



Facebook & Instagram Insights

Government, Politics & Advocacy

AGENDA

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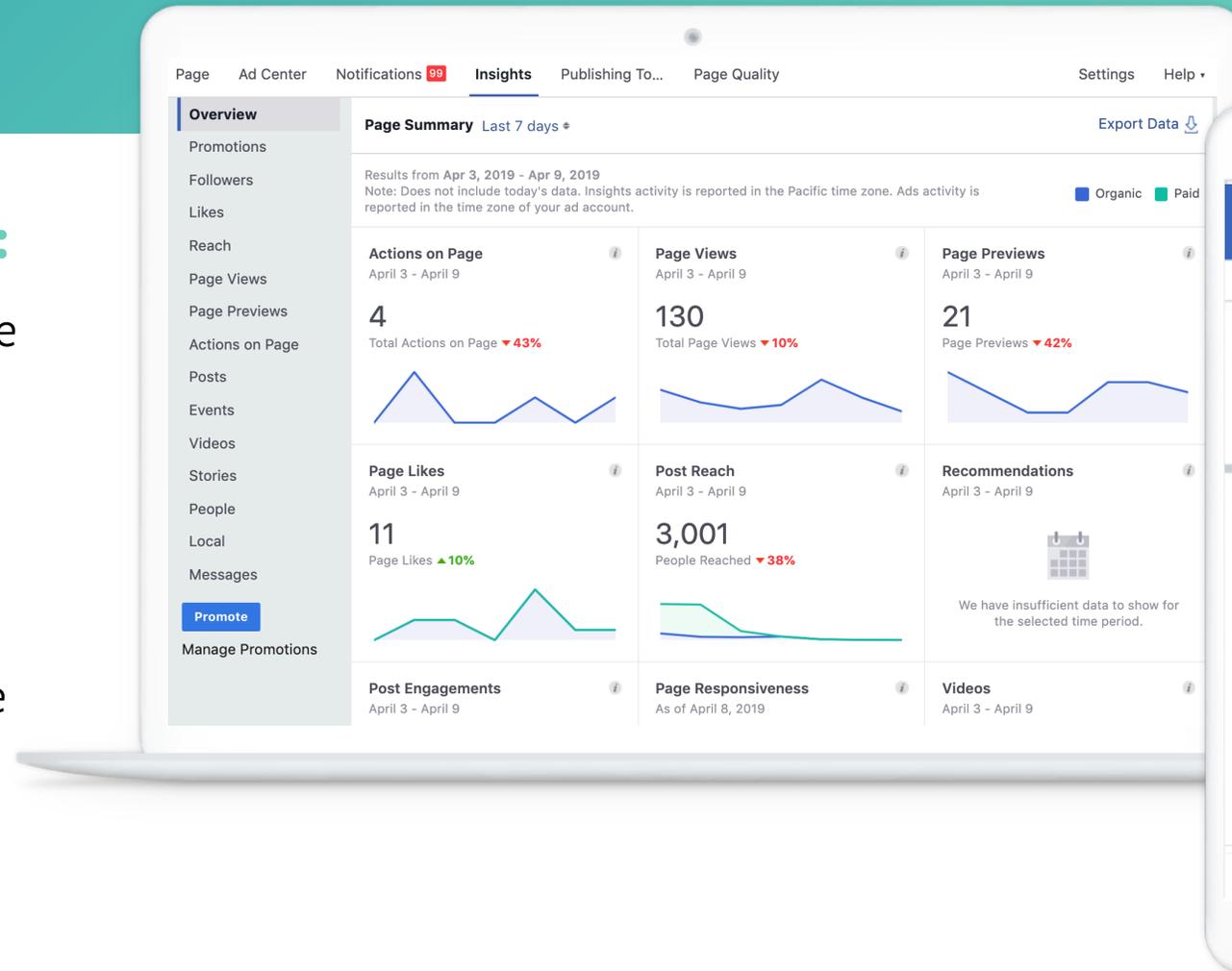
FACEBOOK INSIGHTS



FACEBOOK INSIGHTS

You can use Insights to:

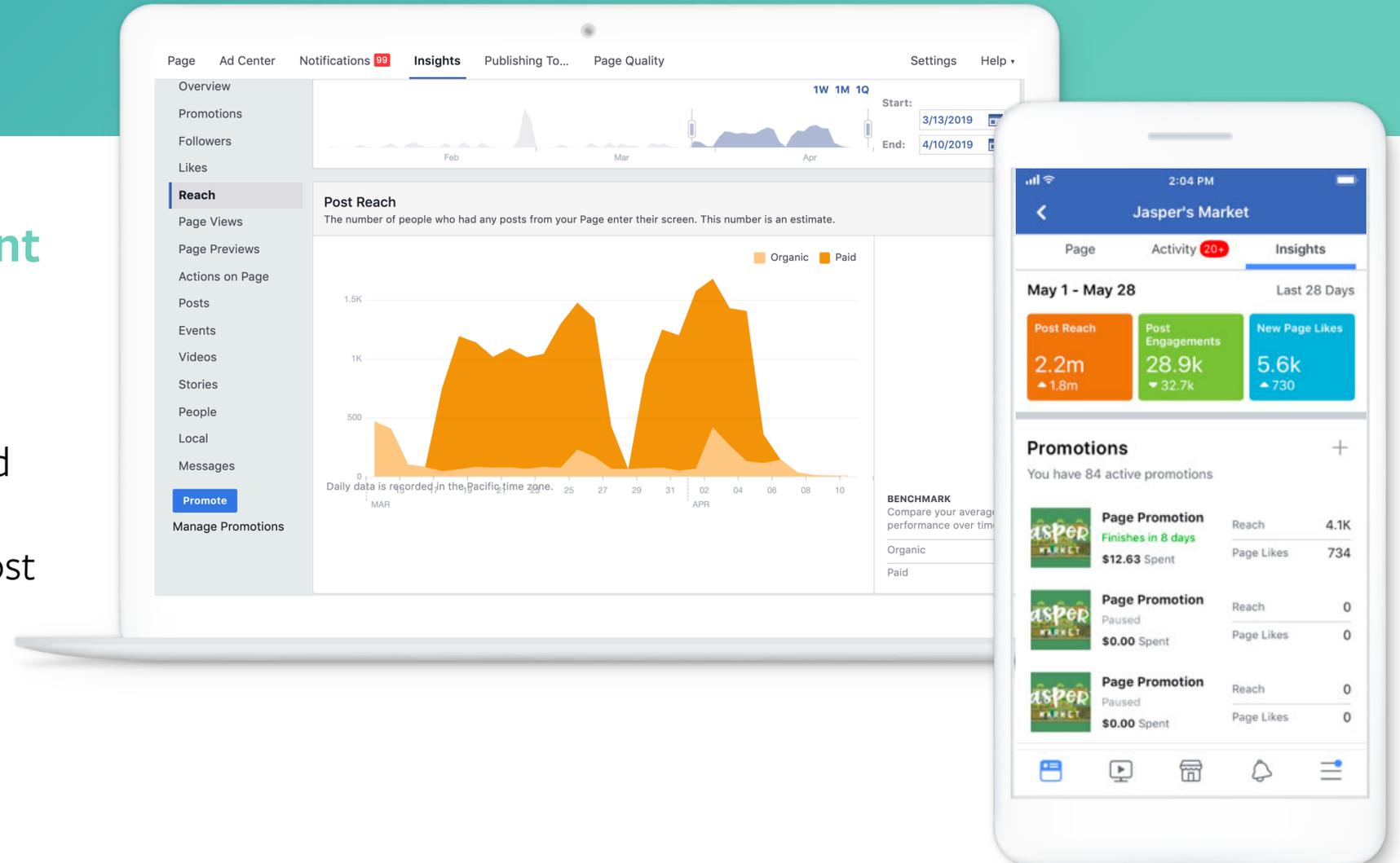
- Understand how people are engaging with your Page.
- View metrics about your Page's performance.
- Learn which posts have the most engagement and see when your audience is on Facebook.



