How to Analyze Your Facebook Page

1. On your page’s home screen, click the button with the three dots next to the “Message” button. Then select “View Insights”.

1. Once on this screen, shift the time slider at the top of the page to include the full year. You can do this by clicking and dragging the slider, or by manually clicking the dates in the calendar options to the right.

2. Record the total number of “Page Likes as of Today” in the center of the screen.
3. In the far left column, select “Reach” and be sure you are viewing data for the past year.

4. Calculate your average reach: Click “Organic” located to the right of the graph.

This shows your average reach for the periods within the year. Your “reach” is how many total people saw your posts in their newsfeed, if a friend shared it, etc.

5. **Average these figures** to determine your average **yearly total reach** number. For example, the screenshot above would have an average reach of 80.5 per post. (42+119 = 161 AND 161/2=80.5)
6. Record the number of Shares. Under the Post Reach chart, go to the Likes, Comments, and Shares chart. Click “Shares” in the right panel. Again, average these two numbers to record your average yearly amount of shares per post.

7. Report your total number of “Page Likes”, your average number of “Shares” and your average total “Reach” per post.