

EXPLORING *ANALYTICS* IN

Meta Business Suite

arkadelphia 
regional economic development alliance
and area chamber of commerce

For members of the Arkadelphia
Alliance & Area Chamber

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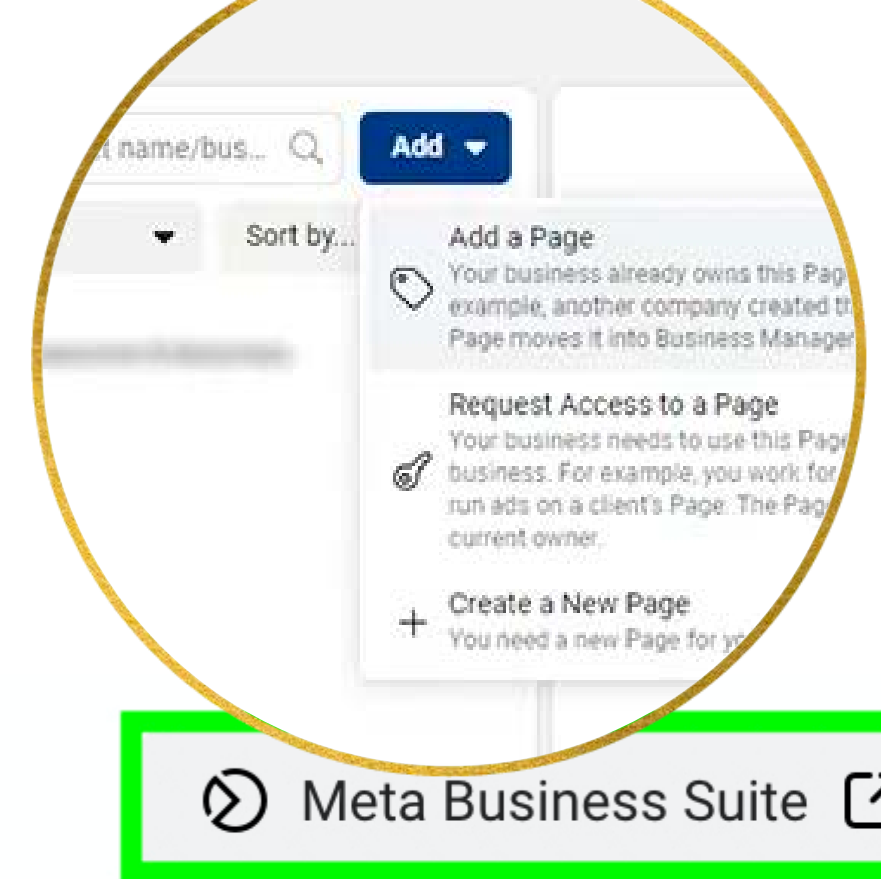
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Meta Business Suite

Meta Business Suite is ideal for managing Facebook and Instagram. The platform offers a ton of data and the ability to schedule posts in advance.

Setting it up is straightforward.

- First, ensure you have a Facebook Business Page, as Meta Business Suite is designed for managing business activities.
- Navigate to business.facebook.com on a web browser or download the Meta Business Suite app on your mobile device.
- Connect your Facebook and Instagram business accounts to the suite. This requires you to have administrative access to the Facebook Page and an Instagram business account.
- Once this is completed you will be navigated to the “dashboard.”



