

Facebook Performance of Posts

- Devi Somalinga Bhuvanesh

In the social media industry, assessing the effectiveness and reach of the information posted is important for reaching the maximum audience. Similarly, the Facebook metric dataset for the study was retrieved from the UCI Machine Learning Repository. This dataset provides valuable information about various Facebook page metrics and is useful for analyzing and understanding the performance of Facebook pages.

Aim

The aim of the study was to analyze a Facebook metrics dataset to understand the factors influencing post-performance, including post types, engagement metrics, reach, and the use of organic and paid strategies. Additionally, the study aimed to identify the month, day, and optimal posting times for maximizing reach and engagement on Facebook.

Dataset Overview

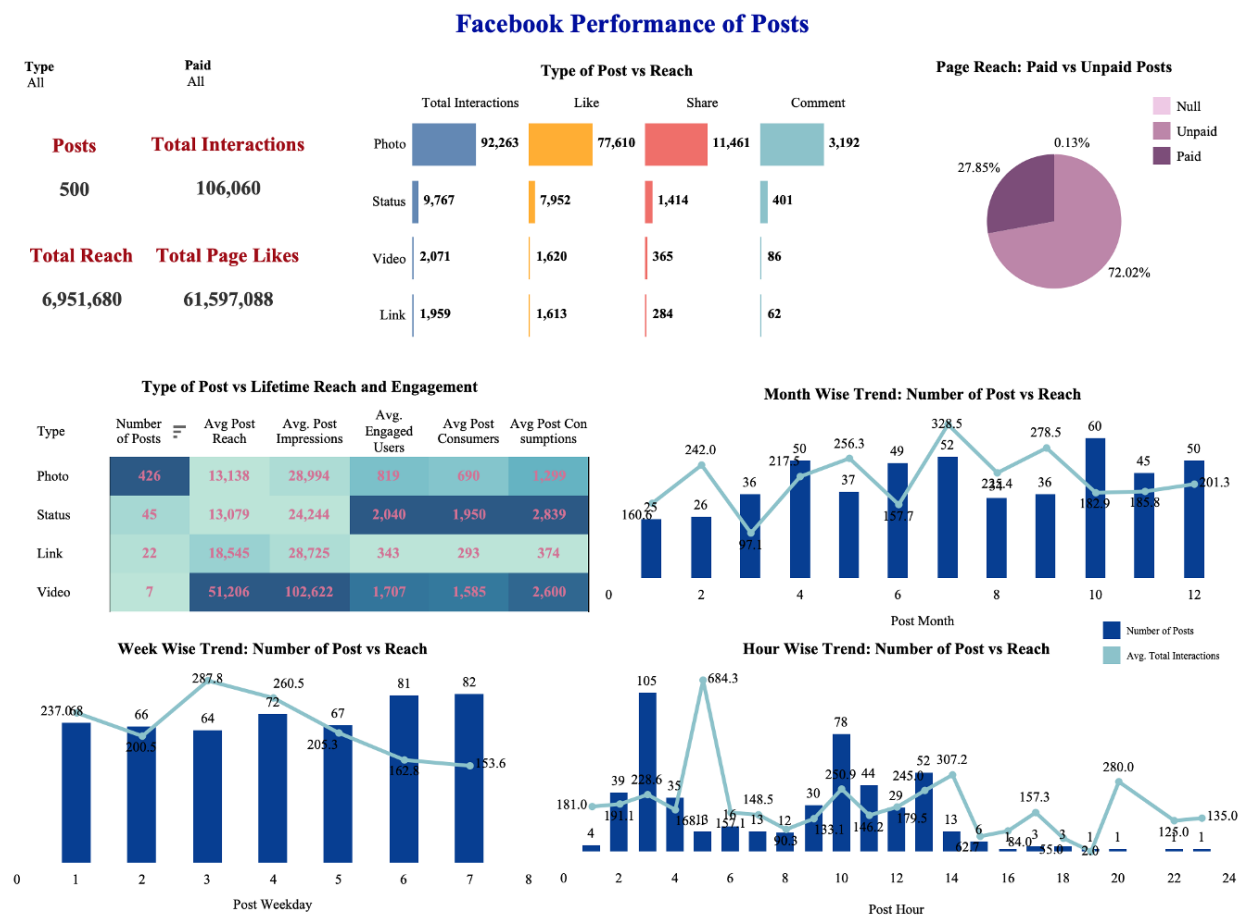
The dataset contains 19 attributes and 500 rows, including quantitative and categorical variables, which provide insights into the engagement and reach of Facebook posts. These attributes include page total likes, lifetime post reach, lifetime post total impressions, lifetime engaged users, and many others. Here is a brief description of some of the key attributes in the dataset: (*UCI Machine Learning Repository*. (n.d.-b))

