

NAME _____

Facebook Insights In-Class

JMC 99

■ Assignment

Answer the following questions using the Facebook Insights info for the Drake Social or I Love Drake page.

How many people did the page reach in the last 28 days?

Which of the two pages had the highest reach in that timespan? (You'll have to find someone in class with admin access to the other page)

How many people engaged with posts in the last 28 days? What is an example of an "engagement?"

Which post from February had the most reach? Why do you think that one reached the most people?

Which post from February had the most engagements?

What type of share did better for reach and engagement - links, photos or videos (go to Posts and then click on Post Types)? How much better?

What time of day are the highest amount of your followers online (see Posts > When Fans are Online)?

What percentage of the people who like the page are on Facebook at that time?

What do we know about the people who like this page? What can you say about their age, gender, location?

How did the post made by you or your group do compared to others on the page? Why?

Twitter Insights In-Class

JMC 99

■ Assignment

Answer the following questions using the attached information and the Twitter analytics for the drake_social account.

Are Tweet impressions up or down in the past 28 days? Why might this be the case?

What day did the account have the most reach in February? Why?

Which Tweet had the most impressions in February? Why was it so much higher than other Tweets?

Which Tweet had the highest engagement rate in February? Why do you think it was high?

On which day this year did the account get the most likes (right column of Tweets page)? Why that day?

On which day in February did the account get the most new followers (Audience page)? How many?

What percentage of the account's followers are female? How does Twitter know this info? Do you believe it is correct?

How did the post made by you or your group do compared to others on the page? Why?

What were the results from your Instagram post? ___ Likes ___ Comments ___ Saved ___ Impressions ___ Reach ___ Engagement