FACEBOOK INSIGHTS

Reach and Engagement

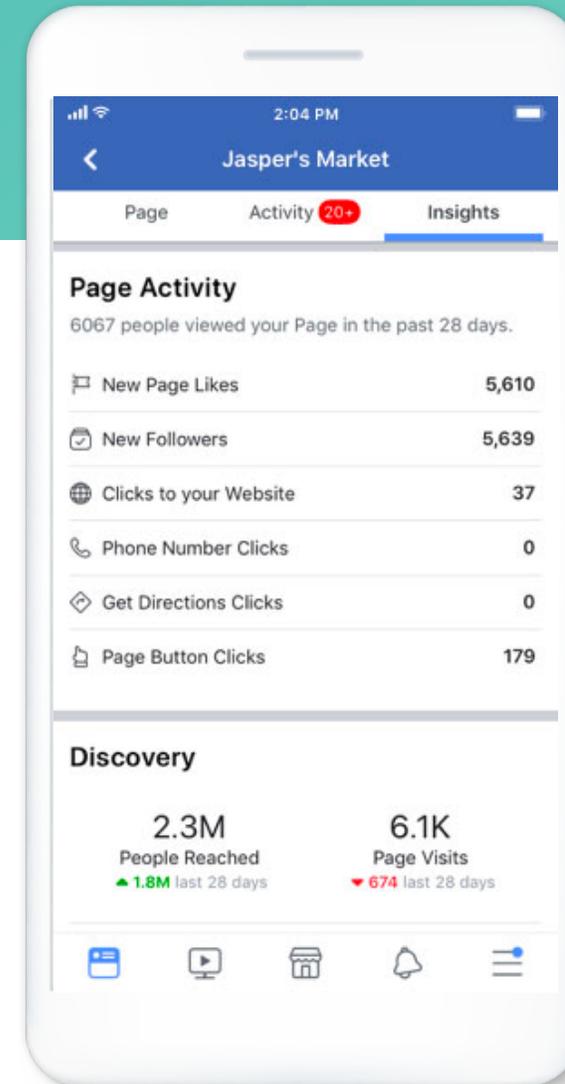
See how many people saw your posts, as well as who liked, shared and commented on them. This will help you learn which posts get the most attention, allowing you to create more of the content that people prefer.



FACEBOOK INSIGHTS

Actions

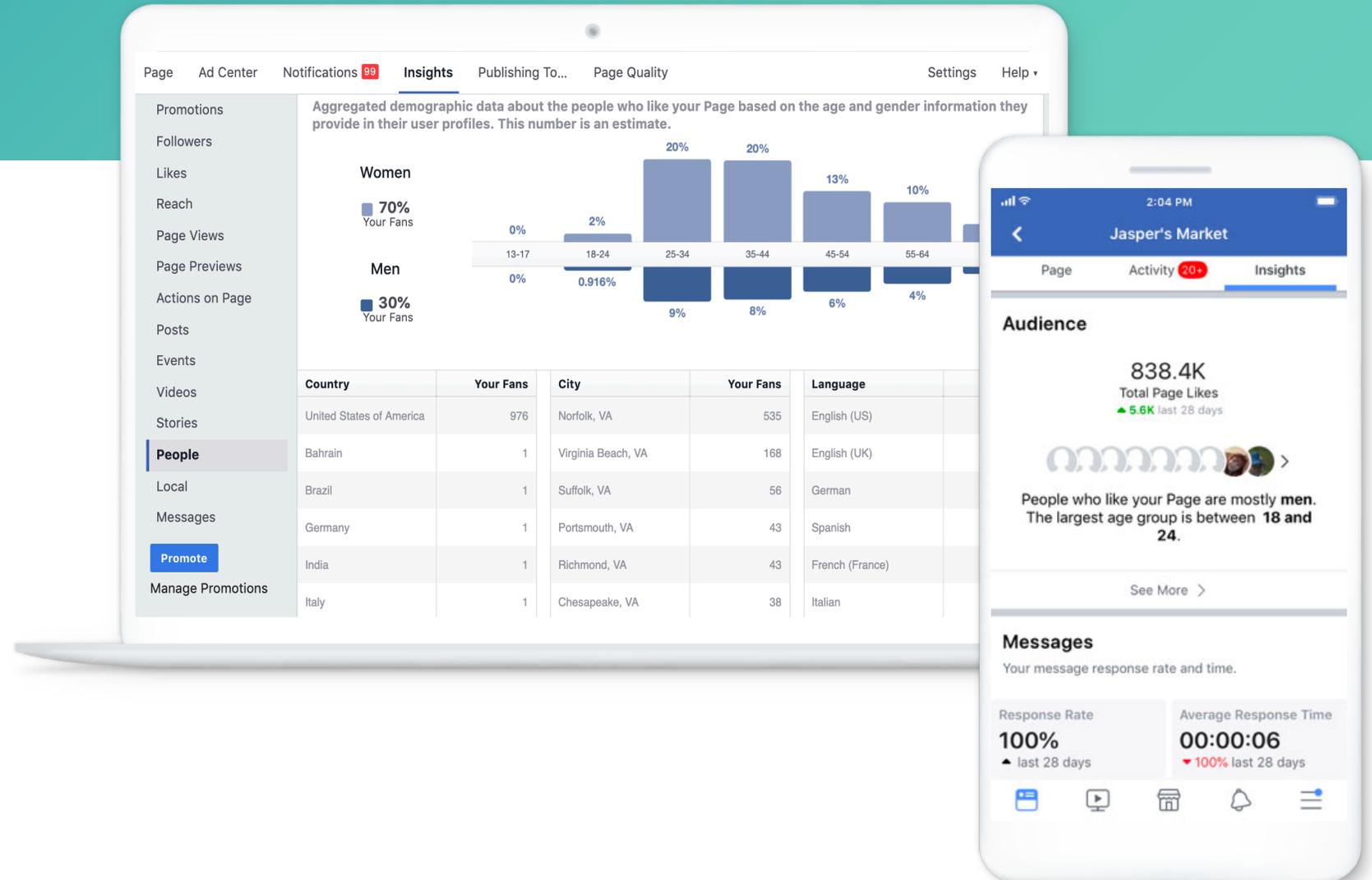
See what actions people are taking on your Page—including whether they're going to your site or clicking on your call-to-action button. This will help you adjust your Page to encourage people to take the actions you want.