Indicators	Definition
Page total likes	The total number of likes on a Facebook page.
Type	The type of the post such as photo, status, link, or video.
Lifetime post total reach	The total number of unique users who have seen the post.

Lifetime post total impressions	The total number of times the post has been viewed
Lifetime engaged users	The total number of unique users who have clicked anywhere on the post.
Lifetime post consumers	The total number of users who clicked on the post
Lifetime post impressions by people who have liked the page	The number of times the post was seen by people who have liked the page.

Analysis and Interpretation

Using Tableau, the key indicators and trends of Facebook performance posts are represented in the overall dashboard below. The dashboard can be further filtered to understand the reach of Facebook posts based on their type and whether they are paid or not.



Key Performance Indicators

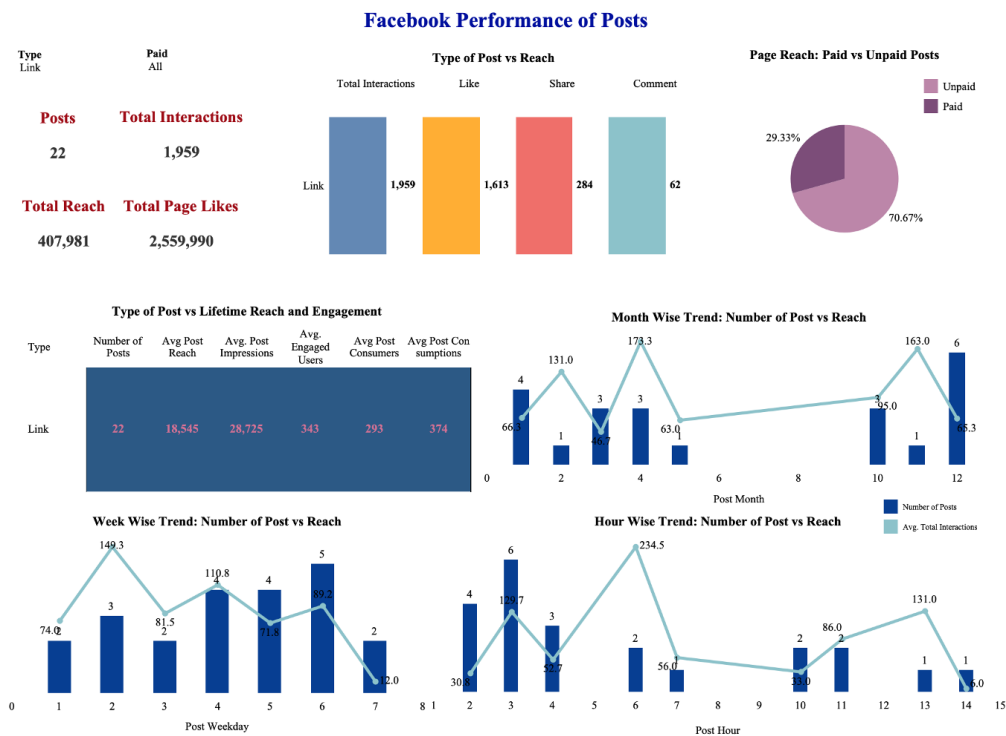
The dataset consists of 500 posts, and these posts collectively generated a total of 106,060 interactions. This high number of interactions suggests that the posts were successful in engaging the audience and eliciting responses. The posts also achieved an impressive total reach of 6,951,680, indicating that they were seen by a large number of unique users. Additionally, the dataset reveals a substantial total of 61,597,088 page likes, indicating a strong and growing follower base for the page associated with these posts. These insights highlight the effectiveness of the analyzed Facebook posts in terms of generating interactions, reaching a wide audience, and attracting page likes.