All tools

Shortcuts



Ads Manager



Insights



Events Manager



Business settings



Ad account settings



Collaboration Center

1

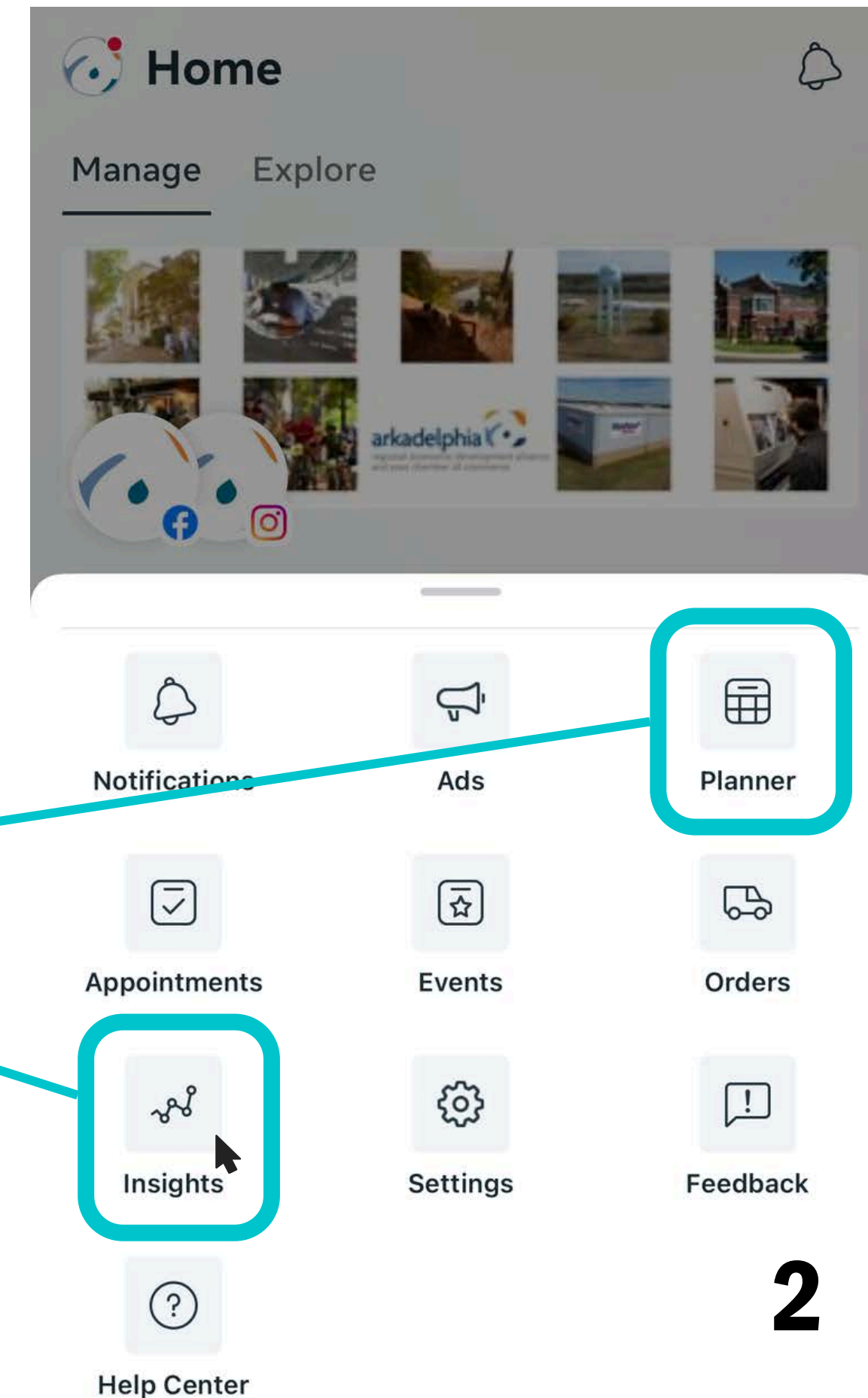
Dashboard - Key Features

In the Meta Business Suite, two key features pivotal for social media growth are the Planner and the Insights tab.

- **Planner:** This section allows you to create, schedule, and publish posts and stories to both Facebook and Instagram.
- **Insights:** This area provides detailed analytics about your audience, post engagement, page views, and other performance metrics. You can use these insights to understand your audience better and tailor your content accordingly.

These tools are essential for strategic content scheduling and detailed performance analytics and will be our primary focus.

Additionally, the platform's dashboard extends its utility with other features, including a unified notifications inbox and comprehensive tools for managing advertisements, e-commerce activities, and event planning.



Planner: Scheduling Posts & More

On the planner dashboard you can access a weekly or monthly overview of your upcoming posts and use the scheduling tool to plan your content for months in advance.