FACEBOOK INSIGHTS

People

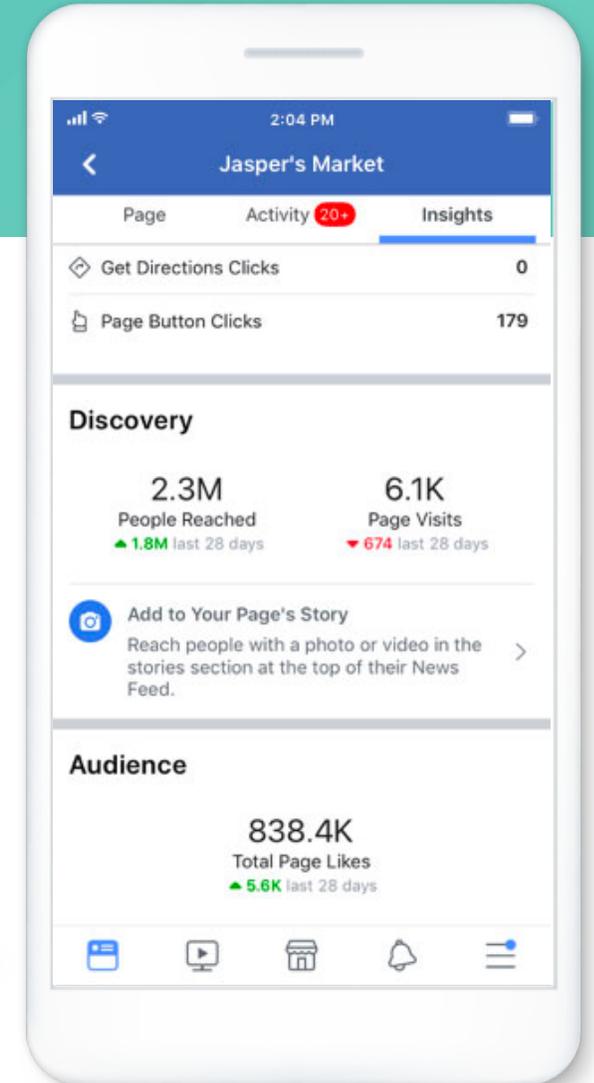
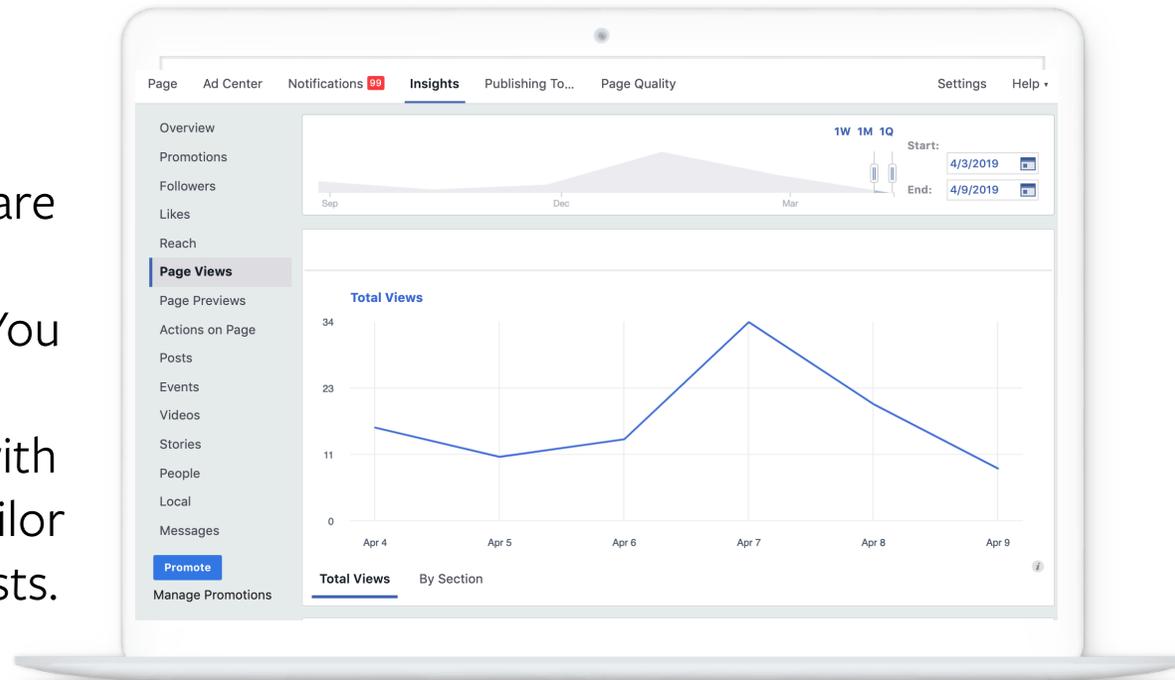
Understand your audience through demographic data such as age, gender and location. You'll also see when people are looking at your Page and how they found it—which can help you tailor future posts.



