



City of
KINGSTON

Facebook User Guide



June 2015

my     
community life

www.mycommunitylife.com.au

My Community Life is supported by the Community Engagement Team at Kingston Council.

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1. Background

Founded in 2004, Facebook is a social network that allows family, friends and people with common interests to connect, share and consume information, thoughts and ideas.

Facebook provides an important opportunity for organisations to engage in meaningful two-way communication with the broader community. Facebook is also an essential component of communications strategies, with 93% of marketers using social media for businesses and more than 30 million businesses owning a Facebook page.

Interesting facts about Facebook:

- Facebook has 1.3 billion active users as of June 2014 – that's more than one in six people across the globe
- If Facebook were a country, it would be the world's second largest – its users are greater in number than the population of India and only just shy of the population of China
- There are 12 million Facebook users in Australia – that's one in every two Australians. Nine million of those are daily active users with 7.3 million of them using the mobile app daily
- The average Facebook user spends more than 40 minutes a day on Facebook
- 23% of users check Facebook more than five times a day

The benefits of Facebook for organisations:

- Marketing activities that could cost thousands of dollars can be achieved through Facebook for free or a fraction of the cost
- Share photos and videos – a powerful way to communicate with your audience
- Raise brand awareness and promote positive word-of-mouth
- Targeted advertising
- Steer extra traffic to your website

1.1. BASIC NAVIGATION



Facebook icon and Home button

Clicking on the Facebook icon and the Home button will take you back to the Home page.



Search

The search tool allows you to find people, pages, organisations and brands on Facebook. It's an important tool to help grow your page because you can share the posts of other organisations with similar values or like their post, which is a way for potential new fans to find your page.



Page button

This will take you back to your profile account (note this is not your company Page, but your overall profile account)



Friend suggestions

This will show you a list of people that have requested to connect with you, along with a list of suggested people you may want to connect with. This function is useful for personal profiles, but not necessary for people managing a page.



Messages

This is where fans or people who have liked your page can send you a message privately, rather than posting on your wall or commenting on a post.



Notifications

This will show you all of the actions that have taken place on your page, from new fans/likes to comments and shares.



Account button

This button opens a menu where you can create or manage pages and advertisements, log out, go to the help page or report a problem.

1.2. HOME PAGE



Your Home page features a series of links to the left to access your News Feed, insights, messages, events, photos and information on pages that you may like or manage. The middle section is your News Feed and to the right are your Insights.


2. Introduction to Facebook pages

Facebook Pages are designed to allow businesses, organisations, brands and communities to connect with users on Facebook. Facebook Pages are highly customisable, allowing users to add software apps, change the look and feel of their page, conduct marketing campaigns, and share exciting stories to engage with millions of Facebook users.

Updates on your Facebook Page will show in the News Feeds of your followers. Not all followers see all posts. Which followers see your posts depends on Facebook's algorithm.

3. A snapshot of a Facebook page



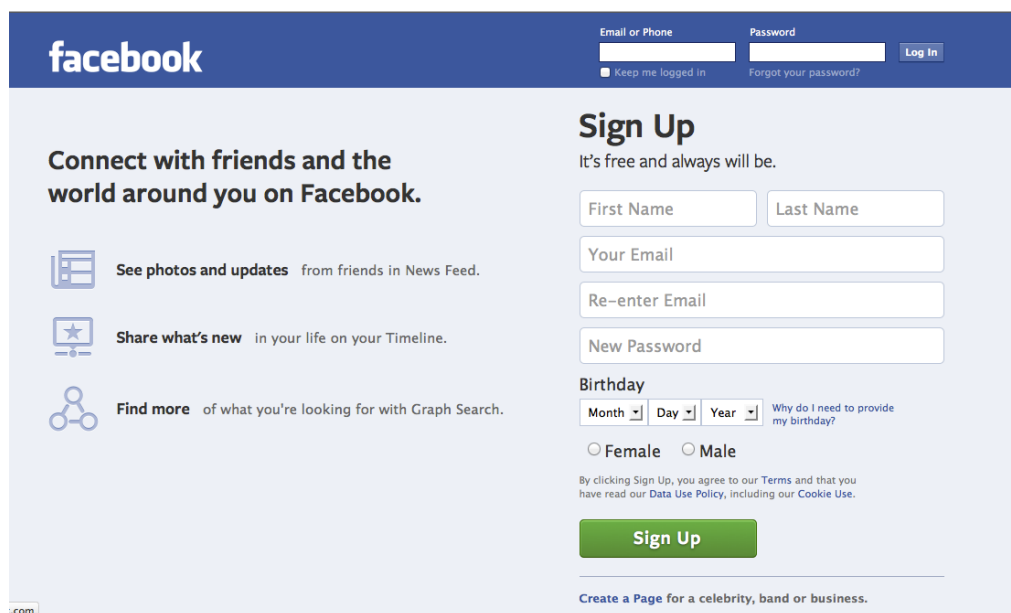
- 
1. **Cover photo.** This is people's first impression of your business or organisation.
 2. **Profile photo.** All your activity will be associated with your profile photo, not only on your wall but also in others' wall.
 3. **Basic information.** A quick glance to tell people what is your business, where is it located and so on.
 4. **Page title, like and check-ins.** Some stats about your page visit
 5. **Photos, likes, videos, and apps.** You can tell your audiences what interest you most by repositioning items.
 6. **Timeline.** Navigate to different part of your page based on time.
 7. **Composer.** Share a link, upload a photo, or add a milestone on your wall from here.
 8. **Pinned post.** Pin the most important post at the top of your page up to seven days and engage with audience.
 9. **Highlighted post.** Highlight your post to make them appear bigger and get attention from your Facebook fans.
 10. **Post.** Normal posts will be shown on your page chronologically.

4. Setting up a Facebook page

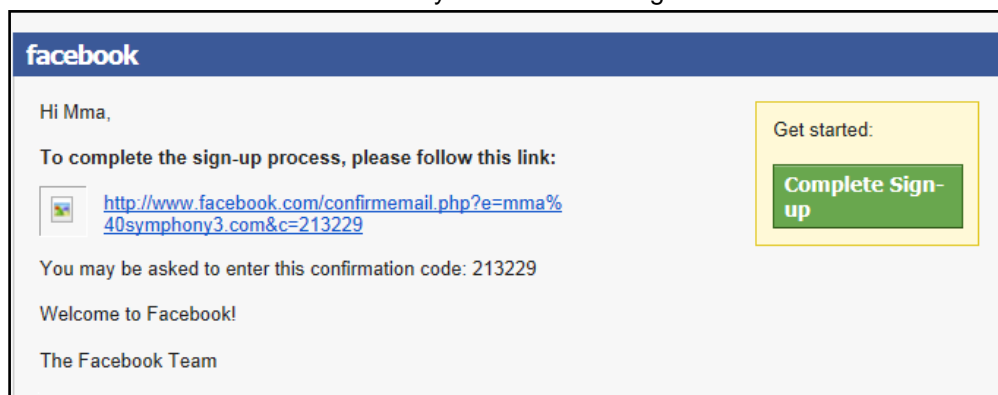
4.1 ACCOUNT CREATION

1. Before you build your Facebook Page, make sure you have a Facebook account.

Go to <http://www.facebook.com/> and sign up using a valid email address.

A screenshot of the Facebook sign-up page. The top navigation bar is blue with the Facebook logo on the left and login fields (Email or Phone, Password, Log In) on the right. Below the navigation bar, the main content area is light blue. On the left, there's a section titled 'Connect with friends and the world around you on Facebook.' with three icons: a photo icon for 'See photos and updates', a star icon for 'Share what's new', and a magnifying glass icon for 'Find more'. On the right, there's a 'Sign Up' section with the text 'It's free and always will be.' Below this are input fields for 'First Name', 'Last Name', 'Your Email', 'Re-enter Email', and 'New Password'. There's also a 'Birthday' section with dropdowns for 'Month', 'Day', and 'Year', and radio buttons for 'Female' and 'Male'. At the bottom of the sign-up section is a green 'Sign Up' button. Below the button, there's a link to 'Create a Page for a celebrity, band or business.'


2. After you sign up, follow the prompts to fill out your profile information and upload a profile picture. Otherwise, skip these steps and finish them later.
3. Click on the link in your registration email to finish the sign-up process. After this, you have completely set up your Facebook account and can create your Facebook Page.

A screenshot of a Facebook confirmation email. The email is from Facebook and is addressed to 'Hi Mma,'. It contains the text 'To complete the sign-up process, please follow this link:' followed by a blue hyperlink: <http://www.facebook.com/confirmemail.php?e=mma%40symphony3.com&c=213229>. Below the link, it says 'You may be asked to enter this confirmation code: 213229'. At the bottom, it says 'Welcome to Facebook!' and 'The Facebook Team'. On the right side of the email, there's a yellow box with the text 'Get started:' and a green button labeled 'Complete Sign-up'.

4. Go to <http://www.facebook.com/pages>. Choose a category for your Page, and input the proper name for your business. For local council pages please select 'Government Organisation'.

Create a Page
Create a Facebook Page to build a closer relationship with your audience and customers.

Pages I Like Pages I Admin




Local Business or Place

Company, Organization or Institution
Join your supporters on Facebook.


Company

☐ I agree to Facebook Pages Terms


Get Started




Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

Facebook © 2012 · English (US) About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help

5. Add a description, website and confirm your organisation is real. If you like you can skip these sections and fill them in later.

Set Up MSE

1 About 2 Profile Picture 3 Add to Favorites 4 Reach More People

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

*Add a description with basic info for MSE.

Website (ex: your website, Twitter or Yelp links)

Is MSE a real organization, school or government?
This will help people find this organization, school or government more easily on Facebook.

☐ Yes ☐ No

Need Help? **Save Info** **Skip**

Now you are the administrator of this page.

4.2 ADD BASIC INFORMATION

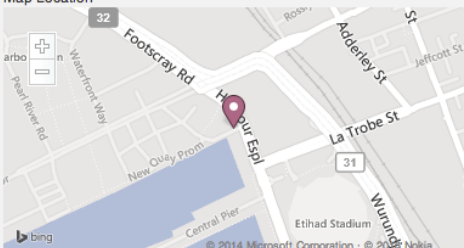
This is the first step in adding detail to your Facebook Page. Open the **Admin Panel** on the top section of your page, click **Manage** on the right hand side and choose **Edit Page** from the drop-down list.