How to Schedule Content

- Hover over the date you would like to schedule your content and choose the type you would like to share.
- After you click to schedule a post or story you will be prompted to enter the exact time you would like it to be posted.
- Then you can create your post with text, images, and video.
- After you are done click “Schedule” or click “Finish Later” to save it as a draft.

The image shows a screenshot of the 'Planner' dashboard. The main area is a calendar for January 2024, with a 'New Year's Day' event on Jan 1. A 'Schedule a post or story' button is visible on the calendar. A circular callout highlights a dropdown menu with options: 'Schedule post', 'Schedule story', 'Create reel', and 'Schedule ad'. To the right, a 'Schedule post' modal window is open, showing scheduling options for Facebook and Instagram. The Facebook modal shows a date of Jan 3, 2024, at 10:00 AM, with active times for Today, Tomorrow, and Wednesday. The Instagram modal shows the same date and time, with active times for Tomorrow, Wednesday, and Monday. A 'Save' button is visible at the bottom of the modal.

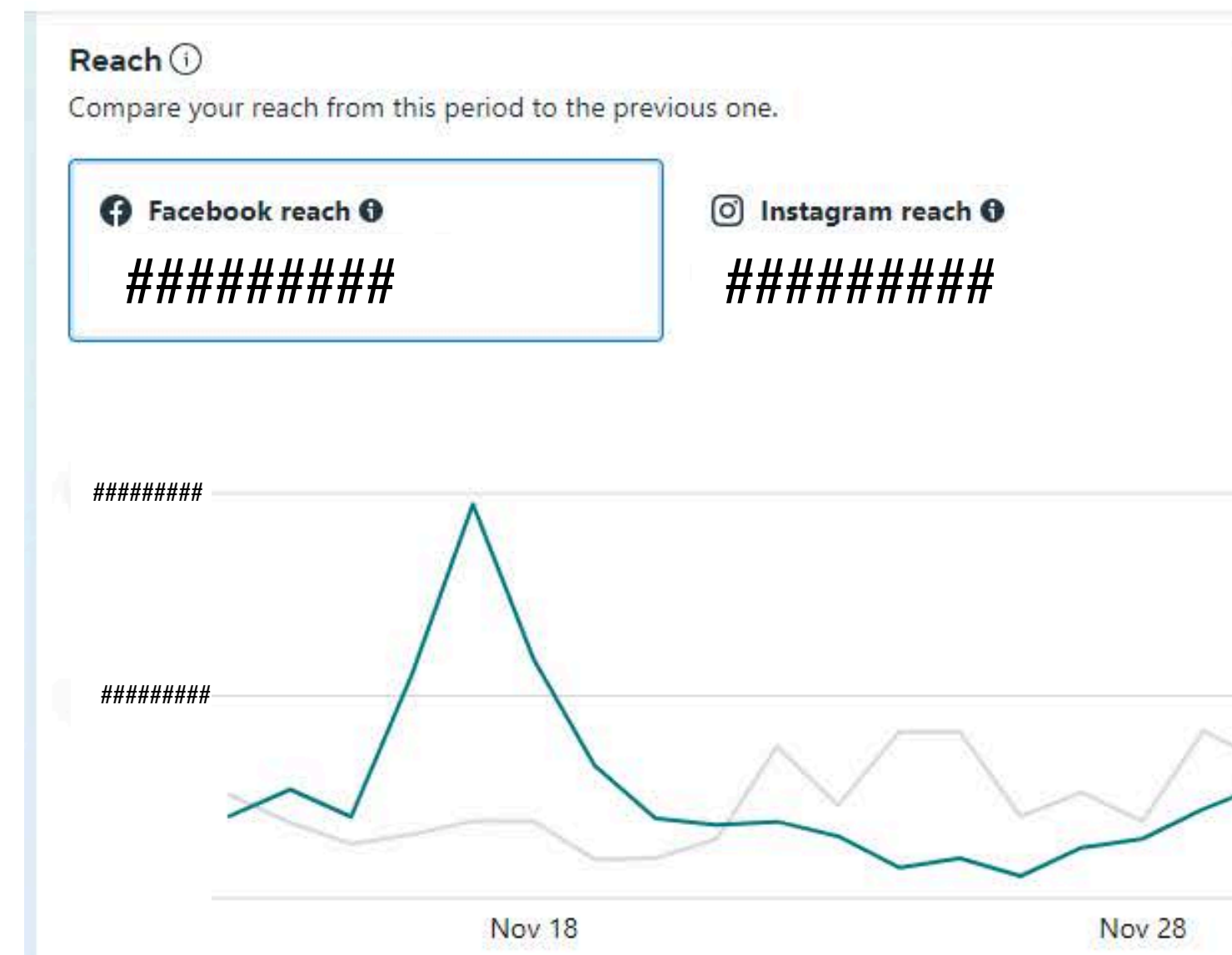
Insights Tab

Overview

The Insights tab takes you to an overview of how your audience is interacting with your content. This includes metrics like post reach, engagement rates (likes, comments, shares), and video views.

In the upper-right hand side of your screen, you can select the date range that you would like to view your overall insights for.