FACEBOOK INSIGHTS

Views

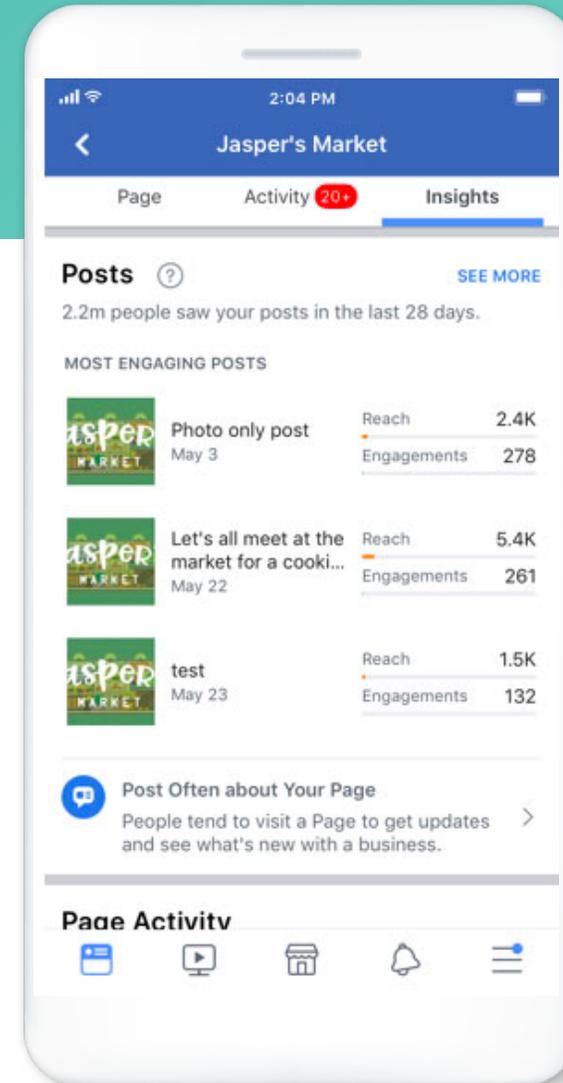
Discover how many people are viewing your Page and what sections they're looking at. You can use that information to target different audiences with boosted posts and ads or tailor your content to their interests.



FACEBOOK INSIGHTS

Posts

See a breakdown of how each of your Facebook Page posts have performed over time. You'll see how many people each post has reached, and how many engaged through clicks and reactions—so you can quickly analyze what's working best.



FACEBOOK INSIGHTS

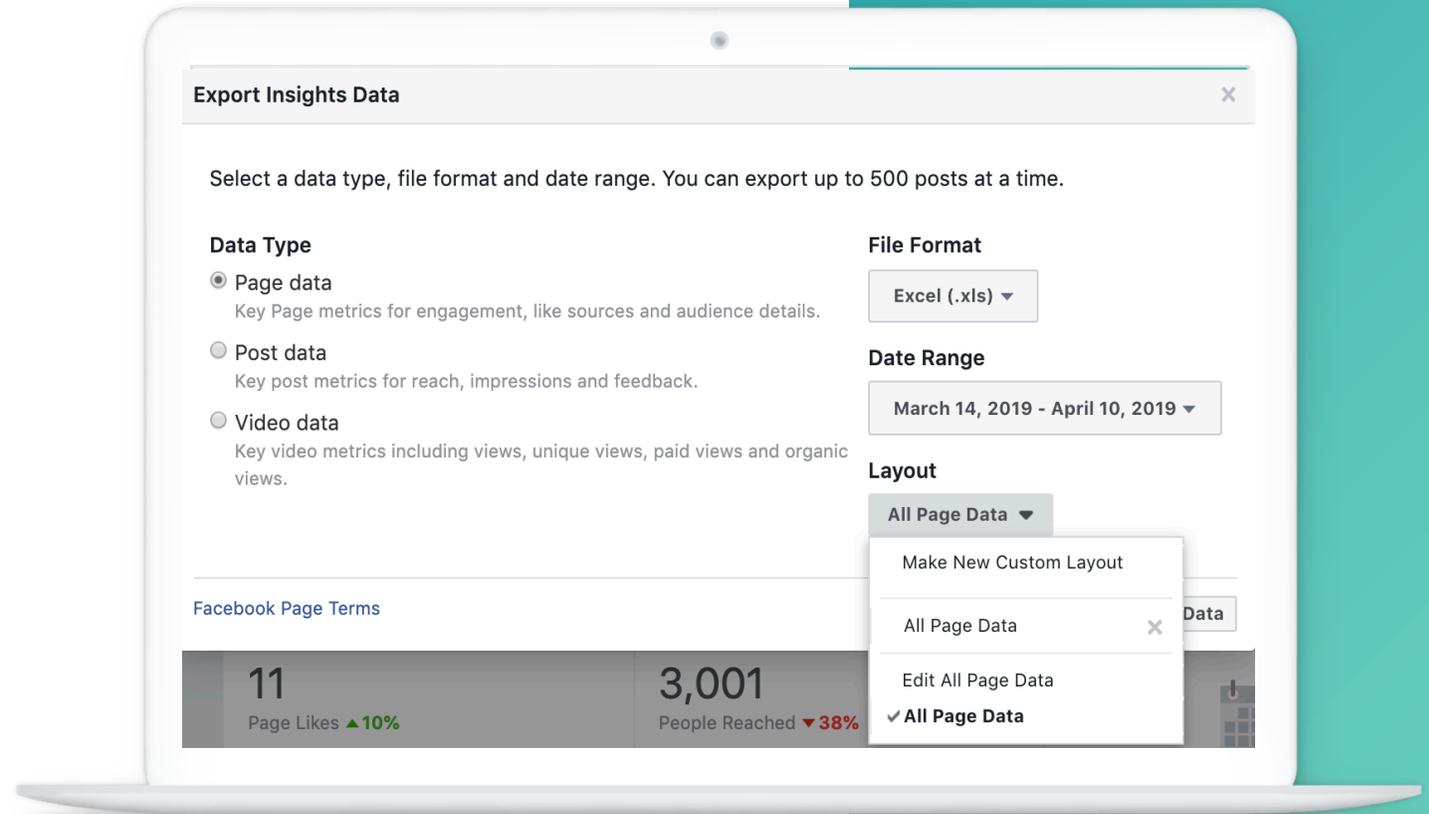
Exporting

To export your Page's insights data:

1. Click **Insights** at the top of your Page.
2. Click **Export Data** in the top right.
3. Select a data type, file format and date range. You may also need to choose a layout.
4. Click **Export Data** again.

Keep in mind that you can only export data from up to 2 years ago, and the time range for data must be shorter than 180 days. You may see some additional metrics in your exported data that aren't found in Page Insights.

You can also create a custom layout for your data.

