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## Page Summary

Last 28 days

Export Data

Today

Yesterday

Last 7 days

Last 28 days

Actions on Page

January 29 - February 25

1

Total Actions on Page ▲ 50%



Page Views

January 29 - February 25

323

Total Page Views ▲ 111%



Page Previews

January 29 - February 25

27

Page Previews ▲ 23%



Page Likes

January 29 - February 25

12

Page Likes ▲ 200%



Post Reach

January 29 - February 25

2,726

People Reached ▲ 360%



Recommendations

January 29 - February 25



We have insufficient data to show for the selected time period.

The number of times people have engaged with your posts through likes, comments and shares and more.

Post Engagements

January 29 - February 25

2,279

Post Engagement ▲ 274%



Videos

January 29 - February 25



We have insufficient data to show for the selected time period.

Page Followers

January 29 - February 25

12

Page Followers ▲ 200%



# Facebook Page Insights Guide

**Regina Luttrell,Adrienne A. Wallace**

## Facebook Page Insights Guide:

**Facebook All-in-One For Dummies** Melanie Nelson,Daniel Herndon,2012-06-12 The most comprehensive guide to using Facebook Whether you're new to Facebook a developer exploring apps or a marketer interested in using Facebook for social media campaigns this book has content you can use Seven minibooks thoroughly cover the essentials from how to get started with Facebook to Facebook etiquette to the best pages apps and games You'll find handy information on how or when to share sensitive information and how to stay safe even when settings change If you want to join Facebook armed with the best information this is the book you need Packs seven minibooks in one practical guide Getting Started with Facebook Customizing Your Page Marketing Yourself on Facebook Facebook Advertising Basics Facebook App Development Basics Facebook Privacy and Etiquette and Best Facebook Pages Apps and Games Covers areas of Facebook you may not know about Helps you keep up with Facebook's tricky privacy policies how to choose a tasteful profile photo and when to watch your tone Puts practical and essential information in the hands of users marketers and developers whether new or current Get the most out of Facebook and avoid hassles with this helpful practical guide

### **Teach Yourself VISUALLY Facebook**

Ben Harvell,2012-09-21 Your easy access portal to learning the ins and outs of Facebook the visual way At your fingertips this easy to use guide offers visually rich step by step instructions that show how to get the most enjoyment from Facebook Discover the latest Facebook features such as the new timeline and messaging system and learn how to set up an account work with the most popular and commonly used apps and integrated sites find friends and enjoy groups Includes everything you need to know from simply setting up an account to personalizing a timeline or starting a group for a personal interest Introduces the latest features including the new messaging system Offers full color screen shots and numbered step by step instructions that show everything you need to get the most out of Facebook Teach Yourself VISUALLY Facebook gives you all the guidance necessary to enjoy the best Facebook has to offer

### [The Facebook Guide to Small Business Marketing](#)

Ramon Ray,2013-02-05 The guide for marketing a small business on Facebook The number one social networking site offers the opportunity to reach more than 350 million registered users with your advertising message Owners of small and local businesses will benefit from these tips and best practices provided by Facebook insiders Learn new ways to attract customers create a business profile and take advantage of Facebook's many marketing features With more than 350 million registered users Facebook opens a worldwide forum for small businesses that were once dependent on local traffic alone This guide to small business marketing on Facebook is packed with information from Facebook's staff Guides you through creating a profile for your business taking advantage of Facebook's unique marketing features following best practices and getting the best return on your investment Packed with insider tips and creative marketing ideas If you have a small or local business you can't go wrong with the marketing advice in The Facebook Guide to Small Business Marketing

[Strategic Social Media](#) L. Meghan Mahoney,Tang Tang,2024-02-27 Learn to utilize social media strategies that inspire behavior change in any

landscape Strategic Social Media From Marketing to Social Change Second Edition combines best social media marketing practices with the application of traditional communication behavior change and marketing theories More than a basic how to guide this innovative resource balances social media theory and real world practice in a variety of areas including advocacy public health entertainment and education With a clear and readable style the authors explain the power and possibilities of social media to influence personal relationships and social change The media environment of today is more mobile visual and personalized than ever before In the second edition of Strategic Social Media the authors incorporate advances in the field such as enhanced visual communication digital experience sharing omnichannel marketing IoT artificial intelligence mass personalization and social e commerce An entirely new chapter on utilizing social media for personal branding efforts is accompanied by new and updated examples action plans business models and international case studies throughout Covers all key aspects of strategic social media landscape messages marketing and business models social change and the future Highlights opportunities to break down barriers with institutions of power achieve greater transparency and mobilize users through social media Contains social media strategies readers can apply to any past present or future social media platform Helps practitioners make better decisions about brand objectives and evaluate and monitor social media marketing efforts Provides clear guidance on crafting social media messages that reach intended audiences and ignite dialogue and behavior change Offering comprehensive coverage of both the theory and practice of facilitating behavior change in social media audiences Strategic Social Media From Marketing to Social Change Second Edition is essential reading for undergraduate and graduate students in digital and social media marketing courses social media practitioners entrepreneurs digital content creators journalists activists and marketing and public relations professionals

