Facebook metrics – Knowledge Sharing

Facebook page is a place where a particular community / network / brand can interact with customers / members. The main objective of opening the page is to connect to the members effectively and make them engaged with the posts.

FB provides various parameters to the owner of the page to calculate the performance of the page and take actions that can improve the page efficiency.

On a deeper level the page metrics provided by FB to the owner of the page are: Impressions, Reach, Engaged Users, Consumers, Consumptions, Interactions.

Below is the small explanation of what the metric's means according to my research.

Impressions: After a post is posted on our page, it is displayed on the time line of most of the members of our page. This again depends on the previous level of engagement of the user on the page. If a user who is a member of the page, but not active on the page, might have the post displayed at the bottom of his/her time line.

Reach: It is not necessary that if a particular post displayed on a user time line, the user scroll down in the time line and sees the post. (My assumption here is FB might have an algorithm that will decide on which order the post are displayed on a user time line). Suppose, let us say the user has viewed the post In his time line, that means that the post has reached the user. Else it would just remain as "Impression"(the above metric) and is not reached to the user.

There is a serious confusion between the metric "Engaged users" and the metric: "Consumers".

Before going into these, we need to define what a "story" is, an "engagement" of a post and what "consumption" is.

Story: A story is something that is displayed on users time line. That is if a user liked, commented, shared any post the friends of that user will be able to see that this user has liked or commented or shared this post. This is a story.

Engagement: When any user clicks anywhere on your post that creates a story. This is also counted for De-storying.

Consumptions: Whenever a user performs any clicks on your post, which creates a story along with some other clicks like, playing a video, viewing a photograph, clicking on the link provided comes under consumptions.

So, above two are explained here with an example. Say, I have a posted picture as a post, and a user named Bob has like my post. Here Bob has created a story. All of the bob's friends can see that Bob has liked my post. Hence, Bob has engaged with my post. Another user say, Jack has just viewed the image that I posted by clicking on the image, here Jack did not create any story. None of Jack's friends will know that he has clicked the picture on my post. Hence jack has just consumed my post post.

Consumers: These are the people who have consumed my post.

Engaged Users: The users who have been engaged with my post

Note that: Always the number of Engaged users will be more than the number of consumers.

Interactions: This is the sum of total Likes, Shares, Comments received for the post.

Hope all the confusing terms / metrics which are provided by in the FB insights excel file, for your page are clear after reading this.

Impressions

Reached users

Engaged users

Consumers

Consumptions
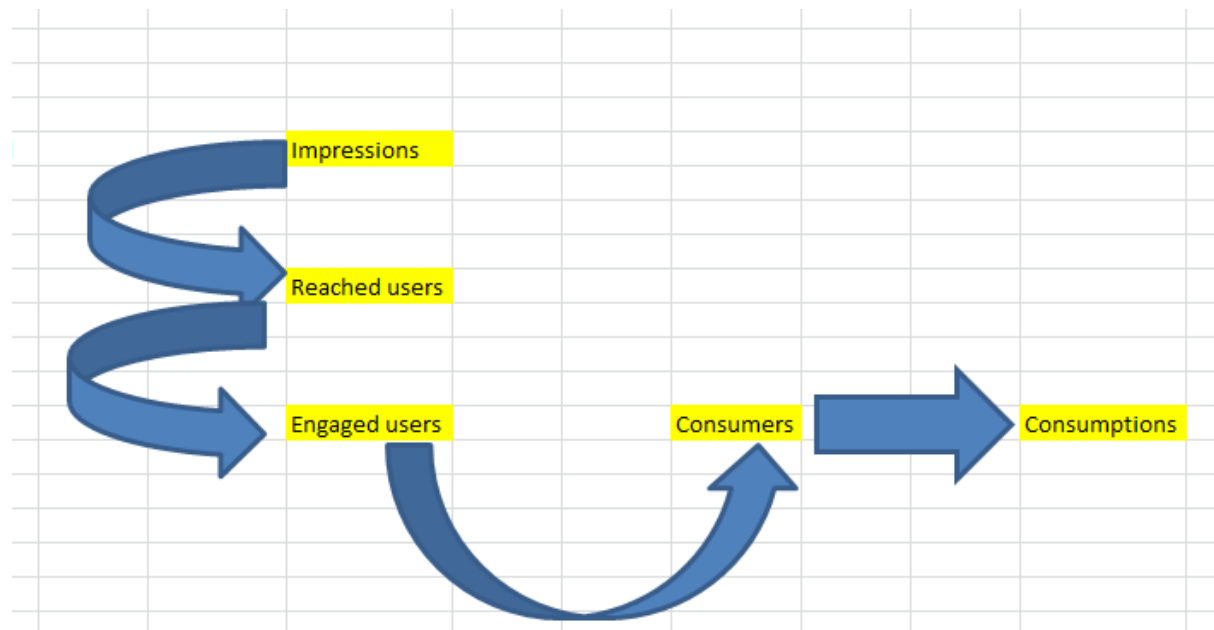
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If a particular type of post say, posting an image has generated a lot of engagement from your users in the past, next time when such type of post from your page is posted that will have much higher visibility (as per the FB post rank algorithm) than other posts posted by other pages on members timeline.

The most Important KPI is the, engagement rate which is given by:

$$\text{Engagement rate} = \frac{\text{Engaged Users}}{\text{Total Reach}} * 100$$

This engagement rate lets you: compare the performance of two different posts or performance of your page with your competitor's page etc..,

So we can consider this as a parameter that will give us efficiency of our page.

The efficiency rate is dependent on the total reach of our post. The percentage of reach of our post is given by:

$$\text{Reach\_Rate} = \frac{\text{Total reach}}{\text{Total Impressions}} * 100$$

Consumer Rate can be given by:

$$\text{Consumer Rate} = \frac{\text{Total Consumer}}{\text{Total Reach}}$$

We can calculate the Average consumptions as:

$$\text{Avg. Consumptions} = \frac{\text{Total Consumptions}}{\text{Total Consumers}}$$