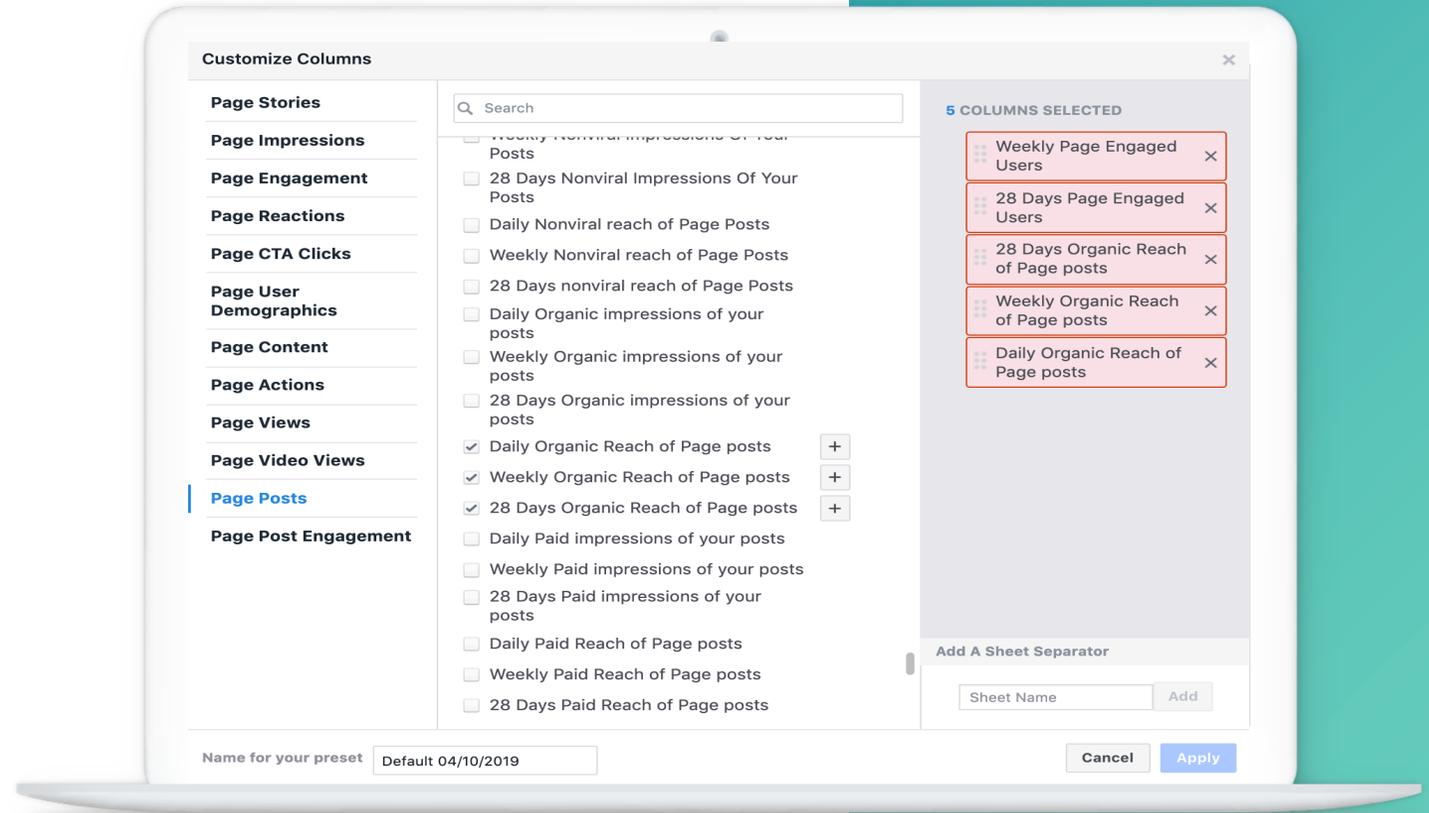


FACEBOOK INSIGHTS

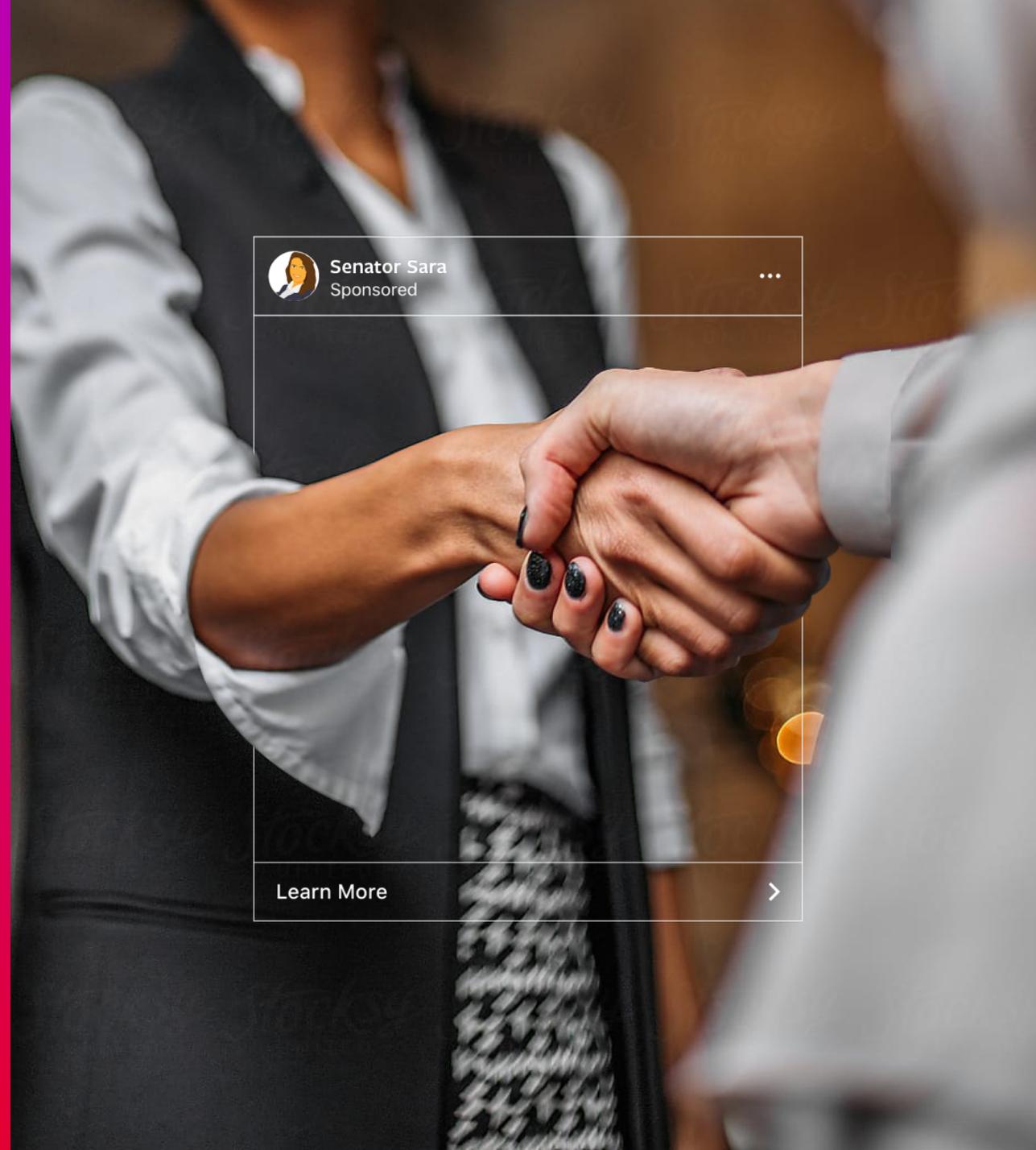
Exporting

To create a custom layout:

1. Click **Insights** at the top of your Page.
2. Click **Export Data** in the top right.
3. Below **Layout**, select **Make New Custom Layout**.
4. In the bottom right, enter a sheet name for your data and then click **Add**.
5. From the column on the left, select the information you'd like to add to your sheet.
6. When you've finished selecting your custom data, click **Apply**.
7. Click **Export Data**.