Fill out information under **Page Info** tab. Accurate and detailed information will help to engage your audience with you Facebook Page. For example, make sure that your street address, town and postcode, telephone number, email are correct, so potential customers can locate you.

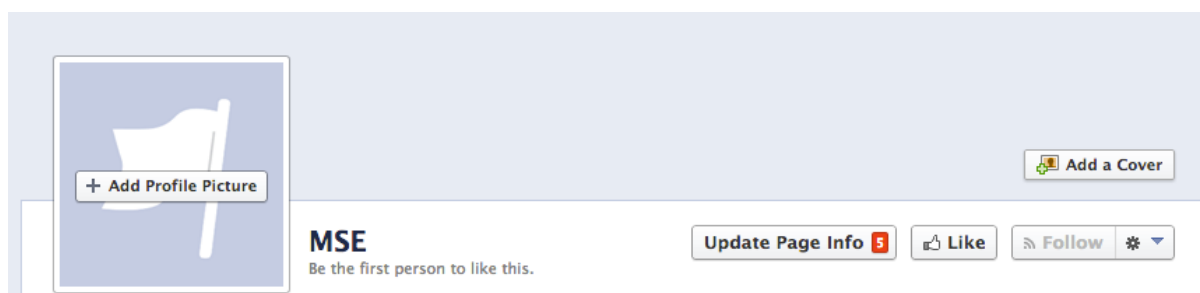
Symphony3 [View Page](#)

General **Page Info** Page Roles More...

Name	Symphony3	Edit
Facebook Web Address	www.facebook.com/Symphony3	Edit
Category	Companies & Organizations : Consulting/Business Services	Edit
Subcategories	Business Consultant	Edit
Address	<div><div>Address</div><div>402A, 198 Harbour Espanade, Docklands</div><div>No street address</div><div>City/Town</div><div>Melbourne, Victoria, Australia</div><div>Postal Code</div><div>3008</div><div>Map Location</div><div></div><div><input checked="" type="checkbox"/> Show map, check-ins and star ratings on the Page</div></div>	

Next, go back to your main page by clicking View Page. Then click on the **+ Add Profile Picture** and upload your profile photo. This should be a high quality photo that represents your business, such as a logo. Your profile photo needs to be at least 180 pixels wide.

Your thumbnail picture will represent your page everywhere on Facebook, such as news feed, likes, groups, and posts on other pages.



Another feature in Facebook Pages is the **Cover Photo**. This is the first thing people would see when they come to your page. To upload or change your cover photo, simply click on the **Change Cover** button and choose the photo either from local computer or your Facebook album. You can also choose Reposition to drag and drop your cover photo to a best place.



4.3 GET A CUSTOM USERNAME

You can [customize your Page web address](#) by selecting a unique username. It will appear in the location bar of your browser after "https://www.facebook.com/" when you view your Page (ex: <https://www.facebook.com/councilname>).

Adding a username to your Page makes it easier for people to find your business, brand or organization's presence on Facebook. Your Page web address can be used in marketing communications, company website and business cards.

To add a username to your Page:

1. From the top of your Page, click **Edit Page** ▼
2. Select **Update Info**
3. Click **Create a username for this page** in the **Username** section
4. Enter a new username and click **Check Availability**
5. If the username you want is available, click **Confirm** to save it

Alternatively, visit <https://www.facebook.com/username> to create a custom username for your page. More information can be found here <https://www.facebook.com/help/409473442437047/>

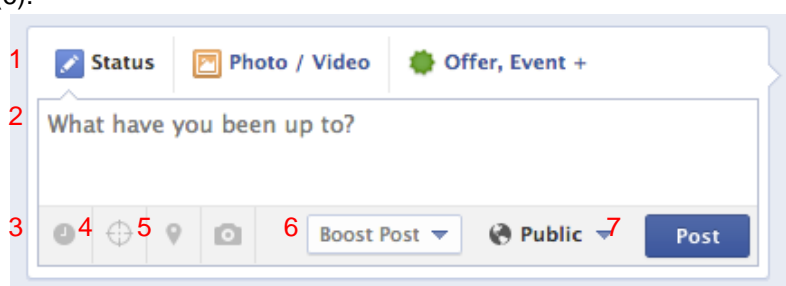
5. Publish content on your Facebook page

5.1 STATUS UPDATES

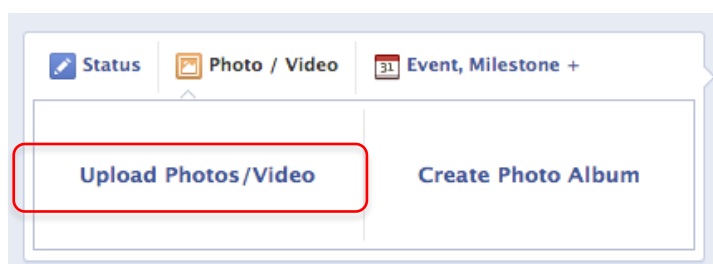
Now it is time to post something on your page. Regularly posting content in the form of status updates, links, photos or video is most effective way of reaching your audiences.

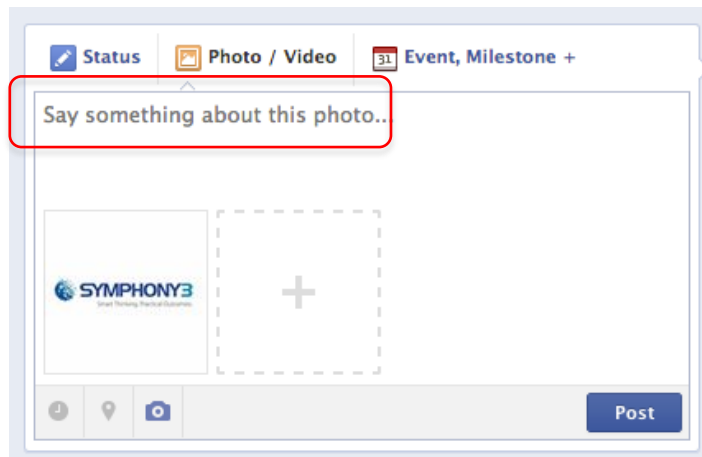
To write an original post or put up a link, simply type in the textbox under **Status (1)** tab in your Facebook composer (2) and click on Post button (7). There are also options for posting. Some of the more common options are

- **Schedule a post** – You can schedule a post to go out on a certain time (3)
- **Targeting** – Post can be targeted to users based on age, location, language, interests, gender, and relationship status. Posts can still be seen by all users when they visit the Facebook page (4)
- **Map** – Where are you when posting this status update (5)
- **Boost Post** – You can boost your post to show up on news feeds of people who like your page and their friends (6).



Similarly if you want to upload photos and videos, you can click **Photo / Videos** tab in your Facebook composer, choose Upload Photo/Video, choose the photo to upload, and then write a short description about your photo. You can also tag the location and schedule the post.

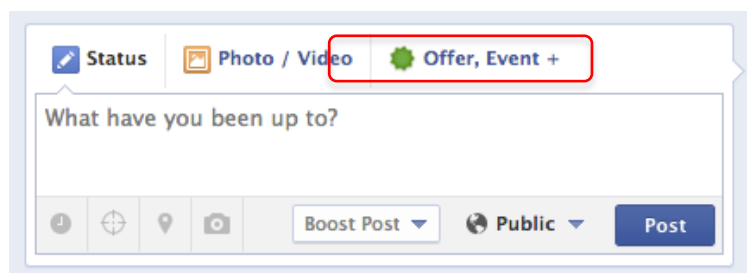




5.2 OFFERS / EVENTS

The latest tab Facebook has updated to for updates is the offers/events tab in the status box. When you click on the offer/events tabs you are taken to the following four options

- Offer
- Event
- Milestone
- Question



5.2.1 Offers

Offers are used to boost sales and purchases for a new product, tickets or redemption. This is a paid service with Facebook. There are 4 steps to creating an offer.

Step 1: Enter the details and the offer code if applicable

Upload a thumbnail of the offer and write some text about the offer. Make sure you upload a compelling image, as this is the image that will be seen by your customers and prospects. Also limit the number of claims and set an expiration date for the offer.

Step 2: Set your budget and target audience

Choose your target audience and set a suitable budget for the campaign. If the offer is targeted at a specific age group, location or any other variable make sure to include the targeting elements before posting the offer. Facebook will show you an estimate reach based on your budget and target audience.

Step 3: Select the More Options dropdown and complete the information.

Some offers may carry terms and conditions that should be including in this step. Additionally, a website link to redeem the offer and start date for the offer can be included here.

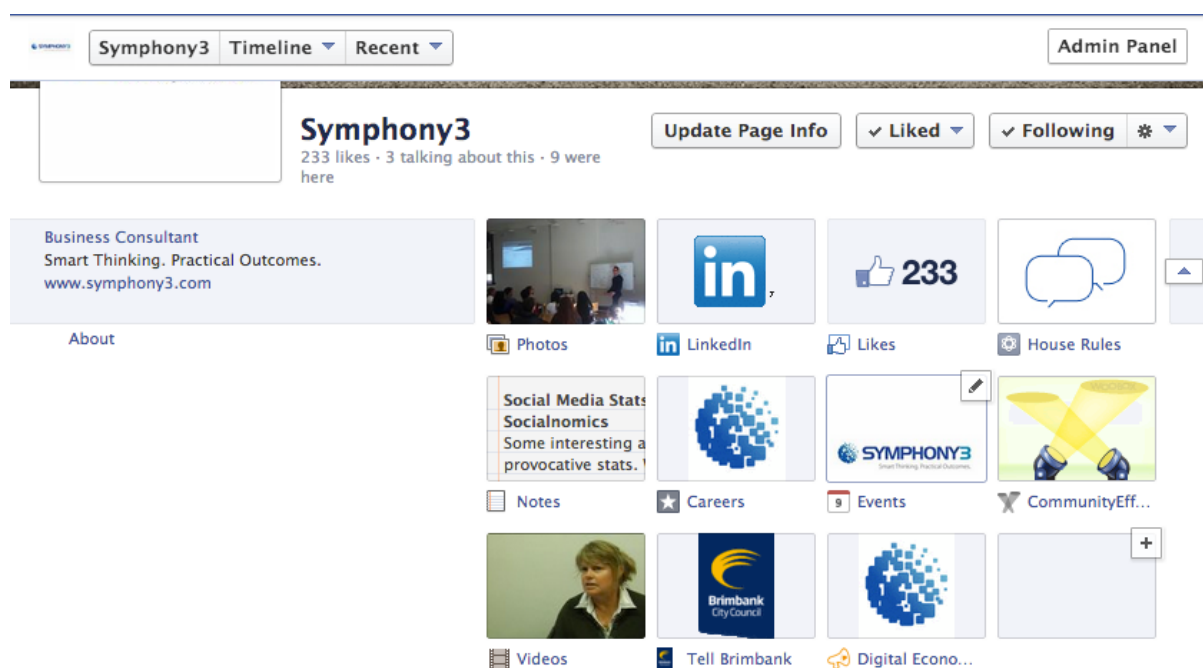
Step 4: Check your registered email for a preview of the offer

Test all the links for the offer and review it before making it live.

