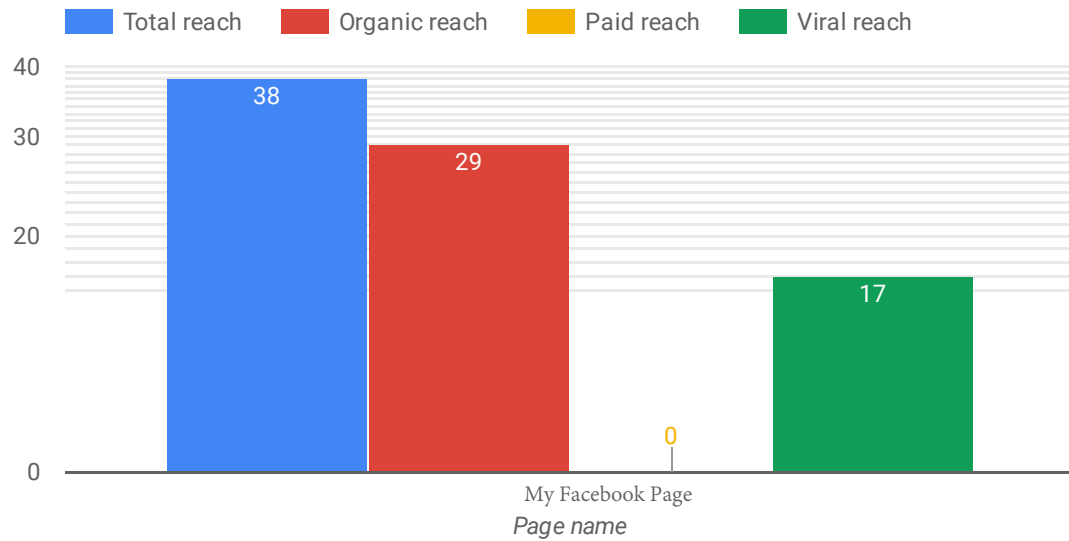




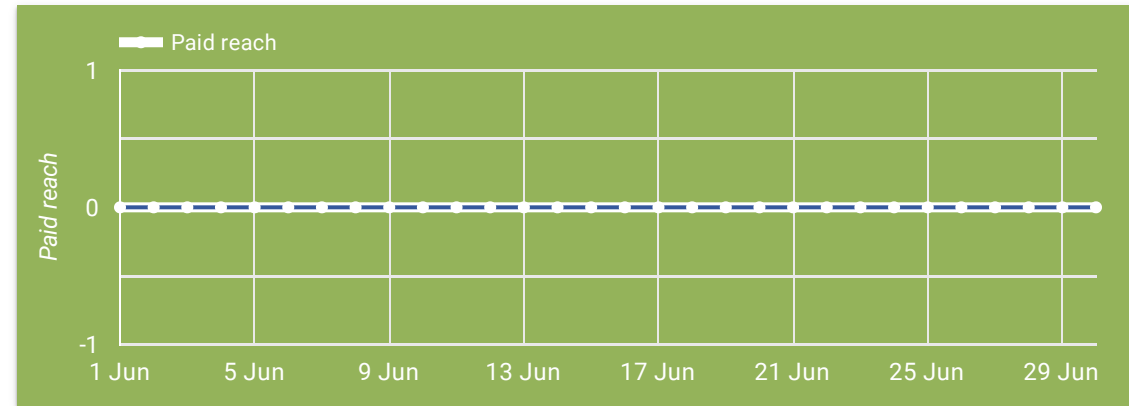
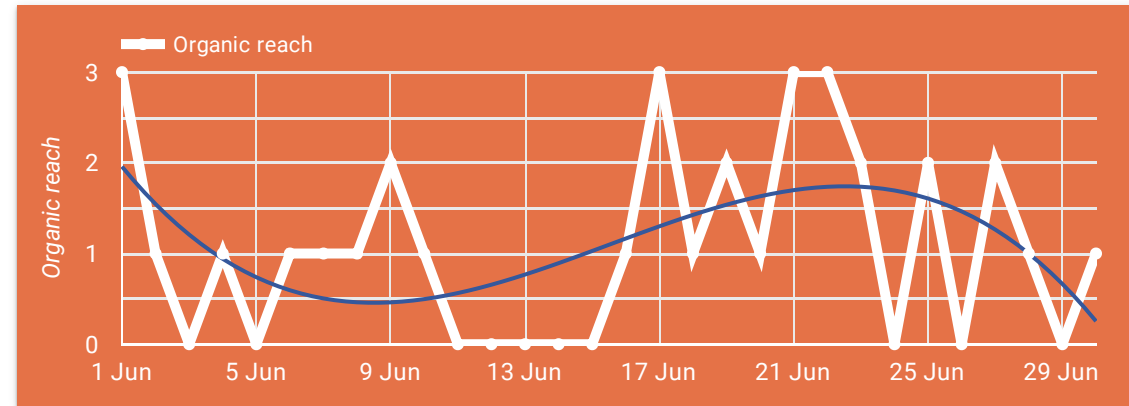
Total reach 38.0	Organic reach 29	Paid reach 0	Viral reach 17
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Page name ▼