INSTAGRAM INSIGHTS



Senator Sara
Sponsored



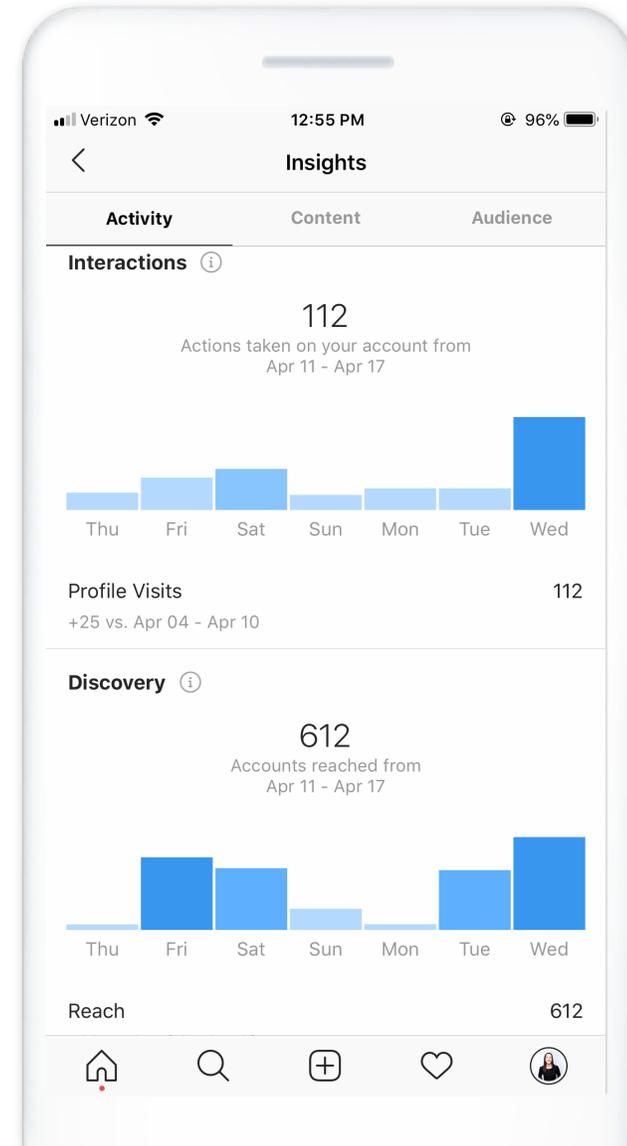
Learn More



INSTAGRAM INSIGHTS

The following are Insights you can view from the Insights tab on your profile:

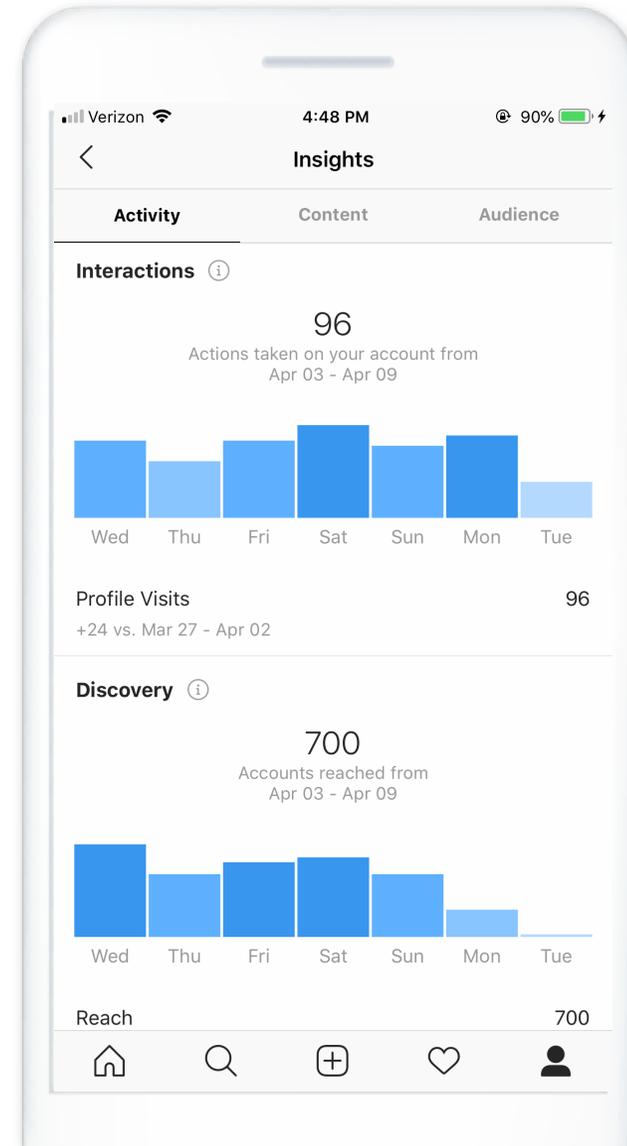
- Activity
- Content
- Audience



INSTAGRAM INSIGHTS

Activity

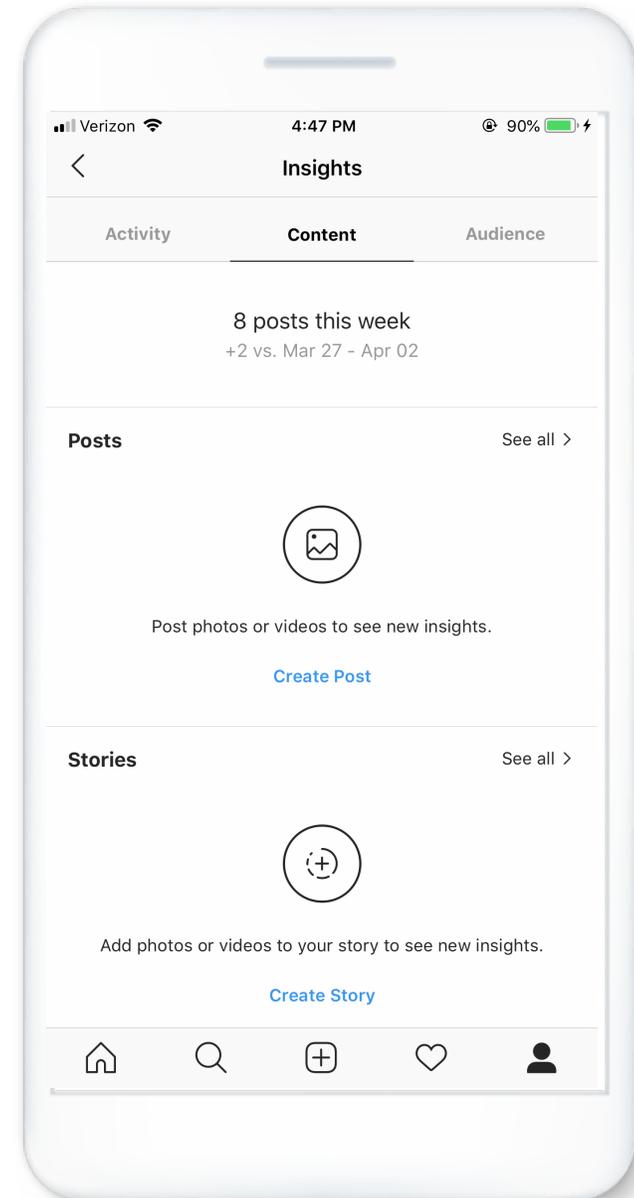
This section lets you view important Insights on your profile, including Interactions (such as profile visits and website clicks) and Discovery (how many people see your content and where they find it).



