

## USING YOUR META ANALYTICS

---

Insights in Meta Business Suite help you understand the results of your organic and paid social media efforts across Facebook and Instagram in one place. As someone who runs a small business, your time and resources are precious. Everything you do in your marketing needs to generate a R.O.I even if it is simply when you are spending time.

In order to make the most of your posts, stories and ads, you need to see how they perform, so you can create more of the types of content that work. Insights in Meta Business Suite enable you to see how your content performs, track key trends and learn more about your audience and customers, all in one place.

With Insights, you can see metrics, trends and visual reports that can help you understand which Facebook Page and Instagram strategies work well and where to make improvements. You can then optimise the way you spend your time and resources.

### **Use Insights to reveal:**

- The results of your organic (posts and stories) and paid (ads) social media efforts across Facebook and Instagram.
- Metrics, trends and visual reports that help uncover which ad strategies work well and where you can make improvements. You can then optimise the way you spend your time and resources
- The performance of your Facebook Page and Instagram business profile, such as trends in reach.
- Your ad account's cross-platform spend.
- Organic and boosted post content engagement, including likes and comments.
- Demographic and geographic summaries of people who like your Page and follow your Instagram business profile.

For example, if you manage a business with a Facebook Page, an Instagram business profile and an ad account, you can see insights for all of these surfaces together in Meta Business Suite under Insights. Use these insights to understand which strategies are successful and how to best spend your resources across Meta technologies such as Facebook and Instagram.

By selecting Insights, then Content in Meta Business Suite, you can view and filter metrics to give you a complete picture of how your content is performing.

When you click on Insights in Meta Business Suite, you'll see a dashboard that shows how your posts, stories and ads have performed. These insights can help you better understand performance of all your organic and ad content across your Facebook and Instagram business accounts.

And because these insights are in Meta Business Suite you can quickly apply what you've learned to content planning, ad creation and customer engagement.

When you visit Insights, you'll see the following categories:

### **Overview -**

- Here you can see visualisations of your goals, results, tips and more.
- Set a goal, track progress and learn helpful tips.

### **Results -**

- Track the performance of all of your Facebook and Instagram accounts.
- Export reports so you can track performance over time.

### **Audience -**

- Learn more about the characteristics of your audience.
- Uncover information about your potential audience to help you adjust your strategies to reach more people.

## USING YOUR META ANALYTICS

---

### Benchmarking -

- Compare the performance of your business and content with similar businesses on Facebook.
- Add businesses that you see as comparable to yours to view their Page likes and published content.
- You can opt out if you don't want other businesses to find and add your Facebook Page to their list, but you'll lose access to this feature.

### Content overview -

- See in one place how each individual post and story performs.
- Sort by Facebook posts and stories, and Instagram posts and stories to see which content type on which app delivers more engagement.

### Reports

Reports can be a useful way to track performance and share results with employees and partners. Run reports on both current and potential audience information, including age and gender, top cities and top countries.

- Run reports on both current and potential audience information, including:
  - Reach
  - Likes and reactions
  - Comments
  - Shares
  - Results
  - Cost per result
  - Link clicks
  - Recent content

### Setting goals

- Setting goals can help you sharpen your content and advertising strategies to achieve a specific outcome. With Insights in Meta Business Suite you can set a goal, track progress and learn helpful tips for your professional success.
- Use the Goal setting function in Meta Business Suite to help you establish and track goals.
- Set a specific goal to help you focus your efforts and better determine whether they're successful.