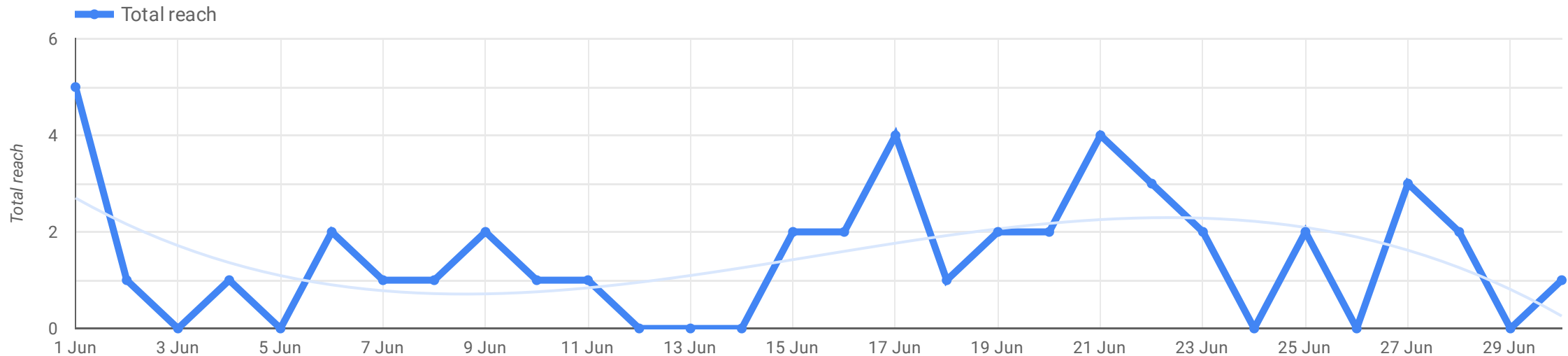
What is the total reach of your page?



