

Facebook Insights

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keeping site owners abreast of the trends!

Under the Covers of Your Business Page

Facebook Insights



This analytic of your facebook business page tells you alot about who is coming to your page, and how they got there. Take some time regularly to look at it! You can find Insights on the right side of your business page, as long as you have 30 "likes" or more.

Structure

There are 3 categories: Overview, Users, and Interactions.

Overview does just that, giving you an overview of active users, and interactions with your page. It is too general!

Users is more interesting - take a look at your **demographics**! Do you have more women or men coming to your page? how old are they? Check the **referrals** area - when people come to see your page, where are they coming from?

Interactions tells you more about how people are interacting with your page - are they posting, "liking", just looking....

Under **referrals**, I was really interested to see that the tab I installed on my clients' pages from **Constant Contact**, our email service, was being used! People are signing up for newsletters from the Facebook page. On Constant Contact, the instructions are under "contacts".

I also saw that people are coming in from **Twitter** feeds from to one of my personal facebook business pages! Guess I'd better get hopping and add Twitter to my clients. Twitter supplies an app to add itself to your business Facebook page.

I'll save **demographics** for another blog ! This is pretty much the only time I smiled on this mountain bike ride in Crested Butte. The rest was painful.

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