To learn more about offers please visit <https://www.facebook.com/help/pages/offers>

5.2.2 Events

An event can be created either through the status box of your page or by clicking on the Events tab on your page. To ensure we use a list of all the event features, the instructions below relate to creating an event from the events tab on your page.



Extend the page tabs by clicking on the extend button (1) and then on the Events tab (2). If there are no past events and option to create a new event will be given. If you would like to copy a past event simply go to the event and click on edit – copy this event.

Create New Event by Symphony3

Name: Conference

Details: Our latest conference meeting

Where: Symphony3

Tickets: www.symphony3.com

When: 5/9/2014

Weather: Overcast 64°F / 55°F

☐ Only admins can post to the event wall

[Add Targeting](#) Targeted to: 233

Create **Cancel**

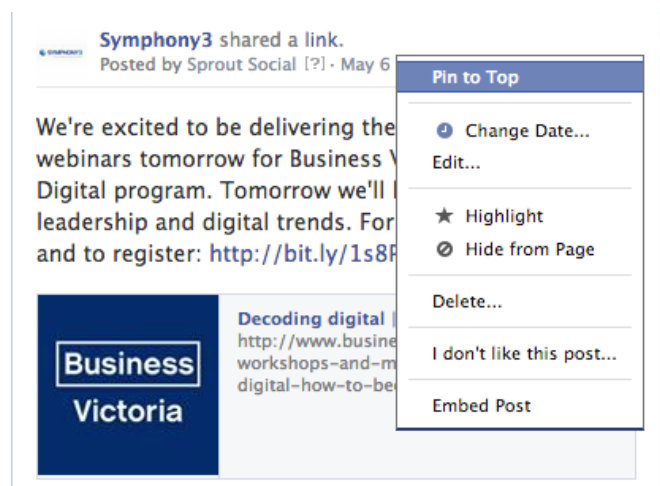
Add all the event details to the pop up box that appears and click on create. Once you create the event you will get an option to edit the event further. For example, you can add a banner photo, message guests, edit the host of the event and even share your event to your fans.

5.2.3 Milestones

To add a milestone simply click on milestones and add the details. Milestones are key moments you've decided to highlight on your Page. Milestones are automatically expanded to widescreen and are visible to everyone visiting your Page.

5.3 HIDE OR DELETE POSTS

You can hide or delete any posts if they are no longer relevant for your Page:



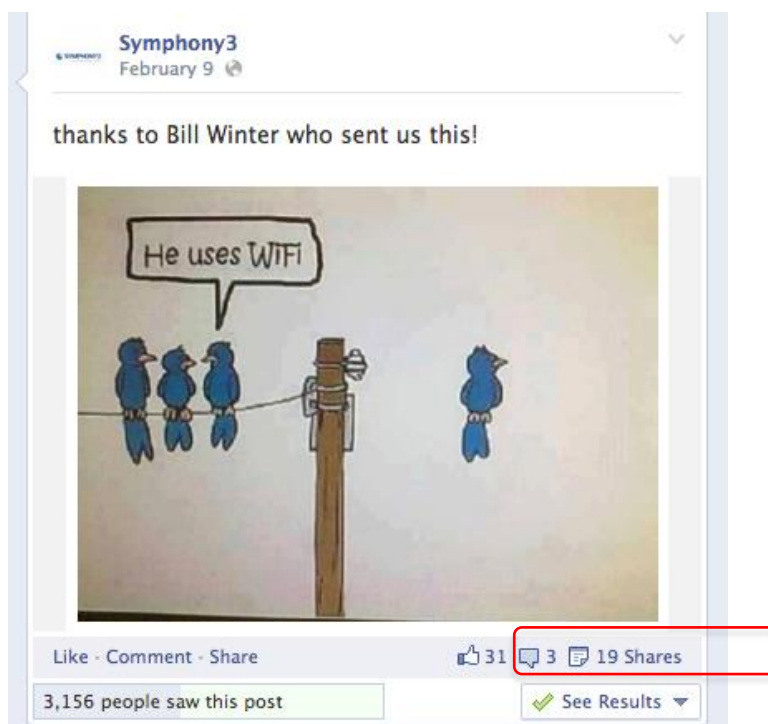
6. Interacting with people

People can like your page by clicking the **Like** button when viewing your page. A key indicator of how popular your Facebook page is that how many likes you get, or how many followers you have.



By default, other people can post updates and upload photos to your page. If required, you can disable this function - see **Edit Settings - General** for more on this feature.

Once you post something on your page, other people are able to like, comment and share your post. The numbers at the right corner of each post represent how many people liked and shared the post.



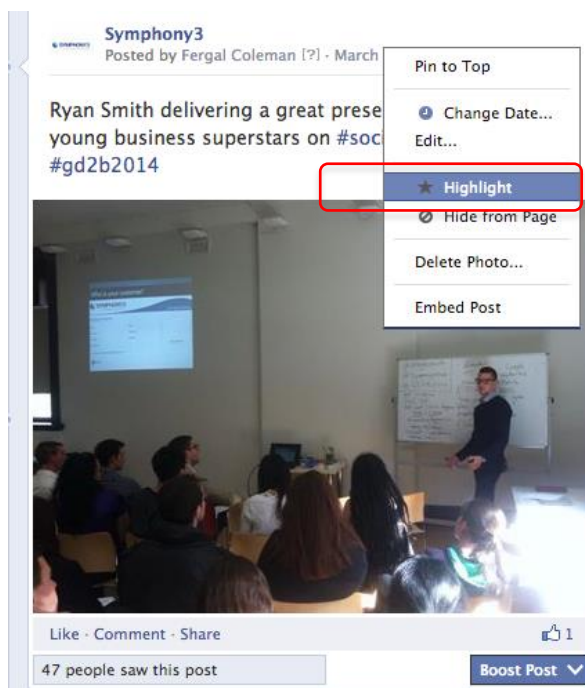
These interactions will appear in the news feed of people who Like the page, and the friends of people who Share the page, allowing you to engage a wider audience.

Similarly, you can also interact with other people or pages in those ways above.

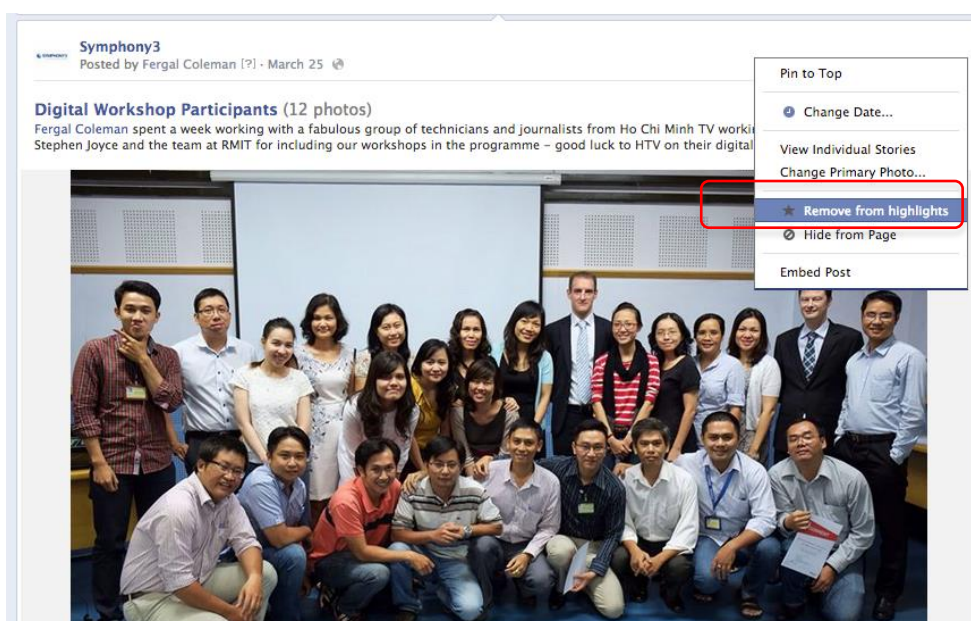
7. Highlighting and pinning posts

7.1 HIGHLIGHT A POST

You can now **highlight** certain posts (including photo, video and link) by clicking on the dropdown arrow on the top right side of the post and selecting **Highlight**. Highlighted content is displayed more prominently, taking up the full width of your page. Highlighted posts will attract more attention from your Facebook followers.

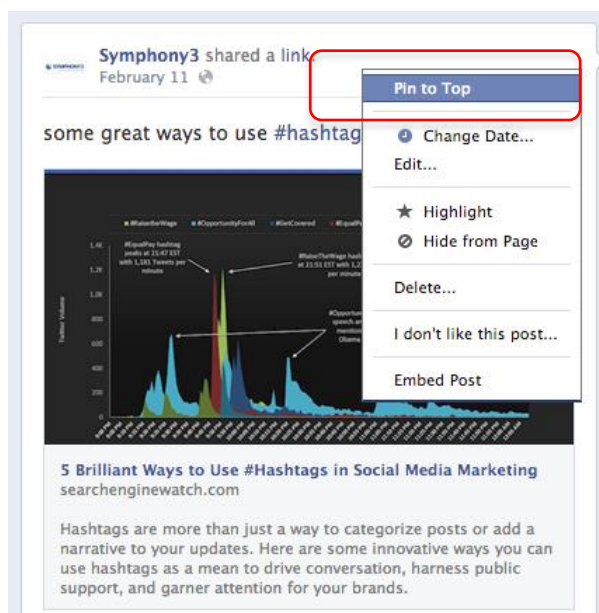


Click on the star button again to remove it from your Page's highlights – this helps you to focus the attention of your readers on a few key stories.