Organic vs. Paid reach

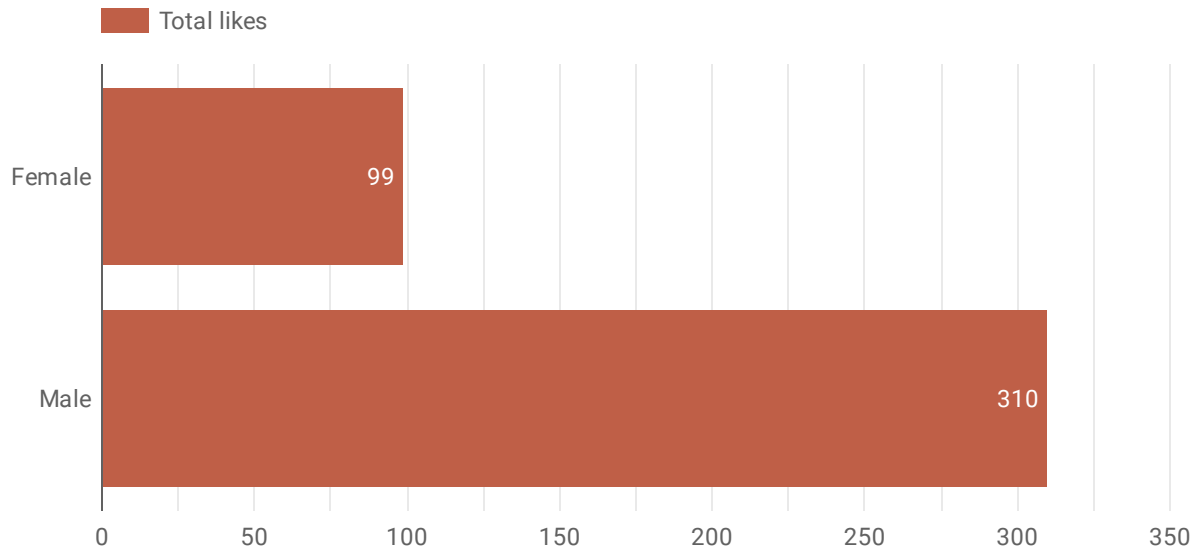


How is the total reach of your page trending?





Total likes vs. gender



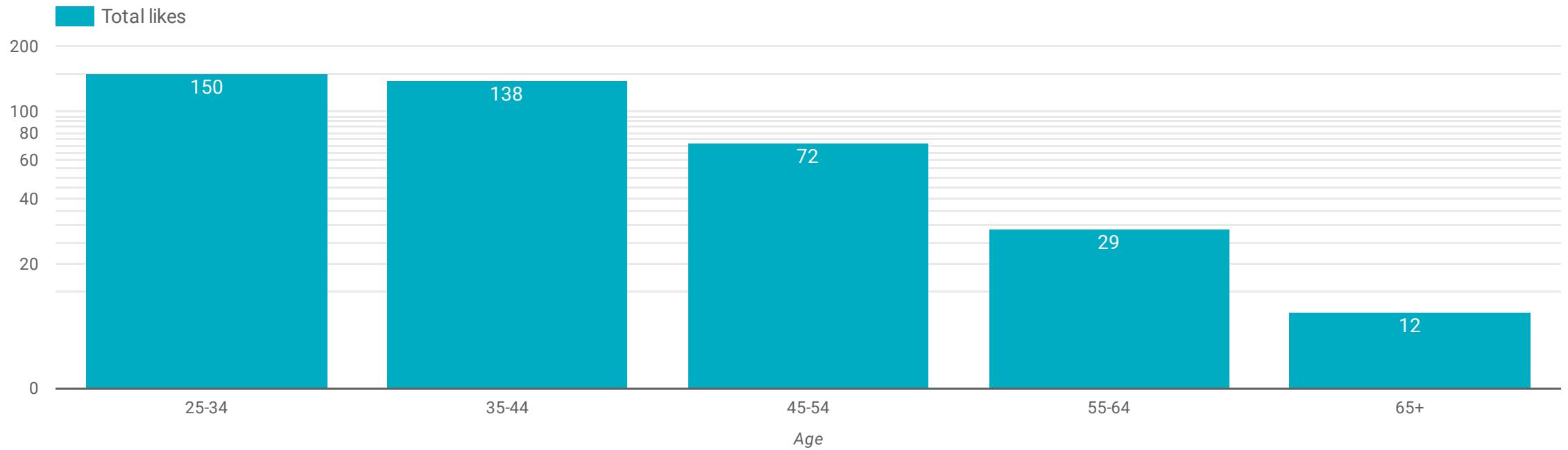
Total likes vs. age & gender

Page name

	Gender & age	Total likes
1.	Male 25-34	113
2.	Male 35-44	100
3.	Male 45-54	55
4.	Female 35-44	38
5.	Female 25-34	36
6.	Male 55-64	25
7.	Female 45-54	17
8.	Male 65+	10
9.	Male 18-24	7
10.	Female 55-64	4

