

## *Facebook Insights Guide*



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Facebook Insights is a pretty powerful tool for those wanting to track user interaction on their Facebook Fan Page. Facebook Insights can be seen by all the admins of your page and it can help you track the number of active users to better understand page performance.

**A Beginner's Guide to Facebook Insights - neilpatel.com**

This guide will help you understand Facebook Insights, but to get the most out of this tool you'll need to use it on a regular basis and stay in the loop with new developments on your page. How to Access Facebook Insights. Go to your Facebook Page and select the 'Insights' option at the top of the page.

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Facebook Insights is one of the most powerful Facebook marketing analytics tools available. When you dive into your Facebook Insights, you'll receive a wealth of data to help you understand more about your Facebook Page. With so many different data-points available to measure — such as Likes ...

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Keep in mind that you can only access data in Page Insights for the last 2 years, and demographic data, such as age, gender and location, are available in Page Insights once there is data for 100 or more people. Pages categorized as a Community Page don't have Insights.

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Facebook Insights tracks likes, page views, reach, and more. No matter what your goals are on Facebook—building brand awareness, communicating with customers, or getting followers to take an action— Facebook analytics will help you understand who your most engaged audience is and how they're interacting with your page.

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A Beginner's Guide to Facebook Insights. February 17, 2019. Social media is a strong tool to connect your business or brand with your audience. However, posting without knowing who your audience is or what kind of content they want is like driving in the dark without headlights—unnecessary and downright dangerous.

**A Beginner's Guide to Facebook Insights - Build My Plays**

A Beginner's Guide to Facebook Insights. Share. Tweet. Share. ... - A Field Guide to Using Facebook Places - 5 Useful Facebook Trend and Search Services. Image courtesy of iStockphoto, alexsl.

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