The screenshot shows the 'Insights' tab interface. On the left is a navigation menu with options: Home, Notifications, Inbox, Content, Planner, Ads, Insights (highlighted), and All tools. The main content area is titled 'Overview' and includes a date range selector set to 'Last 28 days: Nov 13, 2023 - Dec 10, 2023'. A yellow circle highlights this selector, which includes radio buttons for various time periods (Last 7 days, Last 28 days, Last 90 days, This week, This month, This year, Last week, Last month, Custom) and a calendar view for November and December 2023. Below the selector, there are sections for 'Content' and 'Audience'.



Insights Tab

Intro to Analytics



Social media analytics isn't just about counting likes or followers. It's about understanding **who** interacts with your content and **how** it impacts your business or organization.

By tracking metrics like **reach**, **engagement rates**, and **audience demographics**, you can tailor your content to better suit your audience's interests and needs.

Think of it as having a conversation with your customers through data.

Reach

This metric indicates the number of unique users who saw your content. Reach can be organic (non-paid) or paid (through ads).

Impressions

This shows how many times your content was displayed, regardless of whether it was clicked or not. This can include multiple views by the same user.

Engagement

This encompasses various actions users take in relation to your content, such as likes, comments, shares, and clicks. Engagement is a crucial metric because it shows how your audience interacts with your content. High engagement rates often indicate content relevancy and can improve your content's reach.

Shares, Likes & Comments

The number on each post and overall.

Clicks

This includes any clicks on your content, whether it's a photo, video, link, or your profile.