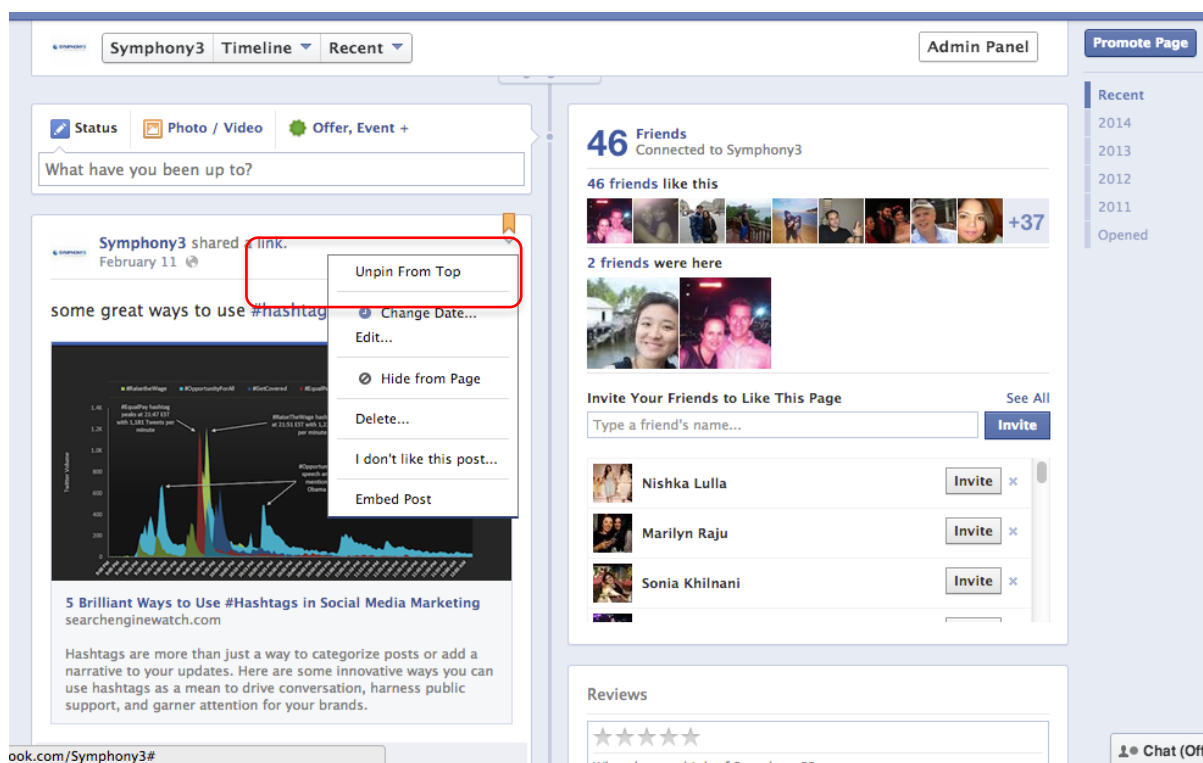


7.2 PIN A POST

For important posts, you can also anchor these to the top of your page. Click on the dropdown arrow sign on the top right side of the post and then choose **Pin to Top** from the drop-down list.

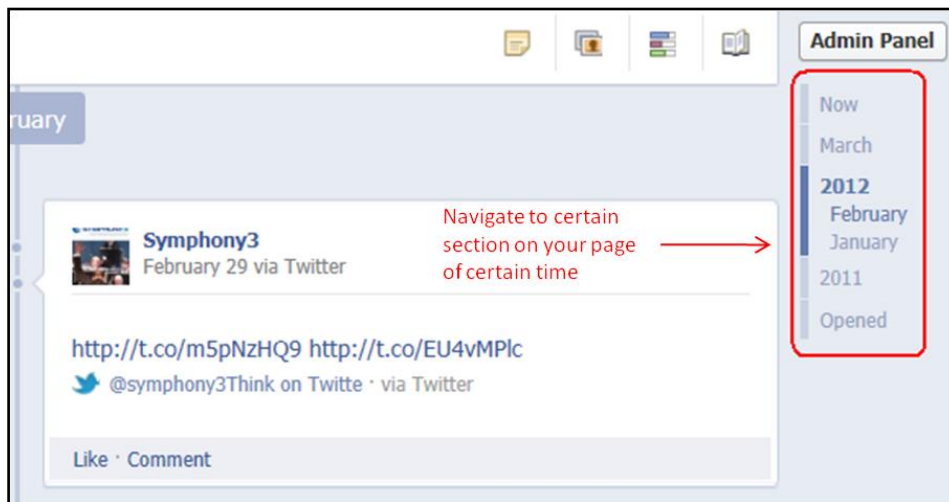


Now this post will be found on top of your page and stay pinned for up to 7 days. If you want to put it back to where it was, simply click on the pencil sign again and then choose **Unpin from Top**.



8. Timeline

The **Timeline** format for Facebook Pages allows people to quickly navigate to different sections of your page by the date or time that content was added. Just click on the timeline on right top part of your screen and navigate to certain time period that interests you.



9. Admin panel

Your **Admin Panel** displays notifications on recent activity on the page, including private messages, people who Like the page, analytics (referred to by Facebook as Page Insights). It also allows you to edit your page, when you unfold the Admin Panel from the top right side of your page. To remove the Admin Panel, click on **Hide** to fold the panel up.

If you want to receive **email notifications** when other people post to, leave comment on, or message your page, open the Admin Panel on the top section of your page. Click **Edit Page** on the right hand side and choose **Edit Settings** from the drop-down list.

Then click the **General** tab, check the box on **Notifications**, and click on **Save Changes**.

You can also change permission settings like the **minimum age** required to see your Page, whether everyone can post on your page, whether people can tag photos posted by you and so on.

General	Page Info	Page Roles	More...
Page Visibility	Page published		Edit
Posting Ability	Anyone can post to my Page timeline Anyone can add photos and videos to my Page timeline		Edit
Post Visibility	Posts to Page appear on my Page timeline		Edit
Post Targeting and Privacy	Privacy control for posts is turned on		Edit
Messages	People can contact my Page privately.		Edit
Tagging Ability	Other people can tag photos posted on my Page.		Edit
Notifications	On Email		Edit
Country Restrictions	Page is visible to everyone.		Edit
Age Restrictions	Page is shown to everyone.		Edit
Page Moderation	No words are being blocked from the Page.		Edit
Profanity Filter	Set to medium		Edit
Similar Page Suggestions	Choose whether your Page is recommended to others		Edit
Replies	Comment replies are turned on for your Page		Edit
Merge Pages	Merge duplicate Pages		Edit
Remove Page	Delete your Page		Edit

You can also decide which pages you **Liked** will be featured on your page – allowing you to show your support for other Pages. Up to 5 pages will be displayed at a time. Click on the **More...** option and selected **Featured** to manage which pages are featured on your page.

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General Page Info Page Roles **Featured** More...

Likes



8 featured likes

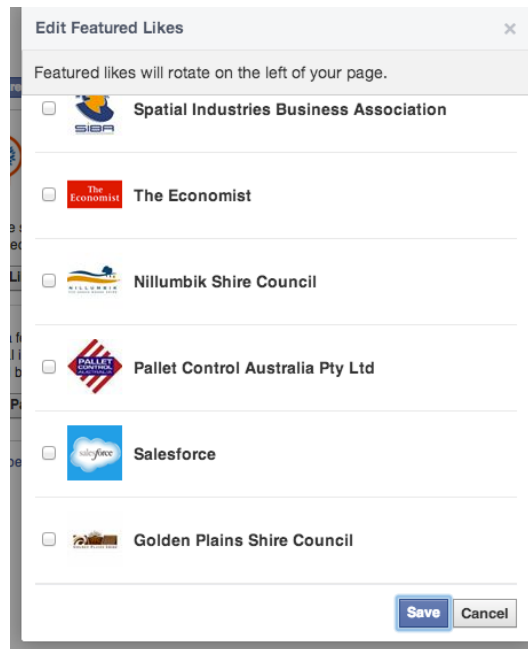
These pages are shown on your page. Up to five pages are shown at a time, and you can specify which of your liked pages always rotate there by selecting them as featured.

[Edit Featured Likes](#)

Page Owners When you add a featured page owner:

- Their personal information will be publicly displayed in the About section of this Page
- This Page will be shown on their personal profile

[Add Featured Page Owners](#)







Other people in your organization can be added as administrators of the Facebook Page too. To do that, go to **Page Roles** section and type in Facebook name or Email.

Symphony3 View Page

General Page Info **Page Roles** More...

Everyone who works on your Page can have a different role depending on what they need to work on.
[Learn more](#) about the different roles people can have on your Page.