Type of Post vs Reach

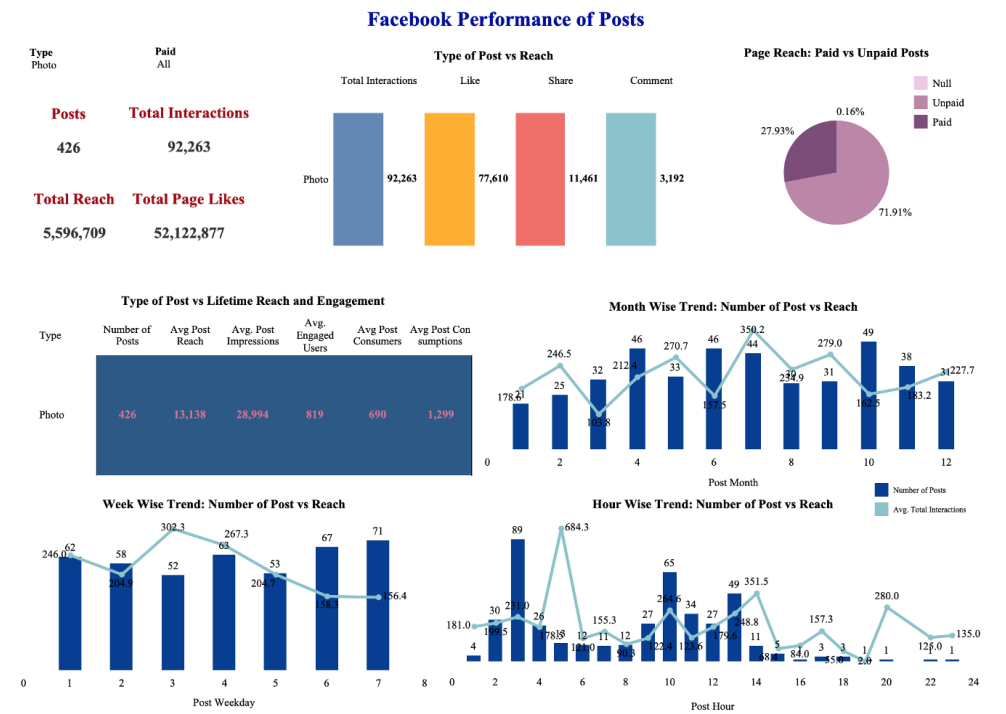
Based on the horizontal bar graph, it is evident that posts with photos consistently receive the highest number of interactions in terms of comments, likes, and shares. Following photos, posts with status updates and videos also receive a significant amount of engagement. On the other hand, posts containing links tend to have the lowest level of interaction. This insight highlights the importance of visual content, such as photos and videos, in capturing the attention and interest of the audience. Utilizing visually appealing and engaging media in Facebook posts can significantly enhance the likelihood of receiving higher levels of interaction and engagement from users. Conversely, posts with links may require additional attention and optimization strategies to encourage greater user involvement and interaction.

To view the Facebook post trend of each type of post, it can be further filtered in the dashboard.