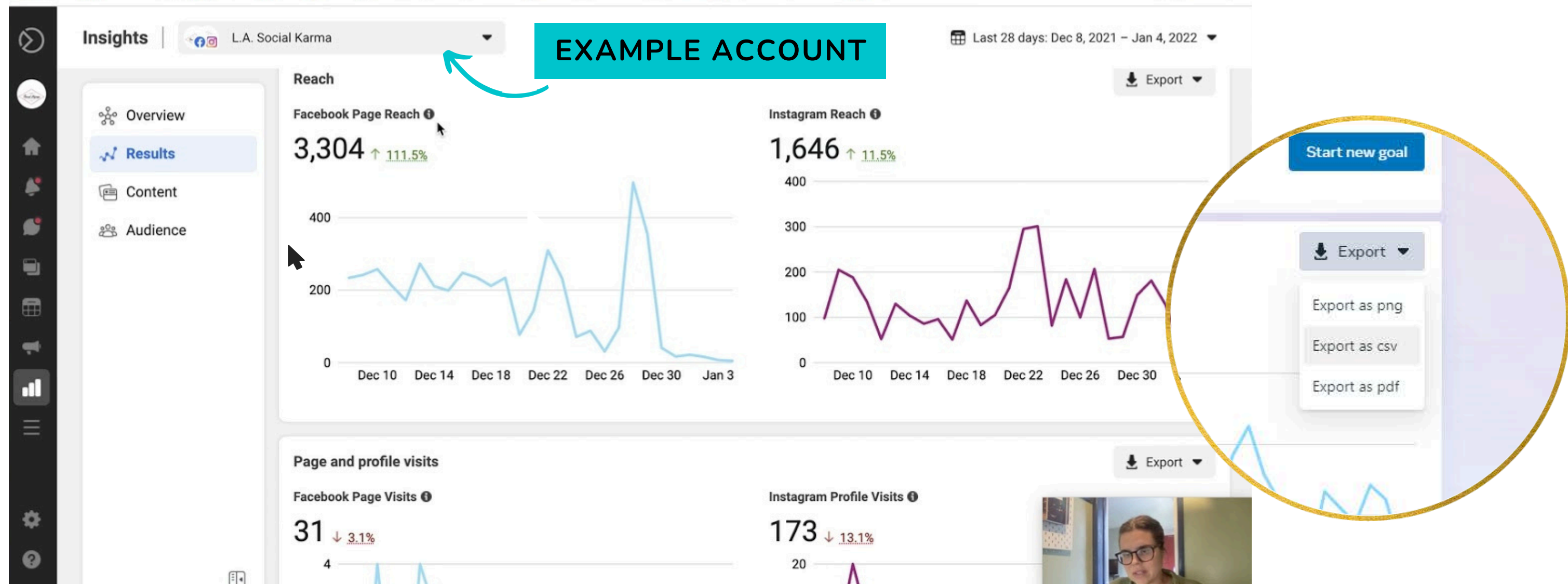
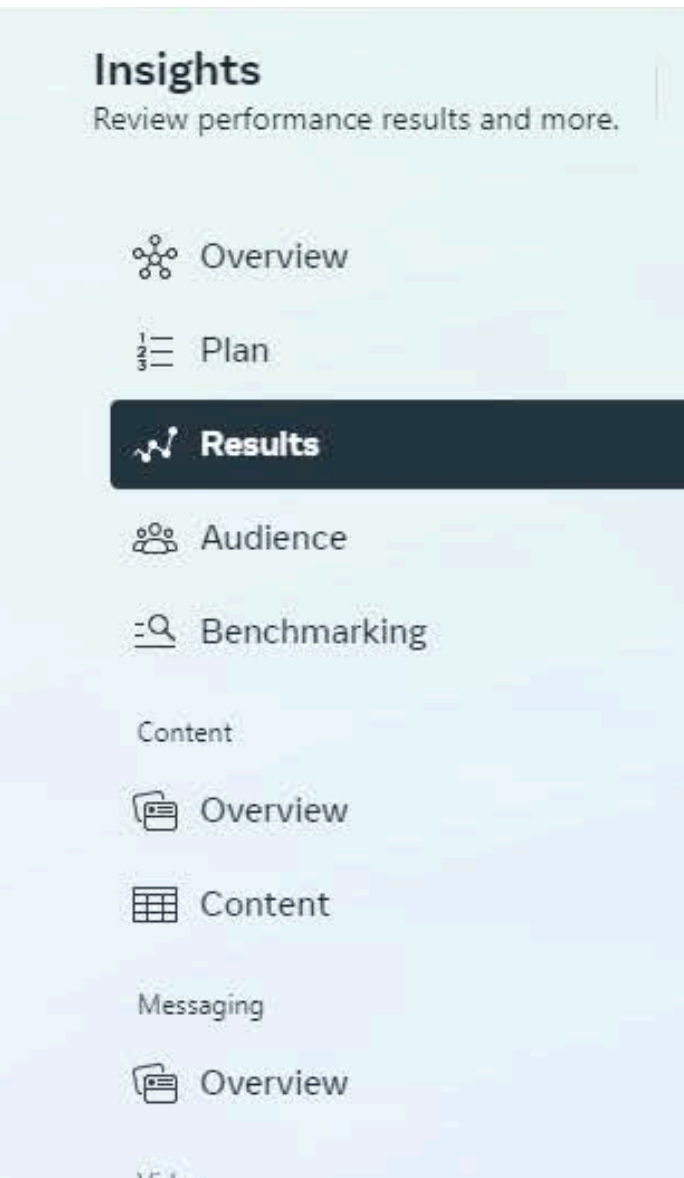
Each of the metrics provide valuable insights into your social media strategy, helping you to understand and improve your performance effectively. The key is to not get overwhelmed. Focus on key metrics like engagement rate and reach.