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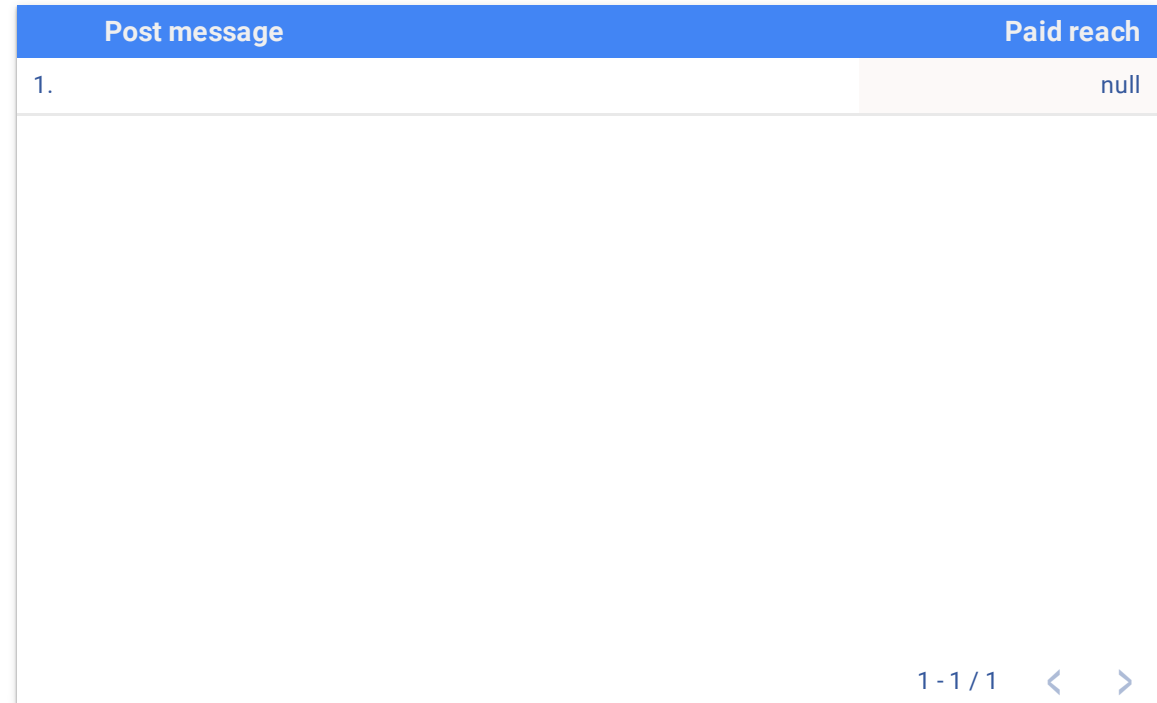
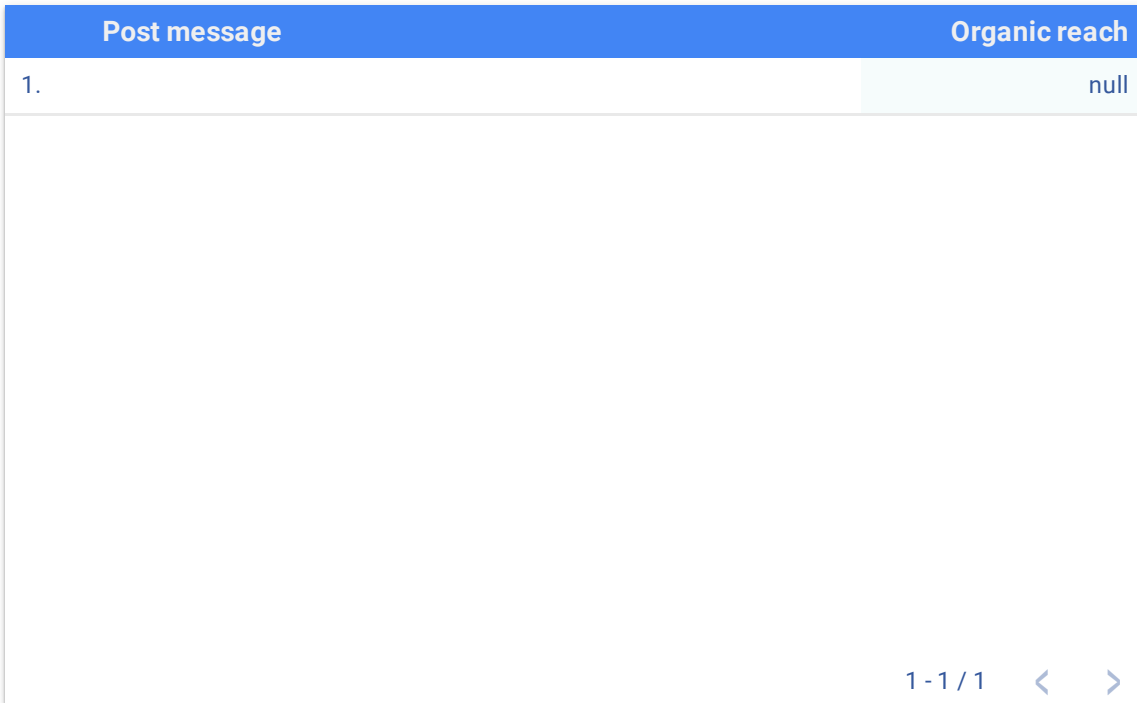
Total likes vs. age



