

CLASSPASS

Facebook for Business

Set Your Profile Up for Success

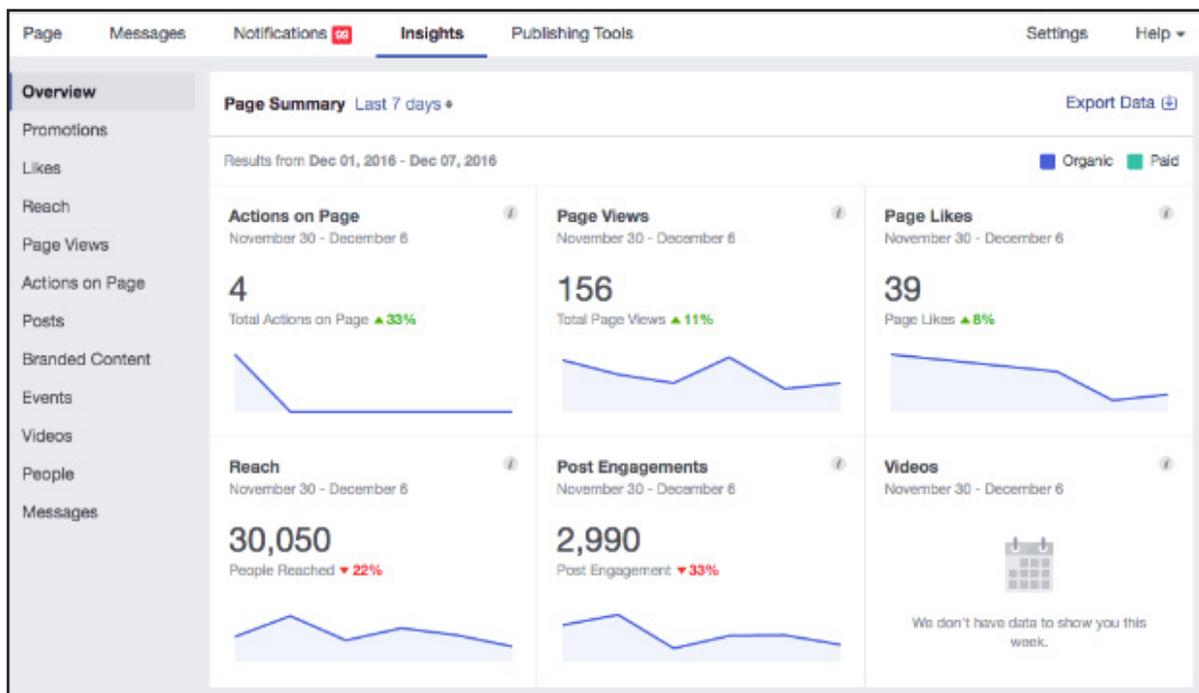
Cara Friedman, Director of Community at ClassPass

Facebook Insights 101

Facebook offers a robust Insights tool that allows you to analyze your fan base, content, and posting strategy on a granular level. Below are the basics on how to interpret these numbers and tips on which numbers to focus on when you're looking to measure success.

Overview

Your Facebook business profile is filled with metrics you can use to understand how people view and engage with your studio or gym on Facebook. To get started, visit the Overview tab to access your Facebook page's analytics summary. You can choose to view your page summary for today, yesterday, the last 7 days, or the last 28 days.



The following numbers are helpful to track to understand how they might have changed compared to previous data. Depending on how you use your page, you might see all or some of these:

Actions on Page: Clicks on your page's contact button or other call-to-action (CTA) button

Page Views: How many times someone has viewed your Facebook page

Page Likes: Number of new likes to your Facebook page

Reach: Total number of people who saw your Facebook posts

Post Engagements: Total number of times your posts were engaged with through a like, comment, share, click or view

Messages: The percentage of messages you've answered and the average response time for answering

Videos: Total number of times a video from your facebook page has been viewed for more than 3 seconds

In the Overview section you can also see recent promotions you've done, stats from your 5 most recent posts and a section called "Pages to Watch" so you can keep tabs on your competitors. If you want to learn more, click on the titles of any section and you will be taken to more information beyond just a quick overview.

Let's take a closer look into some of the additional tabs on the left hand side where you can adjust the dates for a more specific look.