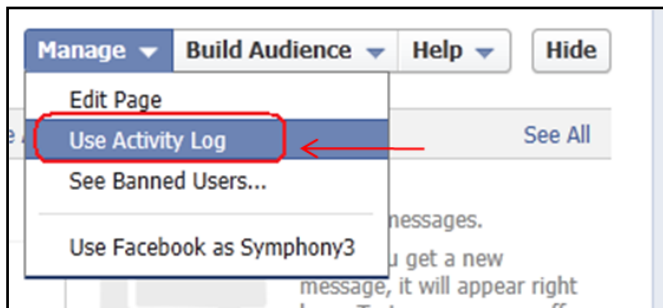
 <p>Fergal Coleman Admin</p> <p>Fergal can manage all aspects of the Page including sending messages and posting as the Page, creating ads, seeing which admin created a post or comment, viewing insights and assigning Page roles.</p>	×	 <p>Sohal Khatwani Admin</p> <p>Sohal can manage all aspects of the Page including sending messages and posting as the Page, creating ads, seeing which admin created a post or comment, viewing insights and assigning Page roles.</p>	×
 <p>Staff SymphonyThree Admin</p> <p>Staff can manage all aspects of the Page including sending messages and posting as the Page, creating ads, seeing which admin created a post or comment, viewing insights and assigning Page roles.</p>	×	 <p>Muyuan Ma Analyst</p> <p>Muyuan can see which admin created a post or comment and view insights.</p>	×
<div style="border: 1px dashed gray; width: 100px; height: 30px; margin-bottom: 5px;"></div> <p>Type a name or email...</p> <p>Editor</p> <p>Can edit the Page, send messages and post as the Page, create ads, see which admin created a post or comment, and view insights.</p>	×		

Add Another Person

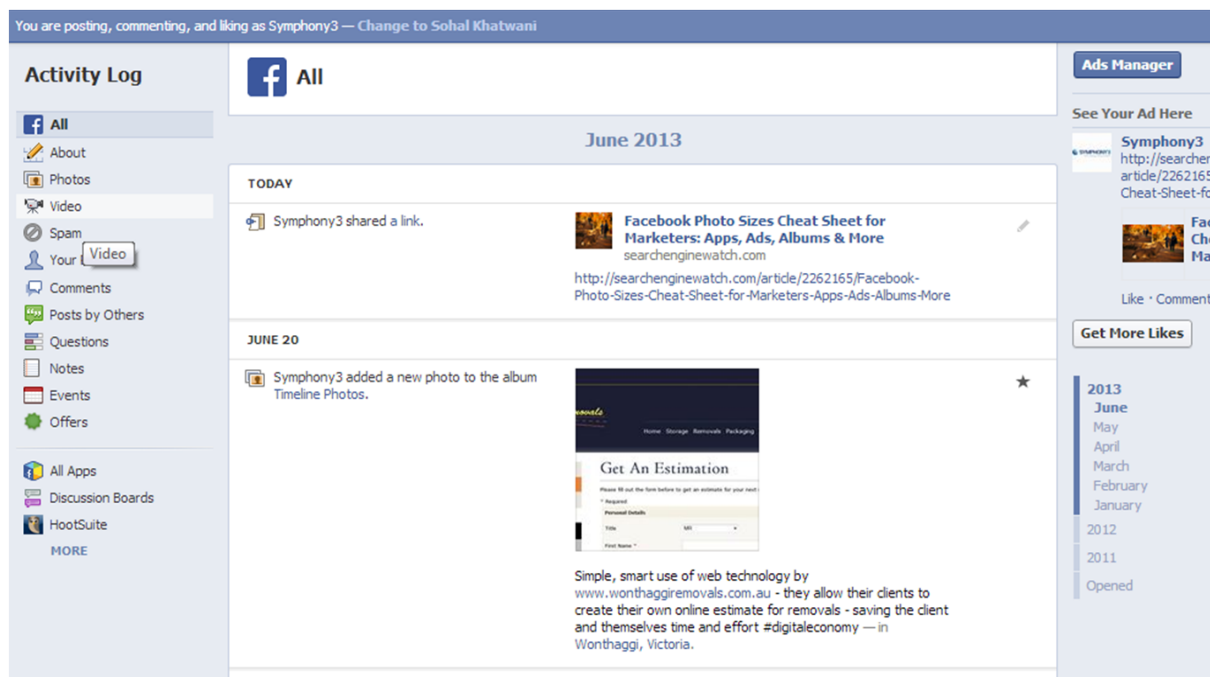
Save Cancel

10. Activity log

The **Activity Log** enables you to check all your Facebook page activities. To access this feature, go to the Admin Panel on the top section of your page, click **Manage** on the right hand side and choose **Use Activity Log** from the drop-down list.



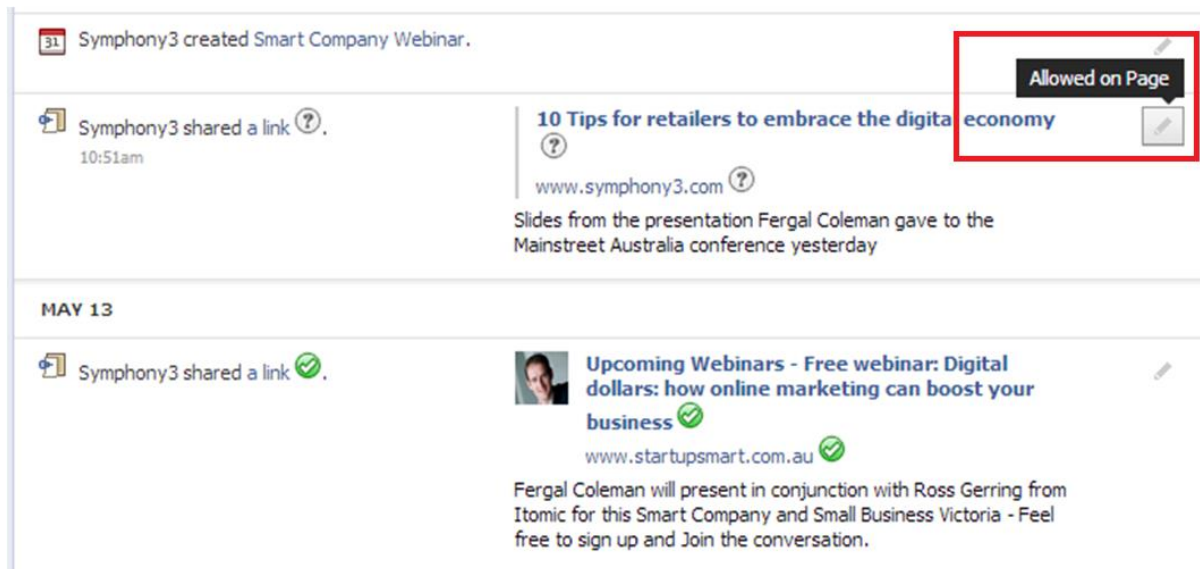
Use the list on the left hand side to filter your activities by type, such as photo, video, comments and questions.



You can also use the Timeline bar to navigate to any sections of you page of a certain time.



You can also highlight, show, hide or delete any content of your page, directly from the Activity Log. Click on the pencil sign to the right side of each activity and select from the drop-down list.



11. Facebook advertising

Facebook Ads help your business to reach potential customers, drive online sales and grow your follower base. Click on the Promote button in the right-hand side of your page and choose **Promote Page**. You can also go directly to <https://www.facebook.com/ads/create> and create an advertisement. There are 6 major steps to creating an advertisement. For the remainder of this training guide we will focus on the ad type 'Page Likes'.

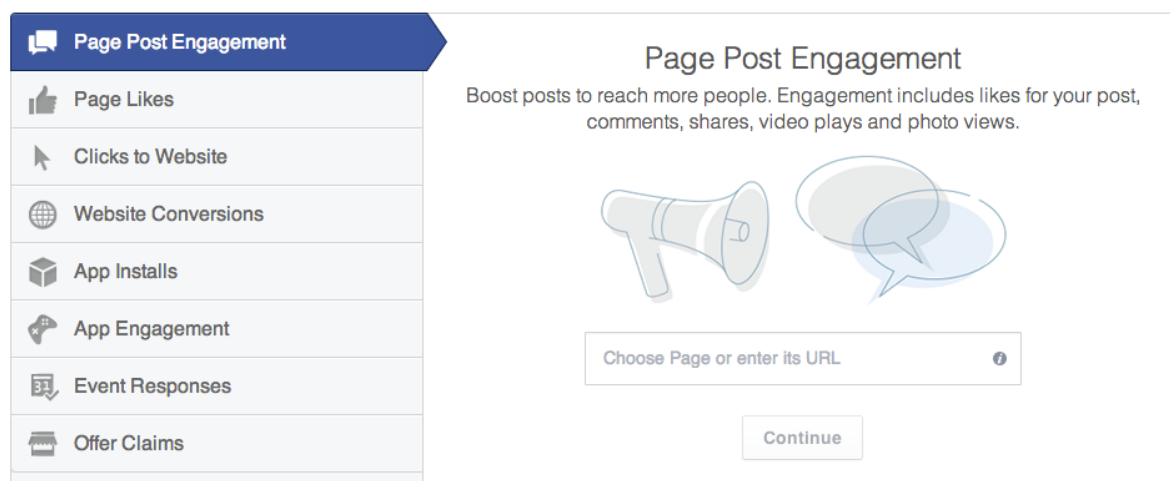


Step 1: Set your budget and target audience

Start by choosing the objective of your ad. Objectives can include options like increase page likes, get more visits to your website or make more sales via your site. For more help on choosing objectives for your ad visit <https://www.facebook.com/help/197976123664242>.

Advertise on Facebook

Help: Choosing an Objective



Step 2: Add images and choose the Ad placement

Use up to 6 different images to create more ads in your campaign at no extra cost. Variations allow you to see which types of ads work and which don't. Facebook now allows you to choose the placement of your ad. You can decide to have your ad appears on newsfeeds, mobile newsfeeds and the right column.

Headline ⓘ

16

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Headline will not display in News Feed when image is larger than 600 pixels x 225 pixels

Text ⓘ

35

Smart Thinking. Practical Outcomes. Www. Symphony3. Com

Hide Advanced Options ▲

Landing View ⓘ

Choose one... ▼

✓ Desktop News Feed


Remove

Sohal Khatwani likes this.

Symphony3

Sponsored

Smart Thinking. Practical Outcomes. Www. Symphony3. Com



Symphony3

Business Consultant

232 likes

✓ Liked ▼

✓ Mobile News Feed

Remove

✓ Right Column

Remove

Step 3: Choose your target audience

Choose your target audience for the campaign. Specify your target audience by location, demographics, interests, and their connection with you. By providing as many details here as possible, Facebook will be able to deliver your advertisement to the most relevant audience, improving the effectiveness of your campaign. You can also use these targeting features to deliver more personalised ads to each group of potential customers. Facebook will also show you an estimate reach on the right hand side based on your target audience. For more help on choosing the right audience go to <https://www.facebook.com/help/433385333434831>.

AUDIENCE

Help: Choose Your Audience

Locations ⓘ

Australia, Victoria

Melbourne + 50 mi

Add a country, state/province, city or ZIP

Age ⓘ

13 ▼

-

No max ▼

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

More Demographics ▼

Relationship >

Education >

Work >

Ethnic Affinity

Generation

Parents >

Politics (US)

Life Events

Interests ⓘ

Suggestions

Browse

Behaviors ⓘ

Browse

Connections ⓘ

☐ Only people connected to Symphony3

☒ Only people not connected to Symphony3

☐ Advanced connection targeting

Audience Definition

Specific

Broad

Your audience is defined.