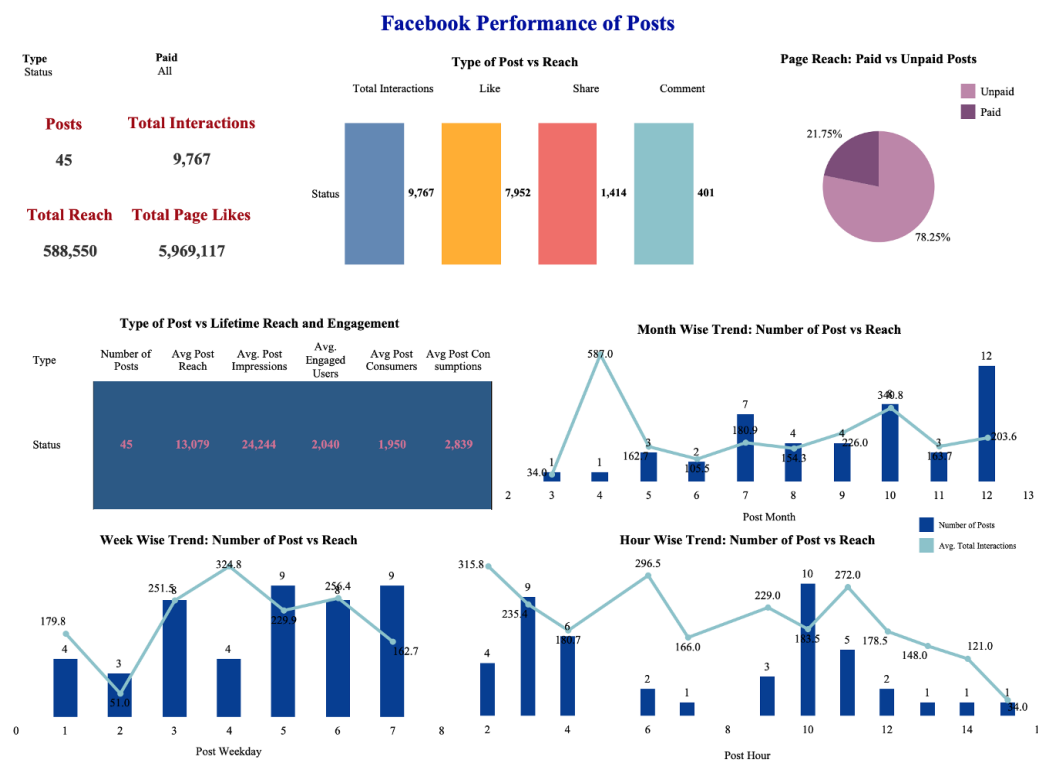
Facebook Performance of Posts with Link



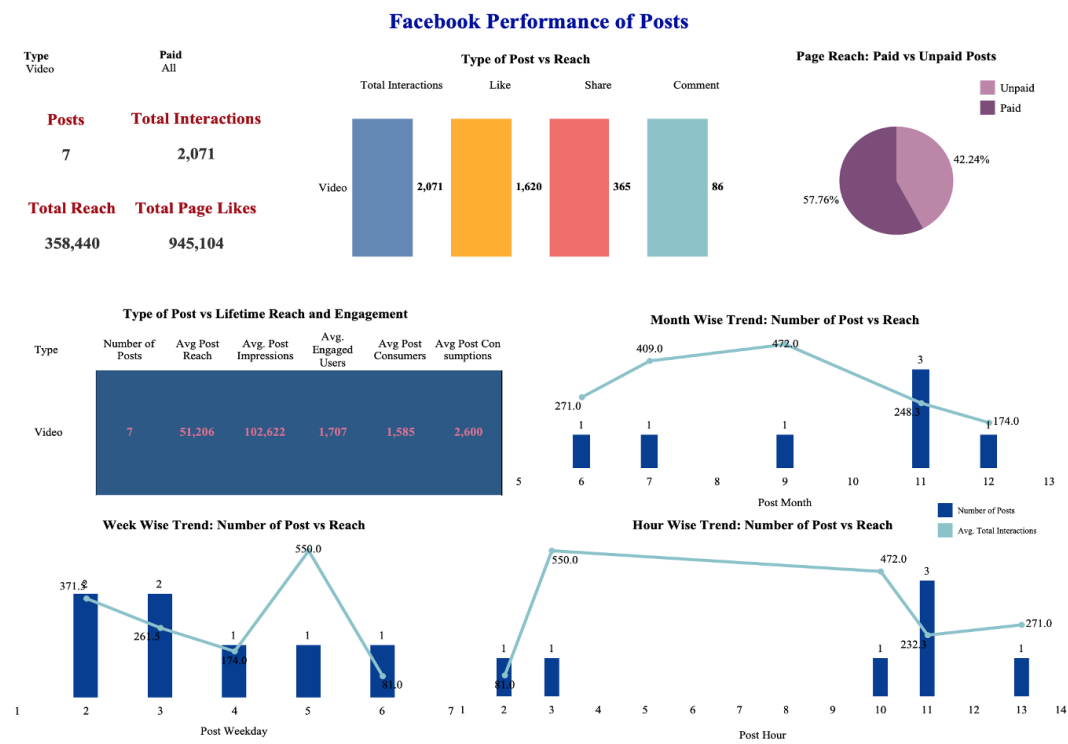
Facebook Performance of Posts with Photos