Likes

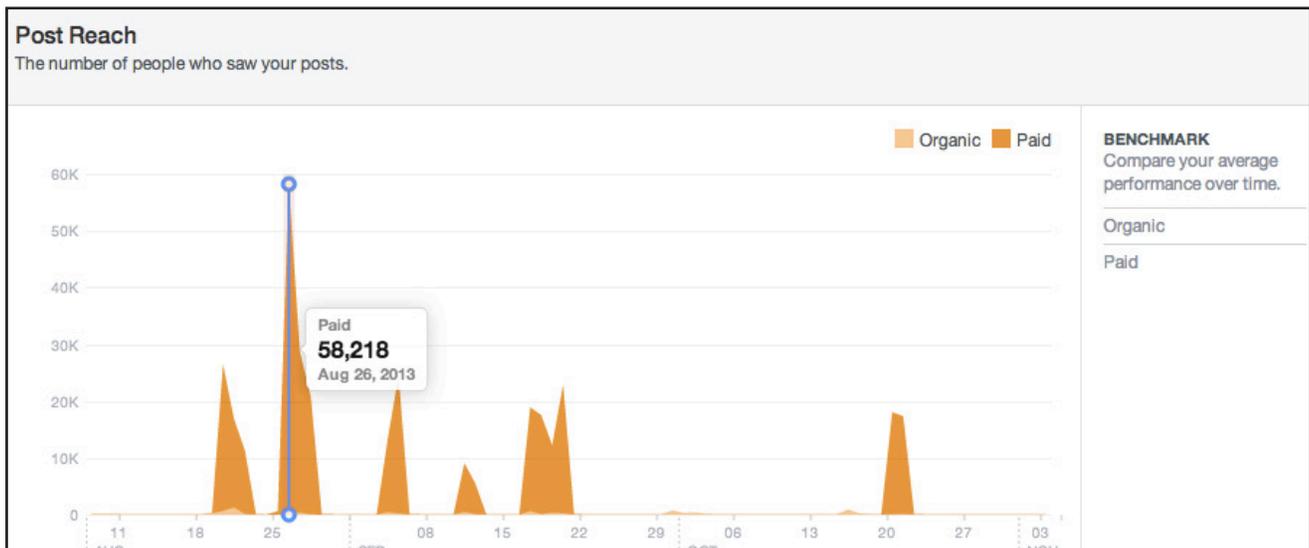
Here you can track overall growth as well as see a breakdown of net likes and like sources. Net likes looks at your daily paid likes, organic likes and unlikes. Like sources tell you where your likes come from whether that be ad, from your page directly or other sources.



Reach

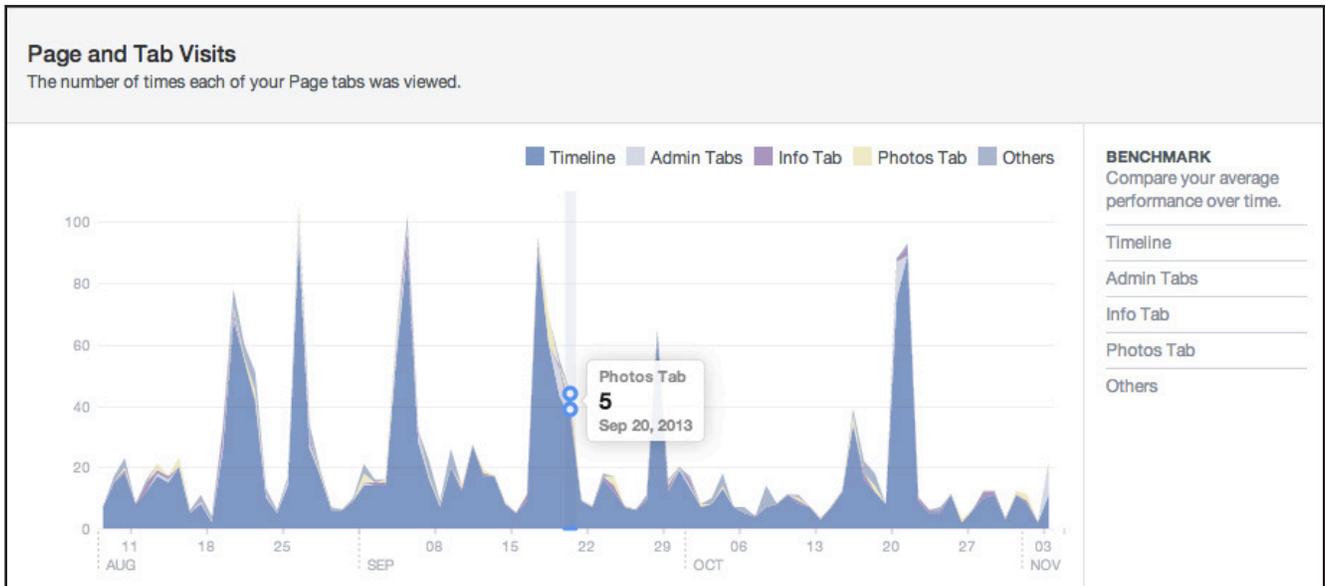
The Reach tab allows you to see how many people your posts were shown to, broken down by whether this was paid or organic, as well as whether the actions viewers took were positive or negative. Positive actions, such as reactions*, comments and shares, help your posts reach more people. Negative actions, such as hide post, hide all posts, report as spam and unlike page, decrease the number of people your post reaches.

