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A note before we start: to have access to Facebook Insights, you must have at least 30 Facebook fans. To access Facebook Insights, go to your timeline and click on 'Insights' from the top menu. You will now be on the Overview page, which gives you a

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quick summary of all recent and important data at a glance.

## *A Beginner's Guide to New Facebook Insights - LCN.com*

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How to Access Facebook Insights. Go to your Facebook Page and select the 'Insights' option at the top of the page. When you access this tab, you will see that the insights are broken down into fifteen tabs. Depending on your goals, you'll find some of the available options more useful than others.

## *Facebook Insights: A Detailed Guide to Facebook Analytics*

This is the first page that you see when you visit the new Insights, showing information about your 'Likes', post reach, and engagement, which is the number of people who click anywhere on your post. It also shows a snapshot of your five most

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recent posts together with information about their reach and engagement. Likes tab. Source: Inside Facebook

## *A Guide to New Facebook Insights - IntelligentHQ*

This complete guide will cover everything you need to know about the key sections of Facebook Insights and share tips to help you become proficient with Facebook analytics. Navigating this guide. There's a lot to learn about Facebook Insights. To make this guide easier to digest, I've broken the rest of this guide down into 11 bite-sized chapters — one for each of the 10 key tabs of Facebook Insights and a final chapter for the remaining tabs. Overview: How your Page is doing; Likes ...

*The Beginner's Guide to Facebook*

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*Insights (Actionable Tips ...*

Tips for getting the most of out Facebook analytics Rethink your target audience. Are the people who are actually visiting your Page the same people you thought would visit... Do what works and ditch what doesn't. Look for trends in your content that performs well so you can create more posts... ..

*Facebook Analytics and Insights: A Guide for Beginners*

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*Insights | Facebook Help Center |  
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Audience Insights combines relationship status and location to tell you about the types of people interested in your business. Facebook enabled us to launch our next-

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generation device successfully by helping us define our target market, and tell our story with useful tools like video and carousel ads.

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The new Insights are broken down into four main categories: Overview, Page, Posts and People. The dashboard is actually pretty clean looking and easy

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to understand, which is something that Facebook were aiming for to help business owners get to grips with using Insights properly.

*A Comprehensive Guide to Facebook's New Insights ...*

Audience Insights combines relationship status and location to tell you about the types of people interested in your business. Facebook enabled us to successfully launch our next-generation device by helping us define our target market and tell our story with useful tools, such as video and carousel ads.

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will let you make important decisions about your Facebook marketing. What you learn can help you adjust the content you post to Facebook and when you publish it so you reach your target audience more effectively.

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The Overview tab of Facebook Insights summarizes what's going on

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with your page. You'll recall the old Insights had an Overview screen as well. Now, new graphs represent snapshots of your Page Likes growth, Post Reach and Engagement. The most recent posts are still found at the bottom of the screen.

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