*Social Media and Society*

Regina Luttrell,Adrienne A. Wallace,2021-04-07 Regina Luttrell and Adrienne A Wallace present an engaging introduction of social media s integration with modern society Recognizing categories of relational societal and self while analyzing the social media environment this introductory mass communications textbook establishes a framework for understanding how technology culture democracy economy and audience fragmentation interact with each media industry differently and relate to media literacy Armed with this knowledge future professional communicators gain a better understanding of their audience and the level to which their strategies influence the public Social Media and Society empowers students as consumers and creators of social media and illustrates that while the tools of communication have changed the goals of social connection and influence have not Features of this unique text include the following Relational Societal Self boxes provide a framework for analysis of media and society In Theory boxes attaching theory to practiceLearning tools and enhanced pedagogy such as Learning Objectives Chapter Wrap Up Critical Thinking Questions Media Sources and End of Chapter ActivitiesComprehensive Glossary of key termsFull color visuals capturing key trends and up to date data

[Home - based Coaching](#) Business Vathani Ariyam,2024-06-21 Introduction Home based Coaching

Business I wrote this ebook to help people who like to learn new things through one on one coaching from their homes You can meet me as a coach to learn one on one giving you a personal connection Here you will learn about the business setup and an accounting method to prevent your business from failing Many entrepreneurs need more accounting knowledge to learn or get professional help and know what to expect They must impose a suitable system to keep their business at a better stage I want to talk about myself I was an accountant for a long time in the accounting industry I had to leave my job in 2014 to help my partner I have gone into online systems eBooks books and accounting work for my clients and a coach Besides I used to teach math to many schoolchildren and I also liked it because the kids who learned from me enjoyed it I developed accounting methods for many businesses in the accounting field and helped the workers follow up on them Therefore I would be an excellent coach to assist you in studying what you would like to change for the better My coaching plans will be eBooks writing I have written 160 eBooks and love doing that therefore I am well positioned to guide you through the process of writing an eBook Are you an expert in something Then you can use that as your topic for the eBook What is your passion for writing But remember whatever you write must ensure your niche is marketable otherwise you will waste your time Creating an online course There are massive opportunities for online courses because they help people learn from anywhere help people who cannot go out to know are working people and are more cost effective than attending lessons at a college to study I have created 48 online courses with good content videos for every lesson visuals infographics quizzes and practice tests I can teach you how to create an online course Accounting You will study setting up a cash flow and budgeting which are vital for anyone wanting to start a business I am also a business plan writer who can help if needed Therefore my program will work towards your needs If you want to write an eBook join me or create an online course I will help you know about the subject you are interested in from everything I have said Further I will use the PowerPoint illustration to help you gain more knowledge through slideshows We can include the frequency of the sessions and how that will help you become a better individual in the sector you like to study Before the session you can discuss how and what you would like to learn from me Further I plan to offer free coaching lessons to encourage people to evaluate this program s worthiness To contact me use the contact form on my website <https://tinyurl.com/mr25f32n> to contact me or phone me on this number 07471432385 I am looking forward to seeing you *Manager's Guide to Online Marketing* Jason Weaver, 2013-02-05 A COMPREHENSIVE CRASH COURSE FOR MASTERING TODAY S MOST IMPORTANT MARKETING PLATFORM Online marketing has evolved far beyond just websites and banner ads Your business s credibility now rests on the ability not to just embrace digital platforms but to coordinate a broad spectrum of media in every campaign Manager s Guide to Online Marketing explains how to do this and more by planning and executing effective cross channel digital outreach using the latest most sophisticated tools and strategies It provides in depth coverage of essential online marketing tools and techniques including Content marketing and blogging Social media marketing Web analytics Search Engine Optimization SEO E mail marketing Online

Public Relations Briefcase Books written specifically for today's busy manager feature eye catching icons checklists and sidebars to guide managers step by step through everyday workplace situations. Look for these innovative design features to help you navigate through each page. Clear definitions of key terms and concepts. Tactics and strategies for effective online marketing. Tips for executing the tactics in the book. Practical advice for preventing errors. Caution signs to avoid common and uncommon mistakes. Examples of successful online marketing tactics. Specific planning procedures, tactics and hands on techniques.