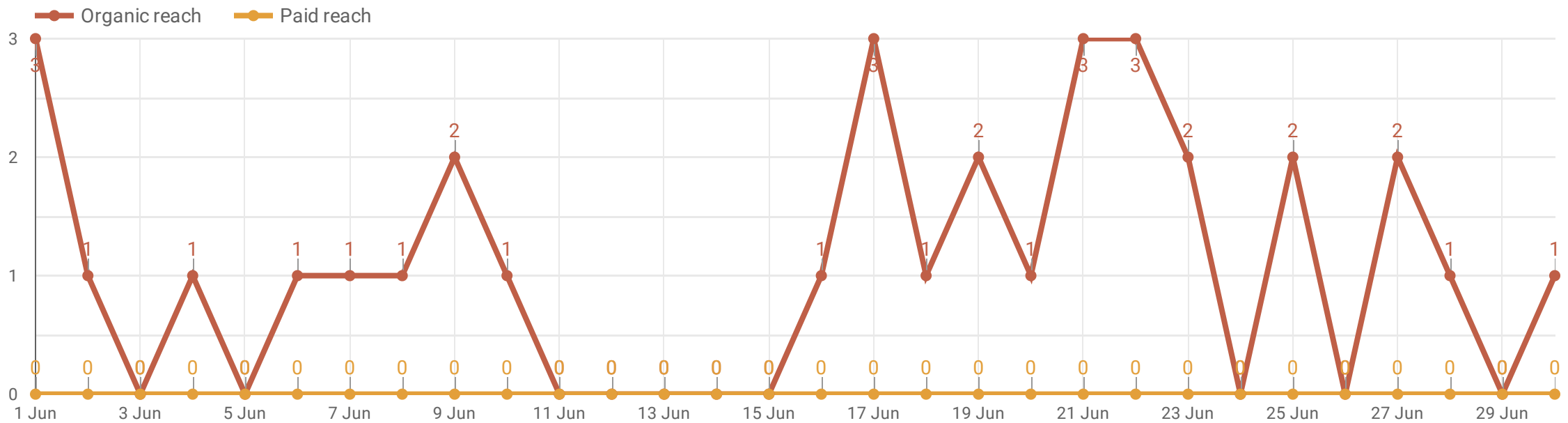


Page name

Post organic reach & post paid reach.



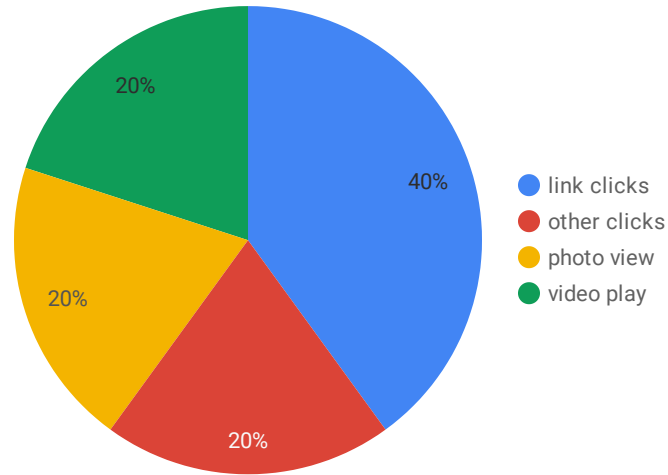
How is the post organic vs. paid reach of your page trending?



What type of post status users are engaging most?

What type of content people are clicking most?