Insights Tab

Results

The Results page displays Facebook and Instagram Page reach, visits, new likes, and allows for time frame customization, data comparison to previous periods, and data export.

- Click “Export” to download data as a PNG, CSV (Excel), or PDF.
- View your profile visits and page reach overtime.
- Get an overall grasp of how your content is performing versus previous months.



Insights Tab

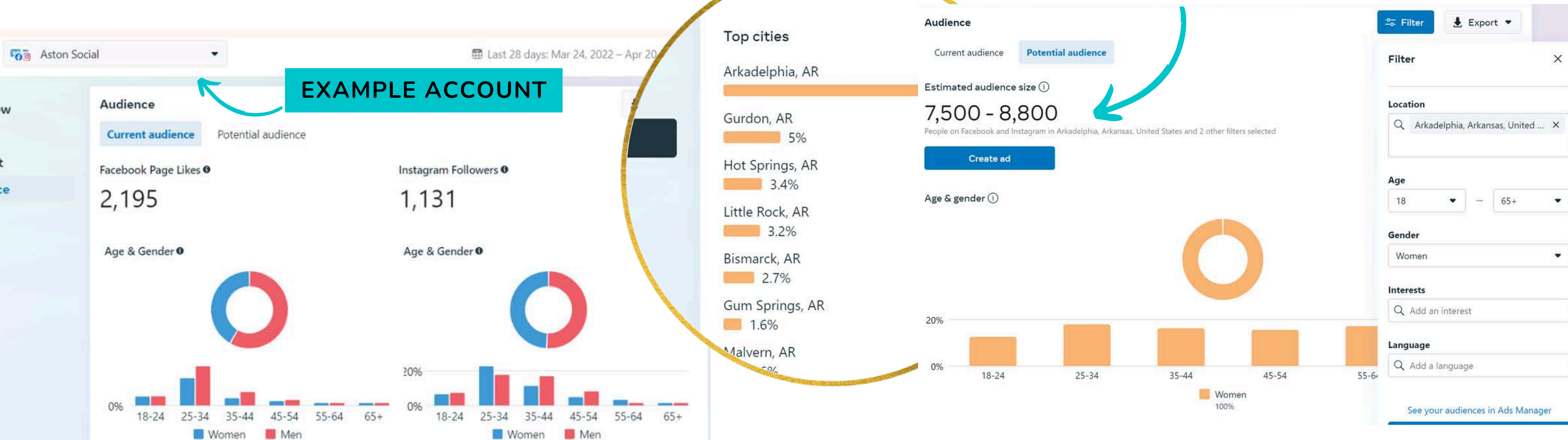
Audience

The Audience tab is a feature that provides detailed insights about the demographics and behavior of the people who interact with your profiles and content.

Current Audience: This section provides data about the age, gender, and geographic location of your audience. You can see a breakdown of your followers or the people who have interacted with your posts, providing valuable insights into who your content is reaching.

Potential Audience: Use the location and characteristics of your intended audience to filter through data and find the number of potential audience members. You can also use features to directly create an advertisement based on what you have selected.

***Example:** Filtering for women only in Arkadelphia gives a potential audience of 7,500 - 8,800.



Insights Tab

Content

The Content Section provides a clear overview of all your social media posts within a selected time range, along with detailed analytics for each post.

You can sort your content by performance metrics such as engagement rates, reach, and likes, enabling you to easily identify which posts are most effective. This information is useful for planning and creating more impactful content in the future.

- You can also customize the displayed columns and preview and sort by different types of data.

All content

Posts and Stories | Media type | Filter | Clear | Search by ID or caption | Columns

