

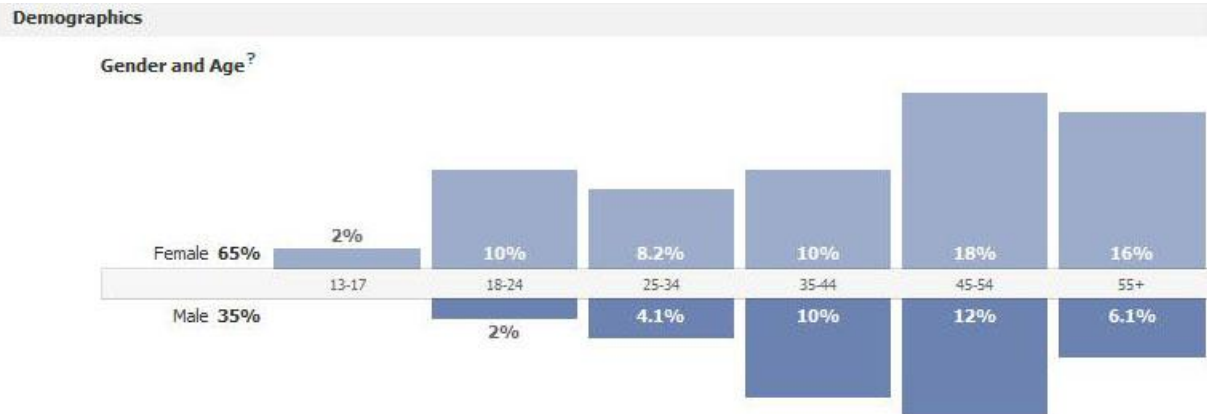
# Facebook Insights

Robin's Blog October 2011-

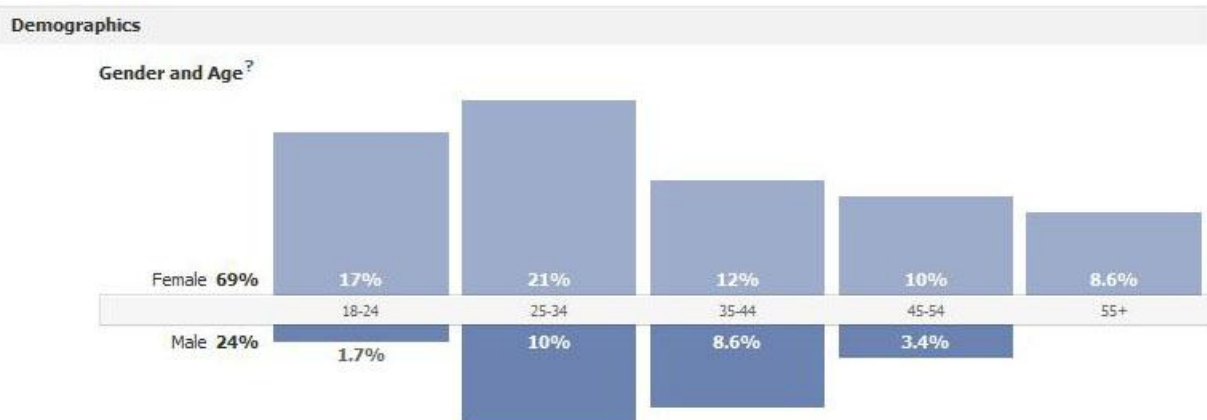
*keeping site owners abreast of the trends!*

## Facebook Demographics and You!

Take a look at the demographics for this facebook page for a physical therapy business

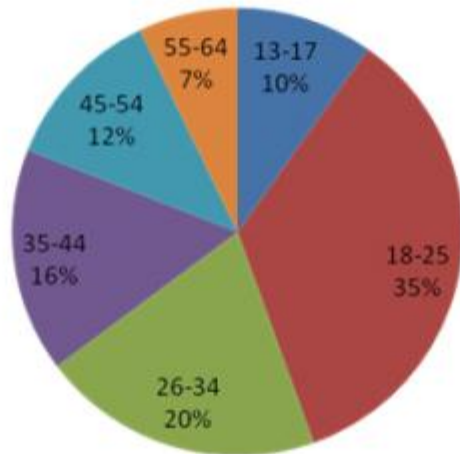


Now take a look at the demographics for the facebook page of a south beach hotel facebook page:



Obviously very different!!!! Which is bucking the demographics of facebook itself?