Facebook Performance of Posts with Status



Facebook Performance of Posts with Videos

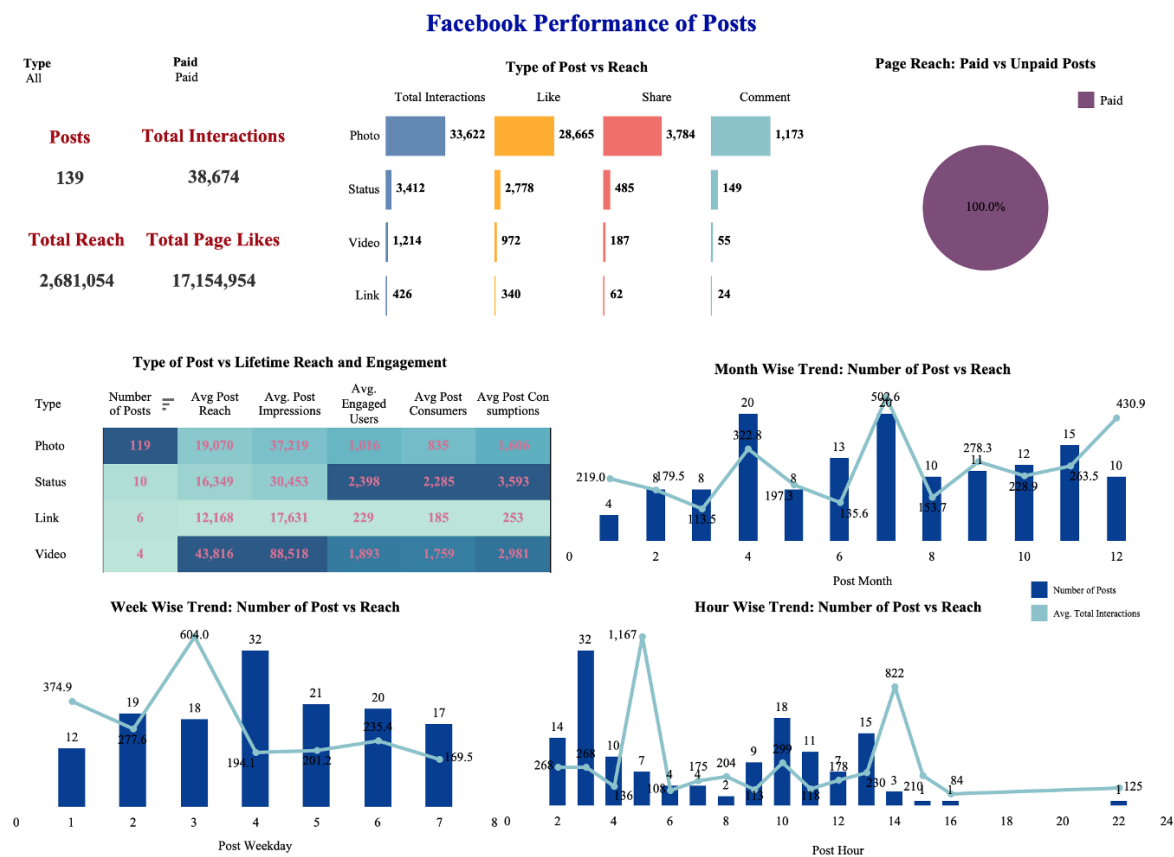


Page Reach: Paid vs Unpaid Posts

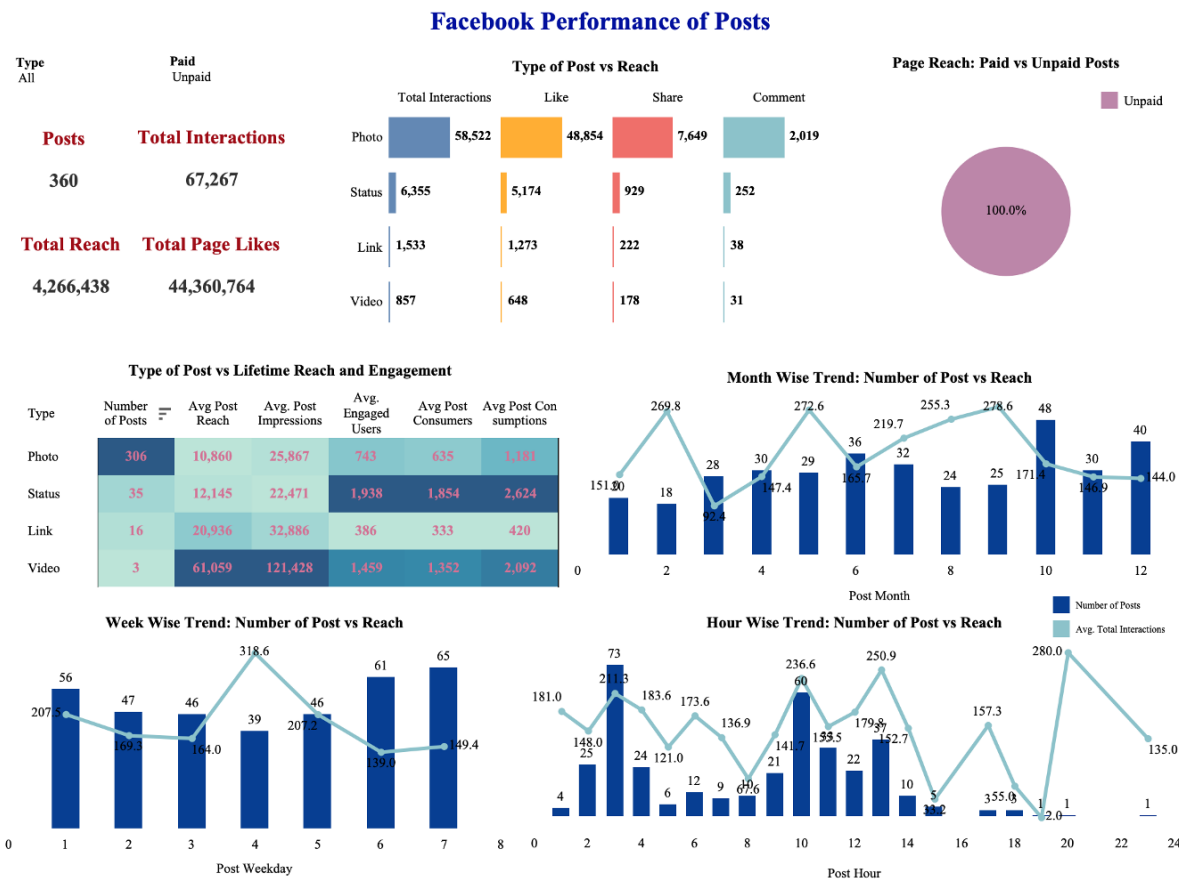
The data reveals that a significant majority of unpaid posts are made on pages with a high reach, accounting for 72.02% of the cases. On the other hand, paid posts tend to be associated with pages that have a lower reach, representing only 27.85% of the instances. This insight suggests that organic, unpaid posts are more prevalent on pages that already have a substantial reach, possibly indicating a higher level of organic audience engagement and interest. Meanwhile, paid posts may be employed strategically to boost visibility and reach on pages that have relatively lower organic reach. This highlights the different approaches and objectives behind unpaid and paid posts, emphasizing the importance of leveraging both organic and paid strategies to maximize the overall reach and impact of Facebook content.