Title	Date published	Reach	Likes and reactions	Comments	Shares
Arkadelphia made the list! We're thrilled that recently ... Arkadelphia Alliance and Area Chamber of Commerce	Thu Nov 16, 9:04am	Accounts Center accounts...	Likes and reactions	Comments	Shares
Congratulations to the winners of the Arkadelphia Christmas ... Arkadelphia Alliance and Area Chamber of Commerce	Fri Dec 8, 3:13pm	Accounts Center accounts...	Reactions	Comments	Shares
Arkadelphia Bypass Update November 2023 A smoo... Arkadelphia Alliance and Area Chamber of Commerce	Wed Nov 29, 3:01pm	Accounts Center accounts...	Reactions	Comments	Shares
Yesterday, we had a wonderful time hosting Accelerate: Eclips... Arkadelphia Alliance and Area Chamber of Commerce	Thu Dec 7, 8:41am	Accounts Center accounts...	Reactions	Comments	Shares
Exciting News! Arkadelphia Alliance and Area Chamber... Arkadelphia Alliance and Area Chamber of Commerce	Wed Dec 6, 10:00am	Accounts Center accounts...	Likes and reactions	Comments	Shares

Likes and reactions

403
Likes and reactions

191
Reactions

Insights Tab

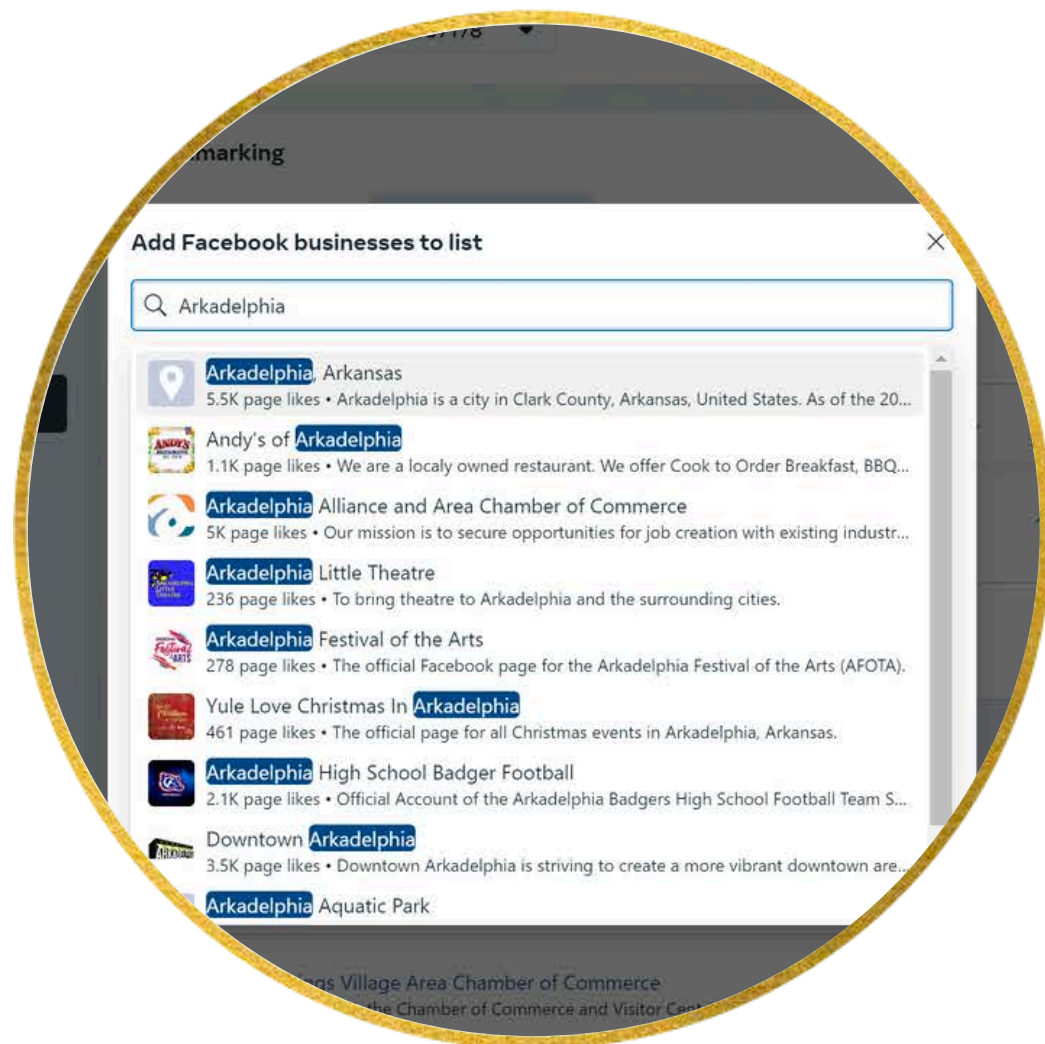
Benchmarking

The benchmarking feature is a valuable tool that allows you to compare your social media performance against competitors.