Audience Details:

Location: Melbourne (+50 mi), Victoria, Australia

Not connected to: Symphony3

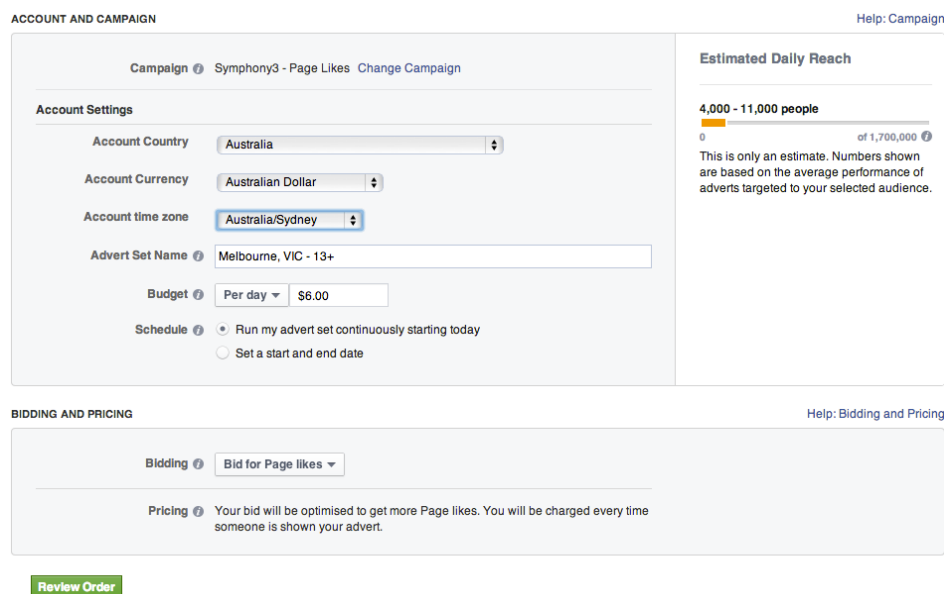
Potential Reach: 2,800,000 people

City of Kingston – Facebook User Guide

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Step 4: Set your budget

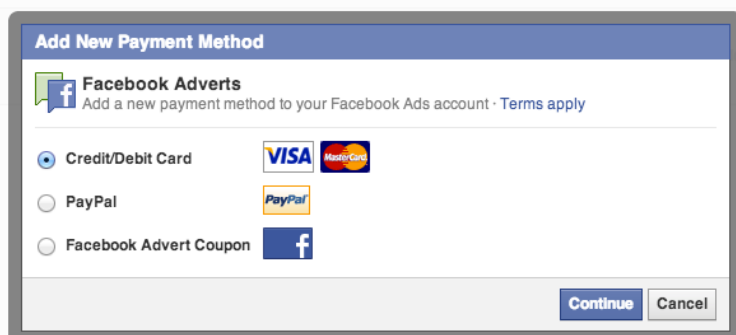
You need to decide your campaign budget and pricing mode. Three options are available here: **Bid for impressions**, **Bid for clicks** and **Bid for page likes**. You will also need to select your bid price. Facebook will automatically optimise your ads based on the ad type you have selected. In the example, below Facebook has selected **Big for Page likes** as the option. If you would like to bid for impressions or clicks then select the relevant option. Please note that for most advertisers, optimising for the objective usually performs better.



The screenshot shows the Facebook Campaign Setup interface. The top section is titled "ACCOUNT AND CAMPAIGN" with a "Help: Campaign" link. Below this, the campaign name is "Symphony3 - Page Likes" with a "Change Campaign" link. The "Account Settings" section includes dropdowns for "Account Country" (Australia), "Account Currency" (Australian Dollar), and "Account time zone" (Australia/Sydney). The "Advert Set Name" is "Melbourne, VIC - 13+". The "Budget" is set to "Per day" at "\$6.00". The "Schedule" is set to "Run my advert set continuously starting today". To the right, the "Estimated Daily Reach" is shown as a bar chart ranging from 0 to 1,700,000, with the current estimate being 4,000 - 11,000 people. Below this, the "BIDDING AND PRICING" section has a "Help: Bidding and Pricing" link. The "Bidding" option is set to "Bid for Page likes". The "Pricing" section states: "Your bid will be optimised to get more Page likes. You will be charged every time someone is shown your advert." A green "Review Order" button is at the bottom.

Finally, you can place your order and pay by Credit Card, PayPal or a Facebook Advert Coupon.

Methods

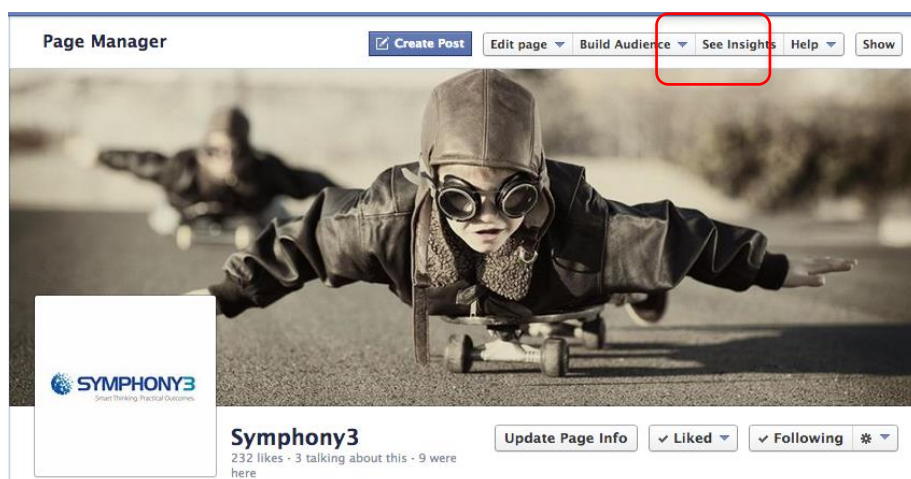


The screenshot shows the "Add New Payment Method" dialog box. It has a title bar "Add New Payment Method" and a Facebook logo. Below the logo, it says "Facebook Adverts" and "Add a new payment method to your Facebook Ads account - Terms apply". There are three radio button options: "Credit/Debit Card" (selected), "PayPal", and "Facebook Advert Coupon". Each option has a corresponding logo: Visa and MasterCard for Credit/Debit Card, PayPal for PayPal, and the Facebook logo for Facebook Advert Coupon. At the bottom right, there are "Continue" and "Cancel" buttons.

12. Facebook insights

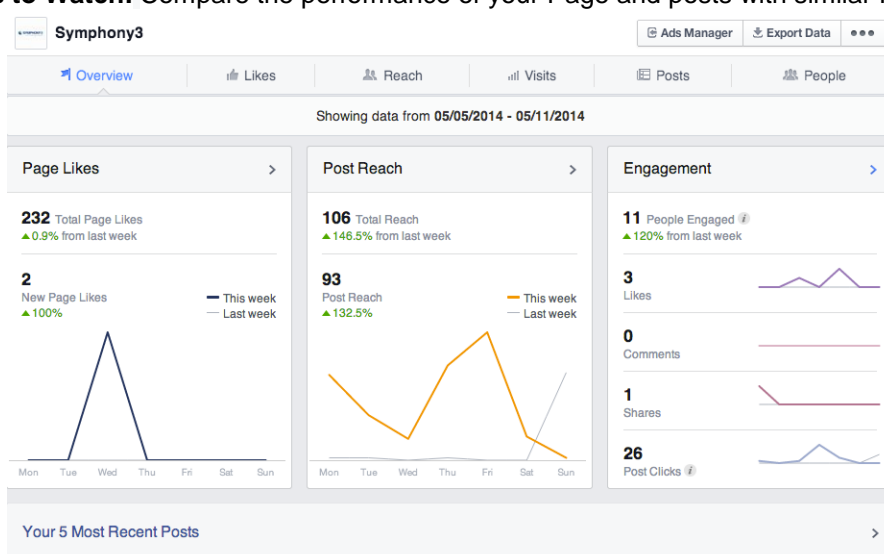
12.1 INSIGHTS SUMMARY

Facebook Insights tells you how your page is performing by showing various metrics. You will be able to understand demographics of your audiences and how they are interacting with you over time. To see your page insights, click on **See Insights** on the top right hand side of admin panel.



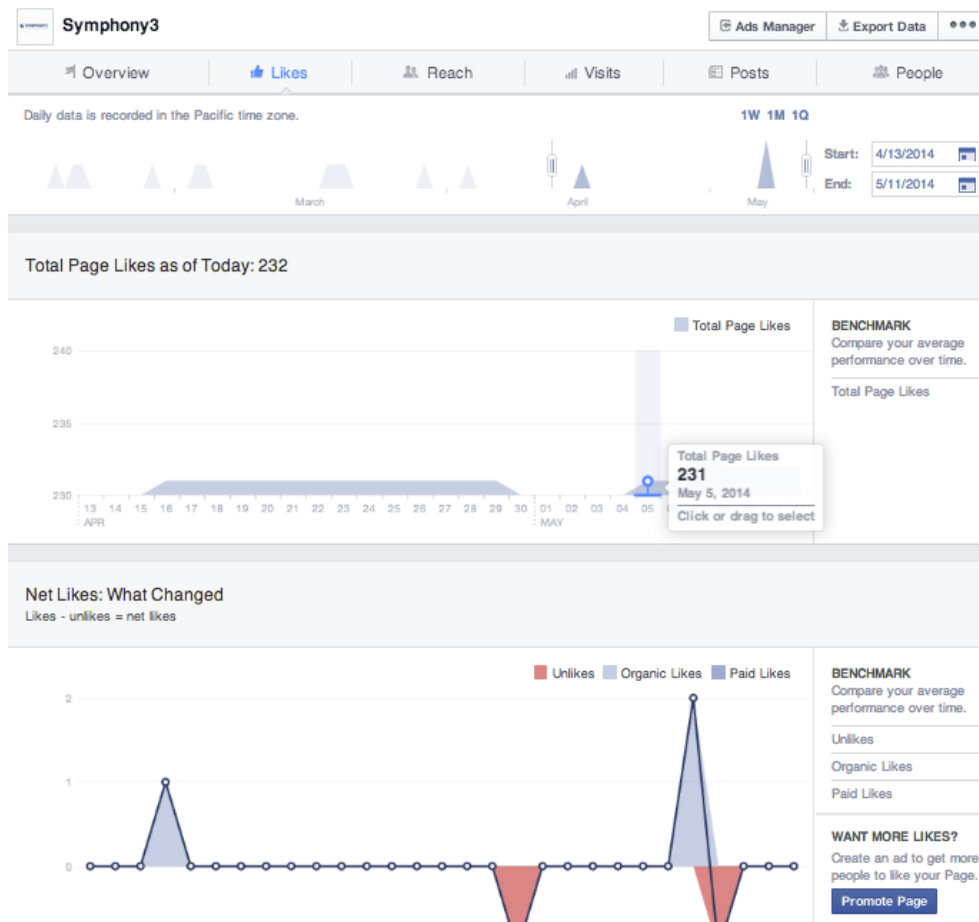
The summary page shows 6 tabs on top and boxes with the following information:

- **Page Likes:** The number of unique people who like your Page and the new page likes over the last week.
- **Post Reach:** The number of unique people who saw your posts.
- **Engagement:** The number of unique people who have interacted with your Page in the last seven days, including people who liked your page, people who liked, shared or commented on your post, responded to your event, mentioned your page and so on.
- **5 Most Recent Posts:** Data from your last 5 posts.
- **Pages to Watch:** Compare the performance of your Page and posts with similar Pages on Facebook.



12.2 LIKES

The number of unique people who like your Page and the new page likes over the last week. Where you page likes has come from and what has changed over the last week. You can also compare your average performance over time and filter to see what is changed by organic likes, paid likes or unlikes.

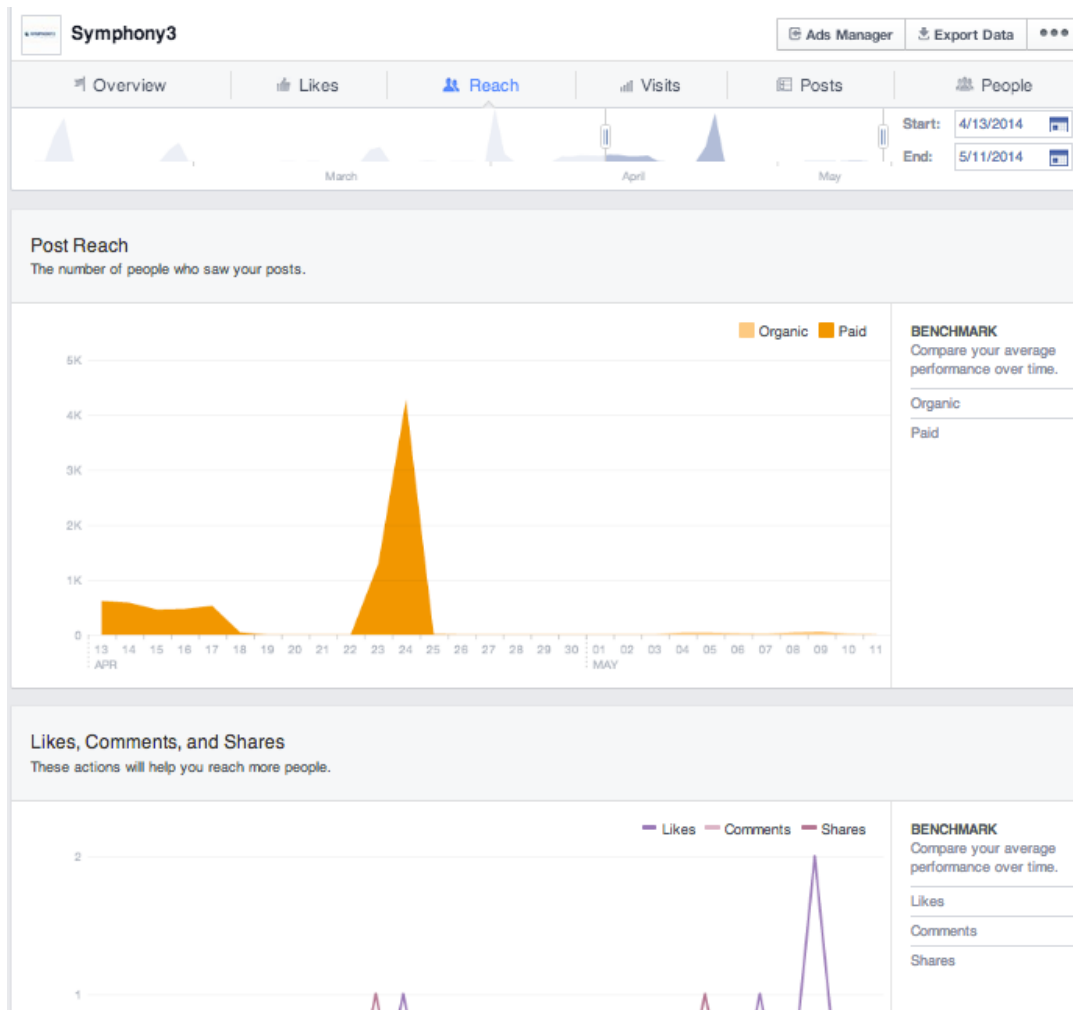


12.3 REACH

This tab shows the number of unique people who have seen your posts and interacted with your page in the last seven days, including people who liked your page, people who liked, shared or commented on your post, responded to your event, mentioned your page and so on.

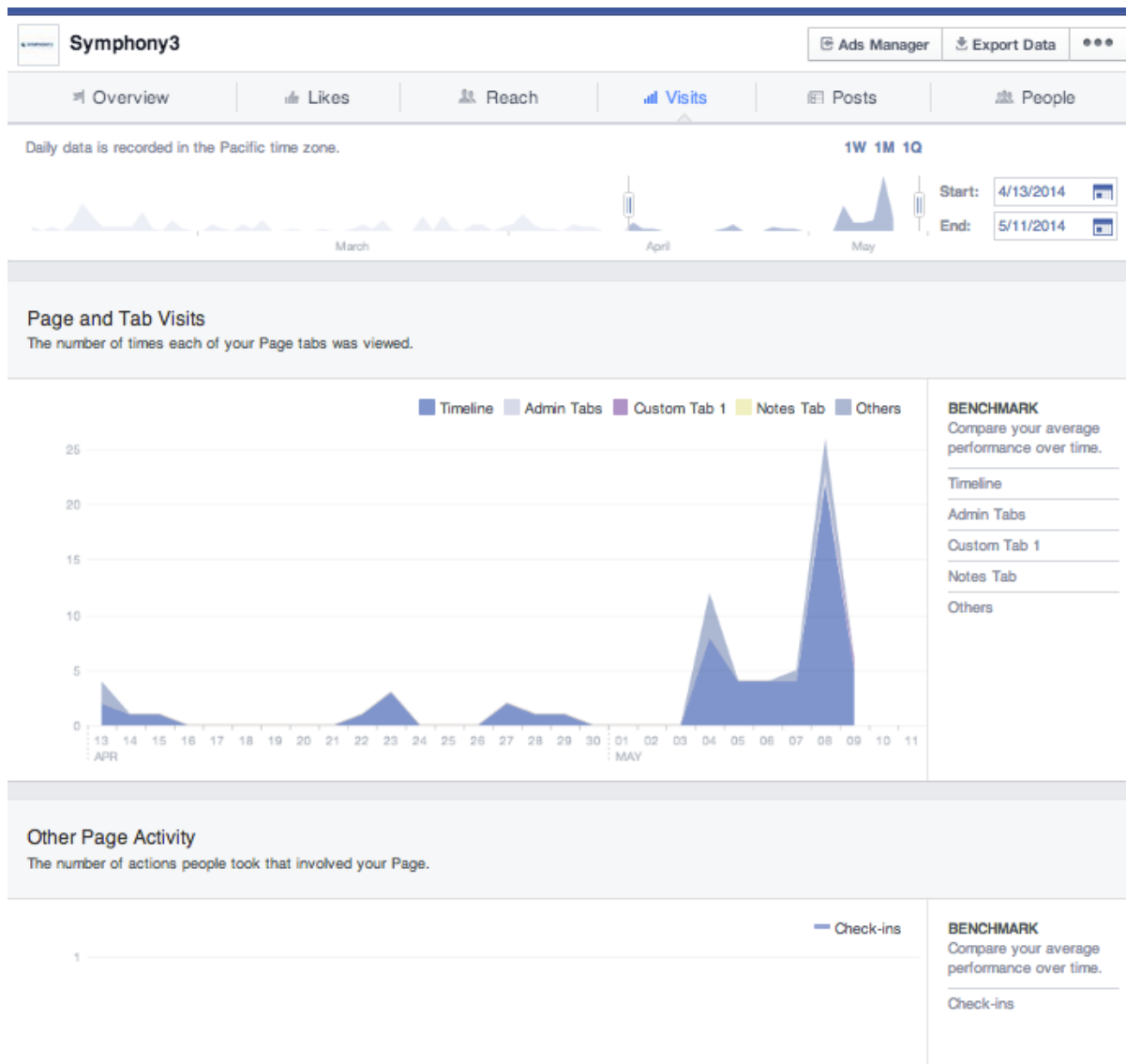
Facebook Insights tracks two ways in which your content reaches people.

- **Organic:** unique people who saw content on your page or in their News Feed.
- **Paid:** unique people who saw an Ad or Sponsored Story that pointed to your page.