To view the Facebook posts of paid and unpaid posts, it can be further filtered to see the trend which is as below:

Paid Facebook Post Trend



Unpaid Facebook Post Trend

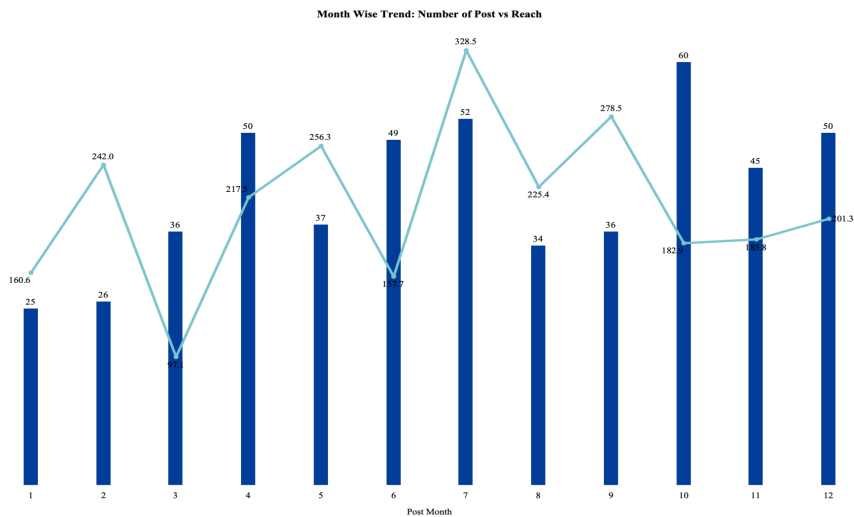


Type of Posts vs Lifetime Reach and Engagement

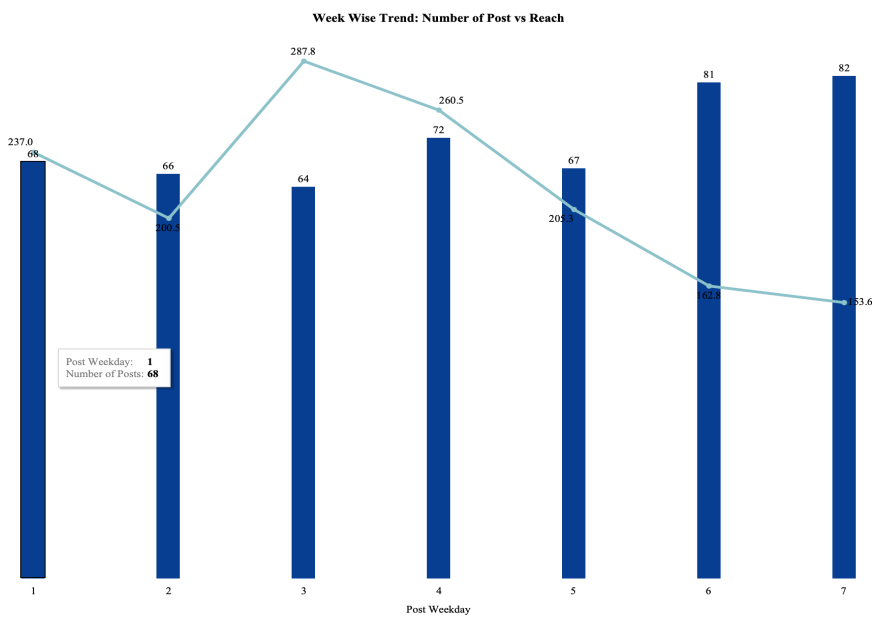
Analyzing the heatmap reveals interesting patterns regarding the different types of posts on Facebook. Posts with photos are the most common, while videos have the fewest number of posts. However, when it comes to post reach and impression, videos outperform other types, followed by posts with links. On the other hand, posts with status updates exhibit the highest average engaged users, post consumers, and post-consumption for a lifetime, closely followed by video posts. This suggests that even though video posts are less frequent, they have a higher reach and engagement than other posts. These insights highlight the importance of diversifying content strategies by incorporating videos to maximize both reach and engagement on Facebook.

