

Facebook Overview Dashboard Template

The **Facebook overview [dashboard template](#)** features a wide range of metrics measuring distribution, engagement, fans data, and more. Use this template to build a broad summary of your Facebook channel and content performance.

Widget Name	Widget Type	Metrics
Reactions	Breakdown	Reactions by type
Performance by channel	Channel comparison	Impressions, fans, reach (daily) avg., interactions, net new fans
Content performance	Content performance	Engagements, reach avg., paid reach avg., frequency, engagement rate (reach), clicks
Paid performance	Content performance	Paid impressions (ads), spent, paid link clicks, paid video views (ads), paid engagements, cost per engagement
Average daily page reach	Key Metrics	Reach (daily) avg., paid reach (daily) avg.
Page interactions	Key Metrics	Interactions, reactions
Viral vs. Non-viral (daily) avg.	Key Metrics	Non-viral reach (daily) avg., viral reach (daily) avg.
Label performance	Label performance	Impressions, engagements, engagement rate, video views, link clicks
Daily fans	Time series	Fans
Daily interactions	Time series	Interactions
Daily non-viral and viral reach	Time series	Non-viral reach (daily), viral reach (daily)

Widget Name	Widget Type	Metrics
Daily reach	Time series	Reach (daily), paid reach (daily)