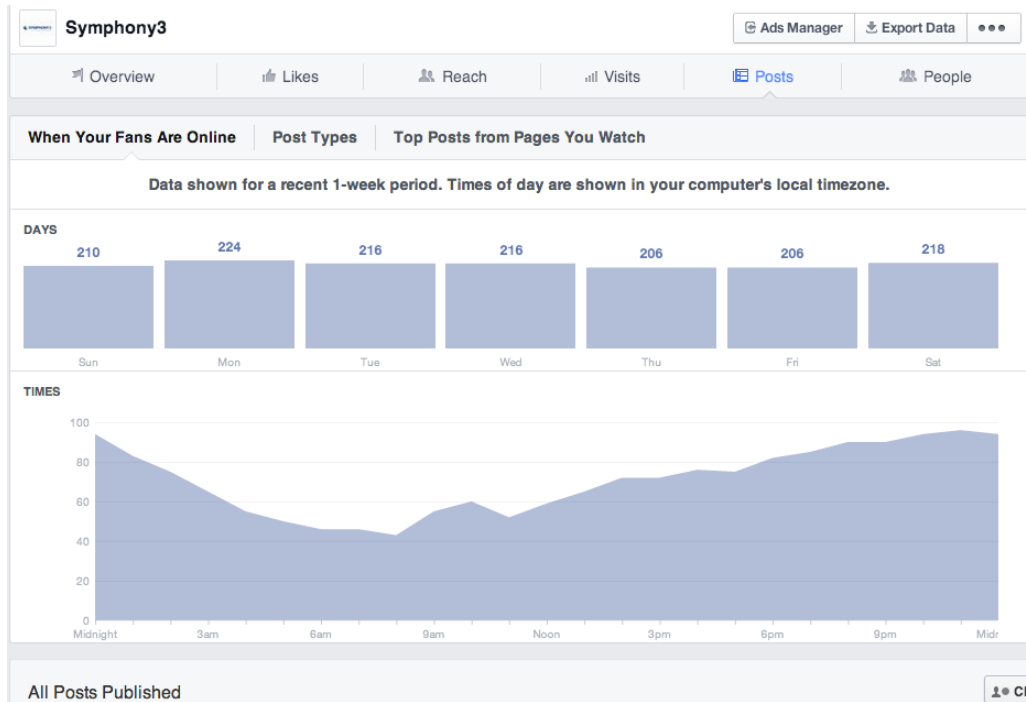
12.4 VISITS

The **Visits** tab shows the number of times each of your page tabs has been viewed, actions people took that involved your page and amount of times people came to your Facebook page from an external website (e.g. a link on a business directory website).



12.5 POSTS

The Posts tab provides you with individual analysis of each post on your page like when your fans are online and what type of posts are most engaging. You are able to know to what extent each post is influencing your engagement with people. You can also filter posts by types, such as post, link, photo, and video.



Symphony3 Ads Manager Export Data ...

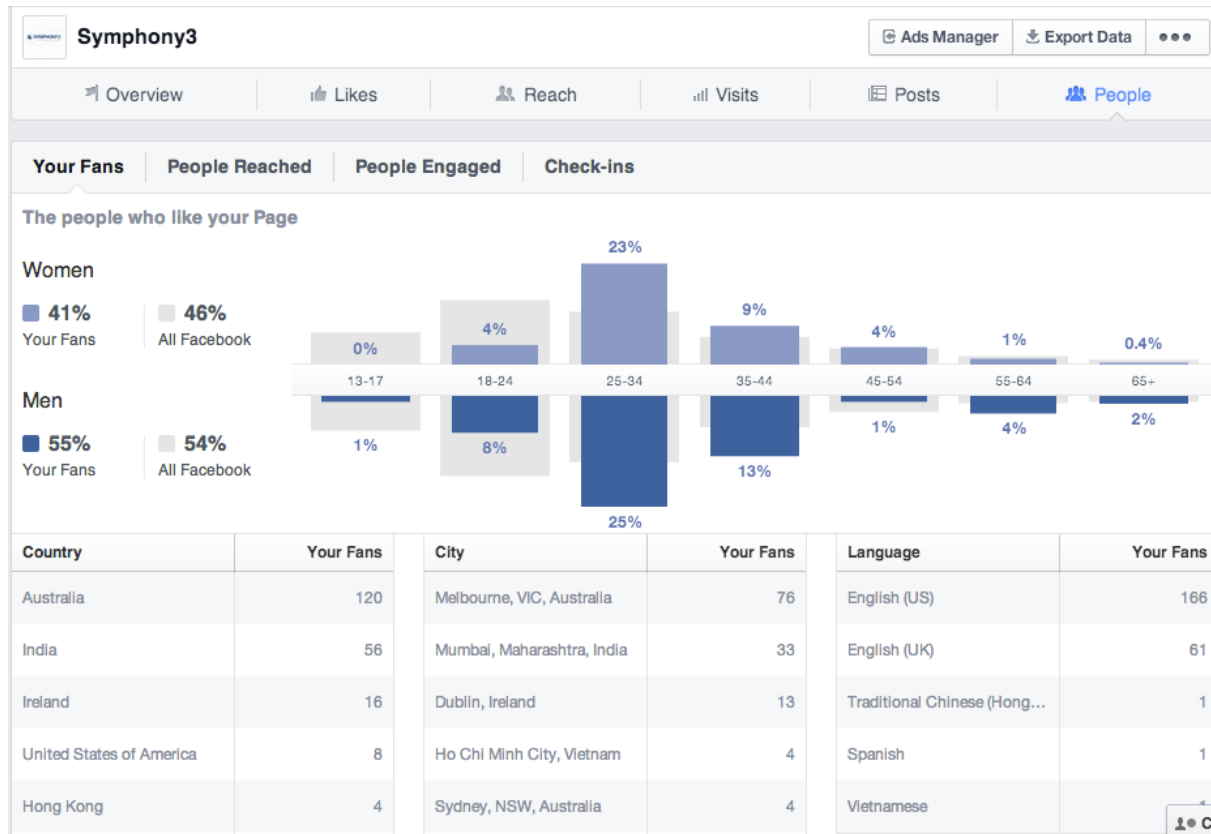
Overview Likes Reach Visits **Posts** People

Reach: Organic / Paid Post Clicks Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
05/09/2014 2:07 pm	Thanks to all who joined for our first live Decoding Digital Google Hangout. Same time next week!	Text	Global	77	2 2	Boost Post
05/06/2014 3:21 pm	We're excited to be delivering the first of eight webinars tomorrow for Business Victoria's Decoding	Text	Global	30	2 1	Boost Post
05/05/2014 11:36 am	great to see the departments Maroondah City Council learning about and embracing #socialmedia	Text	Global	65	6 0	Boost Post
04/24/2014 10:26 am	Want to develop your digital strategy? Starting from May 5th through to June 27th we will be running	Text	Global	5.6K	10 1	See Results
04/01/2014 8:30 am	Web analytics won't deliver value unless they are part of an ongoing process and strategy. Here is an	Text	Global	7.8K	13 5	See Results
03/29/2014 2:39 pm	Ryan Smith delivering a great presentation to some young business superstars on #socialmedia	Text	Global	47	19 3	Boost Post
03/29/2014 10:33 am	While Facebook aren't actually asking for much money to advertise we're still surprised there hasn't	Text	Global	39	3 0	Boost Post
03/29/2014 10:30 am	Good to see Business Victoria Online is going fully responsive - http://www.business.vic.gov.au/#69960	Text	Global	17	0 0	Boost Post
03/25/2014	Faisal Coleman spent a week working with a	Text	Global		107	100%

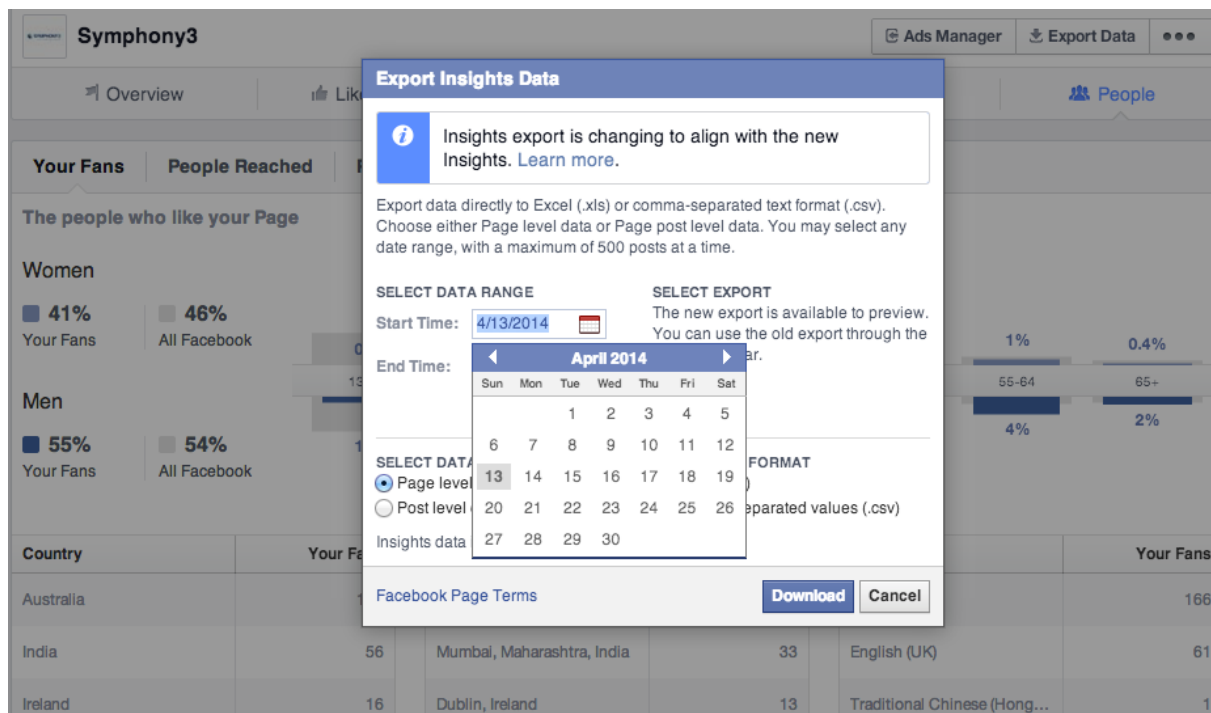
12.6 PEOPLE

Understanding your **audience demographics** is also important, helping you to build your page in an optimised way. Click the **People** tab at the top of Insight page and you will know which countries your followers are from, what gender they are, and where your likes come from etc.



12.7 EXPORTING DATA

You can also export Insights data using **Export** button on the top right corner. You can customize the report by specifying date range; file format and data level, saving it in .XLS or .CSV format for use in programs like Microsoft Excel.



my     
community life