INSTAGRAM INSIGHTS

Content

This section lets you view Insights on your Posts, Stories, and Promotions.



INSTAGRAM INSIGHTS

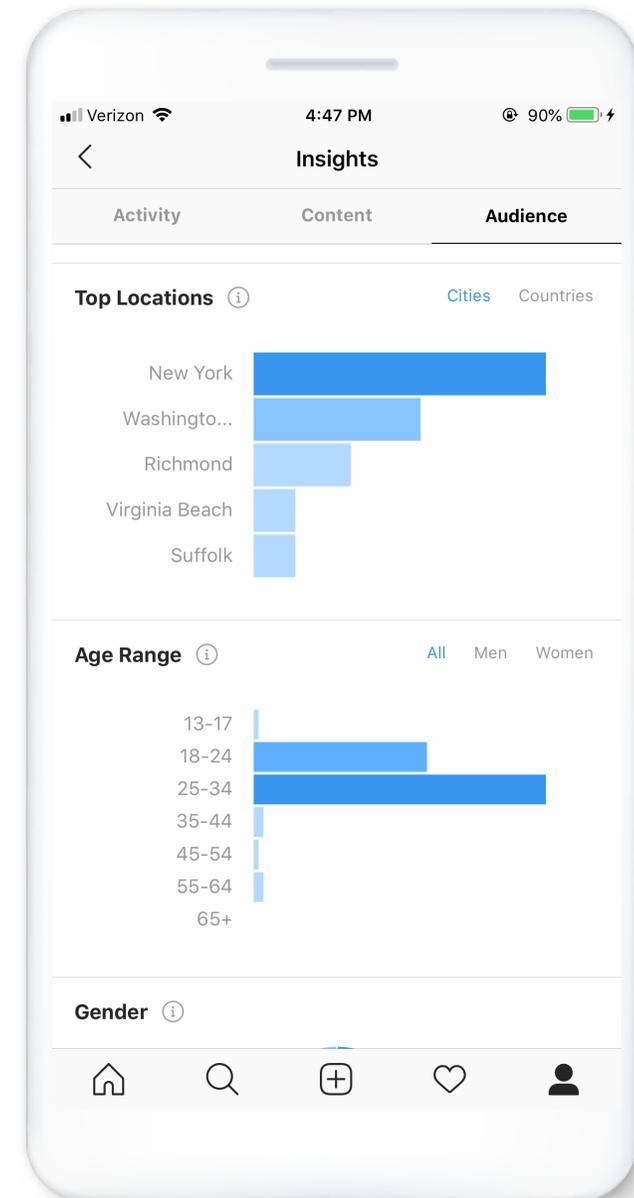
Audience

This section tells you more about your followers and audience.

You'll only see insights for posts and stories you've posted since you converted to a business account.

You will find find insights for:

