



Note: Due to changes on the side of Facebook, the Insights functionality no longer collects data correctly in Kentico 11. If you wish to work with the Insights, you need to upgrade to Kentico 12 Service Pack and apply an appropriate hotfix.

Kentico collects statistical data (called Insights) from your Facebook pages. Insights allow you to monitor the performance of your Facebook page. You can view Facebook insights in the detail of each page in **Facebook -> Pages**. You can also view the reach of individual page posts in **Facebook -> Posts**.

Viewing Facebook page insights

1. Open the **Facebook** Kentico application.
2. **Edit** (🔧) a page.
 - The **Insights** tab appears.
3. Select an insight type in the tree on the left.

A report graph appears. The graph displays a daily report for the insights of the edited page. You can adjust the period displayed in the graph.

Viewing Facebook page post reach

Post reach is a collection of insights data specific to a single Facebook post. Post reach includes number of people who viewed the post, their likes, comments, shares, and other activity.

1. Go to **Facebook -> Posts**.
2. Click the text of a post you're interested in.

Details of the post appear, showing the post's statistics.



Facebook updates insight data once a day. Kentico checks for new insight data every hour. Therefore, the data displayed in Kentico EMS reflects the data from the insights section of your Facebook page within one hour after the data is published.

Required permissions for viewing Facebook insights

To view Facebook insights in Kentico, an administrator must give you the **Read** permission for the Social marketing module.

Available Facebook page insights

Stories and People talking about this	
Page stories	The number of stories created about your Page.
Page storytellers	The number of people sharing stories about your page. These stories include liking your Page, posting to your Page's Wall, liking, commenting on or sharing one of your Page posts, answering a Question you posted, RSVPing to one of your events, mentioning your Page, photo tagging your Page or checking in at your Place.
Page stories by story type	The number of stories about your page by story type.
Page storytellers by story type	The number of people talking about your page by story type.



Page storytellers by age and gender	The number of people talking about the page by user age and gender.
Page storytellers by country	The number of people Talking about the page by user country.
Page storytellers by locale	The number of People Talking about the page by user language.
Page impressions	
Page impressions	<ul style="list-style-type: none"> • <i>Unique</i> - The number of people who have seen any content associated with your Page. • <i>Paid Unique</i> - The number of people who saw a sponsored story or Ad about your Page. • <i>Organic unique</i> - The number of people who visited your Page, or saw your Page or one of its posts in News Feed or Ticker. These impressions can be Fans or non-Fans. • <i>Viral unique</i> - The number of people who saw your Page or one of its posts from a story published by a friend. These stories include liking your Page, posting to your Page's Wall, liking, commenting on or sharing one of your Page posts, answering a Question you posted, RSVPing to one of your events, mentioning your Page, photo tagging your Page or checking in at your Place.
Page engagement	
Page engaged users	The number of people who engaged with your Page. Engagement includes any click.
Page consumptions	The number of times people clicked on any of your content without generating a story.
Page consumptions by consumption type	The number of times people clicked on any of your content without generating a story by type.
Page users	
Page fans	The total number of people who liked your Page.
Page fans by locale	Aggregated language data about the people who like your Page based on the default language settings selected when accessing Facebook.
Page fans by city	Aggregated Facebook location data, sorted by city, about the people who like your Page.
Page fans by country	Aggregated Facebook location data, sorted by country, about the people who like your Page
Page fans by gender and age	Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles.

Page fan adds and removes	<ul style="list-style-type: none"> • Adds unique - The number of new people who have liked your Page. • Removes unique - Unlikes of your Page.
Page fans by like source	The number of people who liked your Page, broken down by the most common places where people can like your Page (see like sources).
Page views	
Page views	Page Views from users logged into Facebook.
Page posts	
Page post impressions	<ul style="list-style-type: none"> • <i>Unique</i> - The number of people who saw any of your Page posts. • <i>Paid unique</i> - The number of people who saw your Page posts in an Ad or Sponsored Story. • <i>Organic unique</i> - The number of people who saw your Page posts in News Feed or Ticker, or on your Page's Wall. • <i>Viral unique</i> - The number of people who saw your Page posts via a story from a friend.
Negative feedback	
Page negative feedback	The number of times people took a negative action (e.g., un-liked or hid a post)

Available Facebook post reach statistics

General	
Likes	Number of people who like the post on your page.
Comments	Number of comments to the post on your page.
Shares	Number of times people shared the post from your page.
Total likes and comments	
Likes	Total number of times the post has been liked (including shared posts).
Comments	Total number of times the post has been commented on (including shared posts).
Negative feedback	
Hide post	Number of times someone has removed the post from their timeline.
Hide all posts	Number of times someone has hidden all posts from your page based on the post.
Report as spam	Number of times the post has been reported as spam.
Unlike page	Number of times someone unliked your Facebook page based on the post.

For more information see [Facebook insights](#).