**Interpreting Facebook Insights**

This worksheet will help you analyze your Facebook page’s analytics and based on the data provided, learn how to adjust your Facebook strategy.

**PAGE LIKES** (the total number of people who like your page)

1. What is the average number of likes your page receives per day, week and month?

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1. What recent trends have you noticed?

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1. What do you think affects this trend?

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1. What can you do to change this trend to make it or keep it positive (upward moving)?

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**POSTS REACH** (the number of people who have seen your page’s content in the past week)

1. What is your page’s average reach each week?

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1. What trends have you noticed this week compared to last week?

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1. Why do you think this trend has changed or stayed stagnant?

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1. What can you do to influence the trend positively?

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**ENGAGEMENT** (the number of people who have clicked on, liked, commented or shared your posts in the past week)

1. What is the overall average engagement on your page?

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1. What is the average change in engagement from week to week?

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1. What can you do to increase engagement on your page?

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1. What types of posts on your page have the most engagement?

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