**The Complete Idiot's Guide to Facebook Marketing** Damon Brown, John Wayne Zimmerman, 2012-03-06. Covers all aspects including Facebook Marketplace, Facebook Places and Facebook Deals.

**Facebook Advertising For Dummies** Paul Dunay, Richard Krueger, Joel Elad, 2010-11-16. Profitable ideas and techniques for advertising on Facebook. Tap into the explosive growth of social media and reach your customers with effective Facebook advertising campaigns and savvy insights into how to use this social media phenomenon effectively. It's all here and more in this detailed, easy to follow guide from two award winning marketers. You'll learn what makes a good Facebook ad, how to apply the latest strategies and tactics for effective pay per click and cost per impression advertising, how to test your ad results and much more. Explores Facebook advertising inside and out there are now more than 400 million active Facebook users and over 1.6 million active Pages on Facebook. Works as an all around hands on guide for both experienced and new Facebook advertisers. Walks you through planning and creating an advertising campaign. Explains writing effective ad copy, how to use landing pages and how to test and optimize your ads. Shows you how to use Facebook Insights to understand your results and how to create reports that analyze data. Put your company's best face forward with the sound advertising tips and techniques in Facebook Advertising For Dummies.

The Jonesreport Plus, 2008

**Facebook Marketing Mastery: A Guide for Small Business Marketing** Jill W. Fox, In today's world it's super important for your small business to have a presence on social media. Facebook is still the largest social media network in the world. Facebook Marketing Mastery: Your Actionable Guide for Small Business Growth empowers you to harness the potential of this platform and skyrocket your brand to new heights. This book will provide details on how to use Facebook to help grow your small business. Introduction: Explore the vital role of social media in business and delve into the vast potential of Facebook as a dynamic marketing tool. Gain insights into why establishing a solid online presence is crucial for your small business success. Understanding Facebook: Discover the foundational features of Facebook and grasp the significance of creating a dedicated business page. Uncover the key elements that make a Facebook business page an indispensable asset for your brand. Setting up a Facebook Business Page: Follow our step by step guide to effortlessly create an engaging business page. Learn the art of choosing an attention grabbing name, incorporating visually appealing elements and optimizing the crucial About section. Content Creation for Your Facebook Page: Master the art of content creation with in depth insights into various content types: text, images, videos, live videos and stories. Create a content calendar and plan out which posts will

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**Facebook Ads Guide 2025: Step-by-Step Strategy to Increase Engagement and Grow Your Business** Carter Jameson Brooks ,2025-07-09 Facebook Ads Guide 2025 Step by Step Strategy to Increase Engagement and Grow Your Business Transform your business with the full power of Facebook Ads Whether you re a small business owner marketer or entrepreneur this updated 2025 edition walks you through every step from campaign setup to advanced optimization so you can create ads that not only attract attention but also drive results Why This Book Matters In today s digital landscape mastering Facebook advertising is essential for reaching your ideal audience and boosting conversions Built like top performing guides including titles such as Facebook Ads 2024 2025 this book delivers practical up to date strategies to help you stay ahead of the curve What You ll Learn Campaign Blueprinting Launch high performing ads from scratch with hands on step by step instructions Audience Targeting Strategy Reach the right people using detailed demographic and interest based targeting Ad Optimization Secrets Learn proven tactics for improving performance and ROI based on the latest 2025 best practices Advanced Analytics Insights Understand what the stats are telling you and make data driven decisions to maximize results Benefits You ll Gain Higher Engagement Learn how to craft attention grabbing ads that resonate with your audience Business Growth Use targeted strategies that bring in more leads and drive conversions Smart Spending Avoid wasted ad spend by focusing only on tactics that work Competitive Edge Stay ahead with techniques tailored to the latest Facebook Ads platform updates Why Buy It Today Practical Updated for 2025 Covers the newest ad formats features and algorithm changes to keep campaigns sharp Ideal for All Levels Clear actionable guidance whether you re a beginner or an experienced marketer Designed for Results Every chapter ends with actionable tasks so you build as you learn Trusted by Experts Modeled after high ranking guides like Facebook Ads 2024 2025 with added focus on clarity and usability If you re ready to take control of your Facebook advertising boost engagement and grow your business Facebook Ads Guide