Number of Post vs Reach: Month-wise, Week-wise, and Day-wise Trend

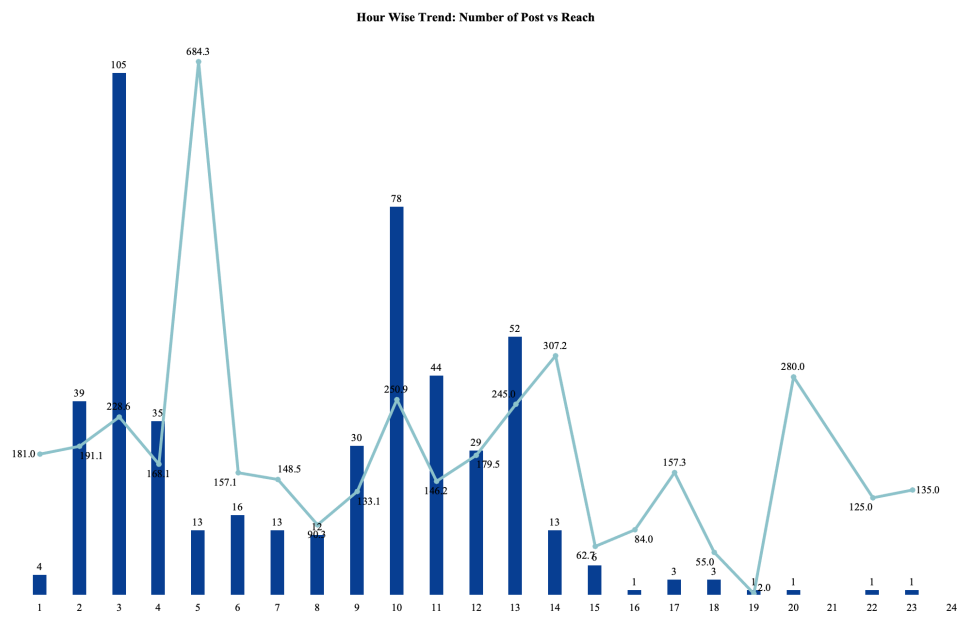
The bar graph represents the number of posts and the line graph represents the average reach of the posts for each month, week, and day respectively in three separate graphs.



Upon analyzing the data, several noteworthy patterns emerge. Firstly, October stands out as the month with the highest number of posts, followed by July, April, and December. However, when considering the average reach of posts, July takes the lead, followed by September and May. Surprisingly, March exhibits the highest reach among all the months, despite not having the highest number of posts.



Moving on to the week-wise trend, Saturdays witness the highest number of posts, closely followed by Fridays. However, in terms of average reach, Tuesdays take the lead, followed by Wednesdays. Interestingly, Saturdays and Fridays have the lowest average reach compared to other days of the week.



To determine the optimal posting time, it is observed that 3am and 10am have the highest number of posts. However, posts made at 5am and 2pm tend to have the highest average reach. It is intriguing to note that the times with the highest number of posts do not necessarily align with the times that yield the highest average reach.

These insights highlight the importance of carefully considering timing when posting on Facebook. Although certain periods may have a higher number of posts, it is crucial to identify the timeframes that offer the potential for maximum reach and engagement. By strategically selecting the best posting times, content creators can increase the likelihood of reaching a larger audience and maximizing the impact of their Facebook posts.

Conclusion

The analysis of a Facebook metrics dataset consisting of 500 posts provides valuable insights for optimizing post performance on the platform. Posts with photos received the highest interactions, followed by status updates and videos, while posts with links had the lowest engagement. Unpaid posts were found on pages with high reach, indicating organic engagement, while paid posts were more common on pages with lower reach, suggesting a strategic approach to increase visibility. Videos had the widest reach and impressions, while status updates generated higher engagement metrics over their lifetime. Diversifying content strategies to include videos for broader reach and focusing on status updates for deeper engagement is recommended.

Analyzing month-wise, week-wise, and day-wise trends revealed that July had the highest average reach, Tuesdays had the highest average reach despite fewer posts, and 5am and 10am is the best time to post to reach the maximum audience. Timing plays a crucial role in maximizing reach and engagement. Therefore, utilizing visually appealing content, balancing organic and paid strategies, diversifying post types, and considering optimal posting times are key factors for enhancing reach and engagement on Facebook. Businesses and content creators can use these insights to effectively connect with their audience and achieve greater success on the platform.

References

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- Andy Kriebel. (2022, February 22). *How to Tableau : Multiple Measures on Multiple Rows* [Video]. YouTube. https://www.youtube.com/watch?v=6o_D9vDZfa8
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