

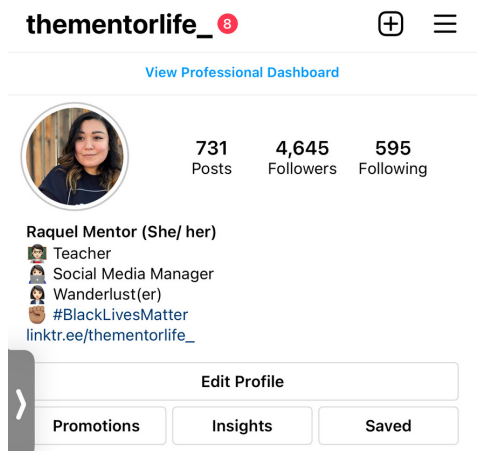
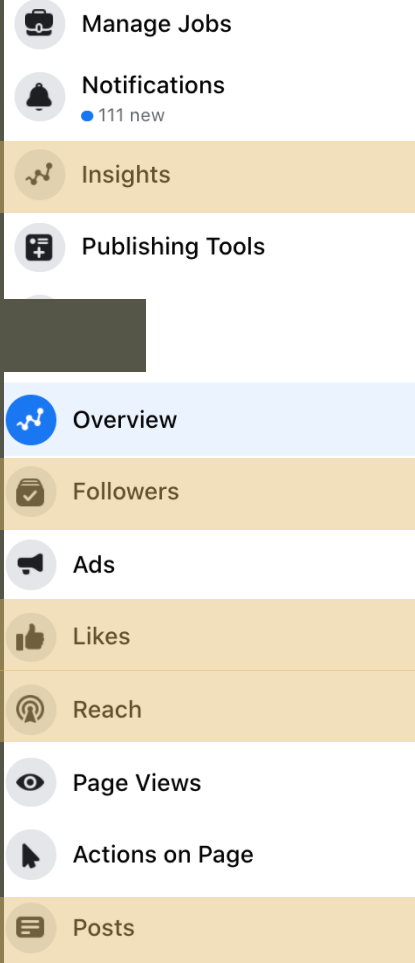
Mentor Marketing

UNDERSTANDING YOUR ANALYTICS

While "likes" are important, they are not the most important

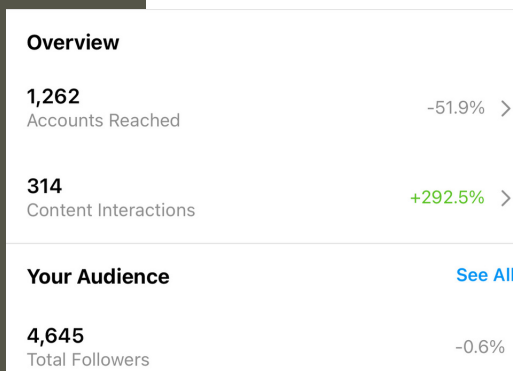
FOR FACEBOOK:

- On your left-hand tab, select "Insights"
- Under "**Page Summary**", pay attention to the following details:
 - **Page views:** foot traffic on your page
 - **Page likes:** Overall number of likes on your page
 - **Post reach:** Number of people who saw your posts
 - **Post engagement:** Number of people who interacted with your content
- **Followers:** see your growth followers for your page
- **Likes:** see your growth for total number of page likes
- **Reach:** see a timeline of people reached for periods of time
- **Posts:** see best posting days, times, and best performing posts
- **People:** understand the demographic of people following your page



FOR INSTAGRAM

- *Make sure you have a public business page
- Select "Insights"



OVERVIEW

- Accounts Reached: number of accounts reached
- Content Interactions: engagement with content
- Total Followers: Breakdown of demographics

