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and share tips to
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easier to digest,
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into 11 bite-sized chapters — one for each of the 10 key tabs of Facebook Insights and a final chapter for the remaining tabs.
Overview: How your Page is doing; Likes ...

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Insights Go to your
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One of the most
important things
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content is likley...
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How to Access
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Go to your

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Facebook Page and select the 'Insights' option at the top of the page. When you access this tab, you will see that the insights are broken down into fifteen tabs. Depending on your goals, you'll find some of the available options more useful than

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InterestExplorer.io

Facebook Insights provides you with charts and graphs that explain how your audience interacts with your page using a variety of metrics. This information is invaluable to your

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marketing strategy
because it can help
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inconsistencies or
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The 'likes' tab shows you all the different 'like' metrics for your page over a

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access data in
Page Insights for
the last 2 years,
and demographic
data, such as age,
gender and
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available in Page
Insights once there
is data for 100 or
more people.
Pages categorized
as a Community
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Insights gives you aggregate information about two groups of people—people connected to your Page and people on Facebook—so you can create content that resonates and easily find more people like the ones in your

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content, and want
a quick and easy
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Click Insights at the top of your Page.

Click Videos on the left. Keep in mind that not all video insights data will be available before September 2016.

For more information, go to Facebook Newsroom. To see

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From your News
Feed, click Pages in
the left menu. Go
to your Page. Click
Publishing Tools at
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dashboard First,
click on the "More"

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tab at the top of your Facebook page's navigation bar. Once the drop-down menu appears, there will be an option to select "Insights" and open the dashboard to look at all the available data.

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desktop and click
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Overview tab, click
the Export Data
link. Go to the

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export your
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data. You'll then
see a pop-up box
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types to choose
from: Page Data,
Post Data, and
Video Data.

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Facebook Insights is a powerful tool for those wanting to track user interaction on their Facebook business page. Facebook Insights can be seen by all the admins of your page, and it can

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