*Reactions - The like button is now a reaction button and allows a user to like, love, wow, haha, sad or angry.



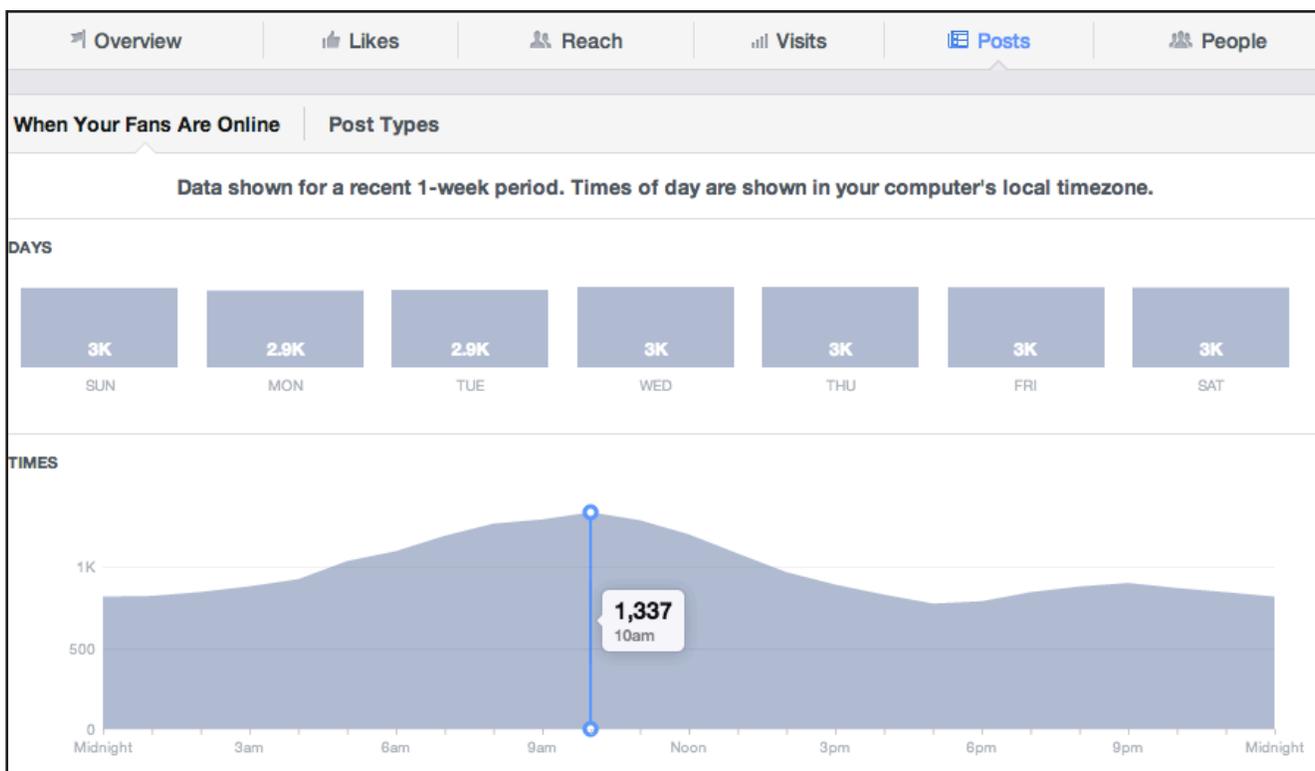
Page Views

The Page Views tab allows you to see more sophisticated data around the people who are viewing your pages. It will show you total number of page views, broken down by section, age and gender, country, city and device. You can also see total views versus unique views (i.e. the number of people who viewed).