Page name



Post creation time of day overview

Post creation time of day	Comments on post	Engaged users	Content clicks	Total post reactions	Post reactions: like	Post reactions: love	Viral reach
1.	null	null	null	null	null	null	null



Page Engagement

1 Jun 2020 - 30 Jun 2020

Engaged users

7

People visiting your page

20

Positive actions

7

Likes

3.0

Shares

No data

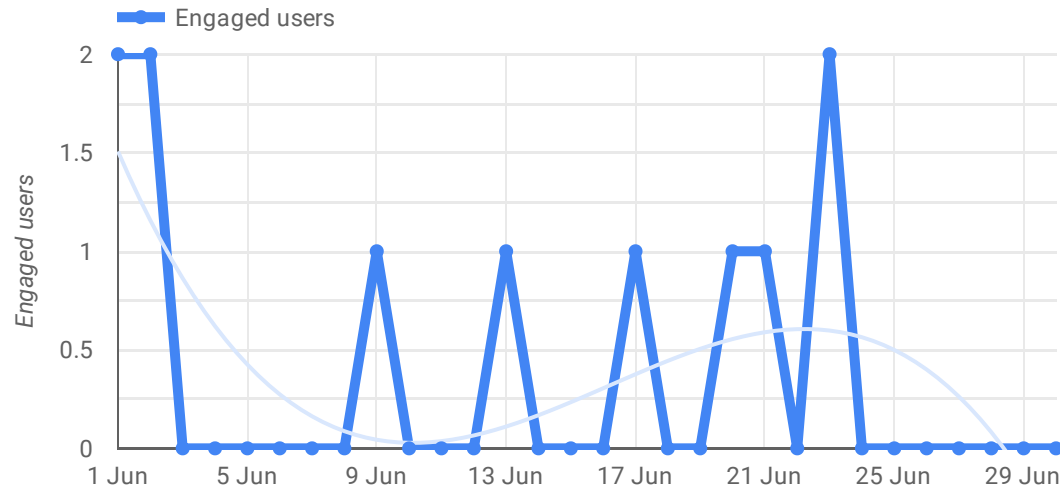
Comments

No data

Negative actions

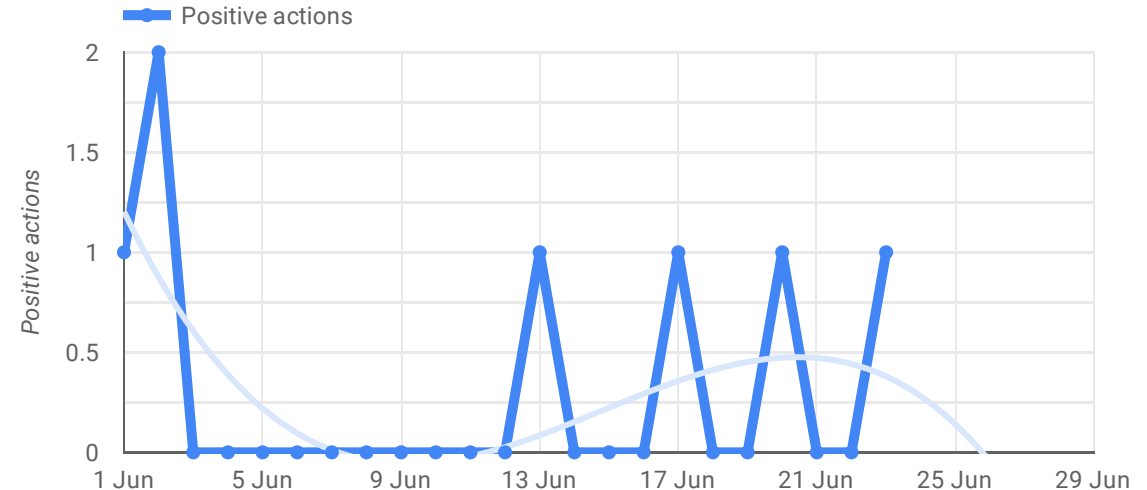
0

How many people clicked anywhere in your posts?