- Click “Add Businesses” and enter the accounts of those you would like to compare your metrics against.

Choose businesses similar to yours or with the same audience.

You will have to add accounts for Instagram and Facebook separately.



Benchmarking Facebook ▼

Business comparison Businesses to watch

Compare the performance of your business and content with similar businesses on Facebook.

+ Add businesses

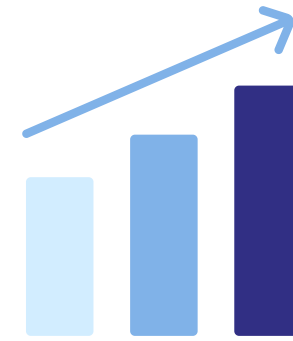
Page	Page likes	↓	Page likes...	↕	Published content
Cabot Chamber of Commerce Visit us at cabotcc.org					⋮
Benton Area Chamber of Commerce The mission of the Benton Area Chamber of Commerce is to foster growt...					⋮
Arkadelphia Alliance and Area Chamber of Commerce Our mission is to secure opportunities for job creation with existing indus...					⋮
Malvern/ Hot Spring County Chamber of Commerce The Chamber provides business leadership and community development ...					⋮

Best Practices for Social Media Growth



1) Set Clear Goals

Define what you want to achieve with your social media efforts, such as increasing brand awareness, boosting engagement, or driving sales. This helps in focusing on relevant metrics.



2) Identify Key Metrics

Depending on your goals, identify key performance indicators (KPIs). This could include engagement rates, follower growth, website traffic from social media, conversion rates, etc.



3) Consistent Branding

Ensure your content across platforms is consistent with your brand's voice and image.



4) Audience Engagement

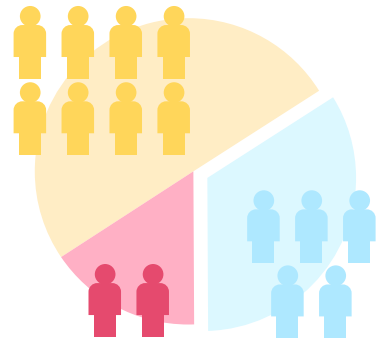
Regularly engage with your audience through comments, messages, and interactive content. Try to spend a few minutes each day scrolling on social media and interacting with other posts.



5) Make A Habit

Regularly check your social media analytics. Daily, weekly, and monthly reviews can provide insights into short-term trends and long-term performance. Use insights and analytics to inform your content and advertising strategies

Best Practices for Social Media Growth



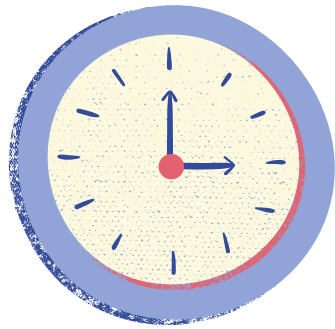
6) Understand Your Audience

Pay attention to audience demographics and behavior. Knowing who your audience is and how they interact with your content is crucial for tailoring your social media strategy.



7) Analyze Content Performance

Evaluate which types of content (videos, images, article posts) perform best. Look at metrics like shares, likes, comments, and time spent on content to understand what resonates with your audience. Compare your audience's reaction to long-form versus short-form content.



8) Track the Best Times to Post

Use analytics to determine when your audience is most active and likely to engage with your content. Timing can significantly impact the visibility and engagement of your posts.



9) Monitor Competitor Performance

Keep an eye on your competitors' social media activity using the Benchmarking tool. This can provide valuable insights into industry trends and effective content strategies. Also compare your performance against industry standard rates.



10) Learn and Adapt

Use the data you gather to inform your strategy. Experiment with different types of content, posting schedules, and campaigns based on the insights you gain. Stay adaptable and ready to evolve your approach as needed.

Thank You!

QUESTIONS?

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