2025 is the definitive resource Click Buy Now and start turning ad spend into real growth today ***Facebook Marketing*** Chris Treadaway,Mari Smith,2012-04-12 The bestselling Sybex guide to marketing on Facebook now fully updated As the second most visited site on the web Facebook offers myriad marketing opportunities and a host of new tools This bestselling guide is now completely updated to cover all of the latest tools including Deals sponsored stories the Send button and more It explains how to develop a winning strategy implement a campaign measure results and produce usable reports Case studies step by step directions and hands on tutorials in the popular Hour a Day format make this the perfect handbook for maximizing marketing efforts on Facebook This revised guide fills you in on the latest Facebook conventions tools and demographics and outlines the important strategic considerations for planning a campaign Takes you step by step through crafting an initial Facebook presence developing an overall marketing strategy setting goals defining metrics developing reports and integrating your strategy with other marketing activities Covers using features such as events applications and pay per click advertising Includes case studies and directions for updating monitoring and maintaining your campaign This popular guide is packed with up to date information to help you develop implement measure and maintain a successful Facebook marketing program

**The M-Factor** Lynne C. Lancaster,David Stillman,2010-04-06 From Lynne C Lancaster and David Stillman the nationally recognized generational experts and authors of When Generations Collide comes the definitive guide to Millennials those born between 1982 and 2000 in the workplace what they want how they think and how to unlock their talents to your organization's advantage If you enjoyed the insights in It's Okay to Be the Boss you need to read The M Factor destined to become the business book on this Millennial generation in the workplace

**The Sox Guide to Facebook Marketing** Sox Digital Ltd,2023-12-19 This book will teach you How to create a marketing strategy How to find and engage an audience How to get started on social media How to set yourself up on Facebook What The Algorithm is and how to become its best friend What the Facebook Ad Centre is and how it works How to create a Facebook marketing campaign What to write about How to track your campaign's progress How to test out your ads How and how not to engage your users Top marketing tips like personalisation automation and segmentation and more

**Facebook All-in-One For Dummies** Jamie Crager,Scott Ayres,Melanie Nelson,Daniel Herndon,Jesse Stay,2014-04-07 Facebook has more than a billion users worldwide Whether you enjoy spending time on Facebook every day use it to advertise and market your product or develop Facebook apps this go to guide has something you need Its six minibooks cover creating a personal timeline connecting with others connecting Facebook to other social media building a fan page marketing a business on Facebook and developing Facebook apps It's fully updated to cover the latest Facebook changes including Graph Search mobile apps Timeline enhancements and news feed redesign This complete guide has been fully updated to cover Facebook's latest changes including Graph Search mobile apps for both users and page managers a redesigned news feed and enhancements to the timeline Minibooks cover creating a personal timeline connecting with others connecting Facebook to other social

media building a fan page marketing a business on Facebook and developing Facebook apps

**The Facebook Ads ROI Blueprint: A Step-by-Step Beginner's Guide to Profit-Driven Campaigns** Wyatt Emerson Brooks ,2025-07-13 The Facebook Ads ROI Blueprint A Step by Step Beginner's Guide to Profit Driven Campaigns Transform every dollar you spend into measurable returns The Facebook Ads ROI Blueprint equips newcomers with a proven roadmap to launching optimizing and scaling ad campaigns in three stages Setup Launch and Profit Maximization What You'll Gain Clear Campaign Structure Move from Ad Manager setup through audience targeting to conversion focused offers without feeling lost ROI Centric Mindset Learn to build campaigns that generate profit not just clicks From budgeting logic to performance tracking it's all about return Creative That Converts Master scroll stopping visuals and persuasive copywriting tuned to Facebook's fast scrolling crowd Optimization Scaling Tactics Use A/B testing audience segmentation and bid adjustments to refine and boost your campaign ROI continually Why This Blueprint Works Top Facebook Ads guides from Perry Marshall to Nicholas Kusmich emphasize analytics audience insights and a tested funnel process amazon.com/bookauthority.org Our blueprint merges these expert backed insights into a beginner friendly system no fluff just results Benefits You'll See Quick Launch Start effective campaigns in hours not weeks with templated setups and checklists Smart Spending Stop wasting ad dollars by tracking cost per action and scaling only when profitable Clear Measurement Monitor critical metrics CTR CPC ROAS with confidence Growth Accelerator Scale high performing ads using data backed strategies reducing guesswork and boosting outcomes Who Should Read This Beginners with zero Facebook Ads experience Small business owners ready to invest in proven marketing Solopreneurs looking to gain fast traction with ads Freelancers and agencies seeking a clear profit first campaign process Why Buy It Today Beginner Friendly Format No prior marketing experience required ROI Focused Every page is designed to drive profit not just vanity stats Expert Insights Inspired by Facebook ad best practices and ROI literate systems Ready to Implement From day one setup to scaling you'll have templates and roadmaps you can plug in immediately The Facebook Ads ROI Blueprint isn't a theory it's your profit focused playbook If you're ready to build campaigns that earn not just spend click Buy Now and start maximizing your marketing ROI today