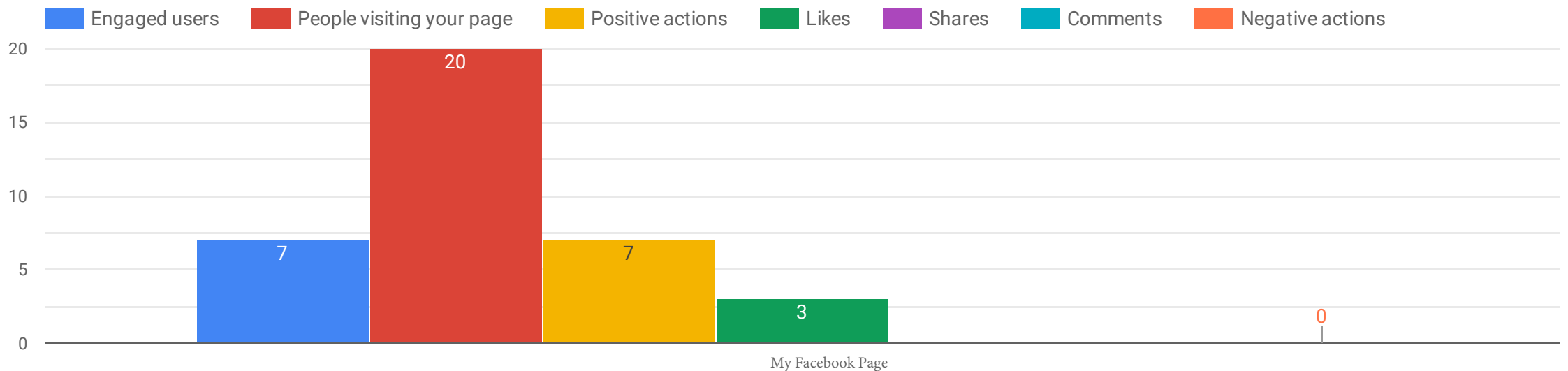


How are positive actions trending?

Page name ▼



Which actions people perform on your Page?





How do people react to your posts?

Page name

Post message	Total post reactions	Post reactions: like	Post reactions: love	Post reactions: wow	Post reactions: angry	Post reactions: sad	Post reactions: haha
1.	null	null	null	null	null	null	null