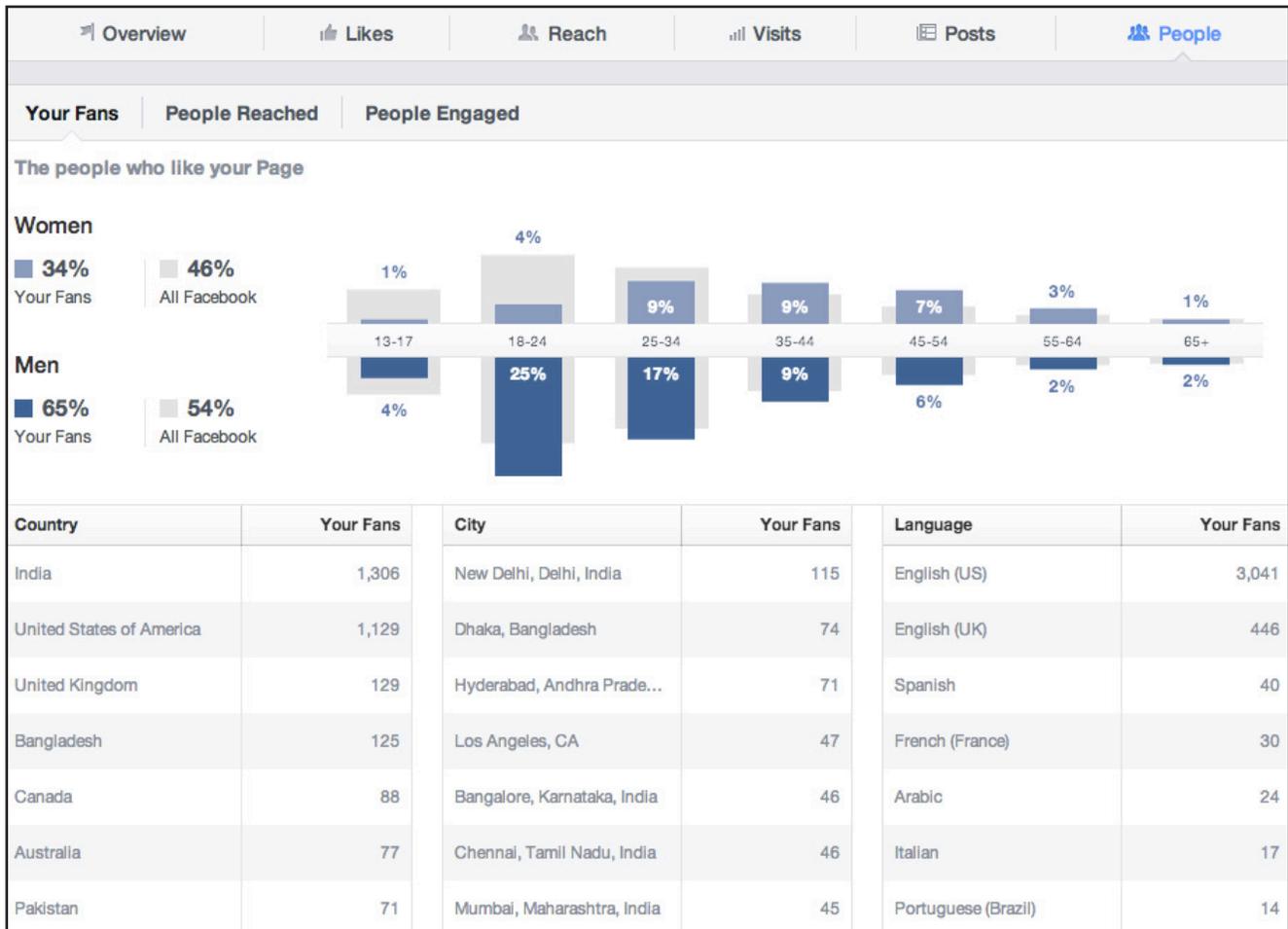
Posts

The Posts page reveals more insights into each individual post's performance. You can see what days of the week and what times users are most active on your posts, as well as reach for your posts by organic/paid sources, fan/non-fans, or impressions by organic/paid. View individual post engagement by tracking clicks, reactions, shares, post hides, hides of all posts, reports of spam, and unlikes. In addition, you can view page or engagement rate overall.



People

On the People tab, you can access a breakdown of who your fans are, who your posts reach, and who engages with your posts by age, gender, country, city and language. People “reached” versus “engaged” are broken down by those people who are already fans of your page versus those who are not (you will never see specific people listed here).



Note: For more insights into how to utilize Facebook for your studio or gym, check out our [Social Media Deep Dive: Facebook](#) webinar recording on After Class, hosted by our Director of Community Cara Friedman.