**Mastering Facebook Monetization** Edwin Cano,2024-10-17 Mastering Facebook Monetization is your essential guide to turning your Facebook presence into a sustainable income stream Whether you're a content creator influencer or business owner this comprehensive book equips you with the knowledge and strategies needed to effectively monetize your content on one of the world's largest social media platforms In this book you will discover Understanding Facebook's Ecosystem Learn the key features that drive engagement including Pages Groups and Ads and how to leverage them for monetization Creating a Professional Presence Step by step guidance on setting up a professional Page and Group branding your content and understanding your audience's demographics and interests Content Creation Strategies Explore the types of content that perform best how to create shareable posts and the best practices for scheduling and consistency Monetization Programs Get an in depth introduction to

Facebook's monetization programs including Ad Breaks and In Stream Ads with eligibility requirements and strategies for maximizing revenue Engagement and Analytics Learn how to analyze Facebook Insights track key performance indicators KPIs and adjust your strategies based on data for optimal engagement and revenue Innovative Revenue Streams Discover how to monetize virtual events create exclusive content through fan subscriptions and attract brand partnerships for sponsored posts With practical case studies expert tips and actionable insights Mastering Facebook Monetization serves as your roadmap to navigating the complexities of Facebook's monetization landscape Whether you're just starting your journey or looking to refine your existing strategies this book will empower you to unlock Facebook's potential as a powerful revenue stream Join the thousands of creators and businesses who have transformed their digital presence into real income It's time to take control of your future let's dive into the world of Facebook monetization

### **Facebook Marketing For Dummies**

John Haydon, Paul Dunay, Richard Krueger, 2012-02-14 Rev ed of Facebook marketing for dummies Paul Dunay and Richard Krieger 2nd ed c2011 *Facebook Ads & Facebook Marketing Strategies 2019: The Ultimate Guide to Optimizing Your Facebook Page, Getting Lots of Leads and Creating High-Conver* Daniel Morris, Phillip Russell, 2019-01-15 WARNING Do Not read this book if you don't want to create HIGHLY CONVERTING Facebook Ads That MAXIMIZE YOUR ROI by 300% Hurry up and get YOUR copy NOW Do you want to become a Facebook Ads expert Do you want to learn how to make a Facebook Ad and get more customers for your business Are you ready to learn the most effective way of Digital Marketing by using Facebook Ads to improve your business If your answer is yes to these above questions then this book is perfect for you Welcome to the most complete and efficient Facebook Ads Facebook Marketing strategies 2019 This book will completely guide you on how to optimize your Facebook page and Facebook ads that enables you to reach millions of new potential customers that will be very interested in you your products and your message In this book you will learn Facebook advertising and Marketing learn and practice lots of powerful startegies from beginner level to advanced which makes marketing on Facebook easier We delve deep into EVERY aspect of Facebook and the Facebook Ads Manager Learn how to use and optimize every type of Facebook campaign Facebook custom audience Facebook pixel Split tests the things you will learn about Facebook are truly amazing and will instantly help advance your presence online You will be able to optimize your Facebook ads for increased conversions and decreased costs You will be able to create and make use of EVERY type of Facebook ad You will be able to grow your Facebook page likes and post engagement You will be able to find new customers that will drive your brand to new heights via online marketing GRAB this book NOW to learn how to take your brand product service or public figure to the next level with the power of Facebook Marketing Inside the book you'll learn How To Create A Facebook Page 2019 How To Tag Products On Facebook How To See Your Competitors Facebook Ads How To Make Money From A Facebook Page How To Get More Fans For Your Facebook Page How To Add Facebook Like To Wordpress How To Create A Facebook Event In A Group How To Optimize A Facebook Page To Attract Likes Search And Local Seo 32 Best

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