Page (Post) Impressions

1 Jun 2020 - 30 Jun 2020

Total page views

84

Total impressions

154

Paid impressions

0

Organic impressions

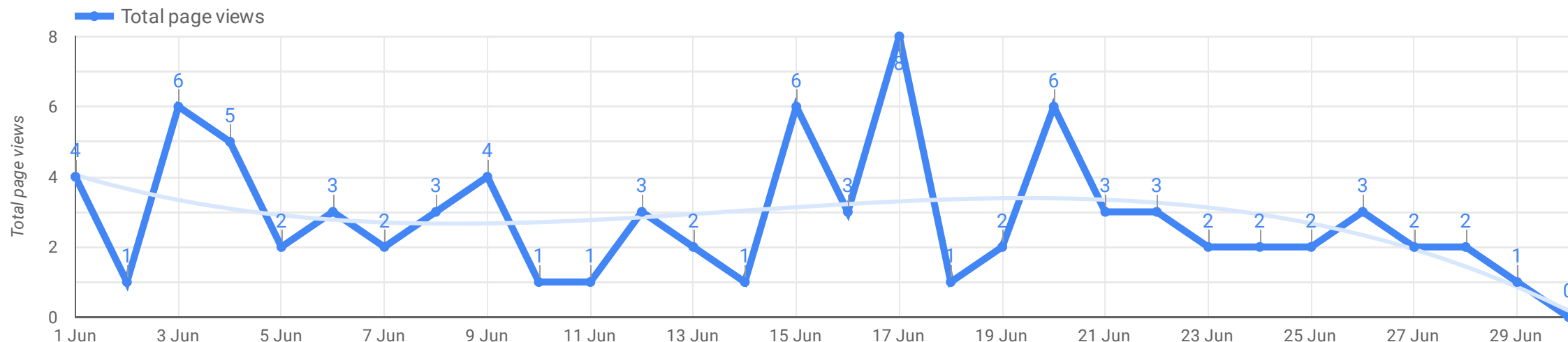
116

Viral impressions

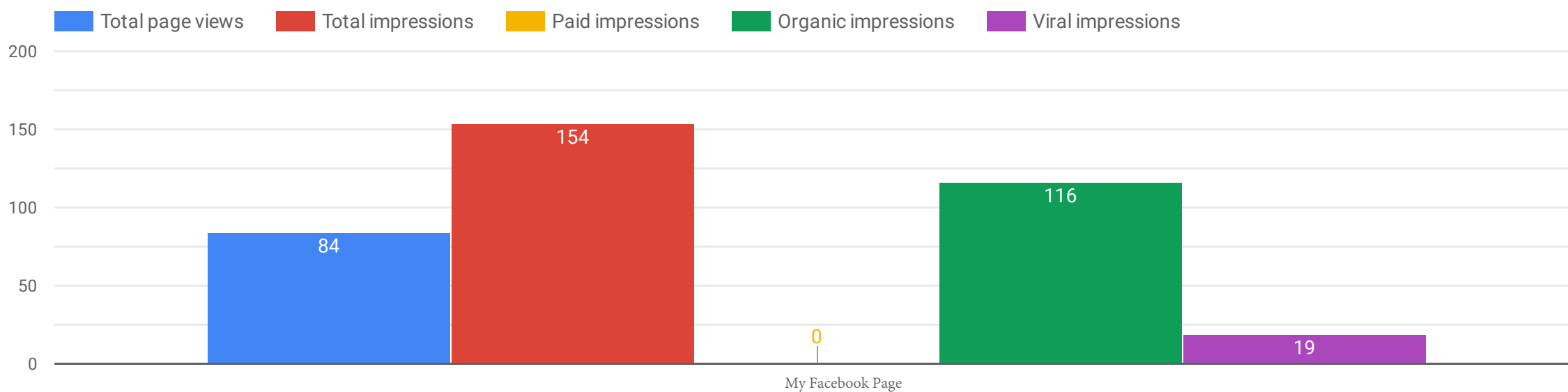
19

How many people choose to browse your Facebook page per day?

Page name



What is the total number of times that your content is displayed?





Page Video Posts

1 Jun 2020 - 30 Jun 2020

Total video views
1

Organic video views
1

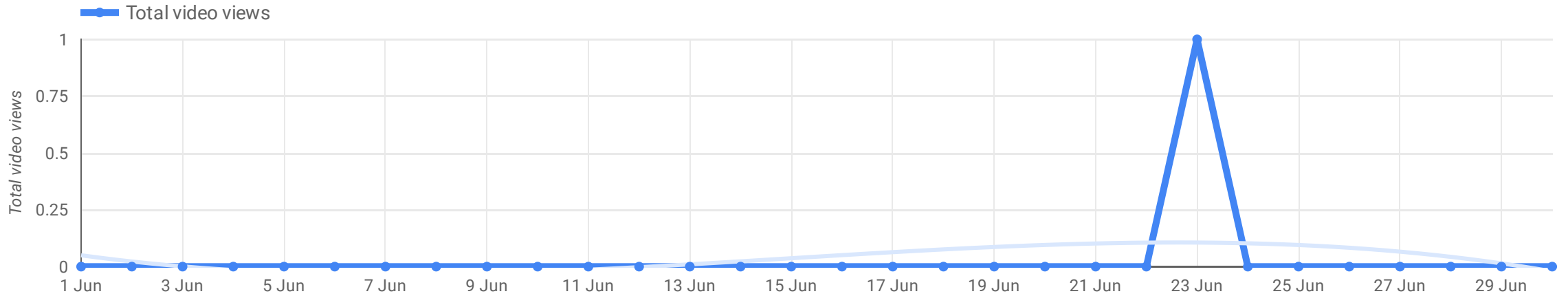
Paid video views
0

Auto-played video views
1

Clicked to play video views
0

What is the total number video views?

Page name



What are the top 10 videos per video views?

Video description	Total video views	Unique video views	Organic video views	Paid video views	Auto-played video views	Clicked to play video views
1.	null	null	null	null	null	null



Clicked to play seconds video views

Page name ▾

Video description	Clicked to play video views	Clicked to play 30s video views	Auto-play...
1.	null	null	null

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Video creation time of day: views

Video creation time of day	Total video views	Unique video views	Organic video views	Paid video views	Auto-played video views	Clicked to play video views
1.	null	null	null	null	null	null

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