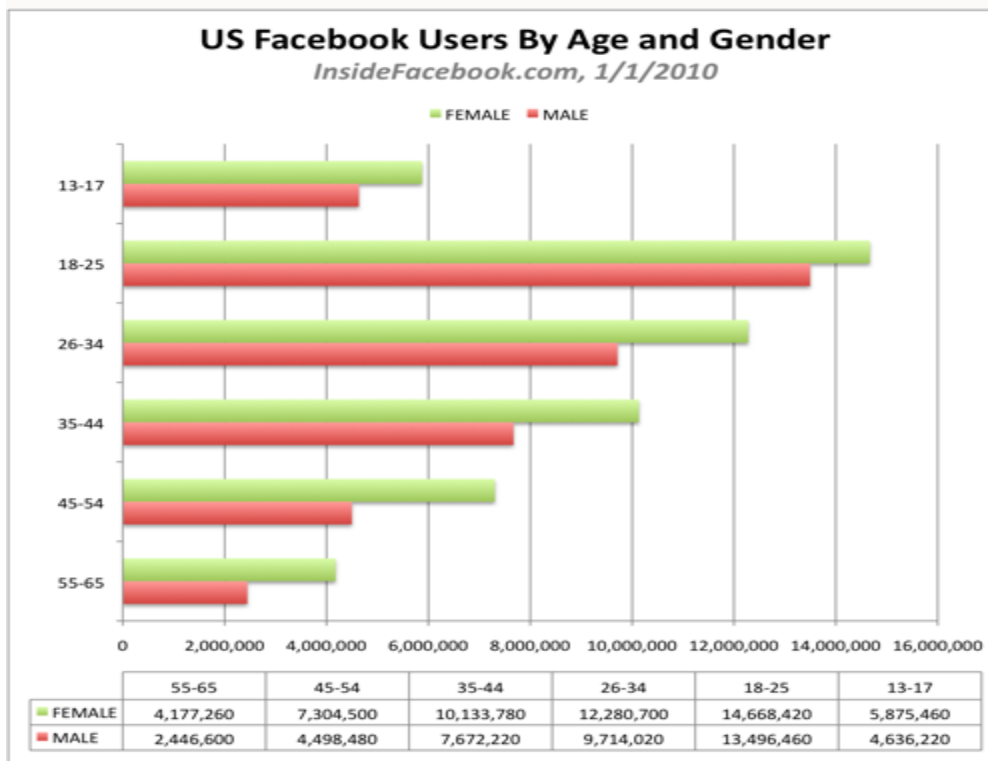
## US Facebook Users by Age - 3/1/11



If you said the physical therapy business you are reading the graphs correctly! All I can say as a web marketer is kudos to the business. They are finding older users and driving them to their page!

On the other hand, did you know that the 45 + users are the fastest growing segment? And that in every age group, the largest component is female? (that's a switch from Facebook's early years.)

So, if you think your business doesn't fit the profile of the average Facebook user, think again. Over half of Facebook users are between 26 and 64.



On the bottom right of the "Users" tab in your Facebook Insights is a very important "Referrers" section. Please check it out. It shows how people are finding your Facebook page. They come in from other locations on Facebook, they come in from Google, from emails, you name it. Don't just look at your "likes".

Who are "likers?" Typically college kids and teens. Older types don't bother. But they are there!

Unfortunately you need 30 "likes" to use Facebook Insights. If you have an older clientele and you have alot of likes you have bucked the demographic base of Facebook and created a real following. Kudos.

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