- Location
- Age range
- Gender



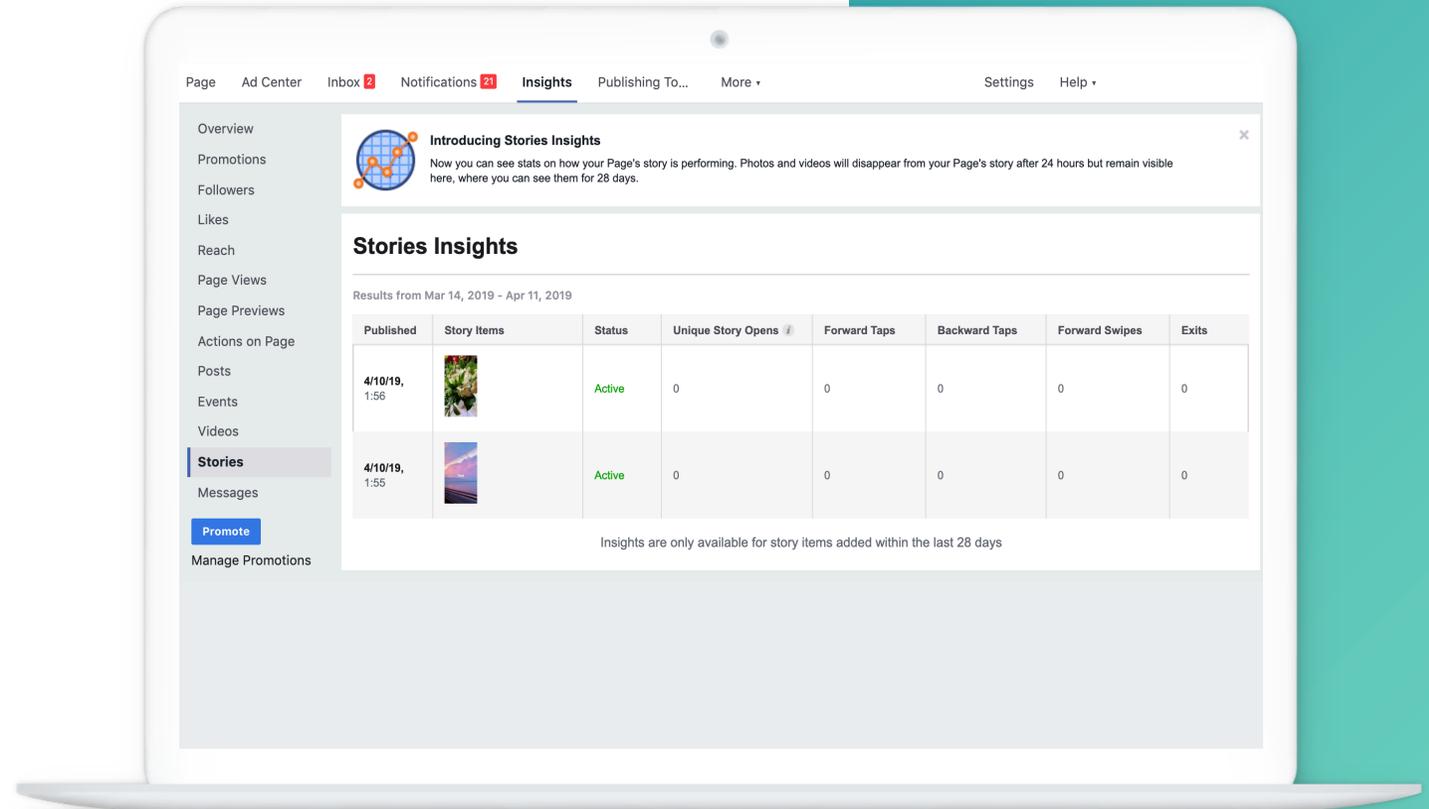
STORIES INSIGHTS



FACEBOOK STORIES INSIGHTS

To turn on Stories Insights, you must be a Page admin:

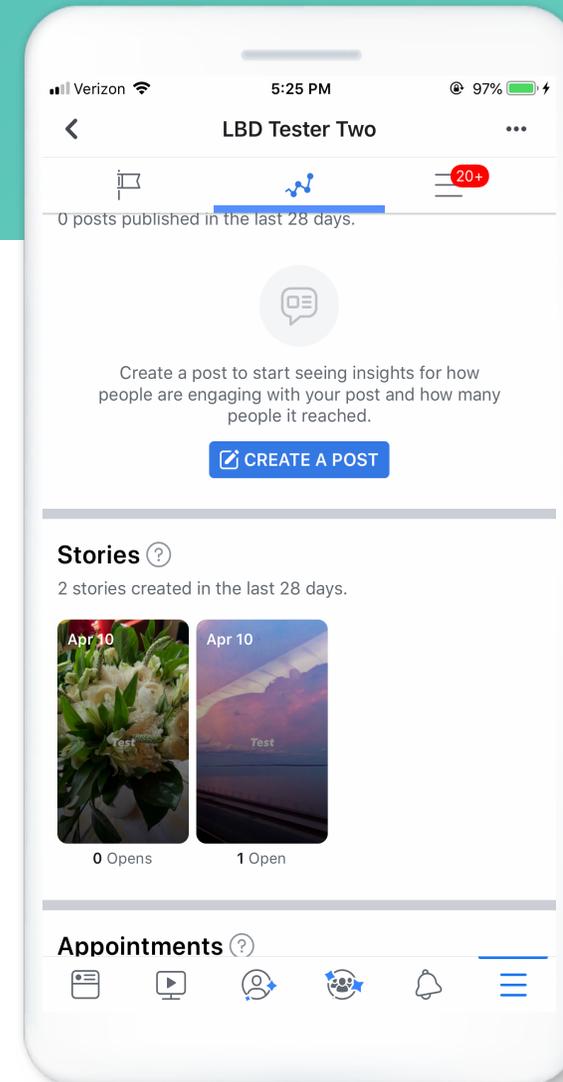
1. Go to your Page on **desktop** and click **Insights** at the top.
2. In the left column, click **Stories**.
3. Click **Turn On**.



FACEBOOK STORIES INSIGHTS

Available Metrics

- Publish date
- Story Items (thumbnail)
- Status (active vs ended)
- Unique Story Opens (# of people who opened)
- Forward Taps
- Backward Taps
- Forward Swipes (skips to the next account)
- Exits (return to feed)

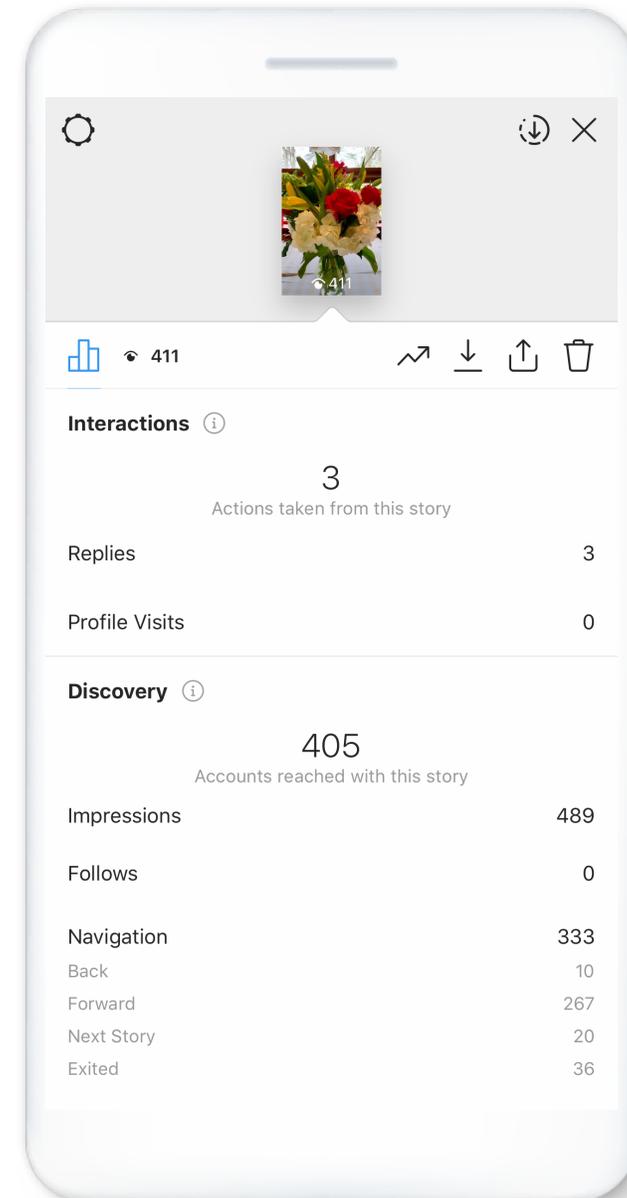


INSTAGRAM STORIES INSIGHTS

Use the Facebook or Instagram Insights tool to access these metrics for each individual organic story:

- **Impressions** - Total number of times your post or story was seen
- **Reach** - Number of unique accounts who saw your post or story
- **Replies** - Number of times people send messages through the Send Message option on your story
- **Exits** - The number of times someone swiped from one of your stories to someone else's story, or returned to their feed

Note: Insights on stories are only available for media created during the past 14 days.



RESOURCES

Other resources:

[facebook.com/gpa](https://www.facebook.com/gpa)

[facebook.com/blueprint](https://www.facebook.com/blueprint)

[facebook.com/govtpolitics](https://www.facebook.com/govtpolitics)

fb.me/2fa